



## Report and Support use of findings

Develop and present findings in ways that are useful for the intended users of the evaluation, and support them to make use of them.

### 1. Identify reporting requirements

What timeframe and format is required for reporting?

**Communication plan:** developing a plan that outlines the strategies which will be used to communicate the results of your evaluation.

**Reporting needs analysis:** working with your client to determine their reporting needs.

### 2. Develop reporting media

What types of reporting formats will be appropriate for the intended users?

#### Written

**Executive Summaries:** including an executive summary which is a shortened version of the full report.

**Final Reports:** ensuring they are readable, straight to the point, and use a writing style that promotes understanding regardless who the target audience is.

**Interim reports:** presenting the interim, preliminary, or initial evaluation findings.

**Memos and email:** maintaining ongoing communication among evaluation stakeholders through brief and specific messages about a particular issue.

**News media communications:** sharing news relating to evaluation findings through press releases.

**Newsletters, bulletins, briefs and brochures:** highlighting particular findings or angles on an evaluation using shorter communications such as bulletins, briefs, newsletters, blogs and brochures.

**Postcards:** collecting information quickly in order to provide a short report on evaluation findings (or an update on progress).

**Website communications:** disseminating information such as that coming from evaluations via a range of web based tools.

You may develop a number of reports, in different formats, for different sets of stakeholders. Work with your primary users and stakeholders to determine when and in what form they want to receive evaluation reports. Also determine who you will involve in viewing draft and interim reports.

#### Presentations

**Conference:** discussing a set topic or theme in a large group of people at a set venue.

**Displays and exhibits:** drawing attention to particular issues and assisting in community engagement.

**Flip Charts:** providing a useful way of interacting with your audience and therefore allowing you to present your own ideas and results and also to immediately record input, feedback and ideas from your audience.

**Information Contacts:** providing a contact person for all media and public enquiries about a project or program.

**Posters:** presenting your evaluation findings in the form of a poster provides a good opportunity to get your message across in a clear way while also providing opportunities for feedback.

**PowerPoint:** organizing and communicate information coming from evaluations in the form of a slide show which can be used at a meeting or conference.

**Teleconference:** facilitating discussion of evaluation findings via telephone.

**Verbal briefings:** providing specific information to an audience of interested participants allowing for a structured question and answer format based on that information.

**Video:** highly flexible and immediate medium which allows you to make an emotional meaningful connection with the audience.

**Videoconference:** gathering data, communicating information about an evaluation, reporting findings, receiving feedback, and planning for utilization.

**Web-conference:** bringing people together from around the world using the internet.

## Creative

**Cartoons:** allowing readers to see a point differently, add humour, and break up large sections of prose.

**Photographic reporting:** making your report more appealing to readers and also making the key messages more memorable by including photographs.

**Poetry:** communicating the experience of participants can be achieved by presenting some of the findings in the form of a poem.

**Reporting in pictures:** presenting information in an alternative way and therefore increasing understanding of your results.

**Theatre:** communicating evaluation findings and engaging intended users in responding to them.

Presenting your report in a creative manner may be the most relevant means to get your information across if the context allows for it. You may consider working with an artist or a graphic designer to produce creative displays.

## Graphic design

**Arrangement:** Descriptive text and its related data visualization should be arranged so they appear together on a page. Narrative text should be left-justified.

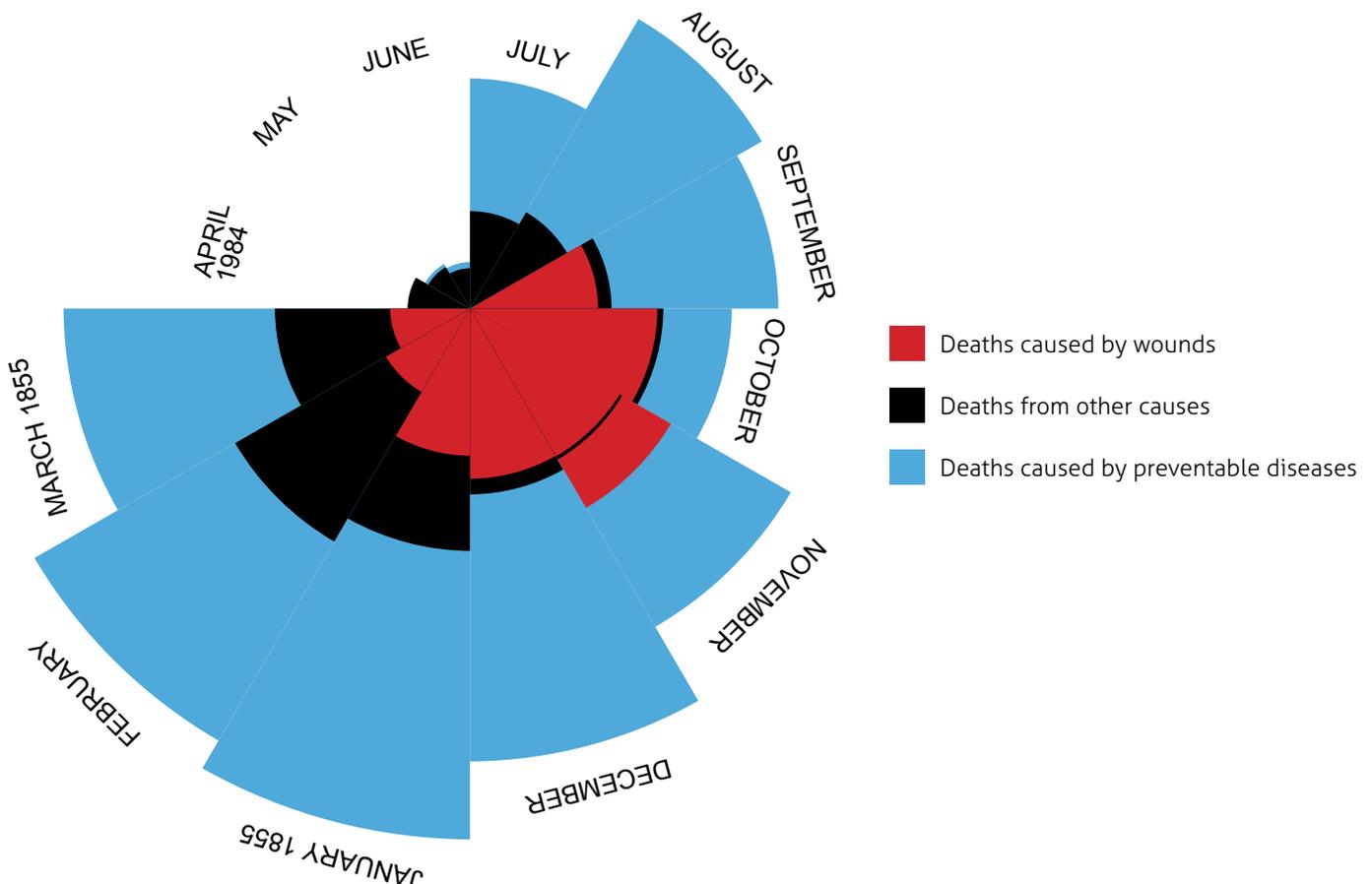
**Color:** Blocks of background color can help group cognitively-similar items or set off reporting elements like sidebars. Text intended for narrative reading should be set in black or dark gray on a white or very light background.

**Images:** Written reports and presentations should always include images. Beyond just charts and graphs, photographs or drawings increase the relevancy of the material to the audience and make the report more engaging.

**Type:** Generally speaking, serif fonts support readability in long, narrative-style documents produced on paper. Sans serif fonts are easier to read in electronic reporting media.

## Example of an infographic used as a reporting format

This graphic was developed in the 1850s by Florence Nightingale depicting causes of death in the British Army in 1854. The graph shows that by far the biggest killer was preventable disease, not battle wounds as was previously thought. This led to improved conditions in military hospitals.



### 3. Ensure accessibility

How can the report be easy to access and use for different users?

#### Applied graphic design principles

**Simplified report layout:** three different ways of simplifying the report layout are to eliminate chartjunk, emphasise headings as summary statements, and use descriptive subtitles.

**One-Three-Twenty-Five (1:3:25) principle:** ensuring that research findings are presented in a logical and consistent manner by allowing for a 1 page outline, a 3 page executive summary and 25 pages to present the findings and methodology.

#### Support users with auditory disabilities

#### Support users with colour blindness

#### Support users with visual disabilities

**Use appropriate language:** ensuring the language of a report is clear, concise and allows accessibility for all stakeholders.

### 4. Develop recommendations

Will the evaluation include recommendations? How will these be developed and by whom?

**Beneficiary exchange:** discussing findings between beneficiaries in order to provide feedback.

**Chat rooms:** setting up online spaces where findings can be discussed.

**Electronic democracy:** using new and emergent forms of media in order to engage community members in seeking to influence the decision making process.

**External review:** having external experts or anonymous reviewers provide feedback.

**Group critical reflection:** facilitating a group stakeholder feedback session.

**Individual critical reflection:** asking particular individual stakeholders for their independent feedback.

#### Lessons learned

**Participatory recommendation screening:** testing recommendations with key stakeholders.

**World Cafe:** hosting a group dialogue which emphasizes the power of simple conversation when considering relevant questions and themes.

### 5. Support use

In addition to engaging intended users in the evaluation process, how will you support the use of evaluation findings?

**Annual reviews:** reviewing major evaluation findings and conclusions based on evaluation studies completed during the preceding year.

**Conference Co-presentations:** evaluators and evaluation commissioners or users jointly presenting findings or discussions about processes from an evaluation.

**Policy briefings:** providing evaluation findings and lessons learned in an accessible manner for target audiences which can be followed up by management and staff.

**Recommendations tracking:** keeping a transparent record of the responses to and action from recommendations.

**Social Learning:** focusing on how people learn through social interactions, such as modelling, making connections, sharing experiences and resources, collaboration and self-organization.

**Trade Publications:** producing a non-technical version of key findings for a publication aimed at staff who can use the findings.

Find options (methods), resources and more information on these tasks and approaches online at <http://betterevaluation.org/plan/reportandsupportuse>