

### 3. MAKING AN IMPACT



## CHECKLIST

#### ***Prepare for the implementation of the media and communications strategy***

Through participatory reviews, identify the compelling data, key findings and main policy messages to be communicated during advocacy and follow-up.

Tailor the data, findings and messages so that they are easily accessible and can be readily explained to all the distinctive components of the target audience, other stakeholders and partners, and the general public.

Develop press materials, which may include videos, posters, and radio and television spots. Prepare a press kit.

Provide training in public relations and media readiness to the media focal point or to other appropriate spokespeople to spearhead media contacts and engage with media outlets on substantive development issues.

Undertake analysis to identify the policy makers and other stakeholders and members of the target audience who may be engaged to exert significant influence for the sake of policy change.

#### ***Launch the report and undertake marketing and distribution***

Develop a procedure for granting permission to reprint the report.

Before the launch, provide media materials and background information on the report online on the dedicated website. Put the HDR on the website by launch day. Develop an interactive website component to stimulate debate and share resources. Use this component to nurture the human development community, communities of practice and knowledge networks.

Launch the report on a date during the year mentioned in the report title and on the copyright page. If possible, launch the report on a date of relevant national, regional, or international significance. Plan high-profile events to brief the print, radio, television and electronic media.

Establish a report distribution list. Through wide distribution to appropriate individuals, organizations and networks, seek to promote dialogue and debate around the theme and related issues from a people's perspective rather than solely among experts, though this is also important.



# CHECKLIST

## ***Initiate advocacy***

Implement an advocacy strategy to promote the principal messages of the HDR based on the desired development actions and policy changes. Ensure that HDR findings influence planning and programmes at UNDP and other United Nations organizations and among the donor community.

Plan and carry out pre- and post-launch briefings with key policy makers and stakeholders to concentrate attention on the concrete policies and resources needed to overcome poverty, foster growth and equity and improve people's lives by expanding their choices and capabilities and to emphasize the policy implications of the report, including the conclusions and recommendations.

Rely on contributors to the HDR process as important advocates.

Reengage in resource mobilization to fund programmes and projects based on the report's recommendations.

## ***Carry out impact monitoring and influence assessment***

Identify appropriate indicators and methods to survey the target audience and other partners to determine their views on the success of the report in addressing issues of interest to them.

Develop a method to measure any progress achieved in addressing priority issues raised in the report.

Determine ways to assess the contribution of the report to an improvement in the quantity and quality of the data on human development available at the national or regional level.

Identify ways to assess the impact of the HDR process in increasing stakeholder skills in formulating and implementing human development policies.



# CHECKLIST

## ***Implement long-term follow-up***

In shaping and implementing a follow-up strategy, enlist the institutions that have contributed to the content of the HDR.

Maintain the communities of practice and the knowledge networks on the dedicated website so as to stay up to date on the theme and issues, including technical issues, and to manage new knowledge.

Collaborate with statistical users and producers to identify methods and approaches to institutionalize the collection of data on the sorts of indicators and levels of disaggregation that will be needed to monitor progress in the country in the various areas of human development, including development disparities across population groups. Convene 6- and 12-month meetings of the steering committee and other stakeholders to review impacts and progress in addressing the report themes and related issues.

Remain alert to join with the government, non-governmental actors and other stakeholders whenever opportunities arise to implement the report recommendations or to affect other initiatives related to the report themes and issues.

Recall that placing all aspects of human development at the centre of national policy debates requires a high-quality product produced at regular intervals after an adequate period of preparation. A cycle of one or two years should therefore become the norm for the production of HDRs.

Regularly report all results of impact monitoring, influence assessment and long-term follow-up to UNDP to nourish the HDR-UNDP feedback loop.