Evidence-based approaches to social programmes in the United Kingdom

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A trusted advisor to public, private and social sector organisations seeking to maximise their social impact.

OUR VISION IS A SOCIETY WHERE THE MOST EFFECTIVE SOCIAL ORGANISATIONS ARE ABLE TO FLOURISH

We believe that a strong and dynamic society will take shape when evidence and innovation sit at the heart of efforts to tackle our most persistent social challenges; when:

• evidence is used to better understand what brings about social change
• innovation is used to find and test new solutions.
Intuition or Evidence?

The good, the bad, and the ineffective: social programs in America

Do people know which social interventions work just from hearing about them?

To do a test, we made the following game. We've described ten major US social interventions, and you'll have to guess whether they had a positive effect, no effect or negative effect.

The interventions were taken from those reviewed by the Campbell Collaboration, which brings together all the highest-quality research that's available on major social interventions to decide whether they're effective or not. We chose the top ten interventions that were easiest to explain and had the clearest conclusions, so it's clear what the answers are. There's no trick!
Imagine this scenario
Defining evidence-informed practice

...placing the beneficiaries’ interest first, evidence-informed practitioners adopt a process of lifelong learning that involves continually posing specific questions of direct practical importance to beneficiaries, searching objectively and efficiently for the current best evidence relative to each question, and taking appropriate action guided by evidence.
Modeling evidence-informed practice

- Practitioner’s Expertise
- Best Research Evidence
- Beneficiaries’ Values & Expectations
What is evidence?

- Many different kinds of evidence
- Evidence varies in quality (e.g. Standards of Evidence)
- Evidence generation and collection must be linked to the question
- Evidence is performs a purpose: prove, impact, learn or hold self to account
- Evidence helps you to deliver social good - either by better understanding your impact - or by helping you improve what you do
- Evidence is confidence.
Standards of Evidence

NESTA's Standards of Evidence

Level 1
You can describe what you do and why it matters, logically, coherently and convincingly

Level 2
You capture data that shows positive change, but you cannot confirm you caused this

Level 3
You can demonstrate causality using a control or comparison group

Level 4
You have one or independent replication evaluations that confirms these conclusions

Level 5
You have manuals, systems and procedures to ensure consistent replication and positive impact

Project Oracle's Standards of Evidence

1. Project Model & Evaluation Plan
   We know what we want to achieve.

2. Indication of Impact
   We have seen there is a change.

3. Evidence of Impact
   We believe there is a change caused by us. We can make this happen consistently.

4. Model Ready
   We know why and how the change happened. This works elsewhere.

5. System Ready
   We know why and how the change happened. This works everywhere.
Evidence ecosystems in the UK

• What Works Centres

Education Endowment Foundation
Early Intervention Foundation
National Institute for Health and Care Excellence
College of Policing What Works Centre for Crime Reduction
What Works Centre for Local Economic Growth
Centre for Ageing Better

• Centre for Youth Impact

• Project Oracle
Theory of Change

....is a method that a community group can use to think critically about what is required to bring about a desired social change. It is a process designed to depict how a complex change initiative will unfold over time. It creates an illustration of all the various moving parts that must operate in concert to bring about a desired outcome.
Quality, Impact and Learning

- Efficiency
- Effectiveness
- Value for money
Learning for Social Impact

1. Understand
   - Issue, need, demand and assets
   - Evidence reviews

2. Design
   - Theory of change
   - Intervention models
   - Evaluation approach (impact, process, economic)

3. Implement
   - Quality monitoring
   - Fidelity and flexibility
   - Project and financial management

4. Manage knowledge
   - Knowledge networks
   - Learning events & reports
   - Staff training

5. Change
   - Adapt
   - Scale
   - Replicate
   - Close programme