

## In Practice

### **Introducing the concept of evaluation to politicians through 'Eva the Evaluator'<sup>1</sup>**

The Slovak Evaluation Society (SES) is using multiple ways to get policy-makers familiar with the concept of evaluation and its value in policy-making. Among many strategies, SES translated a children's picture book, 'Eva the Evaluator' into Slovak language is an effective way of introducing non-evaluators to the basics of evaluation. This fun and accessible introduction to evaluation, was printed and distributed to all ministers, deputy ministers and Members of Parliament. In addition, a short book with basic information on M&E in Slovak language was published and is available for download from the SES website ([www.evaluation.sk](http://www.evaluation.sk)). Several training sessions and seminars, led by national and international experts have also been organized for the staff of ministries and other interested people from the NGO sector, private companies, universities and research institutions. However the promotion of evaluations through "Eva the Evaluator" did not bring any direct feedback from the politicians but some signals were observed suggesting that it might be under consideration.<sup>2</sup>

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<sup>1</sup> Eva the Evaluator is a story about strengthening the bonds between parent and child. The story revolves around Eva and her father as he explains to her what he does for a living (evaluator). The father answers Eva's questions as she imagines herself engaged in the scenarios being described. Some mischievous characters appear highlighting that evaluation is not without pitfalls.

<sup>2</sup> Adapted from SES case study submitted to IOCE.

[http://ioce.net/download/national/SlovakEvaluationSociety\\_CaseStudy.pdf](http://ioce.net/download/national/SlovakEvaluationSociety_CaseStudy.pdf) accessed 29 August 2013.