



# Effective Evaluation Reporting

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# Agenda

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- Due dates for evaluation reports
- Tips for moving from an evaluation plan to the evaluation report
- Suggested Resources
- Q & A



# Evaluation Plan → Evaluation Report

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- **Plan:** A written document that describes how you will monitor and evaluate so that you will be able to describe the **What**, the **How**, and the **Why it Matters** for what your program plans to do
- **Report:** A written document that describes the **What**, the **How**, and the **Why it Matters** of what your program did.

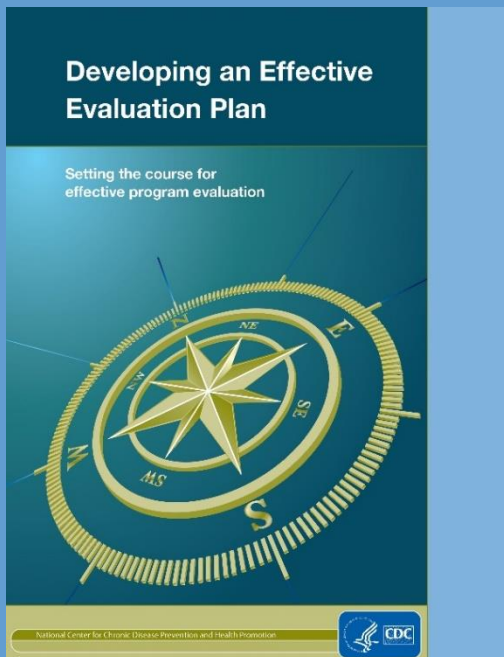
# Evaluation Reporting Facilitates...

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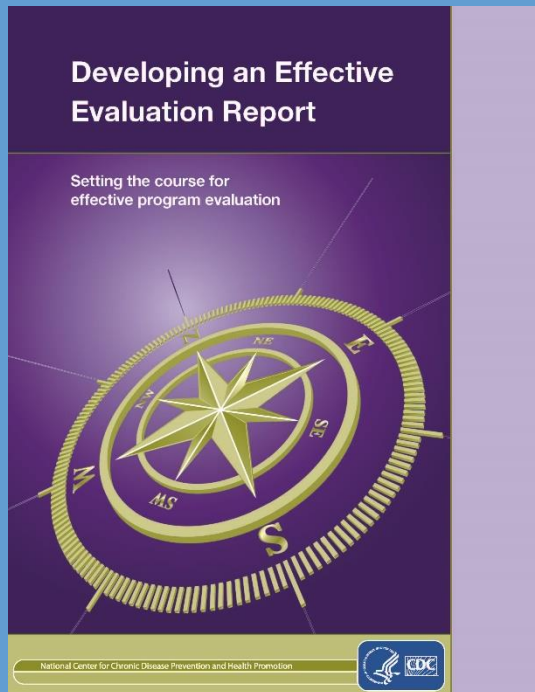
- Dissemination of the evaluation's findings
- Program sustainability
- Comparison of intended outcomes with actual outcomes
- Program promotion, enhance its image, and garner attention for the issues addressed
- Program improvement

# NOFO Evaluation Planning Process

- Due within 6 months of start of Notice of Funding Opportunity (NOFO)
- OSH staff provided feedback for improvement
- Plans may have changed
- Recommendation: Revisit your plan and start there

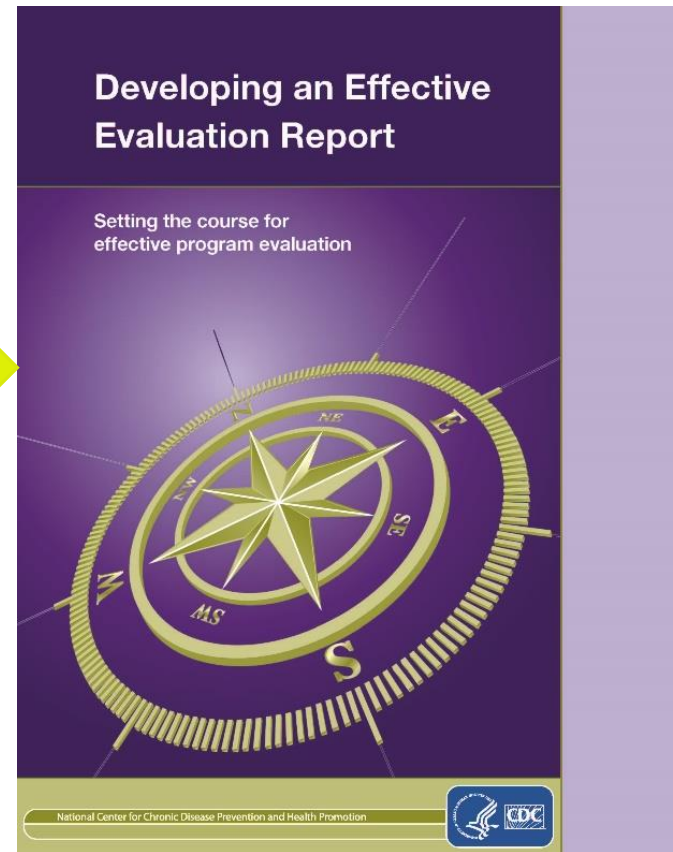


# Evaluation Report Timelines & Content



- Core State (DP15-1509): Due at end of Year 3 and Year 5
  - Year 3 report due April 30
  - Final report due after Year 5 ends
  - Requirement: *Evidence of an evaluation report reflecting program infrastructure (as defined by the CMI), process measures, outputs, outcomes, and impacts*
- Quitline Capacity (DP14-1410): Due July 31st
  - No more than 5 pages
  - Progress to date (i.e., not final report)

# Resources to Guide Planning and Reporting: OSH series



# Suggested Sections

## PLAN

- Title Page
- Intended Use and Users
- Program Description
- Evaluation Focus
- Methods
- Analysis and Interpretation plan
- Use, Dissemination and Sharing plan

## REPORT

- Title Page
- **Executive Summary**
- Intended Use and Users
- Program Description
- Evaluation Focus
- Data Sources and Methods
- **Results, Conclusions, and Interpretation**
- Use, Dissemination, and Sharing Plan
- **Tools for clarity (e.g., TOC, acronyms, success stories)**



# Executive Summary

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- Brief summary of the evaluation:
  - Program description
  - Evaluation questions
  - Design description
  - Key findings
  - Action steps

# Results, Conclusions and Interpretation

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- Formatted for the intended users
- Results: organized summary of findings
  - Include evidence of program impact
- Conclusions: what results say about the program and recommendations for improvements
  - Describe stakeholder interpretation activities
  - What you learned from stakeholder interpretations

# Tools for Clarity

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- Table of Contents
  - Table of Tables, Figures, and Graphs
- Definitions, Acronyms and/or Abbreviations
- Acknowledgments
- Appendices

# Engaged Data: Using Findings

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## Example Formats

- Written report
- Data visualization (e.g., dashboards, infographics)
- Presentations
- Success stories
- Videos

## Example Channels

- Webinars
- Newsletters, listservs
- Social media, website
- Coalition/partner meetings
- Conferences

# Key CDC Evaluation Resources

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[Developing an Effective Evaluation Plan](#)

[Conducting Quitline Evaluations: A Workbook for Tobacco Control Professionals](#)

[Developing an Effective Evaluation Report](#)

OSH's [Archived S&E Net Conferences](#)

[State Tobacco Activities Tracking and Evaluation \(STATE\) System](#)

OSH's [Surveillance and Evaluation web page](#)

[Impact and Value: Telling Your Program's Story](#)

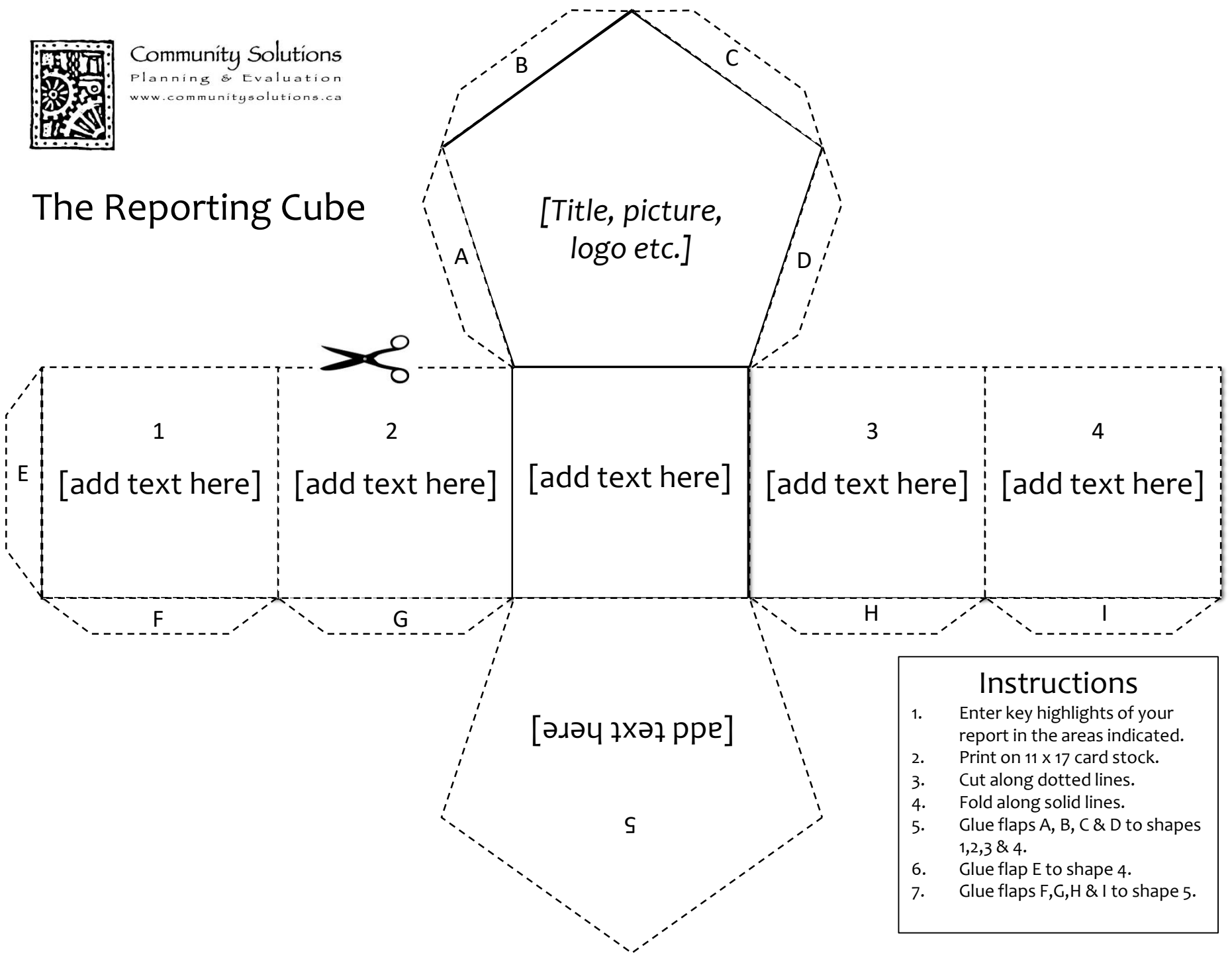
# Other Reporting Resources

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- [Community Solutions](#) for non-traditional reporting ideas
- [Evergreen Data](#): Intentional Reporting and Data Visualization



# The Reporting Cube



## Instructions

1. Enter key highlights of your report in the areas indicated.
2. Print on 11 x 17 card stock.
3. Cut along dotted lines.
4. Fold along solid lines.
5. Glue flaps A, B, C & D to shapes 1,2,3 & 4.
6. Glue flap E to shape 4.
7. Glue flaps F,G,H & I to shape 5.

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The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

