Effective Evaluation Reporting

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Agenda

• Due dates for evaluation reports
• Tips for moving from an evaluation plan to the evaluation report
• Suggested Resources
• Q & A
Evaluation Plan ➔ Evaluation Report

- **Plan**: A written document that describes how you will monitor and evaluate so that you will be able to describe the **What**, the **How**, and the **Why it Matters** for what your program **plans to do**.

- **Report**: A written document that describes the **What**, the **How**, and the **Why it Matters** of what your program **did**.
Evaluation Reporting
Facilitates…

• Dissemination of the evaluation’s findings
• Program sustainability
• Comparison of intended outcomes with actual outcomes
• Program promotion, enhance its image, and garner attention for the issues addressed
• Program improvement
NOFO Evaluation Planning Process

• Due within 6 months of start of Notice of Funding Opportunity (NOFO)
• OSH staff provided feedback for improvement
• Plans may have changed
• Recommendation: Revisit your plan and start there
• Core State (DP15-1509): Due at end of Year 3 and Year 5
  ◦ Year 3 report due April 30
  ◦ Final report due after Year 5 ends
  ◦ Requirement: Evidence of an evaluation report reflecting program infrastructure (as defined by the CMI), process measures, outputs, outcomes, and impacts

• Quitline Capacity (DP14-1410): Due July 31st
  ◦ No more than 5 pages
  ◦ Progress to date (i.e., not final report)
Resources to Guide Planning and Reporting: OSH series
### Suggested Sections

#### PLAN
- Title Page
- Intended Use and Users
- Program Description
- Evaluation Focus
- Methods
- Analysis and Interpretation plan
- Use, Dissemination and Sharing plan

#### REPORT
- Title Page
- **Executive Summary**
- Intended Use and Users
- Program Description
- Evaluation Focus
- Data Sources and Methods
- **Results, Conclusions, and Interpretation**
- Use, Dissemination, and Sharing Plan
- **Tools for clarity (e.g., TOC, acronyms, success stories)**
Executive Summary

• Brief summary of the evaluation:
  ◦ Program description
  ◦ Evaluation questions
  ◦ Design description
  ◦ Key findings
  ◦ Action steps
Results, Conclusions and Interpretation

- Formatted for the intended users

- Results: organized summary of findings
  - Include evidence of program impact

- Conclusions: what results say about the program and recommendations for improvements
  - Describe stakeholder interpretation activities
  - What you learned from stakeholder interpretations
Tools for Clarity

• Table of Contents
  ◦ Table of Tables, Figures, and Graphs

• Definitions, Acronyms and/or Abbreviations

• Acknowledgments

• Appendices
# Engaged Data: Using Findings

## Example Formats
- Written report
- Data visualization (e.g., dashboards, infographics)
- Presentations
- Success stories
- Videos

## Example Channels
- Webinars
- Newsletters, listservs
- Social media, website
- Coalition/partner meetings
- Conferences
Key CDC Evaluation Resources

Developing an Effective Evaluation Plan
Conducting Quitline Evaluations: A Workbook for Tobacco Control Professionals
Developing an Effective Evaluation Report
OSH’s Archived S&E Net Conferences
State Tobacco Activities Tracking and Evaluation (STATE) System
OSH’s Surveillance and Evaluation web page
Impact and Value: Telling Your Program’s Story
Other Reporting Resources

• Community Solutions for non-traditional reporting ideas

• Evergreen Data: Intentional Reporting and Data Visualization
Instructions
1. Enter key highlights of your report in the areas indicated.
2. Print on 11 x 17 card stock.
3. Cut along dotted lines.
4. Fold along solid lines.
5. Glue flaps A, B, C & D to shapes 1, 2, 3 & 4.
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The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.