



THE CAMPBELL COLLABORATION

What helps? What harms? Based on what evidence?

Evaluation, propaganda, policy and practice

Eamonn Noonan, CEO
3ie Impact Evaluation Conference
Cairo, 2 April 2009

The Campbell Collaboration

www.campbellcollaboration.org



THE CAMPBELL COLLABORATION COLLOQUIUM 2009

Better evidence for a better world



[Home](#) [Registration](#) [Hotel](#) [Programme](#) [Plenary speakers](#) [Jerry Lee Lecture](#) [Awards](#) [Visit Oslo](#)

“The question we ask today is not whether our government is too big or too small, but whether it works” – Barack Obama

- **Campbell’s goal: to promote evidence-based policy and practice by creating a basis for better decisions**
- **A voluntary international research network**
- **Producing systematic reviews in three broad areas**
 - **Welfare, justice, education**

The International Secretariat

www.campbellcollaboration.org



Four cardinal points:

- The social determinants of health
- The impact of inequality
- The knowledge tsunami
- The evidence gap



What is a systematic review?

- Sums up the best available research on a given subject
 - by synthesising results from many studies
- Clear quality criteria apply to which studies can be included
 - and how the results of different studies can be combined
- A protocol sets out the procedure in advance
 - also to allow replication and updating
- Peer review by substantive and methodological experts



Some barriers

- Dearth of primary empirical studies
- Communicating research findings
- Engaging decision makers
- Shifting the budgetary parameters



There are challenges in every direction ...

- **Universities and Research centres**
 - bodies that fund research
- **Researchers / Evaluators**
- **Systematic Reviewers**
- **Practitioners**
 - bodies that fund and implement (new) social interventions
 - bodies that stipulate and fund evaluation of programmes
- **Policymakers / Governments**



Challenges for Universities and Research centres

- Focus more on policy-relevant issues
- Produce more primary studies of an empirical nature, with good standards
- Produce more systematic reviews, with better synthesis methods.
- Train more in the methodology (it's not rocket science).
- Give structured consideration to social, economic and political contexts, before and after the completion of a given review

... for bodies that fund research

- Boost secondary research and empirical, quantitative studies



Challenges for Researchers and Evaluators

- Get more people involved in systematic reviews
- Build competence in conducting systematic reviews
- Give recognition for research synthesis

Challenges for Systematic Reviewers

- Give structured consideration to social, economic and political contexts, before and after the completion of a review
- Explain yourselves better (jargon alert)



Challenges for Practitioners

- Build infrastructures giving access to the latest research on specific issues
- Build dialogue to inform the review process

... for bodies that fund and implement (new) social interventions

- Provide for experiment in the roll out of interventions

... for bodies that stipulate and fund evaluation of programmes

- Embrace better standards in evaluation
- "Organised distrust gives trustworthy reports."



Challenges for Policymakers/Governments

- Engage with scientific approaches to evidence
- Build dialogue to identify "burning questions"
- **Recognise the essential merit of independent research**
- **Do not commission reports that are explicitly or implicitly expected to confirm the wisdom of existing policy and practice**
- Accept that research may challenge rather than confirm a given policy
- Mainstream a review of evidence in the funding cycle
- Amend the relevant financial regulations to stipulate this



THE CAMPBELL COLLABORATION COLLOQUIUM 2009

Better evidence for a better world



Home
Registration
Hotel
Programme
Plenary speakers
Jerry Lee Lecture
Awards
Visit Oslo

Challenges for everybody:

Provide more and better opportunities for direct dialogue between researchers, end users and policy makers.



The Ninth Annual
Campbell Collaboration
Colloquium:
*Better Evidence for a
Better World*
18 – 20th May 2009
Oslo, Norway

The International Secretariat
www.campbellcollaboration.org



THE CAMPBELL COLLABORATION COLLOQUIUM 2009

Better evidence for a better world



Home
Registration
Hotel
Programme
Plenary speakers
Jerry Lee Lecture
Awards
Visit Oslo

Some of our plenary speakers:

- **Jonas Gahr Støre, Foreign Minister of Norway**
- **Richard Horton, Editor-in-chief of The Lancet**
Better evidence for a better world
- **Hans Rosling, Karolinska Institute, Sweden**
Towards an evidence-based world view
- **Jonathan Shepherd, University of Cardiff**
Public Health Contributions to Violence Prevention
- **Howard White, International Initiative for Impact Evaluation, Cairo**
Communicating evidence to policy makers

The International Secretariat
www.campbellcollaboration.org



THE CAMPBELL COLLABORATION

What helps? What harms? Based on what evidence?

The Campbell Collaboration
P.O. Box 7004 St. Olavs plass
0130 Oslo, Norway

E-mail: info@c2admin.org
<http://www.campbellcollaboration.org>