Using Evidence for Impact

March 21, 2023

Blueprint

Table of Contents

1 About Blueprint

2 The Evidence Generation Cycle

3 Communication and Dissemination

4 How does this come up in your work?

1. About Blueprint

About Blueprint

Blueprint was founded on the simple idea that **evidence is a powerful tool for change**

We help practitioners and policy makers generate and mobilize evidence to help solve complex social challenges. Our unique approach **empowers our partners** to use data as a tool to drive social change. **Our team of over 50 people** are experts in applied policy research, user-centered design, data analytics, implementation and scaling, evaluation, capacity building and more.

As an **evidence-generation partner in the Future Skills Centre (FSC) Consortium**, we collaborate with partners and stakeholders to inform social innovation in Canada's skills development ecosystem.

2. The Evidence Generation Cycle

But first…what do we mean by evidence generation?

a collection of values, facts, stories, symbols, quantity or qualities that can be used as a basis for reasoning, discussion or calculation

The processes and practice of gathering and analyzing **data** to explore a question or questions

How is evidence generation different than evaluation?

- Evidence generation **expands** the traditional scope of evaluation
- It encompasses **multiple ways of gathering and using data**, such as data analytics, secondary research to identify promising practices that can inform our work, community engagement and ‘soundings’
- It is based on **continuous learning and improvement** making it appropriate for all stages of program/policy design and implementation cycle

Overview: The Evidence Generation Cycle

The Evidence Cycle is core to our evidence generation approach. It describes:

- Common key stages in a project's development
- The kinds of evidence that projects will generate at each stage

Exploring a particular need/issue

Designing a program or service

Delivering for the first time

Refining

Expanding (Scaling)

Overview: The Evidence Generation Cycle

	Description	*Activities*	*Examples of evidence*	*Example tools*
Exploring a particular need/issue	You are interested in better understanding an issue or problem that a target population is experiencing.	• **Researching** literature on a topic • **Engaging** with individuals with lived experience and/or stakeholders to better understand their needs • **Analyzing** administrative or other existing datasets	• How your program **addresses the needs** of your target audience • How your program **differs** from existing approaches	• Research Questions • Stakeholder analysis

Overview: The Evidence Generation Cycle

	Description	*Activities*	*Examples of evidence*	*Example tools*
Designing a program or service	You are generating, exploring and validating components to develop a new program that has the potential to address a specific problem or issue.	• **Reviewing** programs available in other jurisdictions • **Designing** a new program with engagement from stakeholders/ potential participants • **Testing** elements of a program or a limited prototype to gather feedback	• Factors that contribute to a **need** • How the need **impacts** stakeholders and/or a target population • **Gaps** in supports to resolve this need	• Logic model • Theory of change • Measurement framework • Implementation plan

Overview: The Evidence Generation Cycle

	Description	*Activities*	*Examples of evidence*	*Example tools*
Delivering for the first time	You are delivering a program that is new to you, often on a small scale, with your first few cohorts.	• Delivering a program that is **entirely new** to your organization • Delivering a program that draws together **existing interventions** in a new way	• **Outcomes** of your program (e.g., skills gained, employment secured) • **Successes** and **challenges** of your program	• Pre/post-survey • Interviews • Focus groups • Participatory activities

Overview: The Evidence Generation Cycle

	Description	*Activities*	*Examples of evidence*	*Example tools*
Refining	You are delivering a program you have previously delivered, often at a larger scale, to refine the design, content and/or delivery of the program. The focus here is on **continuous improvement.**	• Continuing to deliver a program with a **larger number** of participants • **Refining** the design and delivery of a program you have delivered before	• **Outcomes** of your program (e.g., skills gained, employment secured) • **Successes** and **challenges** of your program • **Core** and **adaptable** components of your program	• Pre/post-survey • Interviews • Focus groups • Participatory activities

Overview: The Evidence Generation Cycle

	Description	*Activities*	*Examples of evidence*	*Example tools*
Expanding (Scaling)	You are delivering a program that you have delivered before in new locations or with new target populations.	• Launching a program that you have delivered before to **new sites**, **new partners**, and/or with **new populations**	• **Causal impact** of your program • **Successes** and **challenges** of your program • Identification of the **necessary components** to effectively replicate and scale • **Adaptations** across sites	• Pre/post-survey • Interviews • Focus groups • Participatory activities

3. Communication and Dissemination

Communication planning for collective impact

WHAT

…are the key messages to share?

- → What story do our findings tell overall?
- → What evidence do we have to support that story?
- → What do people need to know?

WHY

…are the messages meaningful?

- → Will it change attitudes? Contribute to impact on something else? Influence policy, behaviour change, funding? Raise awareness?

WHO

…needs to hear/see the messages?

- → What are their goals?
- → What can they support with?
- → What communities are you already connected to, and who can you mobilize?
- → What can we learn from them?

WHEN

…is the best time for this to happen?

- → Can we balance meeting our goals and everyone's needs?

HOW

…will you get the message across?

- → What products, events, moments, networks, spaces exist or can be created?
- → What resources are available to execute?

Don't forget to measure/evaluate your communication too!

Learn more about Blueprint

Follow us on social media!

LinkedIn: @BlueprintADE

Twitter: @Blueprint_ADE

Check out our website!

https://www.blueprint-ade.ca/

Connect with us!

info@blueprint-ade.ca

Blueprint