

Info Note

Selected outcome-focused monitoring tools for communication and engagement

Examples of how tools have been adapted

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Key messages

- The development and research sectors have begun monitoring communication and engagement efforts over the last decade, with the result that there are now a number of tools available.
- It is rare that blueprints of tools can be applied across a variety of communication and engagement activities in development and research.
- Analysis and skill are required to select the right tool and adapt it to the research for development context to be monitored.
- Additional efforts are needed to go beyond monitoring outputs of communication and engagement activities.
- It is recommended to integrate the use of tools into the actual communication and engagement activities rather than have them stand alone.

The CGIAR Research Program on Climate Change, Agriculture and Food Security (CCAFS) utilizes a results-based management system based, in part, on monitoring, evaluation and learning (MEL) of research activities and their intended outcomes. Communication and engagement activities are a key approach. They help achieve outcomes through targeted use of research products and are essential for communicating about outcomes. For effective communication and engagement, it is essential to collect information that contributes to decision-making and prioritization of activities in the program.

In the CCAFS results-based management approach to MEL, we used and adapted a number of tools to fit the outcome-focused monitoring of selected CCAFS communication activities. This Info Note presents a collection of tools and templates that complements

information shared in the CCAFS Info Note “Measuring how communication and engagement efforts help deliver outcomes,” also published in June 2017.

Below are a few guiding points to be considered before the use of any of the presented templates:

- It is important to define and agree on what you want to measure before deciding which tool to use. Make sure the tool is the best fit for that purpose.
- It is always necessary to adapt templates to the specific situation and contextualize them carefully. For example, templates should be adapted to the subject matter, audience, geography, language and culture.
- When adapting and formulating questions, it is important to consider key principles, such as the use of open versus closed questions and to assure that all questions are non-directive to avoid influencing results.
- Good practice before using any of the adapted tools is to pre-test them with a few people that are close to the user audience. This will increase users’ understanding of the tool.
- Consider trade-offs for using the tools anonymously versus allowing for targeted follow-up with contact people.

The tools and templates presented in this Info Note were adapted to the purposes needed. These tools will also be included in an online MEL support pack. With this info note and the MEL support pack we want to encourage colleagues to increase MEL of communication and engagement activities and to share their experiences and adaptations of the tools.

1. Tried and tested next-user mapping tools

Bubbl Mind-map	<p>+ Easy to use, intuitive, can get started within 3-4 minutes, no need for instructions. Can expand network easily, and export (or import) network map to JPEG, PNG, or website. Can change colors or the various bubbles. System fairly flexible. Can add arrows to other bubbles in the map.</p> <p>- Have to register but can be done very easily. Quite basic.</p>
MindMup	<p>+ Easy to use, intuitive, no need for instructions. Can expand network easily, and export (or import) network map to PNG, or PDF. Can change colors or the various bubbles. System fairly flexible. Faster than other tools as you indicate titles for your bubbles on the left side, instead of doing them "bubble by bubble."</p> <p>- Difficult to move things around (a bit rigid). Quite basic.</p>
Text2Mind-Map	<p>+ Easy to use, intuitive, no need for instructions. Can expand network easily, and export (or import) network map to PNG, or PDF. Can also save directly on Google Drive. Can change colors or the various bubbles. System fairly flexible. Faster than other mapping tools, as you indicate titles for your bubbles on the left side, instead of doing them "bubble by bubble."</p> <p>- A bit bouncy and doesn't look as professional as the other tools (minor comment). A bit basic.</p>
NetDraw	<p>- A tool you have to download. Cannot be used on MAC computers.</p> <p>- Seems to be a bit more advanced, as people download a manual that goes with it.</p>

2. Template for capturing changes in knowledge, skills, attitudes and practices, used for the scenarios development process

Occupation: Farmer Policy Maker/Advisor University Lecturer Other

Did you attend the workshop in Choluteca, Honduras 23-24 September 2014? Yes No

BEFORE					Level of Confidence	AFTER				
1	2	3	4	5	(1 = very low, 2 = low, 3 = moderate, 4 = high, 5 = very high)	1	2	3	4	5
					Analysis of the Future Scenarios process (everyone)					
					1. Ability to explain and describe the Future Scenarios process: incl. objectives, aim, methods and models used					
					2. Ability to identify positive and negative factors that influence climate change					
					3.					
					FOR POLICY MAKERS					
					7. Ability to analyse policy issues and intervention strategies to ensure Honduras adapts to climate change					
					8. Ability to analyse policy issues and intervention strategies to ensure Honduras manages climate risks					
					9. ...					

OR

Importance					Level of ...	Confidence				
1	2	3	4	5	(1 = very low, 2 = low, 3 = moderate, 4 = high, 5 = very high)	1	2	3	4	5
					Analysis of the Future Scenarios process (everyone)					
					1. Ability to explain and describe the Future Scenarios process: incl. objectives, aim, methods and models used					

3. Feedback questionnaire, used for Scenarios Workshop in Honduras 18-20 June, 2015

Name (optional):

Gender:

1. What is your overall assessment of the event? (1 = insufficient - 5 = excellent).
And please elaborate ...
2. Did the workshop meet your expectations? (Y/N) Please explain your response: ...
3. Please elaborate on what new knowledge and information you are taking with you from participating in this workshop.
4. If you acquired some new knowledge and information through the workshop, will it be useful and applicable in your work? (Definitely - Mostly - Somehow - Not at all)
5. Will you use any of what you learn in your work and if so, please explain how:

4. Survey sent out directly after a webinar

1. Please tick the choice that best describes your occupation
[Policy - Researcher - Development Practitioner - Academia - Others (please specify)]
2. Overall, how would you rate the webinar? * [Excellent - Very good - Good - Fair - Not good at all]
3. How did you find the offered sessions of the webinar to your work? * [On a scale of 1 (not relevant) to 3 (very relevant)]

	1	2	3
Climate-Smart Agriculture Prioritization Framework			
Climate Smart Agriculture Rapid Appraisal (CSA-RA)			
Participatory scenario planning (PSP)			
CSA Compendium			
Target CSA - a decision support tool to target CSA practices			
Questions and answers session			

4. Please elaborate on any of the ratings that you have given above e.g. why you found a session particularly irrelevant or relevant
5. Which of the CSA tools presented in the webinar would you apply or share with others?
6. Did you have any technical challenges with
 - Logging on to webinar Sound quality Viewing slides
 - Presenter oration None of the above Other (please specify)
7. Do you have any other comments or feedback about the content, format, or other aspects of the webinar?
8. If you have any follow-up question regarding the CSA tools that you were unable to ask during the webinar, please write them and provide your contacts below.
9. Contact: Name, Organization, Country, Email Address, Phone Number

5. Example of post-event evaluation, used for individual follow-up six months after training for journalists

Questions sent by mail

1. Did you use some of the resources / information presented during the workshop?
2. If your answer is yes, could you briefly tell us what and how? And if your answer is no, why?
3. Could you share with us examples of stories, articles or other material that has been published after seen in the workshop?

Examples of responses received from the participants from Latin America

1) *Of course, was very useful what we learned in the workshop, José Luis. Here are a couple of links of notes I wrote:*

- Contar historias de ciencia magnífica obsesión obsession <http://www.ecocienciagt.com/articulos/contar-historias-de-ciencia-una-magnifica-obsesion>
- Saber comunicar sobre ciencia puede mejorar medios de vida <http://www.ecocienciagt.com/articulos/saber-comunicar-sobre-ciencia-puede-mejorar-medios-de-vida>

And everything that you post on twitter is very useful. I'm keeping up with what projects you are working on regarding adapting to climate change in Latin America, and soon I'll ask for your collaboration for a report.

Kind regards,

Professional Journalist, ECOciencia, Guatemala

2) *Of course, the information received has been very useful, not only for publishing stories directly related to the workshop but also for the drafting of various works related to science journalism.*

I have more extensive knowledge on how to address scientific issues has allowed me to express more simply different information I should pass on to my readers.

I share with you some examples of these publications, all with information provided by CIAT:

- El niño empaña futuro del agro <http://www.laprensa.com.ni/2015/11/02/economia/1929076-el-nino-empana-futuro-del-agro>
- El clima obliga a migrar al café <http://www.laprensa.com.ni/2015/06/04/economia/1843889-eclima-obliga-a-migrar-al-cafe>
- A resguardar el alimento de mañana <http://www.laprensa.com.ni/2016/05/19/economia/2037264-a-resguardar-el-alimento-de-manana>
- Dieta nica depende de cultivos foráneos <http://www.laprensa.com.ni/2016/06/17/economia/2053385-dieta-nica-depende-de-cultivos-foraneos>

Best,

Journalist / Business section, LA PRENSA (Nicaragua)

6. Example of post-event evaluation, from a webinar on agriculture in the UNFCCC negotiations on 21 Oct 2015

Part 1: Participant background

1. **How you would describe your function/ role in your job? Please tick appropriate below.**

- | | |
|---|--|
| <input type="checkbox"/> Researcher | <input type="checkbox"/> Advocacy |
| <input type="checkbox"/> Policy Maker/Advisor | <input type="checkbox"/> Other, please specify |

2. How confident and knowledgeable are you in the areas mentioned below?

Please rate these questions on a scale from 1 to 5 with 1 = very low, 2 = low, 3 = moderate, 4 = high, 5 = very high

BEFORE Webinar						AFTER Webinar				
1	2	3	4	5	Understanding the role of agriculture in UNFCCC process	1	2	3	4	5
					1. The evolution of agriculture in the negotiations					
					2. Relevance of SBSTA process for agriculture and current submissions					
					3. Opportunities for agriculture in the post-2015 climate agenda					
					4. Synergies and trade-offs on adaptation, mitigation and food security concerns					
					5. Role of countries in prioritizing and planning agricultural interventions					
					6. Tools and strategies for communicating agriculture issues up to, during and after COP21					

Part 2: Evaluation of the webinar

1. How useful was the information shared in the webinar to you?

Please rate these on a scale from 1 to 5 with 1 = not useful at all, 3 = somewhat useful, 5 = very useful

	1	2	3	4	5
Presenter 1 / Recent progress and developments (including SBSTA 2015)					
Presenter 2 /Agriculture under SBSTA: technical submissions and workshops in 2016					
Presenter 3 /Using the Toolkit: resources for engaging					
Questions and Answer session					

Please explain any of your ratings to explain e.g. why you found a session particularly useful or not at all.

Text field

2. How relevant did you find the offered sessions of the webinar to your work?

Please rate these on a scale from 1 to 3 with 1 = not relevant at all, 3 = somewhat relevant, 5 = very relevant

	1	2	3	4	5
Presenter 1 / Recent progress and developments (including SBSTA 2015)					
Presenter 2 /Agriculture under SBSTA: technical submissions and workshops in 2016					
Presenter 3 /Using the Toolkit: resources for engaging					
Questions and Answer session					

Please feel encouraged to elaborate on any of the ratings that you have given to explain e.g. why you found a session particularly irrelevant or relevant.

Text field

3. Please share with us what immediate follow-up you are planning based on what you have learned in the webinar: Text field

4. Was the webinar format suitable for you? Yes No, because ...

5. How was the quality of the connection?

- o Very good so I could follow without any problems.
- o OK so that I could follow what was being said.
- o Very bad to the extent that it was very difficult to understand and follow what was said.

6. How did you find the presentation of the content for the session?

Please rate on a scale of 1 to 5 with 1 = very bad, 2 = bad, 3 = ok, 4 = good, 5 = very good

	1	2	3	4	5
Presenter 1 / Recent progress and developments (including SBSTA 2015)					
Presenter 2 /Agriculture under SBSTA: technical submissions and workshops in 2016					
Presenter 3 /Using the Toolkit: resources for engaging					
Questions and Answer session					

Please elaborate any of your ratings given above. Text field

7. Could the organizing team of the webinar get in contact with you with follow up questions? [Yes/No]

If yes please add your e-mail

Further reading

- [Advocacy, communication and social mobilization for TB control: a guide to developing knowledge, attitude and practice surveys](#). World Health Organization. 2008. ISBN 978 92 4 159617 6
- Clay Communications. 2014. [Social Media - Factsheet 4](#).
- FAO Corporate Document Repository. Marketing research and information systems [Chapter 4: Questionnaire Design](#)
- Leung, W-C. 2001. [How to design a questionnaire](#), STUDENTBMJ. V 9, June 2001. studentbmj.com
- MindTools. 2016. [How to define and measure your social media performance](#). Video.
- Pinnacle Public Relations. 2012. [Communication Handbook - Factsheet 4: Monitoring and Evaluation](#). *MED Communication Handbook*.
- Pre- and post-webinar evaluation year in relation to a webinar on agriculture in the [UNFCCC negotiations](#).

- Schuetz T, Meadu V, Atakos V, White J, Schubert C, Urrea Benitez JL, Ampaire E, Radeny M, Mungai C, Cramer L. 2017. Measuring how communication and engagement efforts help deliver outcomes. CCAFS Info Note.
- Thomson R. 2016. Stakeholder Analysis: Winning Support for Your Projects. *Mind Tools*.

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CCAFS and Info Notes

The CGIAR Research Program on Climate Change, Agriculture and Food Security (CCAFS) is a strategic partnership of CGIAR and Future Earth, led by the International Center for Tropical Agriculture (CIAT). CCAFS brings together some of the world's best researchers in agricultural science, development research, climate science and Earth System science, to identify and address the most important interactions, synergies and tradeoffs between climate change, agriculture and food security.

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