

Make evaluation reports available and engage with primary intended users to make the results accessible

Actual use of the evaluation findings often depends on how well the report meets the information needs of the primary intended users.

Hence, it is important to discuss the content, sharing, and use of the evaluation report and other dissemination products during the initial planning of the evaluation, even though it may be one of the last evaluation tasks.

Findings can also be communicated to those who do not have a direct 'stake' in the evaluation. For example, lessons learned from the evaluation can be helpful to other evaluators or program staff working in the same field; or, it may be worthwhile sharing some of the findings through articles or stories to attract wider attention to the organization's work, or to spread news about a particular situation.

Sharing evaluation findings through a report is only one way to distribute findings. Depending on the audience targeted and the available budget, other options may include:

- Presenting findings at staff fora and subject matter conferences
- Developing a short video version of the findings
- Sharing stories, pictures and drawings from the evaluation (depending on the methods used to collect the data)
- Creating posters or infographics for display
- Producing a series of short memos

Products

The following item is a potential output from this sub-step. Where possible, it might be useful to research other deliverables that have also been shown to be effective.

- Evaluation report
- Products tailored to different audiences: Evaluation Summary, Policy Brief, newsletter, conference presentation, poster, video etc.

Resources

- **Develop reporting media**
Produce appropriate written, visual, and/or verbal products that communicate the findings.