Webinar series sponsored by The World Bank’s Strategic Impact Evaluation Fund (SIEF)

Featuring experts from the World Bank, this webinar series provided journalists with resources to better translate development data into powerful storytelling that sheds light on under-reported issues. This series ran in conjunction with two International Center for Journalists (ICFJ) programs, the impactAFRICA reporting contest and the Early Childhood Development Reporting Contest.

**HIGHLIGHTS**

- **2,377** Total Views
- **346** People subscribed to listserv to learn more about webinar series
- **3,976** Highest number of impressions from a single tweet promoting the webinar
- **1,060** Page views to impactAFRICA’s webinar page

The webinar series reached viewers in 32 African countries.

**This series:**

- Connected journalists in the global south to top World Bank experts and resources
- Encouraged journalists to critically analyze issues that affect policy-making in the global south
- Helped journalists develop new ideas and angles for development stories
Dave Evans, Senior Economist in the Chief Economist's Office for the Africa Region of the World Bank, explored how experts measure the impact of development programs, and offered a “top 5” list of techniques and tools to improve reporting on the issues. The webinar was moderated by Christopher Conte, a former ICFJ Knight Fellow.

Audience Reach
(For full webinar)

1,322 Impressions
Top live tweet during Measuring Impact webinar

238 Views
From 3 short webinar clips explaining impact measurement tools

18 African countries
Viewers of webinar clip from African countries which includes Nigeria, Tanzania and Kenya
“Don’t get discouraged if a government official refuses to comment on your story. Report on it anyways. Let the public decide how to view it. Let the public know the issues and that you tried to approach an official who gave no comment so they can react and agitate for change.”

- Sharon Barang’a, winner of the ICFJ Early Childhood Reporting Contest, on governments downplaying data.

**Dam Data: Water Data for Nigeria by Abiri Oluwatosin Niyi**

This project was selected for the impactAFRICA story contest. Using data from government expenditures and citizen reports, Niyi tracks the supply and usage of drinking water in Nigeria. The project aims to help media and citizens work with regulators to improve access to water.

**Malnutrition: Raising Nigerian Children with Low IQ by Martins Ifijeh**

Ifijeh, a winner of the Early Childhood Development Reporting Contest, sorted through publically available health data. Looking at individual cases, Ifijeh investigated the socioeconomic impacts of malnutrition. The story also highlights the benefits of early intervention to combat malnutrition.

**South Africa All At Sea by Sipho Kings**

Kings analyzed data which shows that the government’s naval investments had not deterred illegal fishing. The report prompted the Department of Agriculture, Forestry and Fisheries (DAFF) to increase naval patrol units. This has led to the arrests of those involved in illegal fishing operations. The project was selected for the impactAFRICA story contest.