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

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**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

**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