

# How do we know if we're making a difference?

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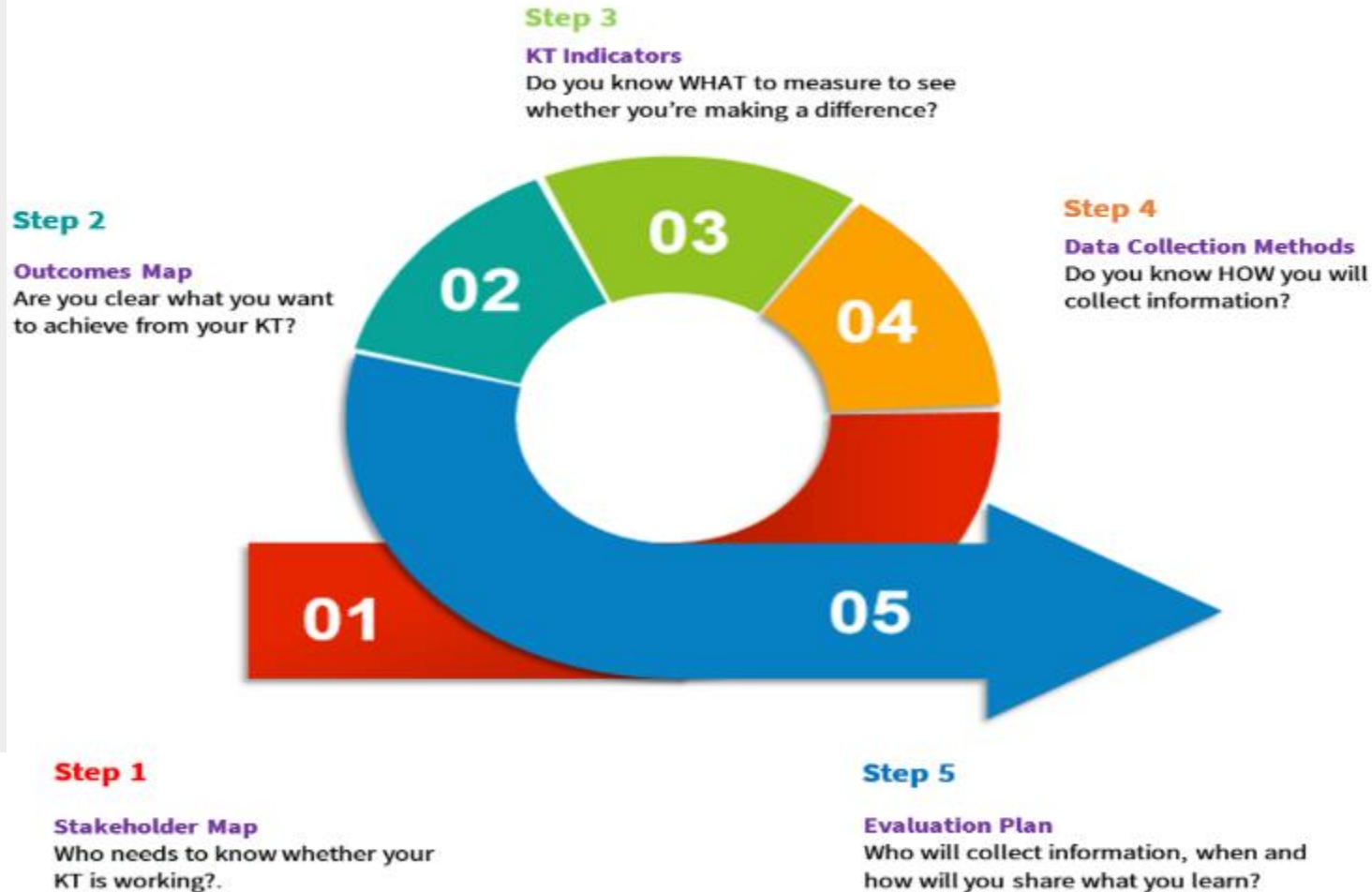
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# Today I will ...

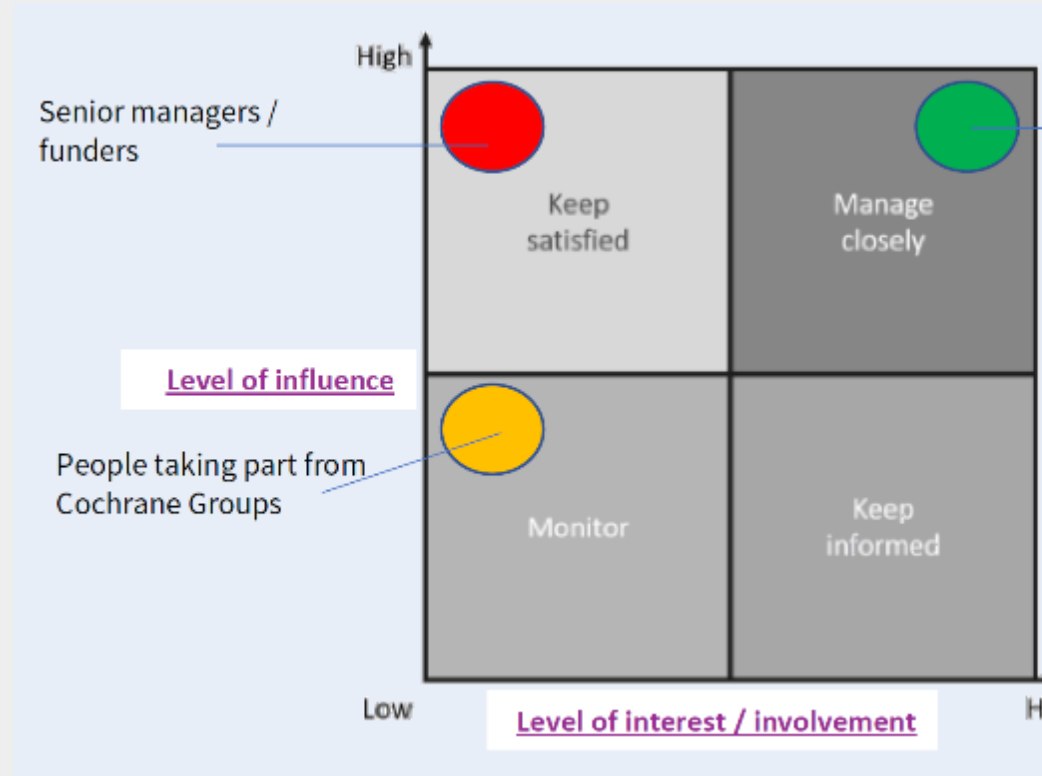
1. Describe **simple steps** for planning how to evaluate your Knowledge Translation (KT) work
2. Show you what an **Outcomes Map** and **Evaluation Plan** are, why they are useful and when to use them
3. Introduce you to the new KT **evaluation resources** on Cochrane.org

# Simple steps to plan your evaluation



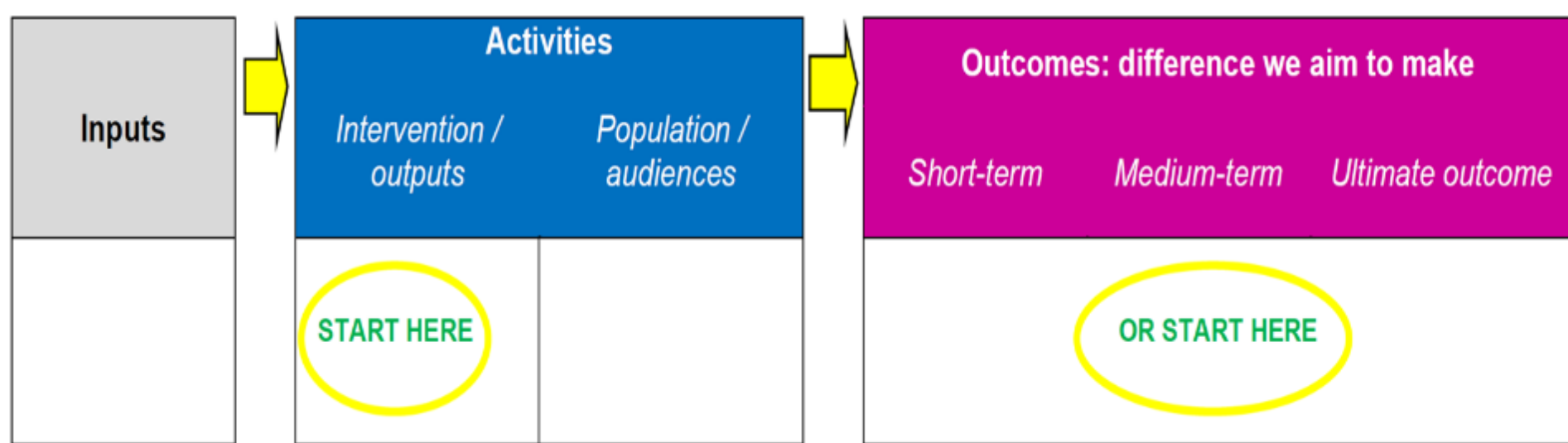
# Step 1: Think about evaluation stakeholders

1. Identify relevant individuals, groups, organisations
2. Categorise stakeholders according to their views (level of interest)
3. Visualise how stakeholders relate to your objectives and to other stakeholders (level of influence)
4. Prioritise the importance or relevance of stakeholders to involve in your evaluation



# Step 2: Map your activities and outcomes

- An Outcomes Map illustrates how KT activities, processes and outputs work together to produce the desired outcomes in KT audiences.
- Components of an Outcomes Map:

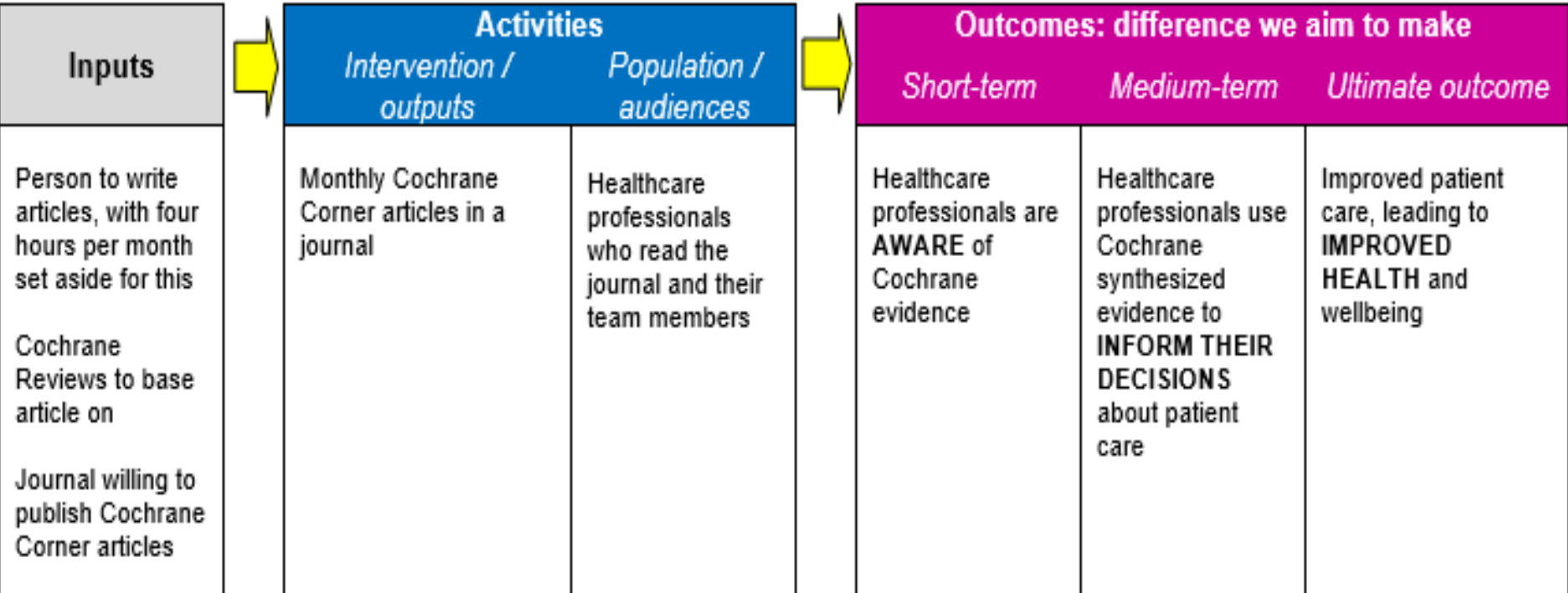


# Why / when is an Outcomes Map useful?

An Outcomes Map will help us:

- be clear about **what we want to achieve** from your KT activities
- think about whether our activities will really help **make the difference we want** or whether other activities are better suited or could be added
- consider the **resources that we will need** to create the KT activities and evaluate, including time and skills
- decide **what to measure** to see whether we are making progress, so we focus on our desired outcomes, not only on our activities.

# Outcomes Map Example: Cochrane Corners



# Step 3: Decide WHAT to measure: indicators

Indicators are specific, measurable things that define exactly what we are looking for or what we mean by our desired outcomes. Indicators help to turn our broad descriptions of outcomes into something more tangible and easier to measure. Our indicators of success show how we will know that we are progressing towards our goals.

## Examples of common things that people want evaluate about their KT activities:

<b>Process</b>	<ul style="list-style-type: none"><li>• <b>How</b> we are doing things</li><li>• Describing inputs, systems and approaches we use to create KT products</li><li>• Monitoring whether we are doing things in the timeframe and budget we planned</li></ul>
<b>Reach</b>	<ul style="list-style-type: none"><li>• Measuring whether our KT <b>reaches our target audiences</b></li><li>• <b>Who and how</b> many people are looking at our work (not whether people are using it)</li></ul>
<b>Usability</b>	<ul style="list-style-type: none"><li>• What people <b>think</b> of our KT work, whether it is easy to get and <b>understand</b>, and whether it is <b>relevant</b> to our target audiences</li></ul>
<b>Use</b>	<ul style="list-style-type: none"><li>• Whether people <b>do something as a result</b> of our KT work, this might include increased knowledge or confidence and use in decision-making.</li></ul>



# Step 4: Decide HOW to measure: methods

Our evaluation questions will determine the types of data we need and the best methods to use to collect it

Qualitative	Quantitative
<i>Methods that provide rich detail on impacts but are not numerical and do not produce easily comparable or summable data</i>	<i>Methods producing numerical data that is comparable but may not contain details on complex impacts</i>
For example: <ul style="list-style-type: none"><li>• Interviews</li><li>• Narratives or stories</li><li>• Focus groups</li><li>• Social media or text</li><li>• Ethnographic</li></ul>	For example: <ul style="list-style-type: none"><li>• Bibliometrics and altmetrics</li><li>• Questionnaires / surveys</li><li>• Financial, numerical or trend data sets</li><li>• Economic data (costs, monetarised benefits, willingness to pay, created jobs,...)</li></ul>

# Step 5: Put ideas together in Evaluation Plan

- An Evaluation Plan brings all the elements (steps 1-4) together in one table or document. It provides more detail about what we will do to evaluate our work, when, how and who will do it.
- Our evaluation plan does not need to be long or complex. It can be a simple table listing what to measure and when.

What do you want to achieve from your KT activity? (Outcomes)	How will you know whether you have succeeded?	What methods will you use to measure your successes?	Timeframe	Resources needed	Who will be responsible?

# New resources available now

## <https://training.cochrane.org/finding-out-whether-cochrane-making-difference>



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**Finding out whether Cochrane is making a difference**



# Step 1

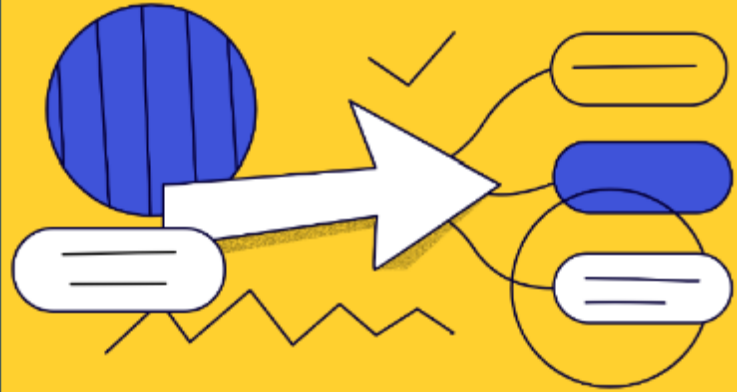
## Mapping your KT evaluation stakeholders



This document provides tips about how to identify and prioritise who to involve when evaluating your knowledge translation (KT) activities.

## Step 2

# Mapping your KT Outcomes



This document describes how to use a simple Outcomes Map diagram to think through what you are trying to achieve from knowledge translation (KT) activities. This can be a useful step when planning how to evaluate your KT work.

## Step 3

# Examples of KT indicators



This document defines the four most common things that people look at when evaluating knowledge translation (KT) activities and provides examples of ‘indicators’ that you might use to measure them.



## Step 4

# Choosing how to collect data



This document lists things to think about when choosing how to collect data to evaluate your knowledge translation (KT) activities. It summarizes the advantages and challenges of common approaches.

# Step 5

## Evaluation plan summary table

This template provides a simple table to summarise how you will evaluate your KT work. You could get into the habit of filling in this table every time you start a new KT project. It won't take long to do. It will help you think about how you will know your work is making a difference from the start of every activity.

### Summary table if you already have a plan for your KT activities

What do you want to achieve from your KT activity? (Outcomes)	How will you know whether you have succeeded?	What methods will you use to measure your successes?	Timeframe	Resources needed	Who will be responsible?

## Evaluation plan template

This document provides an example of an evaluation plan that helped a Cochrane Group test whether readers of a journal thought Cochrane Corner articles were useful. It is not supposed to be a 'perfect plan'. It is a simple example of using the [Evaluation Plan template](#) in 'real life'.

Title

Evaluating Cochrane Corner articles published in journal X

Date

October 2020

### 1. Purpose of the evaluation

Our Cochrane Group publishes Cochrane Corner articles every month in a journal. These take quite a while to write and edit. We want to know if the articles and whether they find them useful.

How often will you read the articles regularly? (our reach)  
 How easy will it be to read? (usability)  
 How many Cochrane Corner articles in their work? (use)



# Lots of other tools

- Stories from Cochrane Groups
- Simple monitoring spreadsheet
- Tips for creating surveys

**Cochrane**

## Tips for designing surveys

This document provides simple tips for designing surveys evaluate your knowledge translation (KT) activities.

Survey questionnaires are a common way to collect information quickly from a large number of people and are available in a variety of formats. You can use them on paper, by email, verbally or on a website. However, there are some things to think about when you design a survey. It is important to think about how you will use the information you collect. It will not be useful if you do not know what you want to find out.

**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 #EndometriosisAwarenessMonth, #EndometriosisAwarenessMonth. Our tweets summarised our reviews. We also created web pages on our Group's website.

**We used Twitter Analytics** to measure how many times our tweets were retweeted, how many people interacted with our tweets (retweets, replies) and how many people visited our website and watched our videos.

**We used Google Analytics** to measure visits to our website and which pages were most popular.

**Cochrane Groups can adapt this simple table to keep track of your KT work. You can insert each Cochrane Review or each specific KT activity into a separate row for each Cochrane Review or each specific KT activity.**

## KT tracking table

KT project or Cochrane Review title/details	Activities / outputs / things you did	Difference this made / outcome	Date found / notified	Source of outcome data	Additional activities
Insert the name of your KT output or your Cochrane Review title and publication details - whatever it is that you are tracking activity about	Describe what the KT activity was. Use a separate row for each activity to make it easier to keep records for each thing you did e.g. <ul style="list-style-type: none"> <li>• Translation of abstract or PLS (and in what language)</li> <li>• Podcast or Q&amp;A with review authors</li> <li>• Citation in a news article or opinion piece in a media outlet</li> <li>• Citation in Wikipedia</li> <li>• Cited in pieces for Awareness Days or Weeks (e.g. Breast Cancer Awareness Month)</li> </ul>	For each KT activity insert any outcomes. This might include measures of 'reach' (e.g. webpage views, Altmetric score), usability (e.g. feedback that it was relevant or easy to understand) or use (e.g. inclusion in guidelines, reported behaviour change, evidence that review findings have led directly to new primary research in the area)	Date that the impact or dissemination was discovered	Where the information about outcomes was collated from e.g. <ul style="list-style-type: none"> <li>• Comms/Dissemination</li> <li>• Email with organisations/other</li> <li>• Altmetric</li> <li>• Cochrane</li> <li>• Twitter</li> </ul>	



# Do you have any questions about planning your evaluation?

Raise your hand to be unmuted for verbal questions or comments



Submit your questions and comments using the Questions panel