

Resource G Setting the tone for using evaluation findings

Findings do not speak for themselves. A well-designed evaluation with a robust report does not guarantee its findings will be valued, understood and used. Getting findings into action also depends on how you plan and prepare for this, getting the right stakeholders engaged early and throughout, and how imaginative you are in communicating – not just reporting – before, during and after the evaluation.

Before the evaluation starts ...	
Pre-launch press release	<ul style="list-style-type: none"> • Kick start press release or briefing announcing evaluation, scope, intent, evaluators and engagement process, etc.
Start-up briefings to key stakeholders (and others likely to influence the take-up of findings)	<ul style="list-style-type: none"> • Selected 1 to 1 meetings/discussion to key third parties • Engagement workshop or event to raise awareness and inform expectations
Pre-launch calls for evidence	<ul style="list-style-type: none"> • Supplementary to mainstream (systematic) evidence collection via the evaluation
During the evaluation ...	
External appointments to evaluation steering or advisory group	<ul style="list-style-type: none"> • Balance 'internal' appointments to evaluation steering/advisory group with external members representing third party interests
Staged or interim release of early or mid-point findings	<ul style="list-style-type: none"> • Staged release of findings to provide early sharing of evidence • Usually prior to preliminary conclusions
Invitations to comment on early findings	<ul style="list-style-type: none"> • Drip feeding findings to invite wider comment and engagement in the evaluation
Open/limited invitation to comment on draft final report/findings	<ul style="list-style-type: none"> • Prior to final reporting • Selected or open invitation to discuss and review draft conclusions
In parallel with final reporting ...	
Written press releases and briefings	<ul style="list-style-type: none"> • General and targeted press releases • Pre-final report release briefings
Policy/practice briefs, cascade briefing events	<ul style="list-style-type: none"> • Tailored 'punchy' briefs to specific or priority audiences and/or third parties

Own and stakeholder communication channels	<ul style="list-style-type: none"> • Own media and also harnessing stakeholder media, etc. • Customise existing communications material for users/stakeholders
Presentations at events, workshops, conferences, etc.	<ul style="list-style-type: none"> • Launch event/conference or stakeholder workshop • Roll-out 'evidence and where next' events • Priority interest group briefings or seminars
Blogs, podcasts, e-fora	<ul style="list-style-type: none"> • Harnessed to re-enforce, widen and maintain engagement and communications momentum
Twitter and misc. social media	<ul style="list-style-type: none"> • Wide distribution of highly condensed key fact or 'single messages'
Practice toolkits, guidelines	<ul style="list-style-type: none"> • Specialist evidence-based guidance to wider users (e.g., better practice)