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Answering
tomorrow's
challenges
today

6.1 Disseminating evaluation findings

Dissemination is the final stage of an evaluation; it refers to the process of sharing findings with stakeholders and wider audiences. Whilst it is important to let your funders and staff know about the findings from your evaluation, it is also crucial to communicate findings (whether positive or negative) to the broader sector so that future provision can be improved.

When developing your research outputs, the first thing to think about is your audience. It is important to identify your target audience and tailor your message accordingly, because different audiences have different needs, interests, and expectations. These are things to consider when choosing the format, language, and tone of your communication. Ask yourself:

- Who are the audience(s), and what do they want to know from the evaluation?
- How might the audience best understand what we are trying to tell them?

Your audience(s) might include:

- The organisation delivering the intervention (e.g. delivery partners).
- Funders of the project, programme, or service (e.g. The VRU, The Home Office).
- Policy makers (e.g. the Home Office).
- Other organisations delivering relevant or similar interventions.
- Academics or researchers.
- Primary recipients of your programme, project, or service (the target population).
- Secondary recipients of your programme, project, or service (e.g. the local community).
- The public.

Depending on who the output is for, you will likely need to take a different approach to its preparation. While your findings should include information about all aspects of the evaluation, different parts of your audience are likely to be particularly interested in different elements. For example, funders may want a detailed understanding of outcomes and Value for Money, but practitioners may prefer practical information about good practice and what worked for whom (in other words, how the findings might affect how they work). Concise and engaging infographics, blogs, or press releases may be more appropriate if your audience consists of young people and the community.



Choosing the right format for your communication is essential. When planning your dissemination activity, you should consider your audience, and the resources and networks you have access to. There are a number of ways you can present and share your findings, including:

- Reports are comprehensive documents that outlines the processes, data, and findings of an evaluation. They can include recommendations and implications for practice or policy.
- Briefs are shorter, focused documents that highlight the main findings and implications of research.
- Infographics are visual representations of data or key messages and can be effective for capturing attention and conveying complex information in a simple way.
- Presentations can be delivered at conferences, workshops, or seminars, and can help network and get feedback from peers or stakeholders.
- Webinars are online presentations that can be delivered to a wider and more diverse audience and allow for interaction and discussion through chat or Q&A features.
- Blogs are short and informal articles that can be written or contributed to, and can help share insights and opinions, and invite comments and feedback from readers.
- Social media platforms can be used to promote and share research findings, engage with an audience, and create a buzz around a topic.⁴³

[Here](#) is a useful resource to help you structure your evaluation outputs and inform your approach to disseminating your findings.

⁴³ <https://www.linkedin.com/advice/0/what-best-practices-disseminating-your-research-findings>



6.2 List of resources

Although we have linked to various sources of information throughout this toolkit, the resources below are particularly helpful for developing your Theory of Change, sourcing evidence relating to other interventions, and developing your own evaluation.

Resource	Description	Link
Better Evaluation	A knowledge platform with info about how to plan, manage, conduct and use evaluation.	https://www.betterevaluation.org/frameworks-guides/managers-guide-evaluation
Magenta Book	Central Government guidance on evaluation.	https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/879438/HMT_Magenta_Book.pdf
The Step-by-Step Guide to Evaluation: How to Become Savvy Evaluation Consumers	A step-by-step guide to evaluation.	https://search.issuelab.org/resource/the-step-by-step-guide-to-evaluation-how-to-become-savvy-evaluation-consumers-4.html
A Short Guide to Evaluation	An NHS-commissioned brief guide to evaluation. Includes a useful evaluation checklist.	https://www.nhsdg.co.uk/wp-content/uploads/2019/09/A_Short_Guide_to_Evaluation.pdf
Youth Endowment Fund – Guide to evidence and evaluations	Video explainers on YEF evidence and evaluation.	https://youthendowmentfund.org.uk/guide-to-evidence-and-evaluation/
Youth Endowment Fund – Resources for evaluators	List of resources for evaluators including guidance, templates, and policies.	https://youthendowmentfund.org.uk/resources-for-evaluators/
Education Endowment Foundation- Evaluation Design	Resources for impact and process evaluation, and outcomes measurement.	https://educationendowmentfoundation.org.uk/projects-and-evaluation/evaluation/evaluation-guidance-and-resources/evaluation-design
UNICEF Theory of Change	UNICEF brief on Theory of Change.	https://www.betterevaluation.org/sites/default/files/Theory_of_Change_ENG.pdf



Resource	Description	Link
Early Intervention Foundation – 10 steps to evaluation success	EIF Evaluation guide (including video on developing a ToC).	https://www.eif.org.uk/resource/10-steps-for-evaluation-success
Knife crime: a problem solving guide	Good practice guide on tackling knife crime from college of policing.	https://assets.college.police.uk/s3fs-public/2021-11/Knife-crime-a-problem-solving-guide.pdf
Youth Endowment Fund toolkit	An overview of existing research on approaches to preventing serious youth violence.	https://youthendowmentfund.org.uk/toolkit/
South Wales VPU outcome indicators	A comprehensive list of indicators and potential data sources with which to measure them.	https://www.violencepreventionwales.co.uk/cms-assets/global/Violence-Prevention-Indicators_Wales-VPU_2021.pdf
Draw.io Diagrams	Open source (free) and available through the Microsoft Store, useful for developing ToCs.	https://apps.microsoft.com/store/detail/drawio-diagrams/9MVVSZK43QQW?hl=en-us&gl=us
Microsoft Visio	Fee attached for but this software is usually included as part of Office 365 subscriptions.	https://www.office.com/
Qualitative guide: Ritchie, J., Lewis, J., Nicholls, C.M. and Ormston, R. eds., 2013. Qualitative research practice: A guide for social science students and researchers. sage.	Textbook on qualitative research – design, sampling, data collection, analysis and reporting.	https://uk.sagepub.com/en-gb/eur/qualitative-research-practice/book237434
The Effect: An Introduction to Research Design and Causality	Covers the key concepts in a very accessible way and includes analysis code. Available as a hard copy or for free online.	https://theeffectbook.net/index.html
Youth Endowment Fund Outcomes Indicators 2022	Outcomes framework for YEF projects.	https://youthendowmentfund.org.uk/wp-content/uploads/2022/08/YEF-Outcomes-Framework-August-2022.pdf

