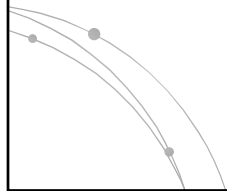
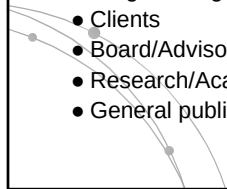


Dissemination of Evaluation Results



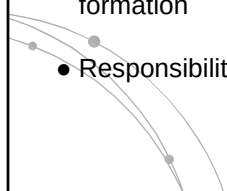
Stakeholders

- Who might be interested in your evaluation results?
 - Funding agency
 - Program/Organization administration
 - Program/Organization staff
 - Clients
 - Board/Advisory council members
 - Research/Academic community
 - General public



Importance of Sharing Findings

- Evaluators have responsibility to share findings
- Guide future programming and policy formation
- Responsibility to prevent misuse



Characteristics that Influence Use

- Evaluator credibility
- Disclosure of findings
- Clarity of report/presentation
- Timeliness
- Impartiality
- Involvement of stakeholders in interpretation and presentation
- Relationship between evaluator and intervention

Steps to Encouraging Use

• Preparation

- Work with stakeholders to increase ability to translate findings into appropriate actions
- Have discussions with stakeholders throughout evaluation about findings and how they may affect decision-making
- Explore positive and negative implications with stakeholders

Steps to Encouraging Use

• Feedback

- Having discussions (feedback) about evaluation findings creates trust
- Ensures that stakeholders have the opportunity to comment on findings as they become available:
 - Tie to process, intermediate, long-term finding
- Ensures the evaluator obtains insight from the intervention perspective about evaluation results

Steps to Encouraging Use

● Follow-up

- Step particularly refers to after the evaluation results are provided
- Active follow-up includes evaluators continuing involvement with intervention by:
 - Reminding users of intended uses
 - Focusing stakeholders are most important findings
 - Discussing uses when making complex, political decisions

Steps to Encouraging Use

● Dissemination

- Process of communicating findings to relevant audiences
- Full impartial disclosure
- Requires pre-planning
- Considers timing, style, tone, format, etc.

Evaluation Report Outline

- Title page
- Executive summary (abstract)
- Table of contents
- Program purpose
- Program description
- Evaluation methods
- Results
- Conclusions-recommendations

Methods for Disseminating Findings

- Create meaningful roles for stakeholders in the delivery/presentation of findings
- Executive summary
- Presentations with graphics, photos, reenactments, questioning
 - Modify for audience

Additional Points to Consider

- Anonymity of participants
- Sensitivity of information reported
- Confidentiality of the report
- Objectivity

Steps in Program Evaluation