



# Dissemination: **Communicating** **Evaluation Results**



PREVENTION RESEARCH CENTER  
COLORADO STATE UNIVERSITY

# What is Dissemination?



Dissemination refers to the intentional process of sharing and distributing information, findings, or knowledge to specific audiences in a way that is accessible, understandable, and actionable. In the context of program evaluation, dissemination involves communicating evaluation results to stakeholders, community members, funders, policymakers, and other relevant groups.

**As a program implementer, your goal is to effectively communicate your evaluation findings to various audiences to ensure the results are understood, appreciated, and actionable.**





# Key Goals of Dissemination

Dissemination plays a vital role in ensuring that evaluation findings are effectively communicated to the right audiences in an accessible and impactful way. It not only enhances program credibility but also informs future work, fosters collaboration, and builds momentum for sustained impact. This section highlights the key goals of dissemination and explains why dissemination is important for program success. Effective dissemination ensures that evaluation findings do not sit unused, but instead drive meaningful action, learning, and program improvement.

## Its key goals include:



**Increase Awareness:** Help stakeholders understand the program's impacts, successes, and areas for improvement.



**Inform Decision-Making:** Provide data and insights to guide future planning, funding, and policy decisions.



**Foster Collaboration:** Engage stakeholders to build partnerships, align goals, and gather input.



**Promote Action:** Encourage adoption of recommendations, program continuation, or expansion.

# Importance of Dissemination



## Dissemination supports:

**Sustainability:** Sharing findings builds credibility with funders, secures ongoing investment, and helps integrate programs into existing systems.

**Improvement for the Future:** Evaluation findings inform long-term planning, help refine goals and adapt strategies to meet community needs.

**Engaging Stakeholders:** Keeps stakeholders informed and fosters collaboration through transparency and shared results.

**Driving Policy Change:** Highlights program effectiveness, influencing policies and funding priorities.

How Do You Disseminate?

# Getting started



## Audience

Before sharing your evaluation findings, it's important to consider your audience. Different groups will be interested in different aspects of your results, so tailoring your message to each audience ensures your findings are meaningful and impactful.

## Types of Audience

**Practitioners (Program Implementers):** These individuals are directly involved in running the program and will want to know what aspects of the program worked well and what areas need improvement.

**Program Managers:** Focused on resource allocation, they will care about how the evaluation findings influence decisions on funding, staffing, and resource distribution.

**Funders:** These stakeholders are interested in whether the program has had a measurable impact on the community and if it justifies continued or expanded funding.

**Participants and Community Members:** As the heart of the program, these individuals need findings that are easy to understand. It's important to present results in accessible formats, like face-to-face meetings or translated reports.

**Academic Audiences:** Researchers or scholars will be interested in whether the prevention approach is evidence based. This will require detailed information about the evaluation's methodology, data analysis, and participant demographics.

# How Do You Disseminate? Getting started



## How to Share Your Findings

The format you choose for disseminating your findings should depend on your audience, the complexity of your data, and available resources.

**Reports and Summaries:** Detailed documents are appropriate for funders and program managers. These could include clear, concise evaluation reports or one-page briefs that summarize key findings.

**Presentations and Workshops:** These are ideal for practitioners and stakeholders. Use these formats to explain your findings and facilitate discussions, such as at community meetings or webinars.

**Infographics and Social Media:** Use visual tools like charts, graphs, and infographics to simplify your findings. These are especially effective for reaching a broad audience through platforms like social media or community newsletters.

**Policy Briefs and Academic Publications:** Prepare documents for policymakers or researchers that include in-depth analysis, which can be used to advocate for future funding or program improvements.

### 5 Steps to Translate Evaluation Findings to Infographics:



**Define your purpose:** Why am I creating this piece? What do I hope it will accomplish?



**Know your audience:** Who is my target audience? What knowledge level do they have of the subject?



**Establish your key message:** If my audience can only take one point away from my piece, what should it be?



**Translate your findings:** What data/findings best support my key message? How can I communicate it in a way that is most understandable and relevant to my target audience?



**Create your Infographic!**

# What should be included when disseminating results?

When planning to disseminate your results, it's important to include key details to ensure that stakeholders can effectively interpret and use your findings. This list will vary based on your audience and dissemination channel. Here are some things you can consider including when disseminating evaluation results.

## Intervention and Program Details:

Providing context about the program helps stakeholders understand what was implemented, how, and why it was effective. Focus on these key areas:

- **Materials and Structure:** Describe the tools and structure that supported implementation. This could include the types of guides or activities used and how the program was organized (e.g., session length, frequency).
- **Core Components:** Define the critical elements that make the program effective and must be upheld to achieve the desired outcomes. Explain why these components are essential and provide examples of their role in program success.
- **Implementation and Adaptability:** Discuss how the program should be implemented as intended and discuss how the program can be tailored to fit different organizational or community contexts while maintaining fidelity. Highlight what can be adjusted (e.g., language or examples used) and what must remain consistent to preserve program effectiveness.

## Pre-Adoption and Feasibility Considerations:

- **Appeal and Acceptability:** Showcase the program's benefits and relevance to prospective users.
- **Feasibility:** Address anticipated costs, resource requirements, and practical considerations for implementation.
- **Target Population:** Specify the groups for whom the program is most appropriate and beneficial.

# What should be included when disseminating results?

## Communication and Accessibility:

- **Audience-Specific Content:** Tailor the language, tone, and detail of your dissemination materials to suit different stakeholders.
- **Clarity and Simplicity:** Use non-technical language for ease of understanding.
- **Detail for Decision-Making:** Provide enough information to allow stakeholders to make informed choices about adoption and implementation.
- **Presentation Aids:** Use charts, tables, and visuals to enhance understanding, ensuring they are clearly labeled and relevant.

## Evaluation Findings:

- **Focus and Context:** Describe the program's focus, context, and how the evaluation was conducted.
- **Plan and Procedures:** Outline the evaluation plan and methods used.
- **Results:** Illustrate the program's impact by showing change in anticipated short- and/or long-term outcomes.
- **Accomplishments and Lessons Learned:** Summarize what was achieved and what can be improved based on the findings.
- **Strengths, Weaknesses, and Limitations:** Be transparent about the evaluation's constraints and any factors that may affect the interpretation of results.
- **Summative Aspects:** Provide a clear summary of the program's outcomes and their significance.

## Practical Recommendations:

- **Implementation Guidance:** Offer actionable advice on how to implement the program effectively.
- **Constraints and Limitations:** Explain any constraints that may impact implementation and outcomes.
- **Future Directions:** Highlight next steps, potential improvements, and areas for further research or adaptation



| <b>Type of evaluation information</b>   | <b>When to disseminate</b>   |
|---|--|
| <p><b>Formative evaluation, pilot test results</b><br/>Description of how a new adapted strategy was tested and refined for your target population</p>  | <ul style="list-style-type: none"> <li>• Strategy is new or significantly adapted</li> <li>• Strategy was tested with a small sample before full Implementation</li> <li>• Limited literature exists on pregnancy prevention programming with the target population</li> </ul> |
| <p><b>Process evaluation results</b><br/>Description of intervention strategy and how it was implemented; characteristics of intervention participants</p>  | <ul style="list-style-type: none"> <li>• Program of approach is new, innovative, or not previously well-documented</li> <li>• Project is in its early stages, before outcome evaluation findings are available</li> </ul>  |
| <p><b>Outcome evaluation results</b><br/>Whether, how, and for whom the intervention changed knowledge, attitudes, and/or behaviors</p>   | <ul style="list-style-type: none"> <li>• Outcome evaluation data have been collected and analyzed</li> </ul>   |
| <p><b>Innovations in evaluation methodology</b><br/>Information about new tools (e.g., survey questions) or techniques (e.g., consent procedures) developed for your evaluation</p>                     | <ul style="list-style-type: none"> <li>• Unique research procedures or new data collection instruments have been used</li> </ul>   |
| <p><b>Prevalence and causation data</b><br/>Information on the rates of average levels of behaviors, attitudes, or other characteristics in your target population and the association between them</p> | <ul style="list-style-type: none"> <li>• Recent prevalence or causation data are not otherwise available for the target population</li> <li>• Data are available for individuals who were not exposed to the intervention (i.e., baseline or comparison group data)</li> </ul> |

# Best Practices for Dissemination



## **Prioritize Clarity and Focus:**

Streamline your message to highlight the most critical information. Avoid overwhelming your audience with too many details and focus on key insights that will inspire action.

## **Ensure Ongoing Engagement:**

Dissemination isn't a one-time event. Keep stakeholders engaged by sharing progress updates and early findings, maintaining interest, and fostering feedback.

## **Encourage Feedback and Dialogue:**

Make the dissemination process interactive. Ask for feedback from stakeholders to ensure they understand and can apply the findings effectively.

## **Be Transparent:**

Share both successes and challenges openly. Transparency builds trust and credibility, encouraging stakeholders to act on the findings with confidence.

**By following these practices, you can ensure your dissemination efforts are impactful and contribute to the program's success**



# Integrating Prevention Dissemination and Diffusion

To maximize the impact of prevention programs, it's essential to combine dissemination (spreading information) and diffusion (promoting behavior change within communities). While dissemination informs a broad audience, diffusion encourages the adoption of preventive actions through trusted community leaders. Together, they ensure both the knowledge, and the behaviors needed to prevent undesirable outcomes are widespread and sustained.

## **Prevention Dissemination:**

This involves sharing information and resources broadly, such as through media campaigns or community outreach. The goal is to ensure as many people as possible are aware of the program and its benefits, equipping them to make informed decisions.

## **Prevention Diffusion:**

This goes beyond sharing information. It focuses on spreading preventive activities within communities through trusted influencers, like community leaders, who can inspire others to take action. This approach promotes organic, sustainable behavior change.



# Dissemination and Diffusion



When integrated, these two strategies broaden the reach of a program and foster long-term behavior change. To effectively diffuse prevention activities:

- **Target Influential Individuals:** Engage community leaders or influencers who can help promote both information and behaviors within their networks.
- **Build Awareness and Action:** Provide materials that inform and also encourage specific actions, reinforcing both knowledge and practice.
- **Foster Peer Networks:** Encourage the formation of groups that support the spread of preventive behaviors, ensuring long-term sustainability.
- **Use Feedback Loops:** Collect input from leaders and participants to refine and improve your dissemination and diffusion strategies.

By combining dissemination and diffusion, prevention programs can reach a wide audience and create lasting, community-driven change.

# Supporting Sustainability Through Evaluation Reporting



One of the key roles of dissemination is to support the long-term success and sustainability of your program. Effectively reporting evaluation findings effectively can build the case for continued support, funding, and program expansion. **Here's how dissemination can contribute to sustainability:**

**Building Support for Continued Funding:** By clearly showing the impact of the program, evaluation findings can make a compelling case for continued or new funding. Demonstrating the program's value through data, success stories, and clear recommendations provides stakeholders with concrete evidence to support financial investment in the program's future.

**Identifying Areas for Improvement and Growth:** Disseminating results can highlight both the successes and areas where the program can improve. Reporting on what worked well, along with the challenges faced, creates transparency and opportunities for ongoing refinement. This transparency can build trust and ensure that the program adapts to meet changing community needs or resource availability.

# Supporting Sustainability Through Evaluation Reporting



**Promoting Advocacy and Community Buy-In:** Sharing evaluation results with community members and partners can encourage advocacy efforts. When stakeholders see how the program is making a difference, they are more likely to advocate for its continuation, expansion, or adoption in other settings. Engaging the community in these discussions fosters a sense of ownership and commitment to sustaining the program.

**Providing a Blueprint for Scaling:** Clear, actionable findings from an evaluation can provide guidance on how to scale or replicate the program in other communities. Dissemination helps stakeholders understand what elements of the program are most effective and feasible to implement in new contexts, contributing to the potential for growth and sustainability.

By incorporating sustainability into your reporting and dissemination practices, you ensure that evaluation not only measures success but also supports the long-term impact and growth of the program.

**Fostering Continuous Learning and Improvement:** Regularly sharing findings and updates ensures that the program remains responsive and evolves based on data. This ongoing process of learning and adaptation strengthens the program's resilience and increases its likelihood of long-term sustainability.

# What Happens After You Disseminate Evaluation Results?

After sharing your evaluation findings, it's important to follow up and assess the effectiveness of your dissemination efforts. This ensures your findings drive meaningful action, contribute to program improvements, and maintain support for your initiative. **Here are some critical steps to take after sending out your materials:**

## Track Engagement and Reach

Monitor who has accessed your dissemination materials and how they are being used. This can include tracking email open rates, downloads, or how often materials are shared on social media. Understanding how your materials are being engaged can provide valuable insights into their reach and relevance.

## Request Feedback

Actively seek feedback from your audiences to understand their responses to the findings. This can be done through surveys, follow-up meetings, or informal discussions. Gathering feedback helps gauge the impact of your dissemination and can provide useful insights for future evaluations.



# What Happens After You Disseminate Evaluation Results?

## Evaluate Impact and Use of Findings

Assess whether stakeholders have used the findings to make decisions, adjust practices, or inform future initiatives. This can be done through interviews or surveys that explore how your findings influenced program improvements or decision-making processes. Measuring this impact is essential to understanding the effectiveness of your dissemination efforts.

## Encourage Action

After sending out the findings, continue encouraging stakeholders to take action. This could involve sending reminders, offering technical assistance, or organizing follow-up meetings to discuss how to implement recommendations. The more support you provide, the more likely it is that your findings will lead to tangible outcomes.

## Document Lessons Learned

Document the results of your dissemination efforts, including what worked well and what could be improved. This reflection process helps you refine your approach for future evaluations and ensures continuous improvement in your dissemination practices.

## Plan for Ongoing Communication

Dissemination is not a one-time effort. Keep the lines of communication open with stakeholders. Share additional updates as they become available and continue to provide relevant information to keep stakeholders informed and engaged over time.



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