

COMMUNICATION FOR IMMUNIZATION

E-LEARNING RESOURCES

14 | TIPS FOR AN EVALUATION PLAN

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Evaluation should determine the degree of impact of the EPI communication program and whether the objectives were met. It looks at the objectives, the outcomes and how the outcomes were achieved. Evaluation can take place during the lifetime of a programme or project or within 2 -3 years of implementation or can also be undertaken in the end, to give a final assessment of what has been achieved. Communication plans that are evidence-based and include targeted objectives and activities are better candidates for a full evaluation.

Why evaluate?

- **Accountability:** any program that requires funding and human resources should be evaluated.
- **Evaluations will help the programme to improve.** The results should feed back into the next phase of the programme.
- **Evaluations will help to secure new funding** if the program is deemed successful.
- **Evaluations can be shared globally** – adding to the evidence base for C4D, and helping the programme design in other countries. With agreement at the outset, evaluation results can be published in peer-reviewed journals.

What to evaluate?

- **The overall impact of the communication program – did it meet its objectives?**
- **The role communication played in any improvements to EPI, compared with other areas.**
- **Any unique aspects of the program – new approaches that may not have been tried before.**
- **The cost-benefit of the program and its sustainability.**

How to evaluate? An evaluation can be conducted in several ways:

- **A full evaluation of communication only**, conducted by an experienced external third party such as a university research partner or professional evaluation team.
 - This is an especially relevant approach for a unique, large program that included evidence-based, new programming.

- **Through a dedicated review** involving internal and external partners and sufficient time to thoroughly review the quality, outcomes and impact of the program .
- For new vaccines, communication can be **partially evaluated through a Post-Introduction Evaluation**, by including key question relevant to the main communication activities.
- **As part of an overall EPI review.**

How to plan to evaluate:

- **Include an evaluation plan in the communication plan with the requisite budget.**
- **Consider who will carry out the evaluation** – an internal or external party.
- **Consider what to evaluate** – the entire program, specific aspects?
- **The evaluation methodology and tools** – A survey? Focus group discussions? A mix?
- **The audiences to engage** - should be the target audiences of the communication plan.
- **Compare the same areas as those gathered in the formative research.**
 - For example, if the baseline was gathered using exit survey of caretakers in 10 districts, repeat the same exercise to see how/if the survey results have changed.
- **Consider how the evaluation results will be presented and shared** A written report? A presentation? Internally? To all partners? Globally? In a research paper?
- **Consider how the evaluation outcomes will impact design** of the next phase of the communication plan.

UNICEF has full guidance on conducting communication evaluations in Module 1 of the MNCH Communication guidance:

http://www.unicef.org/cbsc/index_65738.html.

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