From Evidence to Influence: Five Must-Haves

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“In God we trust. All others must provide data.”

- Edwin R. Fisher, addressing a subcommittee of the U.S. House of Representatives in 1978
Must-Have #1: A Link between Strategy and Measurement

My strategy is that I actually have absolutely no strategy

Michael Phelps
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1. Summary Diagram: A Theory of Change on Gender equality and women’s and girls’ empowerment

**Problem:** Gender inequality, exercised through individuals, communities and societies, violates women’s and girls’ human rights, constrains their choices and agency and negatively impacts on their ability to participate in, contribute to and benefit from development.

**Strategies:**
- Implement social norms and values and promote legal and policy frameworks supportive of gender equality.
- Advocate for the rights and entitlements of women and girls in all sectors and fora.
- Strengthen mechanisms to prevent and respond to violence against women and girls.
- Build capacity and networks to support gender equality.
- Engage with political decision-makers and stakeholders to influence policies and practices.

**Outcomes:**
- Women’s and girls’ rights are recognized and respected.
- Women and girls are able to assert their rights and exercise their agency.
- Women and girls have access to education, healthcare and other social services.
- Women and girls have access to economic opportunities and resources.
- Women and girls have access to political and social participation.

**Interventions:**
- Organizational(level) impact: Investigate gender analysis and ensure gender transformative approaches in all development planning and implementation.
- Community level: Interventions to reduce constraints and conflicts, promote gender equality and women’s empowerment.
- Individual level: Interventions to empower women and girls to seek and claim their rights.

**Barriers:**
- Policies and procedures are gender discriminatory, gender transformative approaches are not widely adopted.
- Political and social networks and alliances are conducive to gender discrimination.
- Media and communication channels are biased and disproportionate.
- Social norms, attitudes and value systems are gender discriminatory.
- Women and girls are excluded from leadership and decision-making.

**Outputs:**
- Women’s and girls’ rights are protected and respected.
- Women and girls have access to education, healthcare and other services.
- Women and girls have access to economic opportunities and resources.
- Women and girls have access to political and social participation.

**Impacts:**
- Women and girls realize their full human rights and their voices are heard in all gender equality.

**Feasibility:**
- Resources are adequate, skills are available, policies are in place.

**Key Evidence:**
- Women and girls share their experiences of gender discrimination.
- Women and girls share their stories of gender discrimination.
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**Data Sources:**
- Women and girls share their experiences of gender discrimination.
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**Recommendations:**
- Engage with political decision-makers and stakeholders to influence policies and practices.
- Strengthen mechanisms to prevent and respond to violence against women and girls.
- Build capacity and networks to support gender equality.
- Implement social norms and values and promote legal and policy frameworks supportive of gender equality.
- Advocate for the rights and entitlements of women and girls in all sectors and fora.

**Note:** Gender equality and women’s empowerment (SEWEE), Women’s Rights Organisations (WROs).
Must-Have #2: A Connection to the Others’ Work
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Expertise, alignment, humility and distinction
Must-Have #3: The Right Team
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Must-Have #3: The Right Team

Rent or Buy

Fit for purpose, agile, resourceful, efficient
Must-Have #4: An Audience for Your Work

Internal?
External?
Must-Have #4: An Audience for Your Work
Must-Have #4: An Audience for Your Work

Focused, responsive, and useful
Must Have #5: A Communications Strategy
Must Have #5: A Communications Strategy

Targeted, meaningful, influential
Recap: The Top Five Must-Haves

1. A link between strategy and measurement
2. A connection to the others' work
3. The right team
4. An audience for your work
5. A communications strategy