



Method – Monitor and evaluate

[Method – Implementation strategies](#)

What does ‘monitor and evaluation of evidence use’ entail?

When an evidence-based intervention or practice is implemented, the uptake should be monitored over time. Monitoring is used during implementation to keep track of what is done, help steer and guide the implementation to best achieve set goals. Evaluation is done after implementation to see if the intervention had the planned effect on the target group.

Why is it important?

There are many reasons why you should monitor and evaluate if an intervention is leading to desired benefits for users and other stakeholders. Sometimes, evidence might be received well but not necessarily used practically or work as intended in the real-life context. Therefore, collecting and analysing data is important to get an idea of whether the expected impact is being achieved.

Monitoring knowledge determines how and to what extent the evidence or knowledge is used by the target users. If, during monitoring, some aspects are lagging or not implemented as intended, action should be undertaken to resolve it. This ensures that any challenges are identified and resolved before scaling up evidence implementation.

When evaluation is done well, it provides learning for you and your team by giving valuable insights on what works, and what doesn’t, to inform decisions about whether to continue, discontinue, replicate or scale up your intervention.

How do we go about this?

A monitoring and evaluation (M&E) plan should be developed prior to implementation to measure whether the solution has been implemented as planned and is resulting in the expected outputs, outcomes and impact.

When monitoring and evaluating it is good to have different indicators that you can track. Different methods, such as interviews, focus group discussions, and surveys can be used to collect the data. The collected data should be compared with data collected before implementation (baseline data).

There are some important aspects/questions to consider when conducting monitoring and evaluating evidence use and uptake. Some central questions to consider are:

- What would have happened to those receiving an intervention if they had not in fact received it?
- Does your evidence/intervention really solve the challenges that you want to address?
- Are activities being implemented as planned? For example, you can assess the number of training sessions, outreach carried out, or the proportion of the target audience reached in a specific period compared to what was planned.
- Is knowledge, practice, or intervention being used as laid down? For those who have not used evidence, do they intend to do so and what could motivate them to do so?
- Has the target users' knowledge, attitudes and beliefs improved due to this new knowledge/evidence?
- Are people (users) changing behaviors due to the new guidelines/ evidence?
- Does the evidence lead to intended outcomes, or are people not just using the evidence/knowledge?
- How and to what extent is the knowledge used by the decision-makers or practitioners of data? Are there any qualitative scenarios where they have applied the new evidence in their settings?

As in all other steps of translating research to action, monitoring and evaluation should be well planned together with relevant stakeholders. Check out the tools below for more in depth guidance.

🔗 **TOOL: Planning monitoring and evaluation of policies**

By: Fretheim, A., Oxman, A.D., Lavis, J.N. *et al.*

Tool number 18 in the toolset: SUPPORT Tools for Evidence-informed Policymaking in health.

🔗 **TOOL: Knowledge to Action Framework**

By: RNAO

A comprehensive toolkit including two major parts; The knowledge creation process and the action cycle that includes seven steps that moves knowledge into practice. This toolkit shows the process of knowledge translation and give tips and tools on how to move knowledge to action. The action cycle consists of the following steps (look closer at step 5 and 6):

1. identifying the problem or issue that you want to change, selecting knowledge to address the problem/issue, and determining the gap between knowledge and practice
2. adapting the knowledge to your context
3. assessing barriers and facilitators to knowledge use
4. selecting the right implementation strategies to make changes in your setting
5. monitoring knowledge use
6. evaluating outcomes
7. sustaining the change/use of knowledge