



## Mind the Gap | Bridging Evaluation Literacy, Design, and Use to Strengthen Community Programs

### Connect with us!

Centerforchildrenshealth.org

Twitter | @healthykidsC4CH

Courtney.Barnard@cookchildrens.org

Twitter | @cg\_barnard

Becki.Hale@cookchildrens.org

Twitter | @becki\_hale

### Use a Train the Trainer framework for teaching evaluation to your colleagues with:

**Formal Trainings:** Incorporate staff development training throughout the year.

**Learning in Action:** Have intentional conversations, routine coaching sessions, and data review parties.

**Modeling:** Model evaluative thinking with non-evaluator colleagues. Then encourage colleagues to model what they've learned with coalition partners and community members.

**Whole Brain Learning:** Tailor trainings, conversations, and meetings using Whole Brain® learning styles.

**Evaluative Literacy and Thinking:** Provide frequent reminders about what evaluation is, what to do about it and why it's important.

### We've learned to reinforce these concepts with non-evaluator colleagues:

#### Concepts

#### 1 | There's more to evaluation than surveys.

It also includes vision, logic modeling, strategic planning, evaluation design, program details & implementation, continuous evaluation, lessons learned, reporting, audience engagement, decision making and more! It is a constant, non-linear loop.

#### 2 | Take time to reflect on the data.

Lack of time and not having a certain level of comfort in evaluation can make it a challenge to look at the data and analyze what it means. Prompt colleagues with prepared questions to consider.

#### 3 | Know your audience.

Due to the various audiences for reporting evaluation results, guide colleagues to determine the necessary information to share with the right audience.

#### Tools

- Desktop skill boosters
- One pagers with key messages from trainings
- Email boosters with key messages from trainings
- Data Analysis Handout
- Email evaluation highlights in advance to reflect on before meeting
- One-pagers with selected data
- Simple infographics for regular reports

## Resources

Visit our website [centerforchildrenshealth.org](http://centerforchildrenshealth.org) to find examples of:

- Data Analysis Handout
- Desktop Skill Booster template
- Email Booster information guide and examples
- Example of evaluation one pagers with results and recommendations

Some of our favorites:

Actionable Data	Jane E. Davidson realevaluation.com "Actionable Evaluation Basics" (book)
Adult Learning & Engagement	Training Conference & Expo Trainingmagnetnetwork.com
Data Party & Participatory Evaluation	Corey Newhouse   Kylie Hutchinson Publicprofit.net   Communitysolutions.ca
Data Visualization	Stephanie Evergreen   Chris Lysy stephanieevergreen.com   diydatadesign.com
Graphic art & icons	Canva.net Piktochart.com
Email Boosters	Boosterlearn.com/help
Evaluative Thinking	Tom Archibald and Jane Buckley core.human.cornell.edu
Photos	Flickr.com (Creative Commons)
Whole Brain® Learning	Hermannsolutions.com