

Reminder about webinar 1

<https://training.cochrane.org/resource/evaluating-knowledge-translation-part-1>

Evaluating can help you:



See whether you're achieving your goals



Support your audiences better



Show where you could improve



Test different approaches so you know what to prioritize or expand



Show funders and potential partners why it is worth working with Cochrane

Step 2

Outcomes Map

Are you clear what you want to achieve from your KT?

Step 3

KT Indicators

Do you know WHAT to measure to see whether you're making a difference?

Step 4

Data Collection Methods

Do you know HOW you will collect information?



Step 1

Stakeholder Map

Who needs to know whether your KT is working?.

Step 5

Evaluation Plan

Who will collect information, when and how will you share what you learn?

Resources available online

Evaluation plan summary
This template provides a simple table to summarize the process of starting a new KT project. It won't take long to complete.
Summary table if you already have an evaluation plan
What do you want to achieve from your KT activity? (Outcomes) | How will you know you have succeeded?

Cochrane
Tips for designing surveys
This document provides simple steps to help you evaluate your knowledge transfer activity.

Cochrane Gynaecology and Fertility
Using social media analytics to see who we reach
CASE STORY
What we did
Purpose: We tested whether using #hashtag awareness campaigns on Twitter would attract more people to read Cochrane reviews.
Target audiences: Mainly English-speaking patients and carers, healthcare practitioners, policy makers and researchers from around the world.
Year: 2019.
What we did: We used hashtags to join two international health awareness campaigns on Twitter (#PCOS, #PCOSAwarenessMonth, #Endometriosis, and #EndometriosisAwarenessMonth). Our tweets summarised results from Cochrane reviews. We also created web pages on our Group's [website](#) so we could track how many people visited those reviews.
We used **Twitter Analytics** to measure how many times our tweets were seen and how many times people interacted with our tweets (retweets, likes, clicking links). We used **Google Analytics** to measure visits to our webpage and where visitors came from.

Survey questions online are a common evaluation tool.
They can collect information quickly from large numbers of people and are relatively inexpensive. Surveys can be done on paper, by email, verbally or online. Some examples of platforms where you can find surveys are [here](#). Cochrane does not endorse any specific platform.

This document summarizes data...