



Dissemination of Evaluation Findings

This resource document provides various mechanisms for DP18-1815, 1816, and 1817 DHDSP recipients to consider for disseminating their evaluation findings. This resource document accompanies the eighth writing workshop, which can be viewed on AMP. AMP links are below:

1815: <https://amp.cdc.gov/NCCDPHP1815/s/article/DHDSP-hosted-Optional-Writing-Workshop-8-Disseminating-Evaluation-Findings>

1816: <https://amp.cdc.gov/NCCDPHPWISEWOMAN/s/article/DHDSP-hosted-Optional-Writing-Workshop-8-Disseminating-Evaluation-Findings>

1817: <https://amp.cdc.gov/NCCDPHP1817/s/article/DHDSP-hosted-Optional-Writing-Workshop-8-Disseminating-Evaluation-Findings>

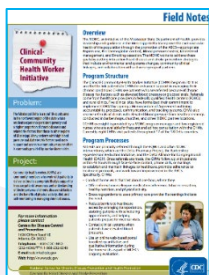
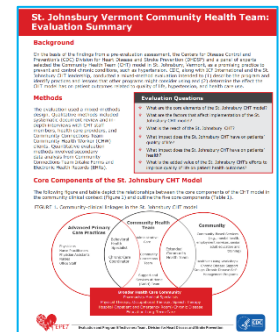
There are many dissemination products that recipients can develop and the form they can take may depend on the audience type (i.e., managers, operators, experts). Recipients may use findings from program evaluation to share findings to reach a wider audience of partners for program improvement efforts, policies in your jurisdictions, and for greater impact in your communities, or to even share how you addressed cardiovascular disease amid a pandemic. We have discussed manuscripts and conference abstracts for presentations in previous writing workshops and resource documents. Alternative dissemination products can also include the following: evaluation briefs, field notes, implementation guides, case studies, white papers, and editorial blog posts. For the following examples, click on the image to go to their full text.

SELECT PRODUCTS FOR MANAGERS

A. Evaluation Briefs

Evaluation briefs are summaries, usually fewer than five pages, describing an evaluation approach, specific strategy, and/or fundings. [The main components of an evaluation brief include:](#)

- **Introduction of key problems and issues** to explain how they are relevant to your audience
- **Background** of your case study (demographics affected)
- **Evaluation of the problems/issues** to show what has been done
- **Proposed solutions** based on existing evidence
- **Final recommendations** for how your audience should act on the information, including considerations for program replication



B. Field Notes

Field notes, usually a two-page document, spotlight examples of different approaches used in the field by colleagues working at the state, local, and community levels. [The main components include:](#)

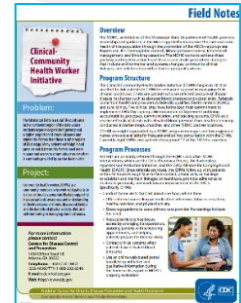
- Brief, high-level description of **the project** to introduce it to your audience
- Description of the **problem** you are addressing
- **Overview of program/intervention** to show mechanisms of action



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B. Field Notes, ctd.

- Goal and objectives of program/intervention describing your intended outcomes
- Progress toward implementation of your goals as your program may not be complete
- Information on community involvement in the project, if applicable
- Reach and impact of the program to date



C. Journal Blog Posts



A journal blog post is usually a web-based narrative containing public health and/or medical content and is written in first-person journal style. Journal blog posts are articles that are comprised of facts, anecdotes, and research, and the purpose of them is usually to educate and inform readers. Consider these main components when writing a journal blog post:

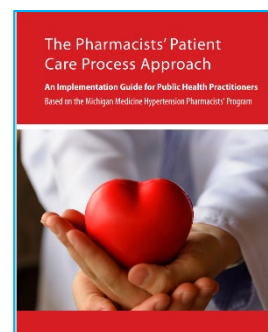
- Title that gives some indication of what your article is about
- Introduction that hooks the reader, draws them in, and sets up the post
- Main body of text describing your project, issues and solutions, or information
- Conclusion that ends the post decisively and calls the reader to act

PRODUCTS FOR OPERATORS

A. Implementation Guides

Geared towards operators, an implementation guide is often designed for public health practitioners and health care professionals, is frequently based on rigorous evaluation findings, and describes components / characteristics of a specific public health program when implemented effectively. The main components of an implementation guide may vary across programs, but usually include:

- Overview of the program with a purpose and background
- Description of how to start the program in a new setting
- Core components / strategies of the program that are instrumental to success
- Information about program monitoring and evaluation mechanisms
- Conclusions with overall strengths of the program
- Key considerations for implementation so that your audience can determine if they are ready to use the program

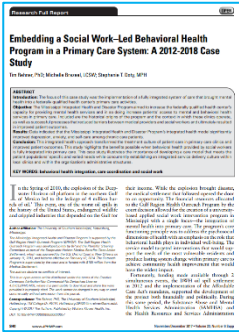




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SELECT PRODUCTS FOR EXPERTS

A. Case Studies



A case study is used to investigate a problem, identify alternative solutions, and propose the most effective solution based on the supporting evidence. **When developing a case study, consider the following main components:**

- **Background with introduction of key problems and issues** to orient the reader to the problem you are addressing
- **Evaluation of the problems/issues** the case study is focusing on (see below for examples)
- **Proposed solutions** with pros and cons for each solution
- **Final recommendations** for how your audience should act on the information, including considerations for program replication

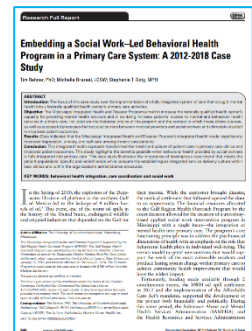
In addition to the main components for reporting, listed below are different types of cases to consider for your program evaluation:

- Historical case studies focus on historical events and contain various information that provides different perspectives of the time and applies them to current day parallels.
- Problem-oriented case studies aim to solve a real life or theoretical problem.
- Multiple/Collective/Cumulative case studies include the collection of information to provide comparisons.
- Critical/intrinsic case studies investigate causes and effects of a case.
- Illustrative/instrumental case studies describe events, the outcomes, and what has been learned as a result.

B. White Papers

Geared towards experts, white papers are in-depth reports or guides on a specific topic that presents a problem and provides a solution. In general, white papers are at least 2,500 words in length and are written in an academic style. Because white papers are long form in nature, an outline may help to organize your content. **Consider these main components when developing your outline:**

- **Introduction** describing what the white paper sets out to do, convey, or solve and why it is important to the audience
- **Overview or general background information** of the particular issue
- **Body of text** describing methods and results
- **Conclusion** explaining the key takeaways from the body and any action items the audience should take





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References

[How to Write a Program Evaluation Report \(Guide\) | Monitoring and Evaluation Studies \(mnestudies.com\)](#)

[How To Write a Case Study Analysis - PapersOwl.com](#)

When deciding on a dissemination product, it is important to consider who your audience is. For more information about determining your audience, see the following resources:

1815: <https://amp.cdc.gov/NCCDPHP1815/s/article/1815-1816-1817-DHDSP-Writing-Workshop-1-Decemeber-2020>, <https://amp.cdc.gov/NCCDPHP1815/s/article/Scoping-Your-Document>

1816: <https://amp.cdc.gov/NCCDPHPWISEWOMAN/s/article/1815-1816-1817-DHDSP-Writing-Workshop-1-Decemeber-2020>, <https://amp.cdc.gov/NCCDPHPWISEWOMAN/s/article/Scoping-Your-Document>

1817: <https://amp.cdc.gov/NCCDPHP1817/s/article/1815-1816-1817-DHDSP-Writing-Workshop-1-Decemeber-2020>, <https://amp.cdc.gov/NCCDPHP1817/s/article/Scoping-Your-Document>

Example Dissemination Products from the 8th Writing Workshop

- Case study brief: https://journals.lww.com/jphmp/Fulltext/2017/11001/Embedding_a_Social_Work_Led_Behavioral_Health.8.aspx
- Evaluation brief: https://www.cdc.gov/dhdsp/docs/ES_StJohnsbury_Community.pdf
- Field Notes: https://www.cdc.gov/dhdsp/docs/field_notes_clinical_community_health_worker.pdf
- Journal blog post for a general audience: https://www.huffpost.com/entry/community-based-maternal-health-care-meeting-women_b_58d13613e4b07112b64731c2
- Journal blog post for managers: https://www.cdc.gov/dhdsp/docs/field_notes_clinical_community_health_worker.pdf
- Implementation guide: https://www.cdc.gov/dhdsp/pubs/docs/PPCP_Guide_June2021-508.pdf
- Manuscript: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8143691/pdf/HESR-56-474.pdf>
- Recipes for Public Health: https://www.cdc.gov/dhdsp/evaluation_resources/maryland.htm
- White paper: <https://www.aetnainternational.com/en/about-us/explore/future-health/diabetes-world-weightiest-problem.html>

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