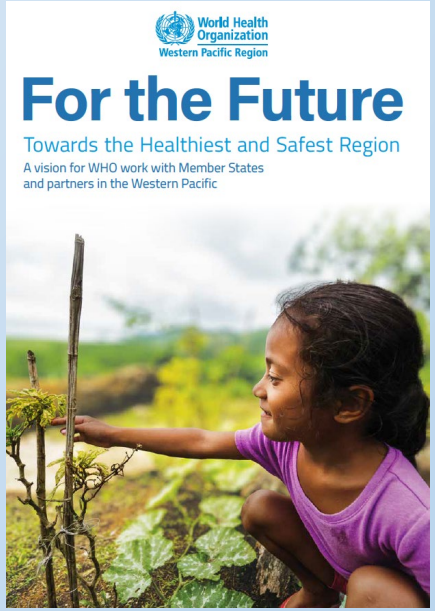
Measurement, Evaluation, Learning (MEL) for **WHO advocacy materials and campaigns**

Facilitator: Distinguished Professor Dr Jim Macnamara, PhD, FAMEC, CPM
University of Technology Sydney (UTS)
Visiting Professor, The London School of Economics and Political Science
Visiting Professor, London College of Communication

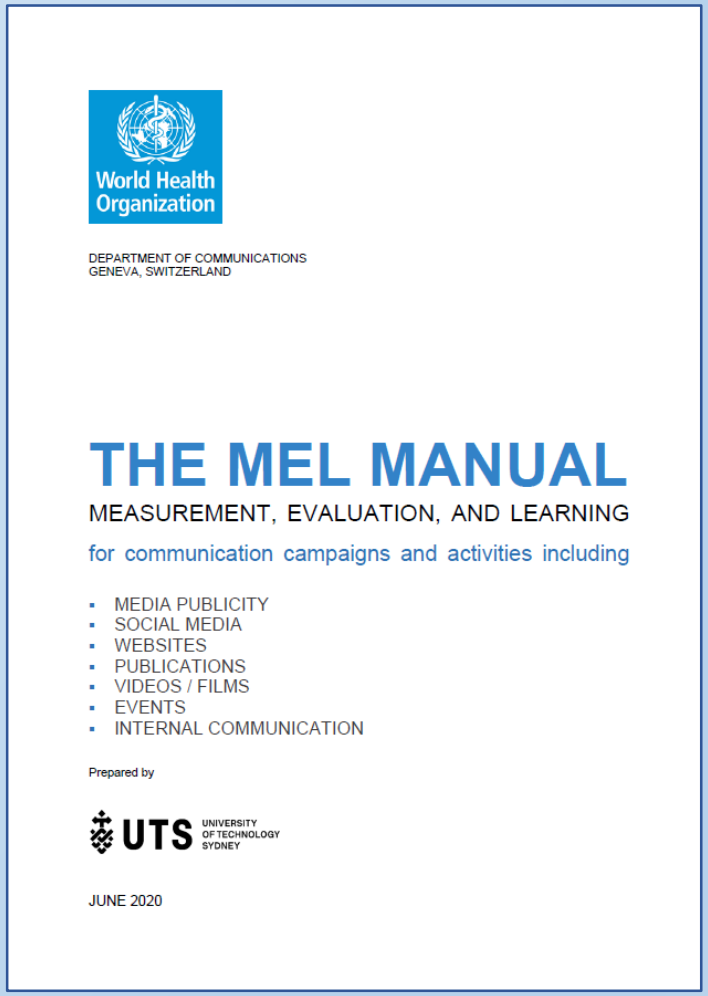
WELCOME – This workshop

- Reminder of **key principles of MEL** (measurement, evaluation, learning)
- Evaluating the effectiveness of WHO advocacy materials
  - E.g., publications such as brochures, information leaflets, posters, etc.
- Evaluating the effectiveness of WHO **campaigns**



The MEL Manual

- Glossary of terms
- Section 1 – An overview of
  - Key concepts
  - Best practice principles
  - Frameworks and models
  - Metrics and indicators
  - Methods
- Section 2 – MEL for media publicity
- Section 3 – MEL for social media
- Section 4 – MEL for websites
- Section 5 – MEL for publications …
- Section 9 – MEL for campaigns



World Health Organization

DEPARTMENT OF COMMUNICATIONS
GENEVA, SWITZERLAND

THE MEL MANUAL

MEASUREMENT, EVALUATION, AND LEARNING

for communication campaigns and activities including

- MEDIA PUBLICITY
- SOCIAL MEDIA
- WEBSITES
- PUBLICATIONS
- VIDEOS / FILMS
- EVENTS
- INTERNAL COMMUNICATION

Prepared by

UTS UNIVERSITY OF TECHNOLOGY SYDNEY

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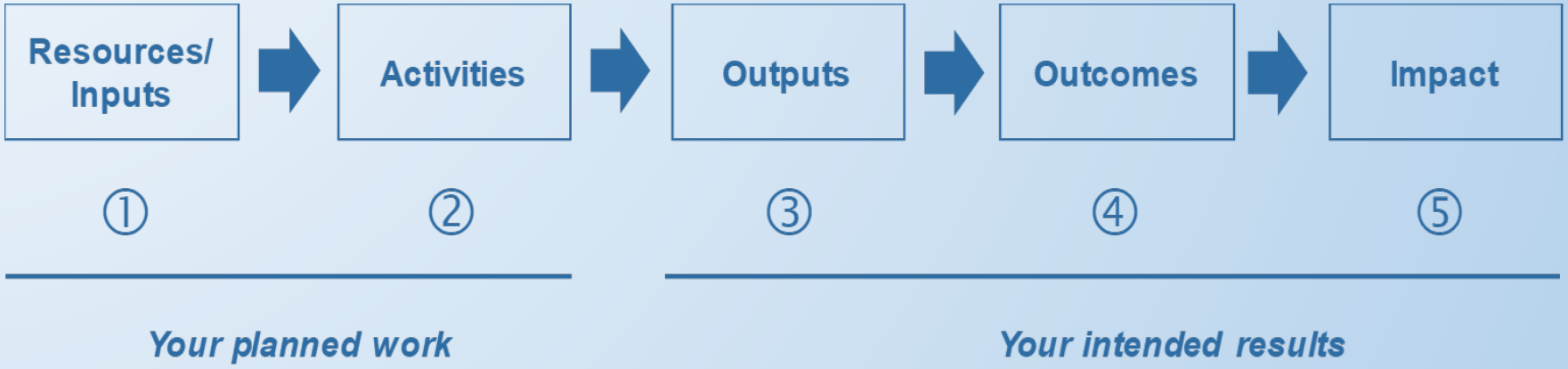
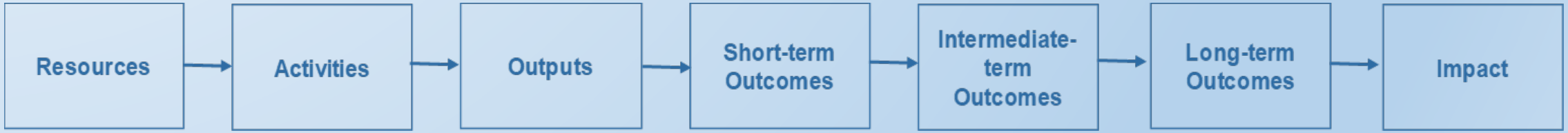
Logical framework approach and program logic models





AMEC Evaluation Framework

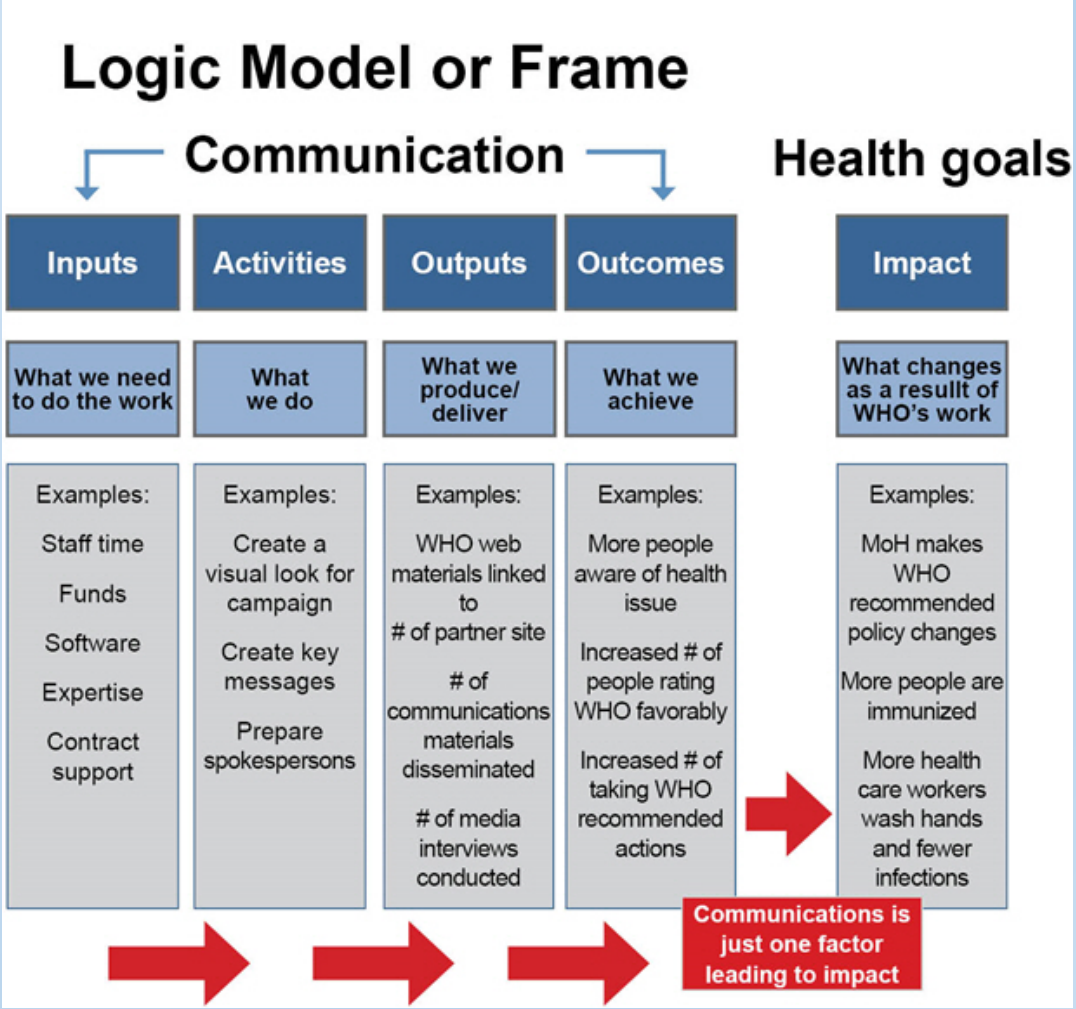
Includes ***out-takes*** (equivalent to short-term outcomes)

https://amecorg.com/amecframework/framework/interactive-framework

WHO program logic model for evaluation

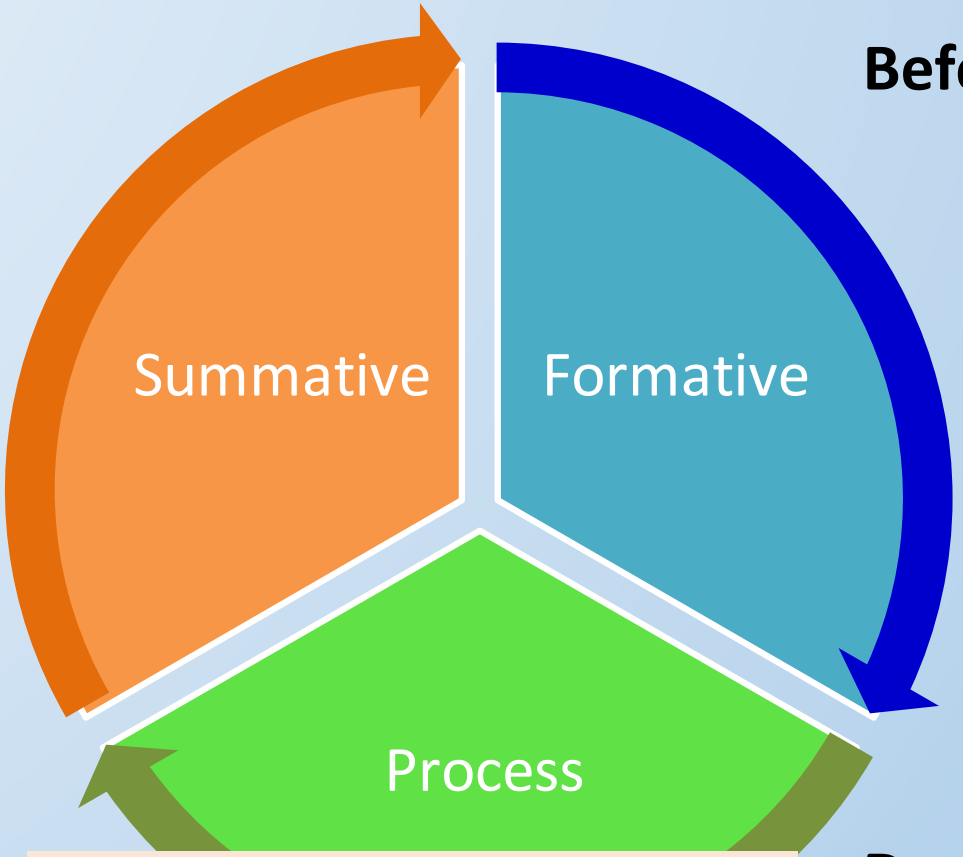
WHO program logic model / frame

- 5 stage classic program logic model
- Shows progressive stages
- Identifies **impact as multicausal**
  - And possibly downstream / delayed
- But we must get at least to *outcomes*



Three types of evaluation / MEL

- How has **behaviour** changed?
- How have **attitudes** changed?
- To what extent has **awareness** increased?



Before

- What is the **baseline** (readership; satisfaction; etc.)
- What **information** does our target audience want/need?
- What are their **preferred channels**?

During

- Are we **reaching** our audiences?
- Are we getting any **feedback**?

SMART objectives

- Contains **numbers, percentages, dates**
- Have a MEL **plan** from the outset
- *Theory of change* indicates that objectives are possible
- **Aligned** to supporting organizational goals
- Have a **deadline / due date**

Objectives for media publications?

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Plan and design the information / advocacy publication	INPUT
Produce the **content**	ACTIVITY
Distribute the publication	OUTPUT
Reach key target audiences (demographics, countries, etc)	OUTPUT
High volume of likes, follows, shares, subscriptions (audience **response**)	Outcome
Positive **comments / feedback** (e.g., on social media or surveys)	OUTCOME
Clickthroughs to WHO website for **information seeking**	OUTCOME
Increase **awareness** of key health issues	**OUTCOME**
Influence behaviour to reduce health risks	**IMPACT**

From *outputs* to *outcomes* … and *impact*

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WHAT YOU DO AND CREATE

Design, writing content, production, distribution

ACTIVITIES	OUTPUTS
▪ Writing **content** ▪ Print or digital **production** ▪ Liaising with Web team for **hosting**	▪ **Audience reach / impressions** (e.g., distribution / circulation) ▪ Number of **online views** ▪ Number of **downloads** ▪ **Number of requests** for the material

Occur in **media** or other channels **SENDING**

WHAT TARGET AUDIENCES DO

Cognitive, conative, affective, or behavioural

OUTCOMES	
Short-term	*Long-term*
▪ **Feedback** (e.g., e-mails; positive comments on social media) ▪ **Shares** online (e.g., of links or attachments) ▪ **Clickthroughs** for more information ▪ **Subscriptions** ▪ **Reader satisfaction** (e.g., in reader survey) ▪ **Recall** of content (e.g., topics, messages)	▪ **Increased awareness** of issues, messages in the publication ▪ **Attitude change** (e.g., increased support for WHO, positive reputation) ▪ **Behaviour change** (e.g., increased preventive actions such as immunization; increased donations)

Occur in the **audience RECEPTION & RESPONSE**

IMPACT

- Improved public health
- Increased participation in promoted activities
- Reduced risky behaviours
- Etc.

Occur in the **society, community, economy**

WHAT PRACTITIONERS DO AND CREATE

Planning, producing, and distributing information

INPUTS

- Budget
- Staff resources
- Landscape analysis
- Baseline data
- Pre-testing

ACTIVITIES

- **Media briefings**
- **Writing** posts for social media
- **Producing** videos and GIFs
- **Producing publications** (e.g., brochures, newsletters, posters, etc.)
- **Recruiting** influencers

OUTPUTS

- **Media publicity**
- **Own content posted** (tweets; Facebook posts; photos; videos; comments)
- **Share of voice** (e.g., % of discussion)
- **Reach / impressions**
- **Sentiment** of media content

Occur in **MEDIA** or other channels **SENDING**

WHAT TARGET AUDIENCES DO

Reception, reaction, and response

OUTCOMES

Short-term / Outtakes

- **Low-level engagement** (e.g., likes)
- **Engagement** (e.g., retweets, shares, positive comments.)
- **Conversions** (e.g., clickthroughs to websites for more information, to register, etc.)
- **Support** (e.g., positive statements)

Medium - Long-term

- **Increased awareness** of issues or messages
- **Positive attitude** change (e.g., increased trust / reputation)
- **Behaviour change** (e.g., change brand loyalty; start fitness program; wear masks; etc.)
- **Adoption of proposed policy** by authorities

Occur in the **AUDIENCE** **RECEIPT & RESPONSE**

WHAT HAPPENS

wholly or partly as a result

IMPACT

- **Improved public health**
- **Reduced health care costs**
- **Economic recovery** (e.g., through effective disease control)

Occur in **SOCIETY**, **INDUSTRY**, or the **ECONOMY**

MEL TEMPLATES for specific activities

Stages in strategic communication	INPUTS	ACTIVITIES	OUTPUTS	OUTCOMES Short-term (Outtakes)	 Long-term	IMPACT
Brief description of stages	*What is needed to plan and prepare communication*	*What is done to produce and implement communication*	*What is put out and achieved that reaches and positively engages audiences*	*What audiences take out of communication and initial responses*	*What sustainable effects the communication has on audiences*	*What results are caused, in full or in part, by the communication*
PUBLICATIONS (Print & digital)	▪ **Audience research** to identify: – **Channel preference**/need for a new publication – **Reader volume and satisfaction** for existing publications (*baseline*) ▪ **Pre-test** publication content and mock-ups with audience samples	▪ Writing ▪ Graphic design ▪ Coding / posting	▪ **Readership / reach** (e.g., number of copies distributed, subscriptions, registrations, online views, downloads)[73]	▪ **Feedback** (e.g., comments online, e-mails) ▪ **Shares** (e.g., of links or attachments) ▪ **Clickthroughs** for more information ▪ **Subscriptions** ▪ **Recall** of content (e.g., topics, key messages) ▪ **Reader satisfaction** (e.g., usefulness, relevance, etc.)	▪ Increased **awareness** (e.g., of issues, information and messages in the publication) ▪ Positive **attitude change** (e.g., increased support for WHO, positive reputation) ▪ **Behaviour change** (e.g., increased preventive actions such as immunization) ▪ Increased **donations**	▪ Improved **public health** (e.g., reduced disease, infant mortality, etc.) ▪ **Financial savings** in health costs ▪ Improved **wellbeing** and **quality of life**) *(NOTE: Evidence that audiences accessed and used a WHO publication shows causality)*
METHODS	▪ Audience feedback ▪ Audience survey ▪ Pre-testing	▪ Activity report	▪ Distribution statistics ▪ Web statistics if digital	▪ Monitoring social media ▪ Website statistics if digital ▪ Reader survey	▪ Key stakeholder interviews ▪ Reader survey	▪ Public health data ▪ Survey

Metrics, indicators, and MEL methods

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- **Metrics** = numbers
  - *Integers* or natural numbers (e.g., counts such as volume of readers, % share of voice)
  - *Ordinal* numbers representing non-mathematical concepts such 1–10 satisfaction, wellbeing, etc.
  - *Interval* scale numbers (e.g., 0–5 Likert scales such as Very Poor, Poor, Average, Good, Excellent)
- **Indicators**
  - Can be quantitative or qualitative factors, including positive comments and interview responses
- **Key performance indicators (KPIs)** – your selected indicators
  - You can't measure everything, so select 4 – 6 key indicators of performance
  - Should include some *outcome* indicators, not only output indicators
- **Methods**
  - **Informal** – Feedback; comments posted online; media monitoring
  - **Formal** – Interviews; focus groups; surveys; systematic content analysis; website statistical analysis

See Glossary of Terms in the MEL Manual

EXERCISE

- Who would like to give me and the group **an OBJECTIVE you have** right now, or for the near future?
  - For an advocacy publication
  - Or for a campaign in which advocacy publications are part
- Can you suggest one **KPI** that would be relevant for that objective

To maintain mask wearing
even after vaccination

KPIs

- Are directly informed by your objectives
  - They identify milestones along the journey from the baseline to desired outcomes and impact

Sample Objective	Sample Activity KPIs	Sample Outcome KPIs	Sample Impact KPIs
To create awareness of World Health Day messages through the media	• Increased **number of media articles** • Increased **penetration of WHO messages** in media • Increased **positive media sentiment**	• Increased **awareness** of WHD messages • Positive **support** expressed • Public **engagement** such as clickthroughs to WHO website • Positive **public comments** on social media	• Strong **policy support** for WHD by national health authorities • High **public awareness** of WHD • Public health data showing **health improvements**
To gain public support for high rates of vaccination	• **Enlist 50 key influencers** • Produce and distribute simple **cartoon posters** • Widely distribute 'Max Vax' **brochure**	• 1,000 **influencer endorsements** in social media in 6 months • 50% **awareness** of VAX messages	• 75% **public support** for vaccination • **Increasing vaccination rates** in most countries

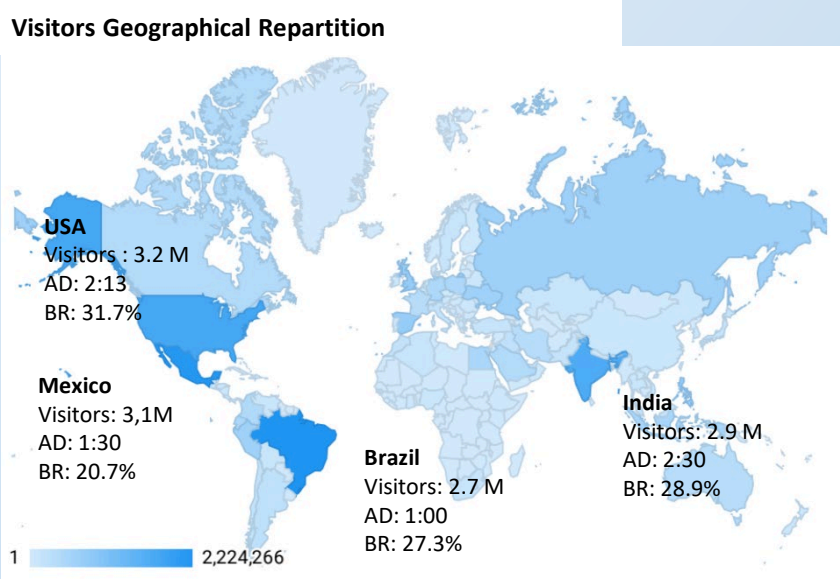
NOTE: These are fictitious examples of activities and objectives.

Website statistics for hosted digital publications

- Built-in website statistics reporting or Google Analytics

WHO WEBSITE

The number of WHO website visitors slightly increased, due to a high number of visitors on June 16.



Visitors from USA, Mexico, Brazil and India still represent more then 80 % of the total WHO websites visitors.

Reader survey/s

- Can be **before** (*formative*) and **after** (*summative*)
- Can be cost-efficient **e-surveys**
- Mix of **closed-ended** and **open-ended questions**
- Keep it **simple**
  - Checkboxes
  - Autofill text fields

1. **How often have you received WHO publications such as reports, information pamphlets, newsletters, or posters in the past?**

   ☐ Very frequently ☐ Often ☐ Occasionally ☐ Not very often ☐ Never

2. **What type of WHO publication did you most recently receive (select one)?**

   ☐ Report
   ☐ Brochure
   ☐ Newsletter
   ☐ Poster
   ☐ Other (please specify below

   Click or tap here to enter text.

3. **How useful was the WHO publication you received most recently in terms of providing information about health?**

   ☐ Very useful ☐ Useful ☐ Slightly useful ☐ Not very useful ☐ Not useful a tall

4. **Please briefly explain why the publication was useful, or not useful.**

   Click or tap here to enter text.

5. **How interested are you in receiving WHO publications in future?**

   ☐ Very interested ☐ Interested ☐ Slightly interested ☐ Not very interested ☐ Not interested

6. **Do you have any suggestions for topics or issues that you would like to see covered in WHO publications?**

   Click or tap here to enter text.

7. **Do you have any other comments, suggestions, or feedback for WHO in relation to publications, or health information generally?**

   Click or tap here to enter text.

Learning and insights from publication MEL

- Is this **channel** (publication) effective with the selected target audience?
- Is the **format** of the publication suitable (layout, style, size, etc.)?
- Does the audience prefer **digital or print**?
- Is the **content** relevant to the audience?
- Does the audience **understand** the content?
- Should the content be in other **languages**?
- Are there any **suggestions to improve** the publication?

QUIZ

- Are the following indicators evidence of activity, outputs, outcomes, or impact?

Indicator	Activity	Output	Outcome	Impact
Number of media releases distributed	✓			
Number of brochures produced	✓			
Number of brochures requested by organizations		✓		
Positive comments on WHO materials online			✓	
Positive feedback from country health authorities			✓	
Public feedback on their behaviour linked to the info				✓

MEL for campaigns

Campaigns are typically a:

- **Multimedia**
- **Multichannel**
- **Combination** of communication activities
- to achieve a **common objective**
- Within **a specific time frame**

Separate planning and reporting templates

Stages in strategic communication	INPUTS	ACTIVITIES	OUTPUTS	OUTCOMES Short-term (Outtakes)	OUTCOMES Long-term	IMPACT
Brief description of stages	*What is needed to plan and prepare communication*	*What is done to produce and implement communication*	*What is put out and achieved that reaches and positively engages audiences*	*What audiences take out of communication and initial responses*	*What sustainable effects the communication has on audiences*	*What results are caused, in full or in part, by the communication*
MEDIA PUBLICITY - Newspapers - Digital media - Radio - Television	▪ **Audience research** or published data on channels most used by the target audience[55] ▪ **Baseline media statistics** (e.g., average number of media items per week/month in past months; average sentiment in past months	▪ **News releases** ▪ **News conferences / media briefings** ▪ **Interviews** ▪ **Reports** released to media	▪ **Number of media items** published, broadcast, or posted online ▪ **Reach** based on audited circulations; broadcast program ratings; website visitors ▪ **Impressions** ▪ **Sentiment / tone / favourability** of media items ▪ **Key messages**[56] **Share of voice** (% of discussion on a topic)[57]	▪ Positive **comments online** or **letters to the editor** ▪ **Conversions** (e.g., clickthroughs from digital media to WHO website) ▪ **Statements of support** (e.g., by media commentators or non-WHO interviewees)	▪ Increased **awareness** (e.g., of preventive measures and/or treatments) ▪ Positive **attitude change** (e.g., increased support for WHO, positive reputation) ▪ **Behaviour change** (e.g., increased preventive actions) ▪ **Adoption of WHO recommendations** in policy/practice ▪ Increased **donations**	▪ Improved **public health** (e.g., reduced disease, infant mortality, etc.) ▪ **Financial savings** in health costs ▪ Improved **wellbeing** and **quality of life**) *(NOTE: Evidence that audiences accessed and used WHO information shows causality)*
METHODS	▪ Media statistics ▪ Past media monitoring ▪ Past media content analysis	▪ Activity reports	▪ Media monitoring ▪ Media content analysis	▪ Media content analysis ▪ Website statistics	▪ Stakeholder interviews ▪ Target audience survey ▪ Reports or feedback on policy change ▪ Donor database	▪ Public surveys ▪ Public health data

Separate planning and reporting templates

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SOCIAL MEDIA - Facebook - Twitter - Weibo - WeChat - Line - Kakou - TencentQQ - TikTok - YouTube - Etc.	▪ **Audience research** or published data on platforms most used by the target audience[65] ▪ **Baseline social media statistics** (likes, followers, shares, etc.)	▪ **Number of own posts** (tweets, videos, comments, responses, corrections, etc.)	▪ **Reach** based on clicks to WHO accounts and #hashtags, followers, fans, mentions ▪ **Share of voice** (% of discussion on a topic)[66] ▪ Recruitment of **influencers** to support WHO messaging	▪ **Engagement / response** low level – (e.g., likes) ▪ **Engagement / response** (retweets, shares, positive comments)[67] ▪ **Conversion** (e.g., clickthroughs from social media to WHO website) ▪ **Statements of support** (e.g., by influencers or authorities)	▪ Increased **awareness** (e.g., of preventive measures or treatments) ▪ Positive **attitude change** (e.g., increased support for WHO, positive reputation) ▪ **Behaviour change** (e.g., increased preventive actions) ▪ **Adoption of WHO recommendations** in policy/practice ▪ Increased **donations**	▪ Improved **public health** (e.g., reduced disease, infant mortality, etc.) ▪ **Financial savings** in health costs ▪ Improved **wellbeing** and **quality of life**) *(NOTE: Evidence that audiences accessed and used WHO social media sites shows causality)*
METHODS	▪ Literature ▪ Google Analytics	▪ Activity reports ▪ Google Analytics	▪ Google Analytics	▪ Google Analytics	▪ Key stakeholder interviews ▪ Target audience survey ▪ Reports or feedback on policy change ▪ Donor database	▪ Public surveys ▪ Public health data

Separate planning and reporting templates

Stages in strategic communication	INPUTS	ACTIVITIES	OUTPUTS	OUTCOMES Short-term (Outtakes)	 Long-term	IMPACT
Brief description of stages	*What is needed to plan and prepare communication*	*What is done to produce and implement communication*	*What is put out and achieved that reaches and positively engages audiences*	*What audiences take out of communication and initial responses*	*What sustainable effects the communication has on audiences*	*What results are caused, in full or in part, by the communication*
WEBSITE & WEB PAGES	▪ **Audience survey** showing interest in web content ▪ **Pre-test** web pages by showing mock-ups to audience samples	▪ Number of **web pages** posted ▪ Number of **blog posts** ▪ Number of **videos** posted	▪ Number of **visitors** ▪ Number of **page views** of key pages (also called sessions) ▪ **Number of views** of videos ▪ **Duration** of visits and views ▪ **Return visits**[71]	▪ **Clickthroughs** to specific information (e.g., campaign materials) ▪ Number of **downloads** (e.g., of reports, posters, or brochures) ▪ **Engagement** such as posting questions or inquiries ▪ **Conversions** such as registering or subscribing ▪ **Visitor satisfaction** (e.g., Web user feedback plug-in)	▪ Increased **awareness** (e.g., of preventive measures and/or treatments) ▪ Positive **attitude change** (e.g., increased support for WHO, positive reputation) ▪ **Behaviour change** (e.g., increased preventive actions such as immunization) ▪ Increased **donations**	▪ Improved **public health** (e.g., reduced disease, infant mortality, etc.) ▪ **Financial savings** in health costs ▪ Improved **wellbeing** and **quality of life**) *(NOTE: Evidence that audiences accessed and used WHO website information shows causality)*
METHODS	▪ Audience survey ▪ Pre-testing	▪ Web statistics	▪ Web statistics	▪ Web statistics ▪ Web feedback plug-in (e.g., pop-up feedback form on pages)[72]	▪ Key stakeholder interviews ▪ Survey	▪ Public health data ▪ Survey

Combined planning and reporting template

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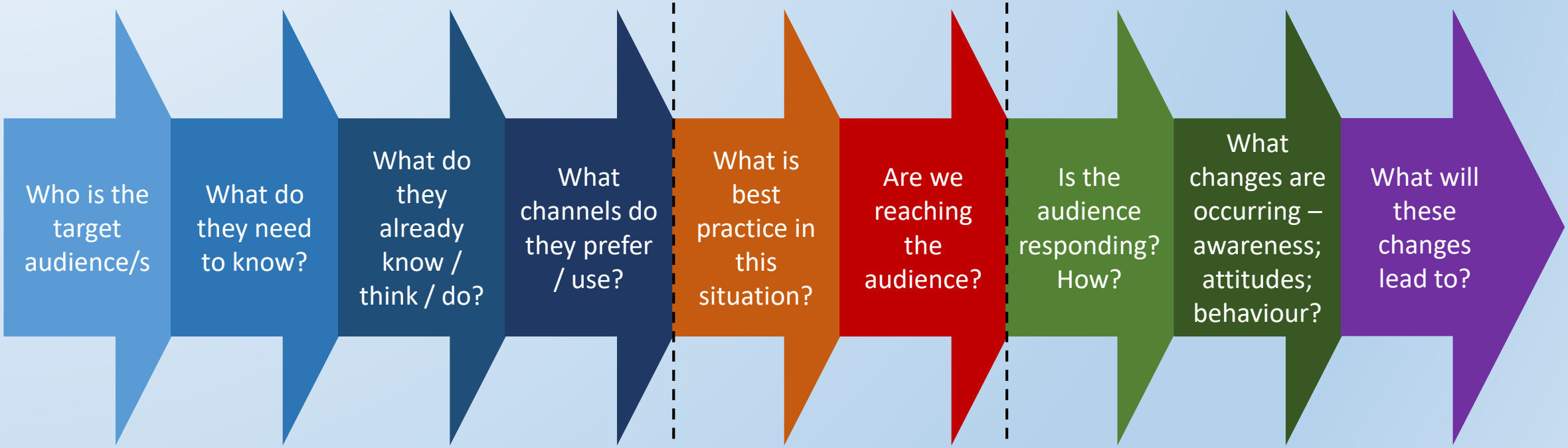
Stages in communication	INPUTS	ACTIVITIES	OUTPUTS	OUTCOMES		IMPACT
				Short-term (Outtakes)	Long-term	
Brief description of stages	*What is needed to plan and prepare communication*	*What is done to produce and implement communication*	*What is put out and achieved that reaches and positively engages audiences*	*What audiences take out of communication and initial responses*	*What sustainable effects the communication has on audiences*	*What results are caused, in full or in part, by the communication*
Media publicity Social media Website/s Publications Events Other						
METHODS	▪ How will you measure?	▪ How will you measure?	▪ How will you measure?	▪ How will you measure?	▪ How will you measure?	▪ How will you measure?

Steps in developing campaigns

INPUTS		ACTIVITIES	OUTPUTS	OUTCOMES	IMPACT
Audience mapping Situation analysis	Formative evaluation/research	Production	Distribution	Monitoring; media analysis; feedback collection; interviews; surveys	Public health data; independent reports



NSW GOVERNMENT | Premier & Cabinet

AGENCY: **Transport for NSW**

CAMPAIGN: **Smithtown Toll Road**

BUDGET: **$400,000**

PERIOD: **1 Feb – 30 June 2019**

Organisational Objectives

- To demonstrate the NSW Government's commitment to Northern Sydney
- To generate traffic on the new Smithtown Toll Road, reducing congestion on urban streets
- To generate sufficient revenue to cover road maintenance costs

Communication Objectives

- To create 80% awareness of the new Smithtown Toll Road (STR) in local area by 30 June 2017
- To convert 25% of local commuters to use the new Smithtown Toll Road by 30 June 2017
- To create a favourable image of the NSW Government's Transport Strategy

Target Audiences

- Motorists commuting from Northern Sydney to the City Centre or southern Sydney
- Citizens living in Northern Sydney
- Local media
- Local councillors and community organisations

Key Messages

- The NSW Government is committed to improving transport in Northern Sydney
- The new Smithtown Toll Road will substantially reduce commute times for motorists
- The NSW Government is committed to developing the amenity of Northern Sydney and supporting the community

PREPARATION AND PLANNIUNG COMPLETE

INPUTS

- **Pre-campaign survey** in Northern Sydney to identify:
  - Current awareness of the Smithtown Toll Road project
  - Current commuting patterns
  - Awareness of and attitudes towards NSW Government transport strategy
- **RTA data** on traffic flows from Northern Sydney (volume and route)
- **Focus groups** in Northern Sydney to identify attitudes towards tolls and toll levels
- **Research literature review** (similar tollway promotions)

ACTIVITIES

- **Analyse** pre-campaign survey and focus groups findings
- **Strategic planning** based on research findings and objectives
- Media **advertising bookings** (local press; metro press; radio)
- **Creative** development
- **Media relations** with key local and state media
- **Web site** design and content production
- **E-newsletter** for local residents (design and produce)
- Plan **social media** campaign (Facebook page; Twitter hashtag; Instagram photos)
- **Stakeholder engagement** (e.g., meetings with local councillors and action groups)

OUTPUTS

- **Local press advertising** (75% target audience reach; 200,000 impressions)
- **Metro press advertising** (20% target audience reach; 2.2 million gross impressions)
- **Radio advertising** (45% TARPs)
- **Media articles** in local and metro press (24 articles; 1.1 million impressions)
- **Web site content** (120,000 visitors; 68,000 views of highlights page; 18,000 views of video)
- **E-newsletter** (distributed to 85,000 residents)
- **Facebook page** posted (12 photos; 11 Wall posts)
- **24 tweets**
- **12 photos** on Instagram

OUTCOMES

Short-term:

- 44,000 Facebook **likes**
- 9,000 **retweets**
- 12,000 **shares**
- **Positive comments** on social
- **11,000 registrations** to receive e-newsletter regularly
- Mid-campaign survey Apr 17 (n = 400) - **54% awareness** of STR
- **10% switch** of local commuters to the STR (RTA data 1 Apr 17)

Long-term:

- Post-campaign survey 20 Jul 17 (n = 640) found **89% awareness** of STR; **39% intend to use STR**
- **29%** of local commuters switched to STR (RTA data, 1 Jul 17)

IMPACT

- **Congestion reduced** in local streets (RTA traffic counters recorded 24% decline on 18 local streets)
- Post-campaign survey reported **62% of local residents "very satisfied"** with the STR; **58% say "substantially reduced commute time"**
- Dept of Health reported **improved air quality in local area**
- **Toll fees (revenue)** on target
- **Interviews** with key stakeholder groups found broad support (e.g., local schools very supportive)
  - Rumour of increasing toll fees identified, requiring issue management

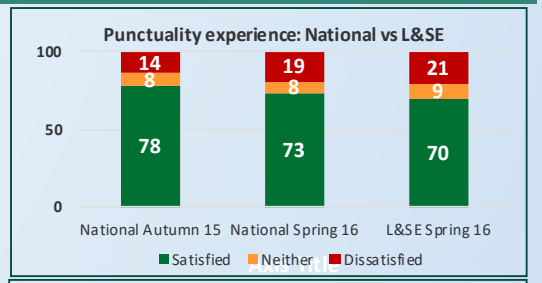
** RTA = Roads & Traffic Authority*

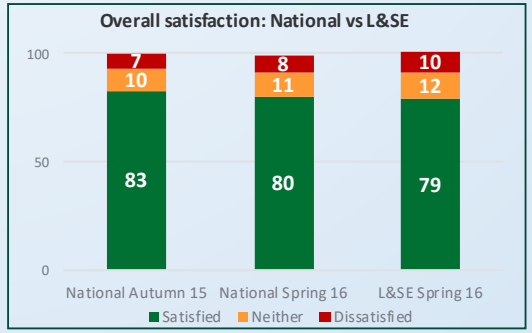
DfT Group Communications Strategy - Evaluation and KPI trackers – JULY 2016

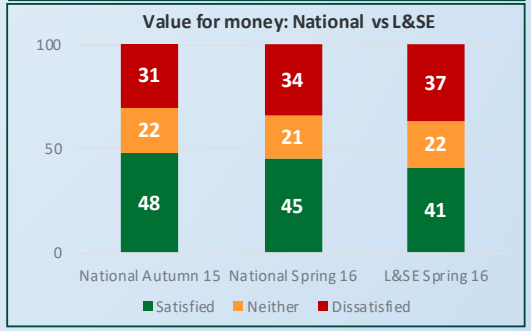
UK Public Opinion

Overall satisfaction fell to 80% (83%).
But regional variations in key determinants driving satisfaction. Punctuality and handling of delays 5 points lower in L&SE.
Just 23% of peak time passengers in L&SE thought they got value for money.
As passenger numbers increase, satisfaction with room to sit or stand has dropped.

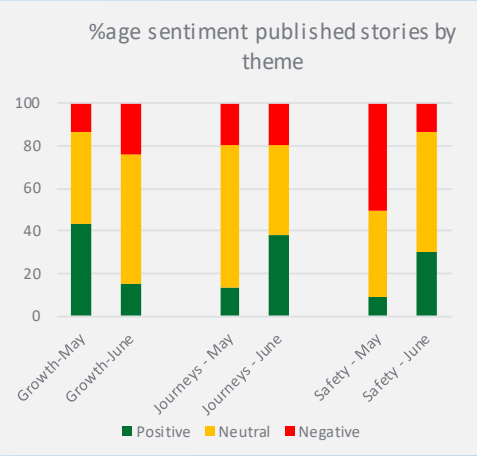
NRPS June 2016



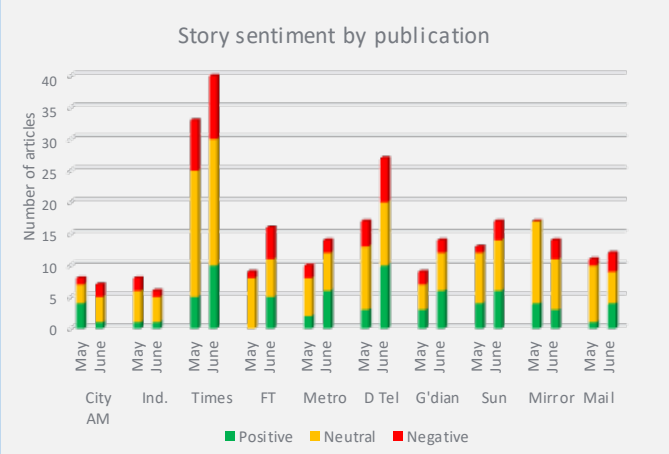




MEDIA – Overall net sentiment of DfT print / broadcast

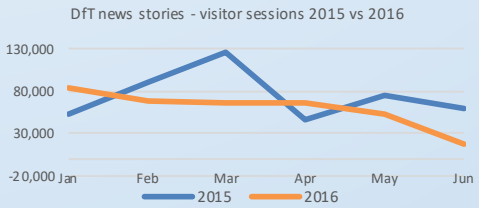


No. of print articles fell in June. But % age of positive coverage increased by 7%, and negative coverage fell by 11% .



Increase in articles about electric and driverless vehicles, largely positive. Negative perceptions largely around impacts of Brexit.

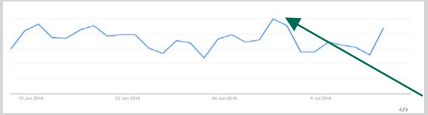
Performance of digital channels and content



Visitors to DfT news stories - 2016 vs 2015 - down 20% YTD (all content down 12% YTD)
Very little content published in June due to EU ref purdah

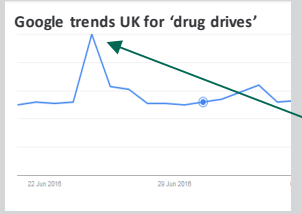
Social referrals down by 70% vs May
Correlation fresh content / social – no new content = no shares.

Google trends UK for 'electric cars'



Google trends UK for 'driverless cars'

June media coverage



Drug drive 'Am I fit to drive?' most popular press release on Gov Uk. Peak in searches coincides with Glastonbury weekend.

STAKEHOLDER - Qualitative review of key transport stakeholders

CBI – THE VOICE OF BUSINESS

"We're seeing the biggest investment programme in rail since Victorian times, and the biggest road-building programme since the … A decision on a new runway must be…top domestic priority"

JAGUAR LAND ROVER

"[This] doesn't change our overall strategy…Our commitment to our existing operations in the UK…"

RHA

"…this is also an opportunity to cut red tape and get a new deal on many issues for UK hauliers."

centre for cities

"…serious risk that the Govt's devolution agenda will come to a standstill

SIEMENS

"We're here for the long-term …. We're staying because the UK is a good place to do business,"

easyJet

"…has been working on a number of options to allow it to continue flying in all of its markets… until terms of EU negotiations are made we have no plans to move from Luton…"

Media content analysis

World Health Organization

Weekly Report: COVID-19 Vaccines

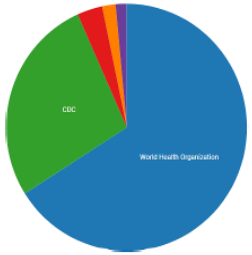
English - 10th June to 26th June 2020

POLECAT

Online Media

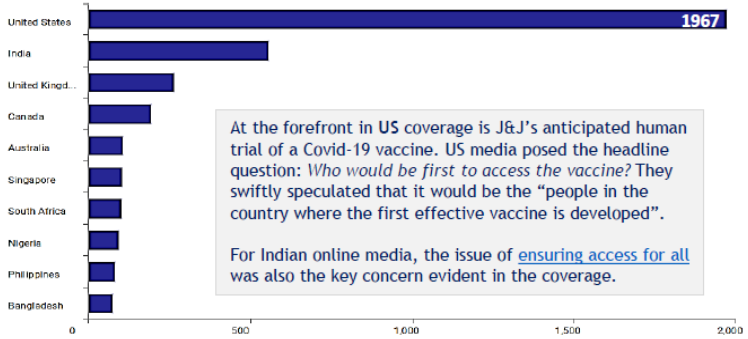
Share of Voice

WHO: 9%
CDC: 4%
UNICEF: <1%



In online media, WHO sees the biggest share of voice, particularly around the issue of vaccine scale (i.e., 2 billion doses by the end of 2021).

Top Country Sources



At the forefront in US coverage is J&J's anticipated human trial of a Covid-19 vaccine. US media posed the headline question: *Who would be first to access the vaccine?* They swiftly speculated that it would be the "people in the country where the first effective vaccine is developed".

For Indian online media, the issue of ensuring access for all was also the key concern evident in the coverage.

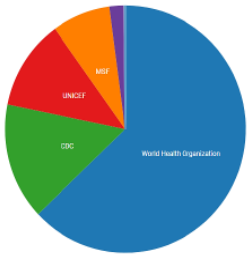
Top Phrases

CLINICAL TRIALS ETHICAL DISTRIBUTION DIFFERENT VACCINES INFECTIOUS DISEASE KEY WORKERS
MILLIONS OF DOSES NEW INFECTIONS VARIOUS STAGES SOCIAL DISTANCING SEVERE COMPLICATIONS
DANGEROUS PHASE MANY PEOPLE SECOND WAVE EFFECTIVE VACCINE POOR COUNTRIES COVID-19 PANDEMIC
COVID-19 VACCINE CORONAVIRUS VACCINE
NEW CORONAVIRUS PUBLIC HEALTH HUMAN TRIALS EXPERIMENTAL VACCINES MANY COUNTRIES
FIRST EFFECTIVE VACCINE NEW CASES

Social Media (Twitter)

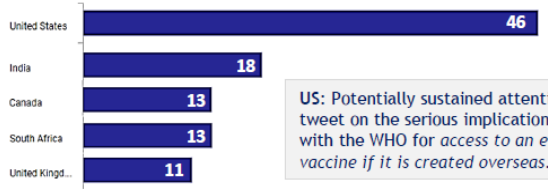
Share of Voice

WHO: 1%
Others: <1%



In social media, Dr Tedros's call for vaccines to be shared as a global public good contributed significantly to WHO's dominant share of voice, compared to other organizations.

Top Country Sources



US: Potentially sustained attention to the ProPublica tweet on the serious implications of US's severed ties with the WHO for *access to an eventual COVID-19 vaccine if it is created overseas.*

Top Phrases

ACCORDANCE WITH EXPECTATIONS DECONSTRUCTED EVERY ARGUMENT
16 VACCINES IN HUMAN DEVELOPED IN CHINA
DECLARING ASYMPTOMATIC CARRIERS
MASKS AWAY TIL HALLOWEEN COMES TO THE MARKET
STUPID 2M DISTANCE RULE SOUTH KOREA GATES CALLS
COVID19 VACCINE UPDATE TESTED IN HUMANS RIGHT CLAIMING MANY NEW COVID
BACK TO WORK 125 IN PRECLINICAL WORK PRODUCED THIS YEAR 136 CANDIDATE VACCINES
LOCKDOWN ENDED RISING COVID DEATH TOLL VACCINES IN THE CLINIC
AVAILABLE AS A GLOBAL PREDICTED WEEKS AGO STEPPING UP THE COVID19 CLINICAL EVALUATION
MANDATORY VACCINES OR CONTACT

Omnibus surveys

- A method of quantitative research in which **data on a variety of subjects are collected in the same survey**
- Can **test awareness and use of multiple WHO materials and information** in one survey
- Usually done only **occasionally** (e.g., once per year, or after several major activities)
- **Cost-efficient**

1. **How often have you received or seen WHO information in the past six months through media, publications, websites, or other channels?**

   ☐ Very frequently ☐ Often ☐ Occasionally ☐ Not very often ☐ Never

2. **How useful was the WHO information to you in providing information about health?**

   ☐ Very useful ☐ Useful ☐ Slightly useful ☐ Not very useful ☐ Not useful at all

3. **In a few words, can you explain why the information was useful, or not useful.**

   Click or tap here to enter text.

4. **Where have you seen or heard health information from WHO in the past six months?**

   ☐ Newspaper articles
   ☐ TV news or current affairs
   ☐ Radio
   ☐ A WHO website
   ☐ Another website quoting or providing WHO information
   ☐ A WHO publication (e.g., newsletter, poster, report, etc.)
   ☐ A WHO event (conference, seminar, symposium, forum, launch, briefing, etc.)
   ☐ An event organized by another organization with a WHO speaker
   ☐ Social media
   ☐ Word of mouth (e.g., from a friend or colleague)
   ☐ Other *(please specify below)*

   Click or tap here to enter text.

5. **Which of the following are your preferred sources of health information?** *(Select three only)*

   ☐ Newspaper articles
   ☐ TV news or current affairs
   ☐ Radio
   ☐ A WHO website
   ☐ Another website quoting or providing WHO information
   ☐ A WHO publication (e.g., newsletter, poster, report, etc.)
   ☐ A WHO event (conference, seminar, symposium, forum, launch, briefing, etc.)
   ☐ An event organized by another organization with a WHO speaker
   ☐ Social media
   ☐ Word of mouth (e.g., from a friend or colleague)
   ☐ Other *(please specify below)*

   Click or tap here to enter text.

Causation / causality

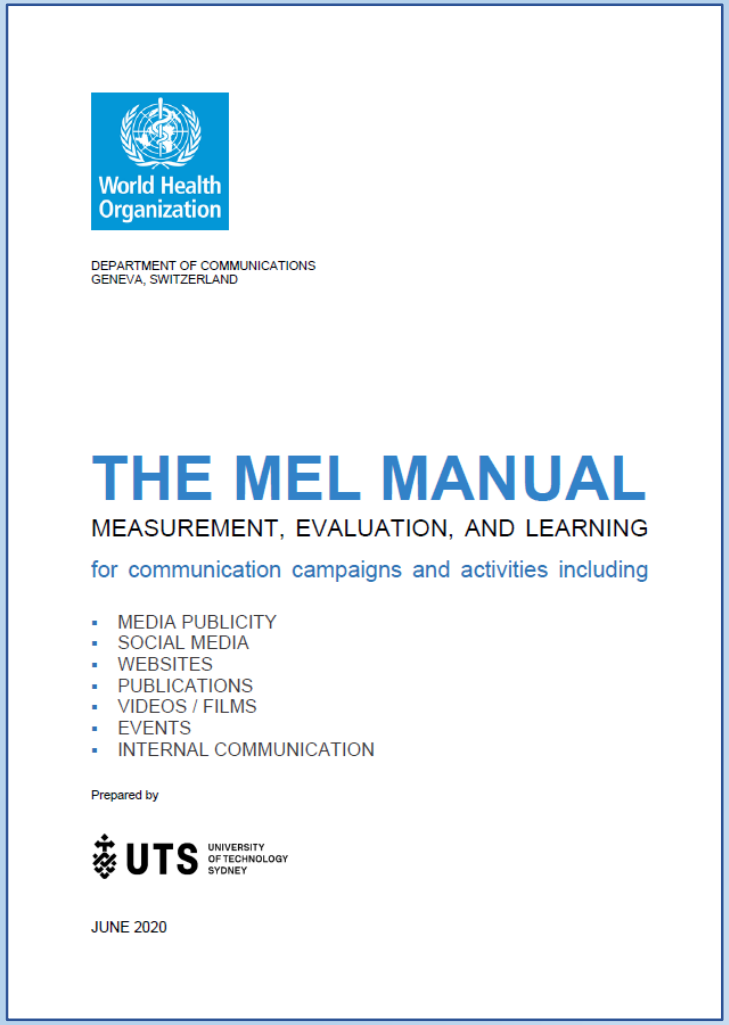
- Even if target audience awareness, attitudes, or behaviour change … how can you prove it was **caused** by your communication?
- Three criteria for establishment of causation
  - **Temporal precedence** – The alleged cause must precede the claim effect
  - **Covariation** of cause and effect – e.g., evidence that the target audience saw the information
  - **No plausible alternative** explanation
- Sometimes, change is *multicausal* – multiple *touchpoints* often required for change
  - Sufficient to show that your communication was a **significant contribution**

Conclusions

- MEL usually requires **team involvement and data sharing**
  - Comms staff working with
  - Web teams for hosting and digital metrics (Google Analytics)
  - Social media comms staff
  - Technical staff
  - Regional staff
  - WHO executives who engage with national health authorities, policy makers, etc. for feedback
- Also occasionally need to engage specialists
  - Academic researchers
  - Survey research companies

WHO resources

- WHO *13th General Program of Work*
  - Requires and "accountability" through monitoring and "performance assessment"
- Communicating for Health section of the WHO website and the WHO *Strategic Communications Framework*
  - Advocate evaluation
  - A key purpose of evaluation is "continuous learning" to improve
  - WHO principles for evaluation recommend "measure progress" at regular intervals
- MEL Manual
  - Detailed sections with guidelines and templates on all major communication activities
- Other MEL Workshops
  - MEL for media publicity; websites and social media; videos films; internal communication; etc.


World Health Organization

DEPARTMENT OF COMMUNICATIONS
GENEVA, SWITZERLAND

THE MEL MANUAL

MEASUREMENT, EVALUATION, AND LEARNING

for communication campaigns and activities including

- MEDIA PUBLICITY
- SOCIAL MEDIA
- WEBSITES
- PUBLICATIONS
- VIDEOS / FILMS
- EVENTS
- INTERNAL COMMUNICATION

Prepared by

UTS UNIVERSITY OF TECHNOLOGY SYDNEY

JUNE 2020

Questions & Discussion