

# Evaluation Resources

## Tip Sheet: Effective Evaluation Reporting<sup>1</sup>

### 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



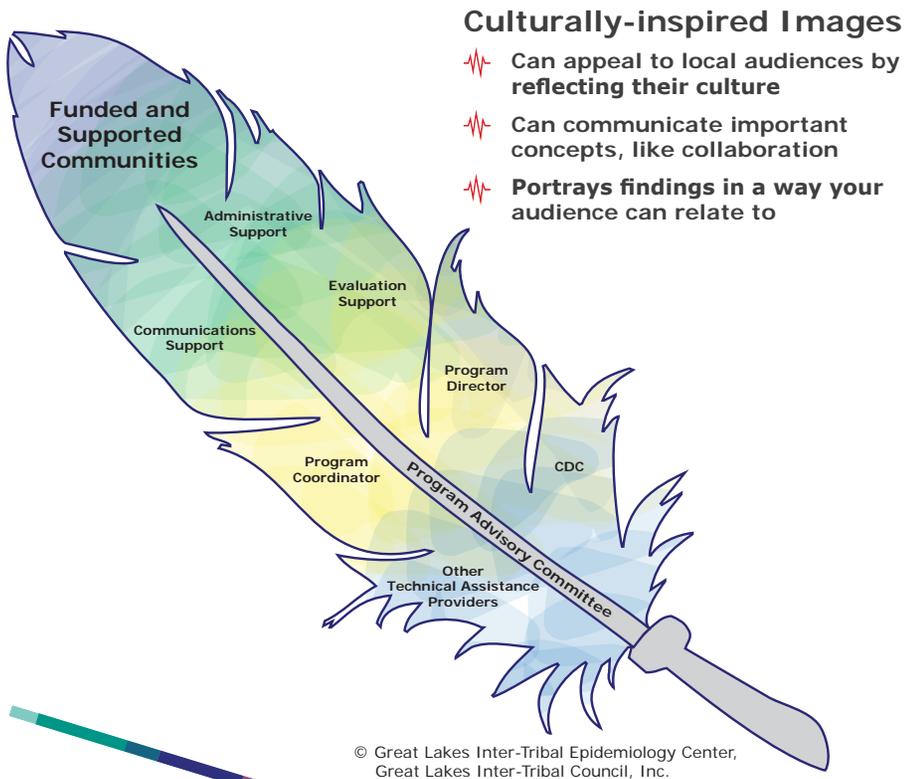
- ⚡ Choose reporting format
- ⚡ Pick best delivery mode (e.g. printed, verbal, electronic)
- ⚡ Use active voice & avoid technical language
- ⚡ Include graphics & illustrations
- ⚡ Highlight important findings & next steps
- ⚡ Comply with reporting requirements of funders

### 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

<sup>1</sup> The full Evaluation Reporting Guide can be found here: [http://www.cdc.gov/dhdsp/docs/Evaluation\\_Reporting\\_Guide.pdf](http://www.cdc.gov/dhdsp/docs/Evaluation_Reporting_Guide.pdf)



### Promising Strategies in Sodium Reduction in Hospitals

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

Percent Reduced	Entree	Product(s) Substituted	Before	After
93%	Sliced Turkey Breast	Deli Turkey	520 mgNa/entree	35 mgNa/entree
82%	Chicken Noodle Soup	Chicken Broth	960 mgNa/entree	173 mgNa/entree

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

