Evaluation 101 for Human Rights Organizations: How do we know if we are making a difference?

April 20, 2017: Insights into how change comes about and how to measure it

A project of the AAAS Science and Human Rights Coalition
Evaluation 101: A Webinar and Workshop Series

Presenting foundational information on program evaluation for human rights organizations, emphasizing low cost approaches useful for small projects and limited budgets. Each will take place at 2pm EST.

- April 20 – Frameworks and measures of change
- May 15 – Study designs
- October 3 – Data collection and analysis, Part I
- November 2 – Data collection and analysis, Part II
Overview of the webinar

- Topics will include:
  - The diverse purposes of evaluation
  - Project theory frameworks
  - Measures of change
Submit your questions into the Questions box at anytime throughout the webinar.
What do we mean by evaluation?

<table>
<thead>
<tr>
<th>What it is not</th>
<th>Evaluation defined</th>
<th>Evaluation as process</th>
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<tbody>
<tr>
<td>• Evaluation ≠ indicators</td>
<td>• Determines merit, worth or value</td>
<td>• Evaluative thinking, not compliance</td>
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What do we mean by human rights?

- Advocacy and policy change
- Documentation of rights abuses
- Service delivery (and access)
- Education / training
What needs are you addressing?

- **Local community needs**
  - know-your-rights training

- **Solution**

- **Most community members**
  - need an improved understanding of their basic rights as citizens

- **Need**
Focus on the process before measuring results

What are we trying to achieve?

How are we defining change?

How do we think it happens?
How do we construct a theory of change?

What’s the big picture? (long-term goals)

What does change look like? (backwards mapping)

How do we show success and strategies? (planning)

Does the map make sense? (testing assumptions)
How does change come about?

If community X knows their basic rights as citizens

... then, community X will fully experience their basic rights
How do we think change comes about?

Assumptions

Community X knows their basic rights as citizens

Knowledge → action

... then, community X advocates and demands these rights

Action → reaction

... then, community X fully experiences their basic rights

Precondition
How are we assuming change comes about?

Knowledge → action
- Sufficient knowledge
- Time to advocate
- Disincentives to act are low

Action → reaction
- Incentives to react
- Systems in place

Problem → Impact
Integrating human rights-based thinking in evaluation

- Ensure inclusion, voice and reciprocity
- Start with the community (participatory approaches)
- Integrate methods in use (community mapping)
- Brainwriting, not brainstorming
Measurement challenges: Complex and evolving change
Measurement challenges: Finding meaningful measures
Guidance for designing meaningful measures
What about unintended outcomes?
Resources for Project Evaluation

On-call Scientists and Human Rights
MAKING AN IMPACT

Oncallscientists.aaas.org

Statistics Without Borders

\[ \sum_{i=1}^{X_i} \]

g.shapiro4@live.com
community.amstat.org/
statisticswithoutborders/home
Further Resources

- The Advocacy Strategy Framework: A Tool for Articulating an Advocacy Theory of Change
- The Community Builder’s Approach to Theory of Change: A Practical Guide to Theory Development
- Design, Monitoring, and Evaluation for Peace
- Experimental and Quasi-Experimental Designs for Generalized Causal Inference
- Monitoring and Evaluation for Human Rights Organizations: Three Case Studies
- Pathways for Change: 10 Theories to Inform Advocacy and Policy Change Efforts

www.aaas.org/evaluation101
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