



Communicating Evidence Credibly

Heidi McAnnally-Linz

Director of Policy & Communications
Innovations for Poverty Action

www.poverty-action.org



Here's the punchline

My research matters to you because...

- Share your punchline up front
- Build credibility
 - Know your audience
 - Establish rigor & limitations --> accuracy first
 - Short & concise + ability to go deep
- Do your pre- and post- work
 - The ideal: co-create evidence *with* your audience



IPA is a research & policy NGO

700+ studies in 21 countries, with 575+ researchers from top universities



Major Universities:



HARVARD
UNIVERSITY



Stanford
University



Major NGOs and funders:

UNICEF

Bill & Melinda Gates
Foundation

USAID

DFID

Oxfam

CARE



In the News

IPA "has succeeded in bringing complex issues in aid and development to the forefront of global development media coverage."

-The Guardian



FREAKONOMICS RADIO



The
Economist

THE WALL STREET JOURNAL.



PBS
NEWS
HOUR

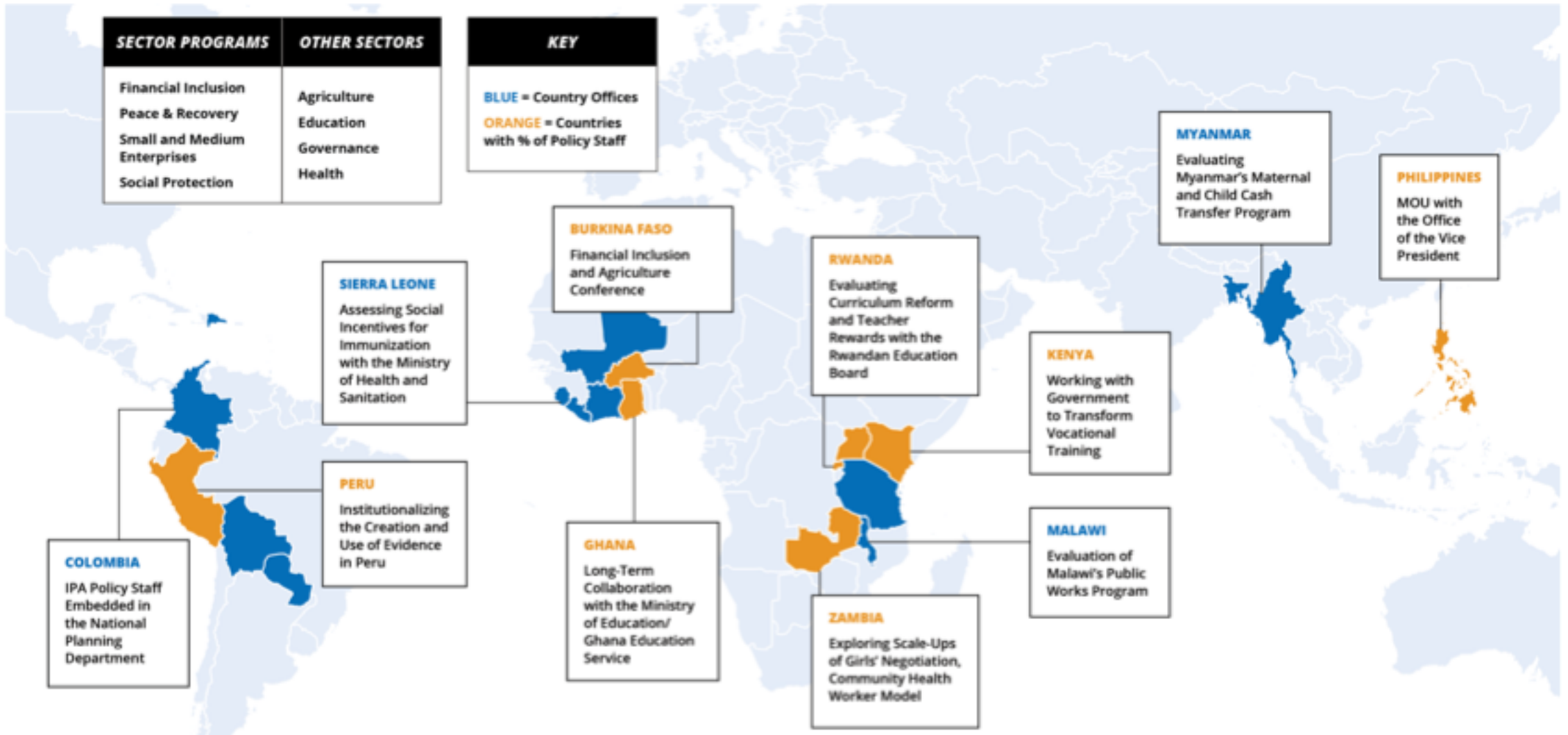
WIRED

FOREIGN
AFFAIRS

The New York Times

Does IPA have an impact?

Hundreds of millions of lives changed based on evidence.
Dozens of on-going collaborations with governments around the world.



First Principle for all Communications: Who is Your Audience?

- Work backwards from there
- **What is that audience's currency?**
- Why do you want to communicate?
- Match *your* goal to *their* currency



Match Your Currency to The Audience:

- **Government:**

Can this organization be trusted?

Will this work for me?

What will my boss(es) think?

Previous policy successes

Relevance of the sample to their population

Cost & Cost-effectiveness analysis

- **NGOs:**

- Will this work for me?
- What will their funders and donors think?

- **Journalists:**

- Non-technical language, explain any jargon or acronyms
- Why will *their* audience care? What makes this compelling?



Communicating Isn't Just Your Presentation

- **Before:**
 - Know your audience, figure out your goals
 - Ideally, co-create evidence with your audience
- **During:**
 - Communicate using their currency
 - Arm them to make the case to their constituencies
- **After:**
 - Follow up: this is 95%* of the work

*Claim not rigorously evaluated.



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Questions? hlinz@poverty-action.org



How does a Randomized Evaluation Work?

