Evaluation Learning Series

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Agenda

- Evaluation Findings
- Dissemination
- CDC Evaluation Framework Standards
Evaluation Findings
CDC Evaluation Framework

- Step 6: Ensure Use and share lessons

Source: Centers for Disease Control and Prevention. Framework for program evaluation in public health. MMWR 1999;48 (No. RR-11). Available at: Framework for program evaluation in public health
Evaluation Findings (1)

- The ultimate purpose of program evaluation: use information to improve programs
- Make recommendations
  - Strengthens an evaluation, helps audience to start taking actionable steps

Evaluation Findings (2)

- Results can be used to:
  - Demonstrate program effectiveness
  - Identify ways to improve programs
  - Demonstrate accountability or resource efficiency
  - Justify funding or allocation of resources
  - Compare outcomes
  - Identify new partners for collaboration
  - To retain or increase funding
  - To identify training and TA needs

Dissemination
Dissemination (1)

- Involves communicating results or lessons learned to relevant audiences
- Full disclosure and impartial reporting
- Various audience-specific strategies

Source: Developing an Effective Evaluation Plan. Atlanta, Georgia: Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health; Division of Nutrition, Physical Activity, and Obesity, 2011
Dissemination Strategy (1)

1. Review past dissemination efforts
2. Devise dissemination objectives
3. Determine audiences
4. Develop messages
5. Decide on dissemination approaches
6. Determine dissemination channels
7. Review available resources
8. Consider timing and windows of opportunity
9. Evaluate efforts

Figure 1. Steps in developing a dissemination strategy

Dissemination Strategy (2)

- Discuss with intended users and other stakeholders

Dissemination Products

- Infographics
- Peer-reviewed papers
- Success stories
- Evaluation briefs
- Project summaries/one-pagers
- Conference presentations
- Short videos

Dissemination Questions (1)

- What audiences do you want to reach?
- What type of action is desired for each selected audience?
- What is the current level of awareness/knowledge of your audience?

Dissemination Questions (2)

- What are the most persuasive methods of presenting the evidence and through what channels?

Success Stories (1)

- A clear description of a program’s progress, achievements and lessons learned
- Recommendations/request for action
- It is NOT:
  - A surveillance report
  - A complete picture of the evaluation

Success Story Example

Partners Working Toward Optimal Oral Health in Michigan: Year 1 Update
Michigan Department of Health and Human Services, Oral Health Program

CHALLENGE
As recommended by the Centers for Disease Control and Prevention (CDC), one of the core aspects of a strong oral health program is the development of an oral health plan, as it provides a framework for action for collaborative work towards improving oral health. In 2015, the Michigan Department of Health and Human Services (MDHHS) Oral Health Program (OHP) and the Michigan Oral Health Coalition (MOHC) worked together to develop a five year state oral health plan. Key oral health stakeholders across the state were invited to contribute feedback to develop a practical vision and priority areas in which to focus. The areas within the plan focus on professional integration, health literacy, and increasing access to oral health services within underserved populations.

Upon completion of the plan in December 2015, an electronic version was uploaded to the MDHHS and MOHC websites and print copies were disseminated at the Spring MOHC conference in May 2016. As the 2020 SOHP is in its first year, the MDHHS OHP wanted to assess oral health stakeholders' engagement in carrying out plan activities and working towards plan goals.

SOLUTION
To assess stakeholder engagement, a survey was administered to key partners throughout the state. Of specific interest was whether or not oral health partners had used the plan to make decisions or develop plans for action in 2016 and what parts of the plan, if any, partners had implemented. A survey was emailed to 32 key oral health partners in early 2017. Of these, 19 partners completed the survey resulting in a response rate of 59%.

SUMMARY
To assess stakeholders’ engagement in implementing the 2020 Michigan State Oral Health Plan (SOHP) in the first year of plan dissemination, the Michigan Department of Health and Human Services (MDHHS) Oral Health Program (OHP) surveyed a sample of oral health partners in Michigan. Overall, the majority of partners were aware of and read the SOHP and nearly half of partners were highly engaged in implementing the plan. Work towards achievement of SOHP goals is being accomplished, but there is a need to increase partner engagement and emphasize work in the areas of professional integration and health literacy.

RESULTS
Efforts in disseminating and informing stakeholders of the 2020 SOHP were successful.
Focus areas within the 2020 SOHP were also areas of focus for oral health partners.

- 94%
- 94%
- 24%
- 47%
Success Stories (2)

- Upstream
- Midstream
- Downstream

Source: Success Stories Workbook. Division of Oral Health – CDC Available from CDC, Division of Oral Health, Success Stories
Writing Tips

- Provide interim and final reports to intended users in time for use.
- Tailor the report content, format, and style for the audience(s) by involving audience members.
- Include an executive summary.
- Summarize the description of the stakeholders and how they were engaged.

CDC Evaluation Framework
Standards
# The Four Standards

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<th>Feasibility</th>
<th>Propriety</th>
<th>Accuracy</th>
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<td>Do reports describe the program, context, purpose, procedures and findings?</td>
<td>Is the format appropriate to your resources and to the time and resources of the audience?</td>
<td>Have you ensured that the evaluation findings are made accessible to everyone affected by the evaluation?</td>
<td>Have you tried to avoid the distortions that can be caused by personal feelings and other biases?</td>
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<td>Have you shared significant preliminary findings and reports with users and stakeholders?</td>
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<td>Do evaluation reports impartially and fairly reflect evaluation findings?</td>
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**Resources**

- Success Stories Workbook. Division of Oral Health – CDC
  Available from **CDC, Division of Oral Health, Success Stories**

End of Topic #6: Writing and Dissemination

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the CDC.