

Session 23

Steps in Monitoring Communication Interventions 30 minutes

Step 1

Prepare two identical sets of cards that have the steps in the monitoring process. (See PowerPoint presentation for detail)

Form two teams, give each team a set of cards and ask them to arrange the steps in sequential order.

The two teams should face each other, standing in opposite lines. One team should present the order of the cards and then the other team should do so. Ask the teams to negotiate with and convince each other to change the order of their cards if they wish. Allow 10 minutes for this activity. Then tell the teams to show their cards again. Discuss the order and make corrections if need be.

Step 2

Now show **PowerPoint Day 3 Session 23** to summarize this session.

Step 3

End this session by asking the questions in the Discussion Points.

Discussion/ Evaluation

1. When should a proxy indicator be used?
2. How often should data on indicators be collected?
3. How often should monitoring be done?

Title: The P Process: Evaluation and Re-planning

Objectives: By the end of this session, you should be able to:

- explain the importance and purpose of evaluation and re-planning of communication interventions;
- explain different types of evaluation;
- determine what questions does evaluation answer;
- describe the steps in evaluating communication interventions and programmes.

Purpose: The purpose of this session is to introduce the participants to the concept and process of evaluating and re-planning communication interventions and programmes as described in the P Process.

Time: 1 hour 15 minutes

Session

- Overview:**
- 24. The importance of evaluating communication interventions (25 minutes)
 - 25. Types of evaluation (30 minutes)
 - 26. Steps in evaluating communication interventions (20 minutes)

Materials: Newsprint and markers, or board and chalk, masking tape, participants' files, copies of objectives in participants' files, VIPP cards.

Advanced

Preparation: Prepare PowerPoint presentations on evaluating and re-planning communication interventions and programmes as described in the P Process