Communicating Evidence Credibly

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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
- Yale University
- Stanford University
- Massachusetts Institute of Technology

Major NGOs and funders:
- UNICEF
- Bill & Melinda Gates Foundation
- USAID
- DFID
- Oxfam
- CARE

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

-The Guardian
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?

Population is split into 2 groups by random lot

Outcomes for both groups are measured