EVIDENCE HAS AN IMPACT WHEN PEOPLE KNOW ABOUT IT

SIEF is making impact evaluation data and research relevant to journalists
WHAT IS SIEF DOING?
We’re working with journalism training programs to bring impact evaluation data and expertise to media in low income countries, with a focus on sub-Saharan Africa and southeast Asia. Our focus is on evidence in the areas key to what’s needed for children and their families to succeed: education, early childhood development, water and sanitation and health.

WHY IS SIEF DOING THIS?
Journalists play a big role in building support for development programs - and in questioning why things aren't getting done. But they can’t do their jobs right if they don’t know what evidence is out there, why it matters and how to understand if a program is working.

WHERE IS SIEF DOING THIS?
We started in Washington D.C. with webinars that feature World Bank impact evaluation experts talking about impact evaluation and what it can teach us about key human development issues. These webinars are broadcast live and are available online as training resources. We’ve now moved to delivering training to journalists where they live and work; and twinning this with special panels for regional researchers on how to effectively communicate results to journalists.

HOW IS SIEF DOING THIS?
We look for partners with the experience and the networks needed to convene experienced reporters and run effective training programs that include SIEF-chaired sessions on impact evaluation evidence and development programs. We have worked with the Washington, DC-based International Center for Journalists and the U.N. Foundation.

For more information visit www.worldbank.org/sief or email SIEFimpact@worldbank.org

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