



Communicating and Disseminating Evaluation Results

Key Considerations for Effective Evaluation Reporting

- Prioritize stakeholder evaluation needs
- Clearly define the purpose and intended use of findings up front
- Ensure information is presented in plain language and is culturally appropriate
- Consider how members of the intended audience will interpret findings based on their understanding and experiences
- Decide whether a traditional or action oriented report is most appropriate for sharing information
- Create different summaries for different audiences
- Call attention to important findings and next steps
- Be aware of the current social and political landscape or environment related to the topic

Creating a Communication Plan for Disseminating Evaluation Results

Use the following tables to help you plan and track your communication process. These tools can help you track communication with your various audiences, including the **format(s)** (the layout of the communication, such as newsletters) and the **channel(s)** (the route of communication, such as oral presentations or web), audience feedback on the communication message, and next steps you need to take in response.

Communication Planning

| What do you want to communicate? (Objective) | To whom do you want to communicate? (Intended Audience) | How do you want to communicate? | | When do you want to communicate? (Timetable) |
|---|--|---------------------------------|---------|---|
| | | Format | Channel | |
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Communication Tracking

| Communication | Date | Communication Format | Communication Channel | Results/ Metrics | Audience Feedback and Next Steps |
|---------------|------|----------------------|-----------------------|------------------|----------------------------------|
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Additional Resources

- evaluACTION (CDC) <https://vetoviolence.cdc.gov/evaluation>
- Evaluation Reporting: A Guide to Help Ensure Use of Evaluation Findings (CDC) https://www.cdc.gov/dhdsp/docs/Evaluation_Reporting_Guide.pdf
- Developing an Effective Evaluation Plan: Setting the course for effective program evaluation (CDC) <http://www.cdc.gov/obesity/downloads/cdc-evaluation-workbook-508.pdf>
- Communicating Information to Funders for Support and Accountability (Community Toolbox) <https://ctb.ku.edu/en/table-of-contents/evaluate/evaluation-to-understand-and-improve/funder-support-accountability/main>