Tip Sheet: Effective Evaluation Reporting

Engage Stakeholders

- Prioritize stakeholder evaluation needs
- Decide how best to communicate with stakeholders
- Involve stakeholders throughout evaluation process

Revisit Evaluation Purpose

- Draft clear purpose
- Revisit purpose if there have been changes to:
  - Stakeholders
  - Intended users
  - Program context
  - Evaluation priorities
  - Information needs

Define Target Audience

- Identify the target audience
- Identify their media/communication channels
- Ensure information is clear & culturally appropriate
- Consider how your audience may interpret the findings

Report Evaluation Findings

- Choose reporting format
- Pick best delivery mode (e.g. printed, verbal, electronic)
- Use active voice & avoid technical language
- Include graphics & illustrations
- Highlight important findings & next steps
- Comply with reporting requirements of funders

Disseminate Your Findings

- Create a dissemination plan
- Assign someone to oversee plan implementation
- Take the current social & political situation into account
- Be aware of timing & frequency of dissemination products
- Stay involved through events & social media

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Promising Strategies in Sodium Reduction in Hospitals

In each recipe, what did we change and how did sodium content decrease?

<table>
<thead>
<tr>
<th>Percent Reduced</th>
<th>Entree</th>
<th>Product(s) Substituted</th>
<th>Before</th>
<th>After</th>
</tr>
</thead>
<tbody>
<tr>
<td>93%</td>
<td>Sliced Turkey</td>
<td>Breast</td>
<td>120 mg</td>
<td>36 mg</td>
</tr>
<tr>
<td>82%</td>
<td>Chicken Noodle Soup</td>
<td>Chicken Broth</td>
<td>360 mg</td>
<td>173 mg</td>
</tr>
</tbody>
</table>

Infographics to Communicate Quantitative Data

- Not as much text needed
- Icons can be used to show changes in outcomes
- Ideal for a lay audience

GIS Maps

- Display the reach of an intervention
- Show gaps and areas with greatest coverage of resources
- Can show impact of your efforts

Culturally-inspired Images

- Can appeal to local audiences by reflecting their culture
- Can communicate important concepts, like collaboration
- Portrays findings in a way your audience can relate to

Conceptual Models to Describe a Program

- Shows core elements of a program
- Puts findings into categories
- Condenses a lot of information into an image

Examples

- Strategic Partnerships
- Health Information Exchange
- Disease management protocols
- Population health management registries
- Electronic health records
- Pharmacy level
- Community level
- Healthcare system level
- Infrastructure & Capacity
- Care Coordination Process
- Staffing
- Financial support
- Established PCMH
- Invested leadership

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