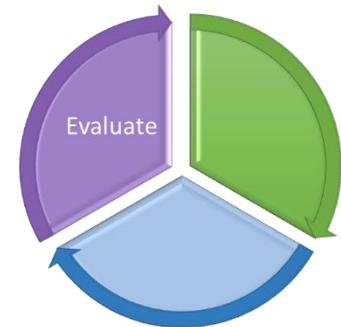


SHARE RESULTS

Purpose:

The purpose of this stage guide is to share evaluation results in the appropriate format and with relevant audiences to increase the likelihood of the results being understood and utilized.



TOOLS

- *Evaluation Plan*
- *Knowledge Exchange Plan*

Disseminating (sharing) the results of the evaluation is an essential part of the evaluation process. There has been significant work undertaken to conduct the evaluation and the same care should be put into the process to share the results. Sharing the information is the responsibility and accountability of the evaluation team. It is important the results are shared with the appropriate audiences to inform program changes and communicate the impact of the program. Planning how the evaluation results will be shared should have been initiated in the *Prepare to Evaluate* stage.

The following steps outline the process to effectively share the evaluation results with the appropriate audience. To do this, the **Knowledge Exchange Plan** can be used to organize the information and determine how to report the findings. Knowledge exchange is defined as, “collaborative problem-solving between researchers and decision-makers that happens through linkage and exchange” (Canadian Institutes of Health Research., 2016). How the conclusions and recommendations are presented can greatly impact the target audience’s interpretation. Keep in mind that recommendations can also include additional questions that may need to be answered.

It is also advisable to request support from the Communications Team to assist with the development of materials and communications planning.

Step 1: Identify and prioritize the relevant audiences

The first step is to identify and prioritize the audiences for the evaluation results. You may have previously identified the audiences who will need to hear about the evaluation results in the **Evaluation Plan** as part of the *Prepare to Evaluate* stage guide. The relevant audiences may include those who are making decisions based on the evaluation results, and stakeholders who are interested in the evaluation results (e.g., clients who were the target for the evaluation). The audience may be target and/or priority populations, which could create opportunities for ongoing dialogue and program improvement. Complete the “Target Audiences” column within the **Knowledge Exchange Plan**.

When communicating the message, consider the literacy levels of those who you are communicating with. For every day [Public Health words](#), the CDC has developed a document outlining public health terms in common language (Centers for Disease Control and Prevention., 2015).

Guiding Questions

- Who will be making decisions based on the evaluation findings?
- Who will the target audience for the evaluation results be?

Step 2: Outline the knowledge exchange goals and key messages

Specify the **Knowledge Exchange Plan** goal(s) for each target audience. For example, is the goal to increase awareness or inform practices? Will there be different information goals depending on the target audience? To increase the chances of the evaluation results and recommendations being used by stakeholders it is important to:

- outline the methods for reaching the core stakeholders;
- understand their preferences for receiving information; and
- understand how they make decisions.

Step 3: Identify the communication format and channels for the messages

Once you have decided how to disseminate the information, you can go through the Chronic Disease Control's [Clear Communication Index Widget](#) to help with the development of communication materials and messaging (Centers for Disease Control and Prevention., 2015).

Step 3a: Identify the dissemination product

The communication format depends on the target audience and the related dissemination goals. Depending on the dissemination goals, the evaluation findings may have to be shared in different formats. For example, if the goal is to act on evaluation findings and make decisions, a report may be appropriate; however, if the goal is to increase client awareness of the evaluation findings the most appropriate dissemination method may be an infographic.

Guiding Questions

- What are your target audiences' preferences for receiving information? This information can be gathered by asking the target audience. For example, you may assume the audience prefers an infographic, but they may prefer a pamphlet.
- What are the literacy levels of the target audiences?
- What are the most appropriate formats and channels to share information with stakeholders?

Step 3b: Identify the dissemination methods or strategies to reach the target audience

Ensure the messaging is action-oriented, easy to understand, and includes the key points that will assist the audience in decision-making. The evaluation results may have to be disseminated using multiple methods, depending on the dissemination goals. For example, a presentation targeted towards MLHU staff may be at a higher literacy level than a presentation targeted to the general public.

Guiding Questions

- What types of communication channels are most effective for the target audiences? This information can be gathered by asking the target audience their preference. For example, you may assume the most effective method is to share the information in the newspaper, but the target audience may prefer in person communication, such as a town hall.

Step 3c: Identify the timelines needed to follow-through with the Knowledge Exchange Plan

It is important to consider if the **Knowledge Exchange Plan** is feasible within the outlined timeline and if there are sufficient resources to follow the timeline. A part of outlining timelines is to engage the core stakeholders and ask how they would like to receive the evaluation findings. Consider providing feedback to the core stakeholders throughout the evaluation process and ask for feedback as the preliminary results are available. Engaging core stakeholders early on and sharing the preliminary results will increase the likelihood of the final recommendations being used.

Guiding Questions

- When is the best time to engage target audiences with the evaluation results? Mid-course (sharing interim, preliminary findings)? Final results and recommendations?
- When do decisions incorporating the results need to be made?

Step 3d: Identify the resources needed to successfully disseminate the results and/or recommendations

Consider the time needed to engage internal resources when developing the dissemination products. For example, the Communication Team may require several weeks' notice to provide support on the development of a social media strategy with the goal of sharing the evaluation results.

Step 4: Implement the Knowledge Exchange Plan

Now that the **Knowledge Exchange Plan** has been completed, it is time to implement the plan. Depending on the nature of the recommendations from the evaluation, team members and stakeholders involved in implementing the program can be brought together. A discussion of the results can help facilitate a plan to determine how the recommendations fit within the context of the program and the implementation of the Knowledge Exchange Plan.

Step 4a: Share the evaluation results and/or recommendations

Once the feasibility of implementing the evaluation recommendations have been fully considered, have a discussion with the manager regarding the process of obtaining endorsement from key decision makers regarding the recommendations. Consider the following guiding questions when sharing the results and/or recommendations.

Guiding Questions

- How do the recommendations impact the target and/or priority populations identified for the program?
- How do the recommendations fit within existing programs and the community?
- How do the recommendations align with the MLHU strategic directions? Identified needs? Available resources?
- Are the recommendations within the scope of public health practice?
- Is there current capacity and resources available to implement the recommendations? Consider initial and ongoing resource needs. Consider financial, human, and material resource needs.



Decision Point

This is a key decision point for Management to determine the following:

- Continue the current program (status quo)
- Revise the current program based on recommendations
- Stop the program

Share Results Checklist

Items relevant to staff are white with a dotted border;

Items relevant to the Program Manager are grey with a solid border

Identify and prioritize the audience to share the recommendations with

Outline the knowledge exchange goals and messages

Identify the communication formats and channels for the messages

Identify the dissemination product

Identify the dissemination methods to reach the target audience

Identify the timelines for the knowledge exchange plan

Identify the resources needed to disseminate the information

Implement the knowledge exchange plan

With the information from the EVALUATE Phase, decide to continue the current program (status quo), revise the current program, or stop the program

References

Centers for Disease Control and Prevention. (2015, 2016-11-10). The CDC clear communication index. Retrieved from <https://www.cdc.gov/ccindex/index.html>

Canadian Institutes of Health Research. (2016, 2016-07-28). About us Retrieved from <http://www.cihr-irsc.gc.ca/e/29418.html>