

Session 24

The Importance of Evaluating Communication Interventions.....25 minutes

Step 1

Start this session by asking participants to define the term evaluation. The following points should be made:

- Evaluation is the systematic collection of information on the conceptualization, design, implementation and/or impact of a communication intervention or programme.
- Evaluations serve two important functions by determining (a) *the extent to which desired changes have occurred in the light of programme objectives*, and (b) *whether the intervention or programme is responsible for such changes*.
- Evaluation is the process by which the relevance, effectiveness and impact of a programme are determined as objectively and systematically as possible in relation to the expected results and outputs.
- Evaluation is therefore, a programme tool and a verification process for measuring achievement of programme results and assessing its relevance, efficiency and effectiveness in relation to its objectives within a given budget or available resources.
- Evaluations examine the effectiveness of institutional arrangements and management systems for programme delivery and also provide information for programme design and approval.
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Step 2 Show **PowerPoint Day 3 Session 24**. Ask participants to brainstorm on why they think evaluation is important. The following points should be made. Evaluation:

- Determines the worth or value of ongoing programmes;
- Increases the effectiveness of programme management and administration;
- Identifies impacts that are attributable to a programme;
- Provides information that will permit cost effectiveness comparisons;
- Enables programmers to redesign an ongoing programme or shape a new programme;
- Satisfies the accountability requirements of donors and programme sponsors.

Point out that evaluation seeks to answer a range of questions including:

- Is the programme addressing a real or the right problem?
- Is the intervention correct or appropriate?
- Are additional interventions necessary to achieve the objectives?
- Is the intervention being implemented as planned?
- Is it an effective way of addressing the problem, for example, in terms of costs and inputs?

Step 3 End this session by asking participants if they have any questions about the definition and importance of evaluation.