Writing and Dissemination
Evaluation Learning Series #6

Evaluation Learning Series

Topics in the Series
The Importance of Engaging Stakeholders
How to Create a Program Description
Evaluation Questions
Evaluation Design & Indicators
Connecting the Dots: Methods and Analysis
Writing and Dissemination

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

Dissemination Strategy (1)

Figure 1. Steps in developing a dissemination strategy

The steps shown in the figure:

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

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

Source: The Use and Development of Success Stories: Examples from Tribal Communities. (2015).

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.

94%   **94%**

Focus areas within the 2020 SOHP were also areas of focus for oral health partners.

24%   **47%**

Success Stories (2)

- Upstream
- Midstream
- Downstream

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

Source: Adapted from Worthen BR, Sanders JR, Fitzpatrick JL. Program evaluation: alternative approaches and practical guidelines. 2nd ed. New York, NY: Addison, Wesley Logman, Inc. 1997.

CDC Evaluation Framework Standards

The Four Standards

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

Resources

- Success Stories Workbook. Division of Oral Health – CDC Available from <u>CDC, Division of Oral Health, Success Stories</u>

- Checklist to Ensure an Effective Evaluation Plan – from Worthen BR, Sanders JR, Fitzpatrick JL. Program evaluation: alternative approaches and practical guidelines. 2nd ed. New York, NY: Addison, Wesley Logman, Inc. 1997.

End of Topic #6: Writing and Dissemination