

# Effectively Communicating and Disseminating Evaluation Results

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Becca Sanders, Ph.D.  
Program Evaluator

Columbia River Wraparound, Hood River, OR  
[becca\\_sanders@class.oregonvos.net](mailto:becca_sanders@class.oregonvos.net)



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# Objectives

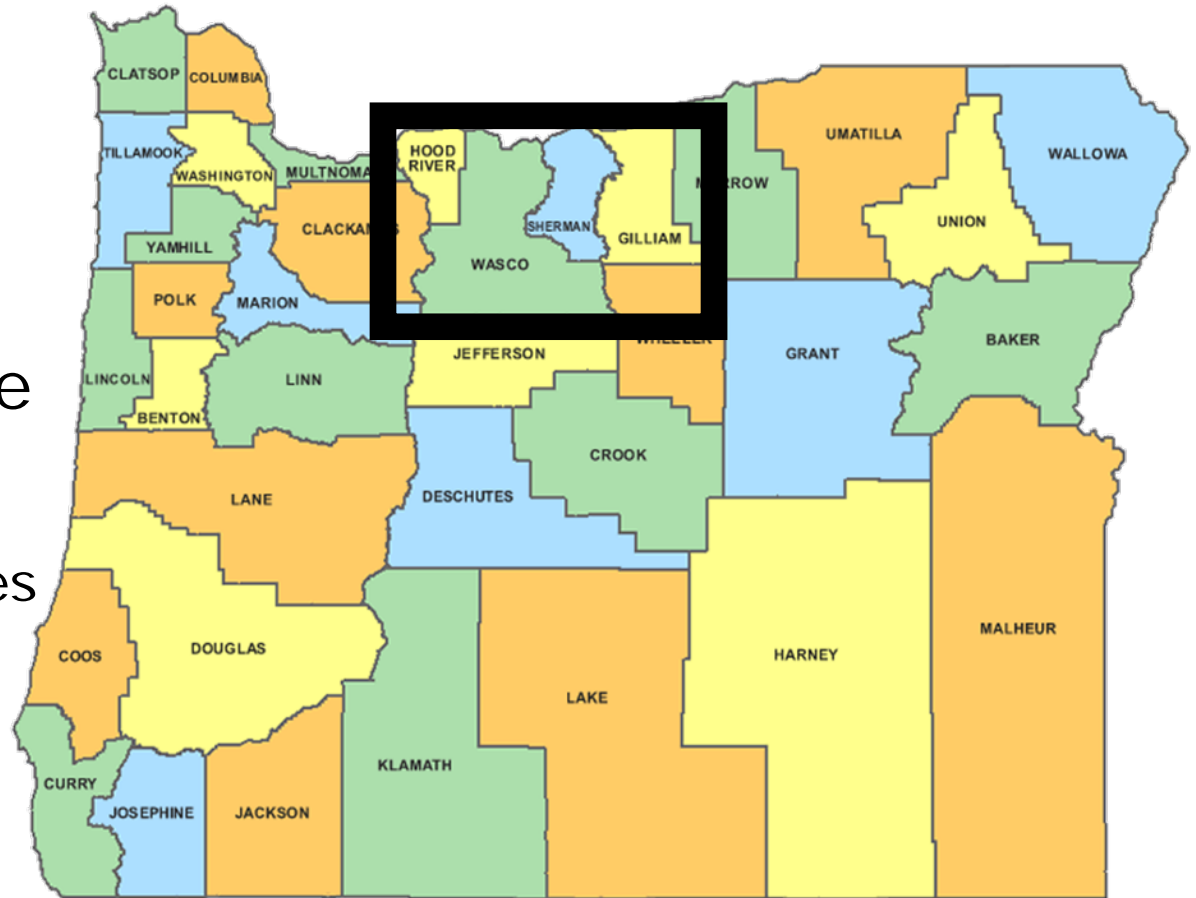
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- Background:
  - Who we are
- Data Dissemination
  - Planning Phase
  - Implementation Phase
- Concrete ideas and examples
  - What worked well
  - What flopped

# Who We Are

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- Phase IV SOC site
- Four counties
- 5,500 square miles
  - Rural & frontier counties





# Who We Are

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- Evaluation Workgroup: 8-10 members
  - Education
  - Families
  - Child Welfare
  - Providers
  - Juvenile Justice
  - Evaluators



# Who We Are: Recruitment Details

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## Evaluation Workgroup Membership: Key Points

- A lot of crossover with other SOC tables
- A lot of external power/pressure at the table
- Externals far outnumber Internals
- Who has the money matters... huge
- Expectations/ interests for membership set up front

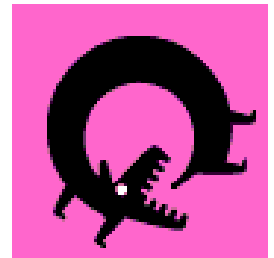
*Not a preach to the choir crowd...*

# Data Reporting: The Planning Phase

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## Development of Dissemination Plan

- Reporting Content (***The Index Cards***)
- Prioritizing Content (***The Evaluation Matrix***)
- Method of dissemination (***The Website; The Listserv***)
- Frequency (***Way too often!***)
- Length (***The Shorter the Better!***)
- Level (***Individual versus Aggregate***)

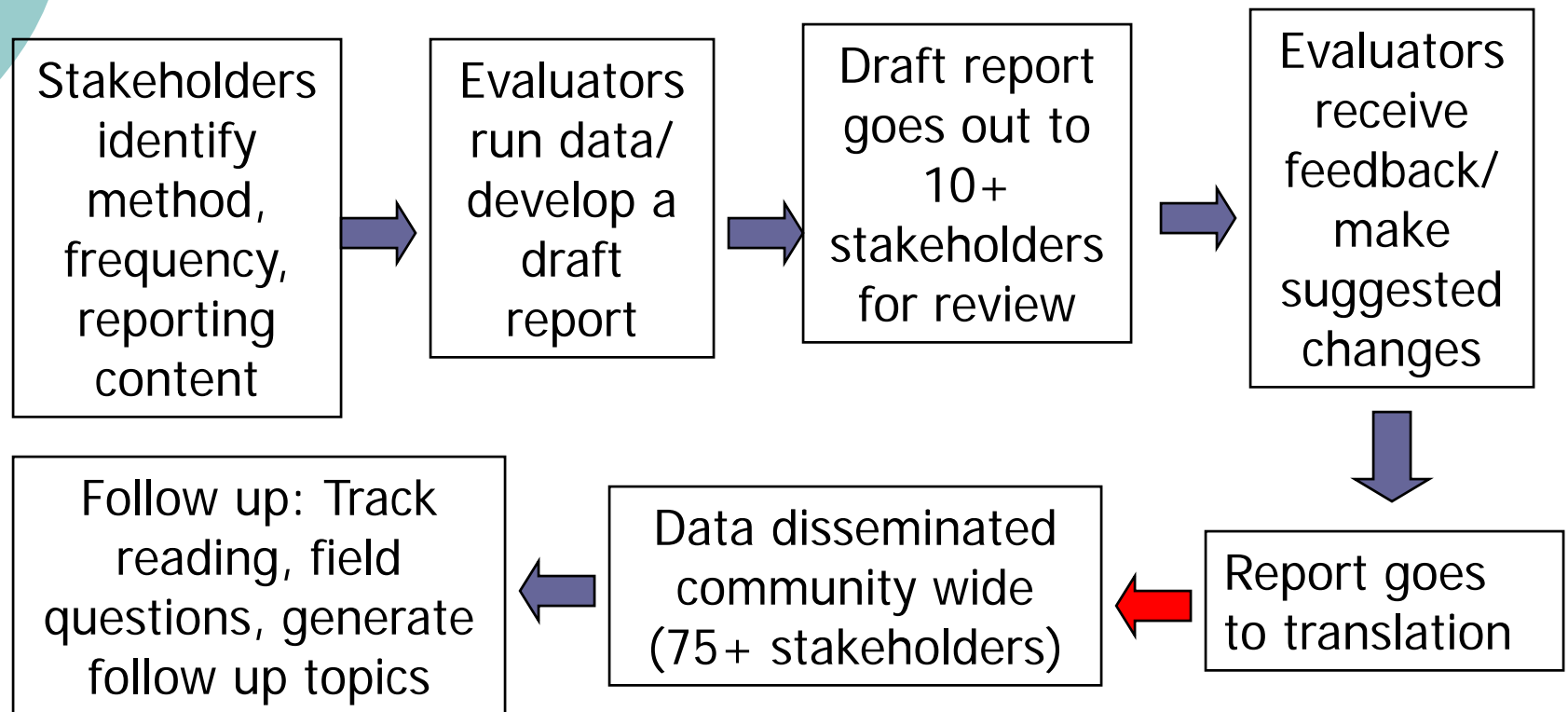


*Taking the “work” part of “workgroup” to a new level...*

# Data Dissemination: Implementation

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- Previewing reports prior to release:



# Data Dissemination: Implementation

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- Report Previewing: Why Bother?
  - Editorial Function
  - Comprehension
  - Check/ Supervise: Adherence to SOC Principles, Language Use

*Evaluator as Waitress:  
get the order right or we'll send it  
back...*

# Data Dissemination: Implementation

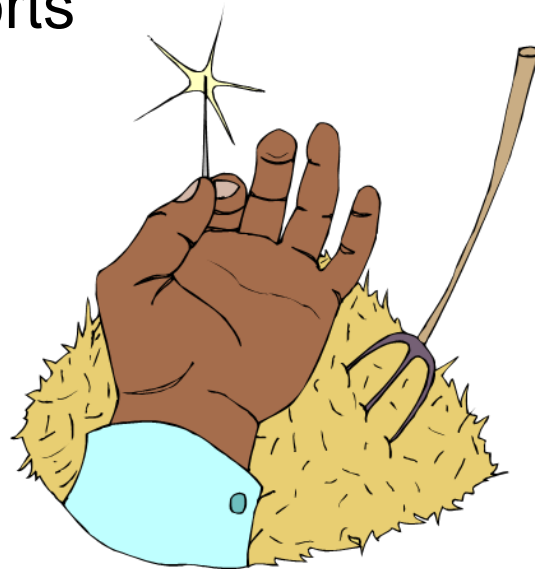
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*Process has led to several reporting products:*

## **Community Wide**

Monthly Reports

Special Request  
Reports



## **Stakeholder Specific**

Annual Report  
(Governance Council)

Individual Profile Reports  
(Caregivers)

Individual Clinical Reports  
(Wraparound Teams)

Presentations (By Request)

Re-releases (Localized)

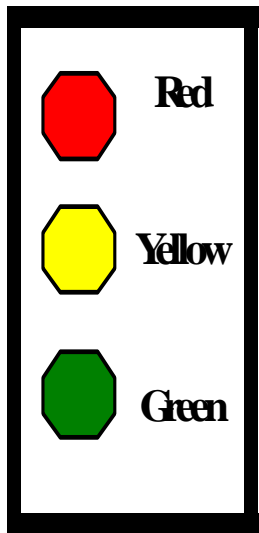
# Data Dissemination: Implementation

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Stakeholder-heavy process revealed:

- Shorter is better
- Short is a relative concept
- Ongoing need for assistance with interpretation of data

<i>The Traffic Light: A Summary of Important Findings</i>	
<b>Red = Concern</b>	<ul style="list-style-type: none"><li>• Lack of fiscal sustainability for project.</li></ul>
<b>Yellow = Pay attention/ monitor</b>	<ul style="list-style-type: none"><li>• Partial collaboration.</li><li>• Partial adherence to philosophy of System of Care.</li></ul>
<b>Green = Good News</b>	<ul style="list-style-type: none"><li>• Strong accountability, outcomes monitoring, wraparound quality, grievance procedure, and family voice/ empowerment.</li></ul>



# Data Dissemination: Tips for Evaluators

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## **Key to Successful Reporting:**

- Colleagues as Friends
- Partly a Political Process
- Lots of One on One
- Dust to Gold: Mine the Idea to Product
- Ferrell Cat Facilitation

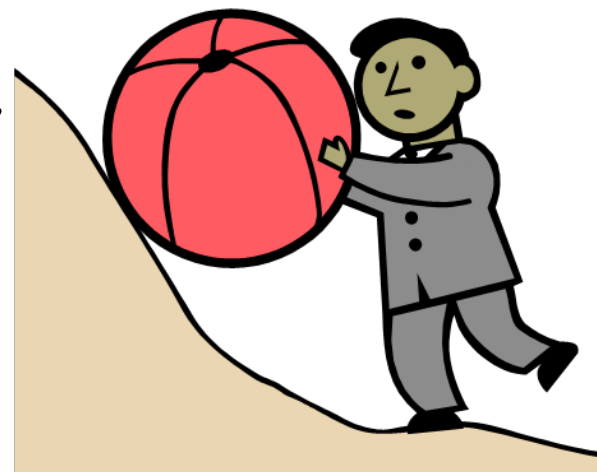
*The good witch analogy...*



# Data Dissemination: Challenges for Evaluators

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- **Relevance**
- **Turf Politics**
- **Engaging diverse audiences:** who's the target?
- **Familiarity with evaluation**
- **Technological**
- **Cultural/ Linguistic Competency**
- **Money and the service pie**
- ***TIME time time time time...***





## Data Dissemination: Supports (to Evaluator) from Model

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- Better enrollment: word on the street
- Low attrition
- Better dissemination product:  
bridging different worlds/ accessibility
- Increased utility of data/ evaluation efforts: evaluation as a catalyst
- More interesting working environment: staff retention



# Data Dissemination: Show and Tell

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Click on “Projects by Category” then  
Columbia River Wraparound

becca\_sanders@class.oregonvos.net

Questions/ Comments?