

MODERATOR:

Welcome to today's Coffee Break presented by the Applied Research and Evaluation Branch in the Division for Heart Disease and Stroke Prevention at the Centers for Disease Control and Prevention.

We are fortunate to have **Jasmin Minaya- Junca and John Whitehill** as today's presenter. **Jasmin and John** are from CDC's Division for Heart Disease and Stroke Prevention and are **evaluators** on the **Evaluation and Program Effectiveness Team**.

My name is **[moderator name]** and I am today's moderator. I am a member of the **[moderator's team]**.

Before we begin

All phones have been placed in **SILENT** mode.



MODERATOR:

The presentation will last about 12 minutes. After the presentation, we will have a few minutes for questions. At any time during the session, you can send questions to the presenter by typing your question in the chat box located on the bottom left-hand side of your screen.

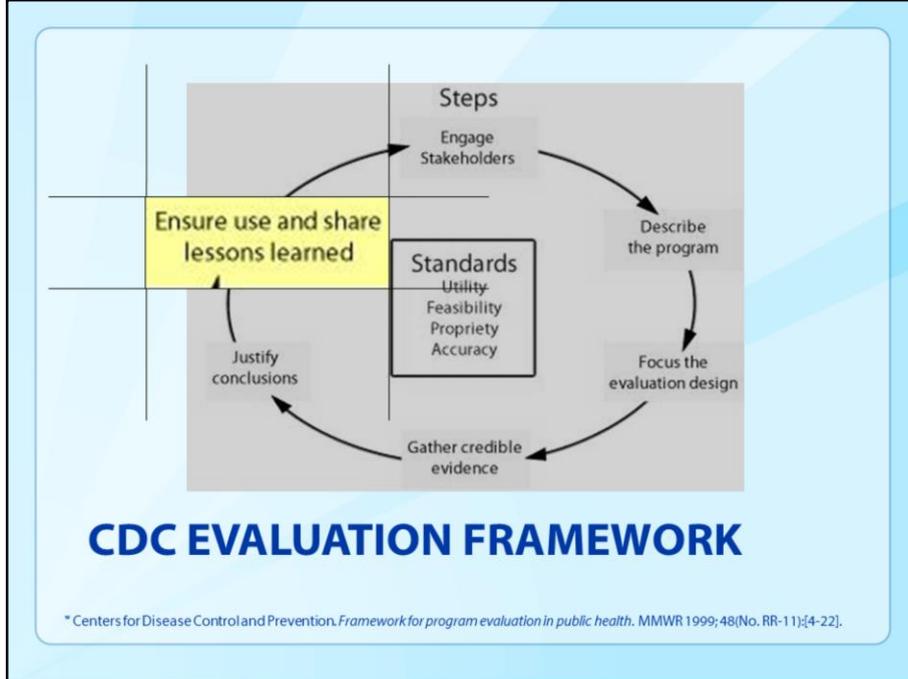
The presenter will answer as many questions as time permits. At the end of the questions, we will have a 3-question poll that will take about 1 minute. Since this is a training series on evaluation, we do hope you will complete the poll and provide us with your feedback.

Disclaimer: The information presented here is for training purposes and reflects the views of the presenters. It does not necessarily represent the official position of the Centers for Disease Control and Prevention.

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So let's get started with today's presentation. **John**, the floor is yours.



Thank you, Amara. The CDC Evaluation Framework has been in use for over 16 years now and is a staple in the field of evaluation. However, step 6, Ensure Use and Share Lessons Learned, is often a step evaluators struggle with to properly address in their work. Today we will go over the importance of this step and provide innovative techniques to report evaluation results that might prove to be effective in your evaluations with you and your stakeholders.

Importance of Reporting to Ensure Use

- ❑ **There is evidence that evaluation results are often not used¹**
 - According to the American Evaluation Association, 68% of self-reported evaluation results are not used.
- ❑ **Evaluation reporting can impact how information is used**
- ❑ **The “utility evaluation standard” charges evaluators to carry out evaluations that lead to actionable results**

* Patton, MQ. (2008)

There is some evidence that evaluation results are often not used. In fact....In a 2006 survey of American Evaluation Association members, 68% self-reported that their evaluation results were not used. Although there may be a variety of reasons why evaluation results are not used, one reason for the limited use of evaluation results has to do with how the information is reported. As a result, those engaged in the evaluation process have a responsibility to consider how results can be used.

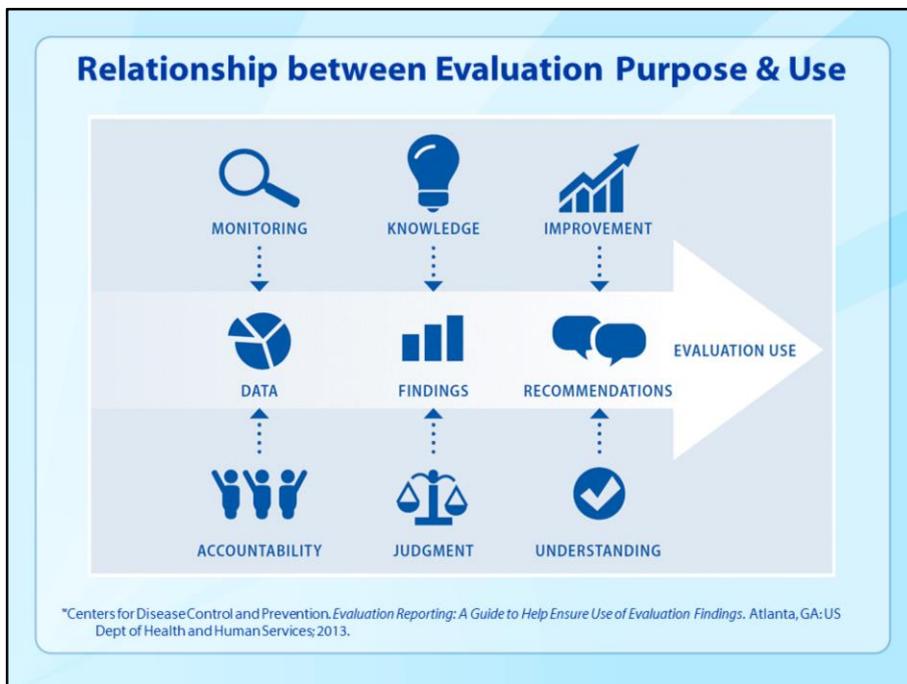


As a review from previous Coffee Breaks on ensuring use, there are 3 key considerations for effectively reporting evaluation findings. They include – #1 engaging stakeholders – which should take place throughout the evaluation to maximize stakeholder involvement and expertise – remember stakeholder needs should always be prioritized; #2 revisiting the purpose of the evaluation – which determines how the evaluation report and findings are used, who the users are, and the most appropriate types of reporting; and #3 defining the target audience because evaluation results can be presented differently depending on the target audience and primary evaluation users.

Common Public Health Evaluation Purposes

- ❑ **To gain insight**
 - Assess feasibility of a new approach for broader implementation
- ❑ **To change practice or make improvements**
 - Describe what a program has done and to what extent
 - Enhance program operations by improving quality, effectiveness, and efficiency of activities
 - Monitor activities for program management or reporting
- ❑ **To determine or assess effects**
 - Understand relationship between program activities and outcomes
 - Demonstrate accountability to funder or partners
 - Judge the value or worth of a program
- ❑ **To affect participants involved in the evaluation**
 - Generate a positive influence on stakeholders or participants

There are four main purposes that common public health evaluations look to address. 1) Stakeholders might be looking to gain insight or assess the feasibility of a new approach for broader implementation; 2) Inquiring about changing a practice or look to improving a practice – this can happen in a variety of ways including describing what a program has done and to what extent; enhancing program operations by improving quality, effectiveness, and efficiency of activities or monitoring activities for program management. The third purpose, determining or assessing effects looks to understand the relationship between program activities and outcomes. This can also be achieved by demonstrating accountability to funders or partners or investigating the value or worth of a program. Finally, the purpose might be looking to affect participants involved in the evaluation.



Two common reasons for evaluating CDC-funded programs are to guide program improvement and ensure program effectiveness. Evaluation results can have a direct effect on how evaluation data are applied and used. Often, the desire is for evaluation recommendations and findings to inform decision making and lead to program improvement. On the other hand, evaluation results may be used to support or justify a preexisting position, which results in little to no programmatic change. The following diagram shows how a range of evaluation purposes can influence the use of data, findings, and recommendations. Data can be used for monitoring or accountability, depending upon your purposes. Recommendations can also be used for program improvement. Now, I will turn it over to my colleague Jasmin, who will provide more specific techniques in evaluation reporting.

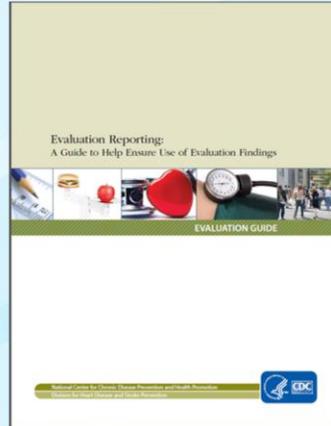
Traditional Reporting

□ Pros

- Adds to knowledge base
- Provides context
- Provides accountability

□ Cons

- Time-consuming
- Too lengthy
- Not user-friendly



* http://www.cdc.gov/dhisp/docs/Evaluation_Reporting_Guide.pdf

Thank you, John. As John mentioned I will take a closer look at various mediums for sharing your evaluation findings. Commonly after an evaluation is complete a formal comprehensive report is required, which is the traditional style of reporting. Traditional reports are important for several reasons such as they enhance the knowledge base of evaluation practice, provide context and historical reference, and accountability amongst other things. However, traditional reporting can be time-consuming to prepare and too lengthy for easy use and consumption. So, let's explore other ways you can complement your traditional evaluation report and improve the use of your evaluation findings.

Action-Oriented Reporting

	<p>Written</p> <ul style="list-style-type: none"> ▶ Executive summary ▶ Success story/human interest ▶ Dashboard report (a customized graphical report that is brief and visually appealing), bulletins, print media
	<p>Verbal</p> <ul style="list-style-type: none"> ▶ PowerPoint presentations, panels ▶ Debriefs, town halls, radio/TV ▶ Informal meetings
	<p>Electronic</p> <ul style="list-style-type: none"> ▶ Web site ▶ Webinars, social media ▶ Podcasts, mobile updates

*Centers for Disease Control and Prevention. *Evaluation Reporting: A Guide to Help Ensure Use of Evaluation Findings*. Atlanta, GA: US Dept of Health and Human Services; 2013.

One of the main aims of evaluation is to ensure that findings are useful and actionable by stakeholders. The dissemination of evaluation findings has historically lacked innovation and creativity, leading to the vast under-utilization of results. However, evaluators are beginning to use new and innovative ways to illustrate their results. Visualization of your findings can increase understanding and message retention among your intended audiences. That said, an evaluation reporting approach that can prompt your audience to use your evaluation findings is action-oriented reporting. Action-oriented reports are purposely shorter, calls attention to key findings, simple to understand, and tailored to a particular audience. Generally, action-oriented reports can take written, verbal, and electronic forms depending on your intended users. Next, we'll consider a few examples of some of the easiest forms to integrate into your current evaluation reporting approach.

Written Reporting - Infographics

Examples of actual age vs. heart age

Many people have a heart age that is greater than their actual age because of certain reasons.

Actual Age	Reasons	Heart Age
45 year old man	<ul style="list-style-type: none"> • Smoker • High blood pressure (systolic blood pressure of 150 mm Hg) • Diabetes • Overweight (body mass index (BMI) of 25) 	75 years
55 year old woman	<ul style="list-style-type: none"> • Non-smoker • High blood pressure (systolic blood pressure of 140 mm Hg) • Diabetes • Cholesterol of 210 	85 years

Source: Framingham Heart Age Calculator, www.fhcr.gov/heartagecalculator

Prescription for a younger heart

High blood pressure – Make control your goal.

High cholesterol – Work with your doctor on a treatment plan to manage your cholesterol.

Diabetes – Work with your doctor on a treatment plan to manage your diabetes.

Tobacco use – If you don't smoke, don't start. If you do smoke, get help to quit. Avoid secondhand smoke.

Unhealthy diet – Eat a healthy diet, low in sodium and trans fats and high in fresh fruits and vegetables.

Physical inactivity – Get 150 minutes every week of a moderate intensity exercise such as brisk walking.

Obese – Maintain a healthy weight.

Source: Vital Signs, September 2013

There are geographic differences in average heart age across states.

Mississippi, West Virginia, Louisiana, Kentucky, and Alabama are the five states that have the highest percentage of adults with heart ages 5 or more years older than their actual age, while the five states with the lowest are Utah, Colorado, California, Massachusetts, and Hawaii.

Source: Behavioral Risk Factor Surveillance System, 2011 and 2012. National Health and Nutrition Examination Survey, 2007-2012.

0% - 1% 1% - 2% 2% - 3% 3% - 4% 4% - 5% 5% or more

What are infographics?

- Visual representation of data &/or information
- Present complex information clearly & quickly
- Engage viewers

Intended Users

- Program leadership
- Program staff
- Other users

* Centers for Disease Control and Prevention. <http://www.cdc.gov/vitalsigns/heartage/index.html>. Accessed January 25, 2016

Here we have an example from one of our vital signs infographics that depicts actual age vs heart age. Infographics are visual representations of data, information, and/or knowledge. It incorporates graphics, data, and text in a creative way that presents complex information or concepts clearly and quickly. It engages the viewer because the take-home messages are highlighted in a visually appealing matter. This infographic is a good representation of some higher-end products. This medium would be best suited for program leadership, staff, an other users such as public health practitioners, policy makers, and evaluators.

Infographics

□ Key Considerations

- Keep it short & simple
- Provide key findings & conclusions
- Create a draft
- Choose a colors & graphics
- Edit to ensure clarity
- Look for available online resources

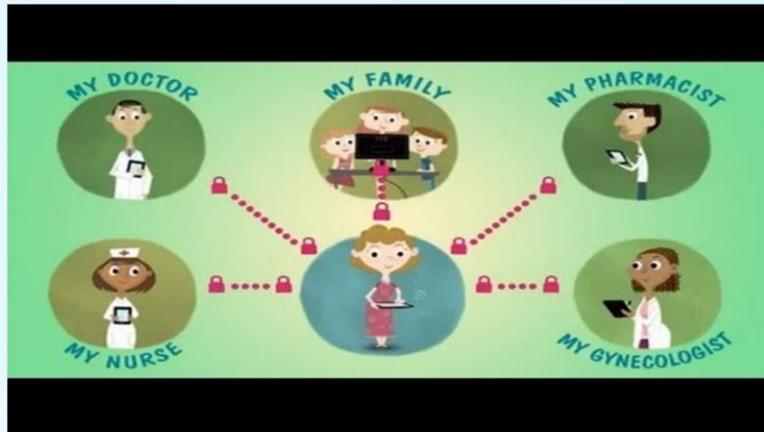


If you have very limited resources and cannot purchase additional software to create infographics, this is an example of an infographic created in Microsoft Word from HealthIT.gov. So, you don't necessarily need extra resources to produce an effective infographic. This infographic demonstrates how you can use color blocking to highlight your key messages. This one uses primary colors to draw your eyes to what health information exchange means for patients, health care providers, and policy makers. Before using this tool to share your evaluation results, there are some things to consider:

- Make sure your infographic is short and simple. Tell a consistent and focused story about your key findings and conclusions. It will be easier for your viewer to grasp one to three key concepts as opposed to a dozen. Aim for simplicity to ensure that the infographic is easily understood with a quick read.
- Create a draft outline of your information to make sure the concepts can be clearly laid out.
- Choose attractive color schemes and graphics to garner interest among your viewers.
- Once you have a draft infographic, edit it to ensure clarity.

Luckily, there are several free online resources available that can be used to create infographics. For example, Piktochart, Easel.ly, and Venngage to name a few. Infographics don't have to be costly and complicated to create and can serve as a great tool for your program.

Verbal Reporting – Multimedia Video Report



* HealthIT.gov

Another innovative tool for enhancing communication of your evaluation findings are videos. Video reporting can convey a lot of information in a short amount of time and can be more memorable than posters and verbal presentations for many users. Use of video can reach more people than text and is an innovative way to affect an audience's attitudes and opinions about your program, thus encouraging action (Horsman, Marine). Here is a video from HealthIT.gov that explains the importance of health information exchanges in a fun and eye-catching cartoon.

Video Report

□ Things to Consider

- Show don't just tell
- Balance qualitative and quantitative information
- Have a clear purpose
- Obtain permission for videotaping
- Post video on your website and YouTube to get a broader viewing audience

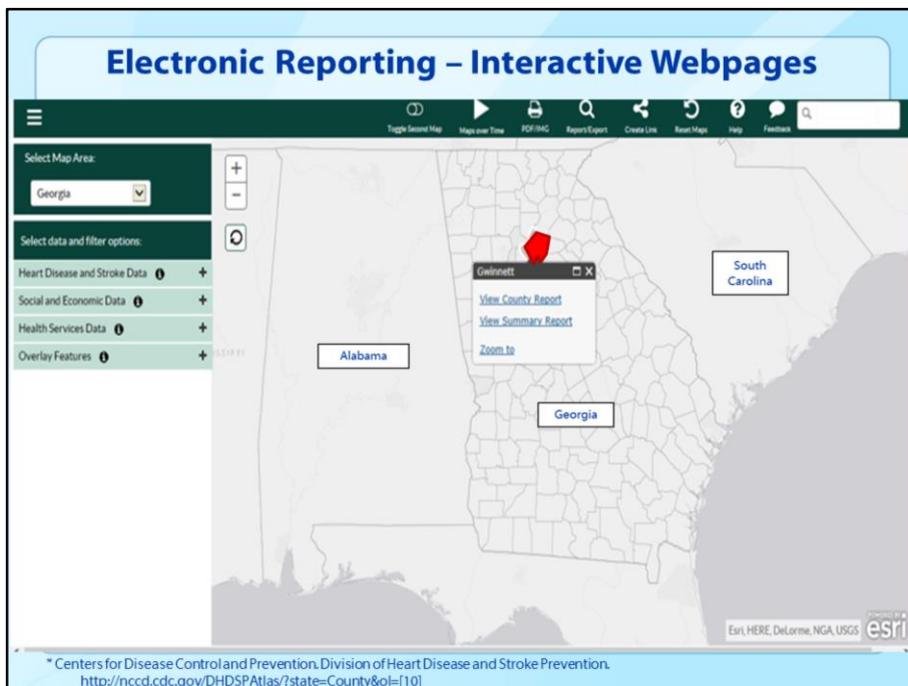
□ Intended Users

- Program Staff
- Other Users
 - Public Health Practitioners
 - Policy makers
 - Evaluators



*Better Evaluation.org <http://betterevaluation.org/evaluation-options/video>

Video is becoming more accessible in terms of cost and resources. You may just need a camera, tripod, and microphone or just your phone depending on your desired product! The key with video is to show, and not just tell. Use the multi-sensory nature of video to multiply the communicative effect of your evaluation findings. Be clear about the purpose and obtain permission from any participants before videotaping. Consider the intended audience when determining the ideal video length. Post the video on your website, and also on YouTube to help expand your viewing audience. This reporting form has a broad reach and would be beneficial for program staff and other users such as a few listed on this slide.



Interactive webpages range in complexity, but they are becoming increasingly common. While a static webpage will probably get your points across, it may not effectively grab and retain your reader’s attention. Interactive webpages greatly enhance the user experience and may inspire users to employ your evaluation results. This slide shows a screenshot of our heart disease atlas map. The user chooses a state and hovers over the counties to get more information on that jurisdiction.

Interactive Webpage

Intended Users

- Program Staff
- Others users
 - Public health practitioners
 - Policy makers
 - evaluators

Things to Consider

- User-friendliness & functionality
- Content management
- Security
- Budget



<http://www.cbaproviders.org/requests/eligible.aspx#alaskaModal>

Interactive webpages represent another broad-reaching form of evaluation reporting. Program staff, public health practitioners, policy makers, evaluators, and beyond would benefit from this medium. There are many elements that go into interactive webpages, but the combination of design and functionality are paramount to making your webpage appealing. If you decide that this medium is useful for your evaluation reporting, make sure there is a designated content manager to ensure that the information is accurate. Also, consider what data security measures are required for your organization. Lastly, this may be the most budget-intensive medium presented today. So, make sure that you have the resources and/or budget within your organization to create, maintain, and disseminate your interactive webpage.

Dissemination Plan

Audience	Product	Medium (print, electronic, verbal)	Release Date	Person Responsible	Follow-Up Activities
State policymakers	2-page summary	Print	Oct. 2013	Staff A	Press conference
Community stakeholders	Slides	Verbal	Nov. 2013	Staff B	Internal project meeting to discuss

The mediums presented today can catapult the use of your evaluation findings several-fold. However, findings will be little seen without a promotional/dissemination strategy. To be successful, you need to be active about dissemination. This sample dissemination plan template identifies the target audience, product, selected medium, timeline, staff assigned, and follow-up activities. Assign someone in your organization to oversee the efficient implementation of your dissemination plan. Take advantage of events and venues that may help keep a continued focus on your findings such as social media, meetings, conferences, or workshops. In this current landscape is it very important that you integrate social media into your promotional strategy.

Data Visualization Resources

- ❑ piktochart.com
- ❑ venngage.com
- ❑ infogr.am
- ❑ betterevaluation.org/blog/communicating-findings

In conclusion, for every product you prepare, always ask yourself 1) Who is the intended audience? 2) What is the key message? 3) What data and information should be emphasized? Here are some starting resources on data visualization if you are interested in learning more. Thank you for your time and attention!



THANK YOU!!

Any Questions?



MODERATOR:

Thank you, **Jasmin and John**. Now we have time for questions from the audience. The first question is.... **1)**, the second question is... **2)** this time.

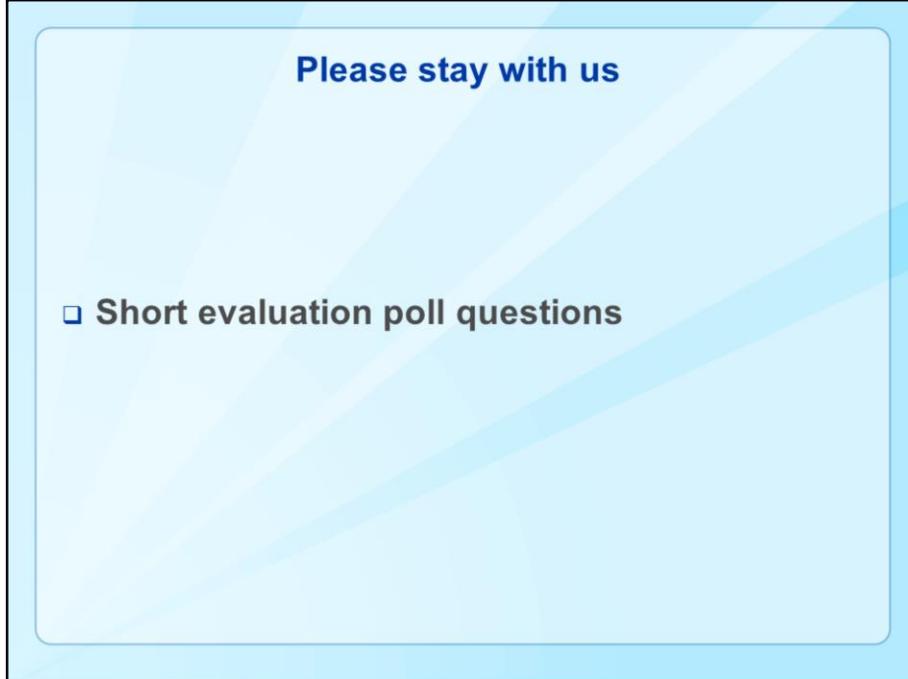
ADD 3 MOCK QUESTIONS

1. I am in a department with extremely limited resources, including time to research these new approaches. Which of the three presented methods/platforms is the easiest and most effective one to implement immediately?

Answer: Infographic because doesn't require additional resources and is one of the most user-friendly for the intended user

2. What would you say is the best way to integrate social media into the dissemination plan to highlight some of these innovative ways of using evaluation findings?

Answers: Twitter (i.e. twitter townhall), facebook



MODERATOR:

Thank you again, **Jasmin and John** for your presentation. Please stay on the call for one more minute to provide us with some feedback to 3 short questions. Please use your mouse to answer each question as it appears on the screen. The first question is now on the screen and will remain for 15 seconds (**pause for each poll question**).

Please stay with us a few poll questions.'

This coffee break was worthwhile for me.

Yes

Very worthwhile

Somewhat

A little

No not at all

I plan to attend future Coffee Break sessions

Yes

Maybe

No

The information presented was helpful to me.

Yes
Somewhat
No not at all

Reminders!

All sessions are archived and
the slides and script can be accessed at:

<http://www.cdc.gov/dhdsp/pubs/podcasts.htm>

If you have any questions, comments, or topic
ideas send an email to:

AREBheartinfo@cdc.gov

MODERATOR:

Please note that all sessions are archived and the slides and script can be accessed at our Division website. Today's slides should be available in 2-3 weeks.

If you have any ideas for future topics or questions, please contact us at the listed email address on this slide.

Next Coffee Break

When: March 8th, 2016

Topic: Economic Evaluation and Alternative Techniques to Return-On-Investment

Presenter: Jack Chapel



Division for Heart Disease and Stroke Prevention
National Center for Chronic Disease Prevention and Health Promotion



MODERATOR:

Our next Coffee Break is scheduled for Tuesday, March 8th, 2016 and is entitled “Economic Evaluation and Alternative Techniques to Return-On-Investment”.

Thank you for joining us. Have a terrific day everyone. This concludes today’s coffee break presentation.