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

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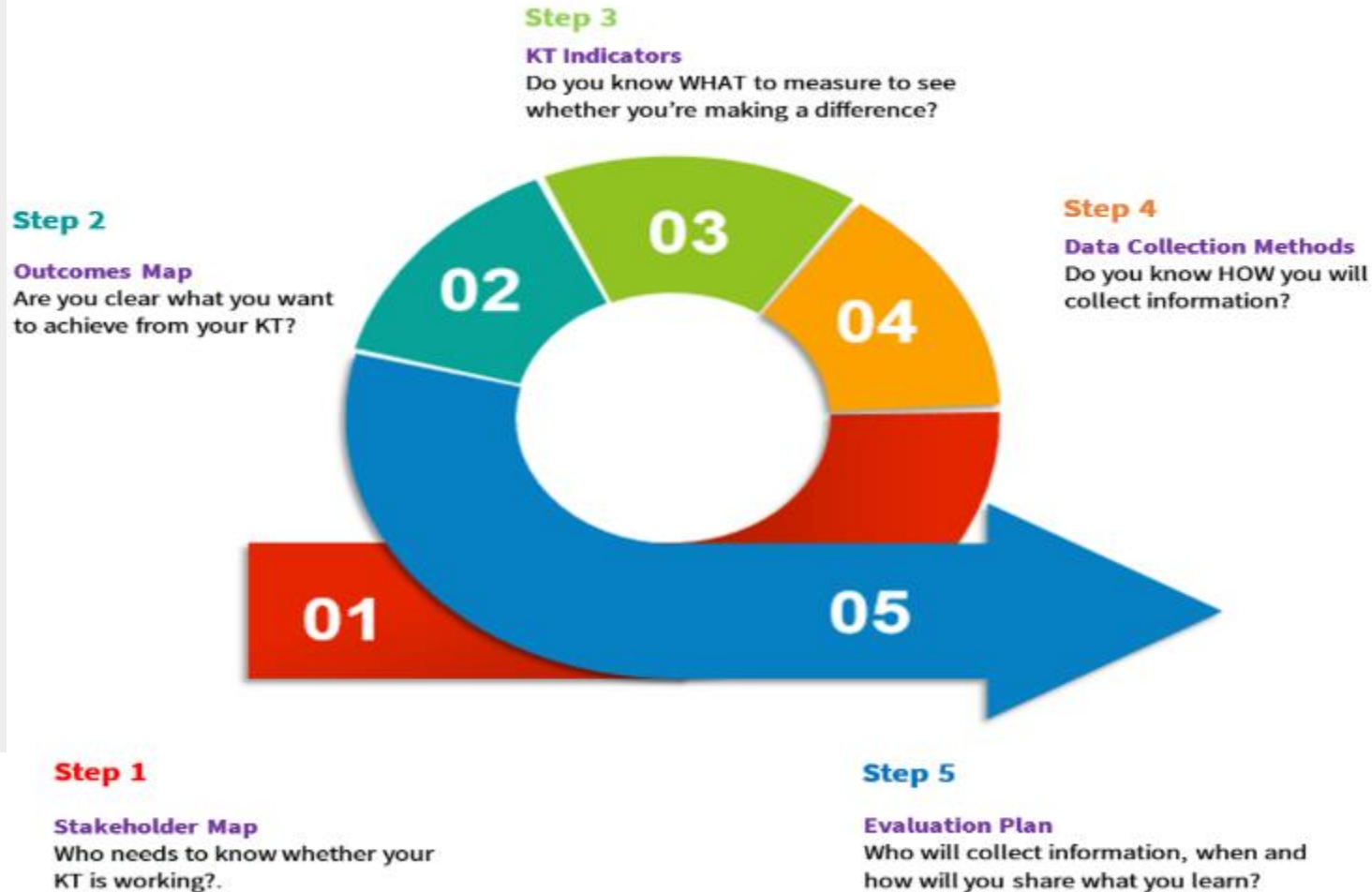
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Today I will …

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 3

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

Step 2

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

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?
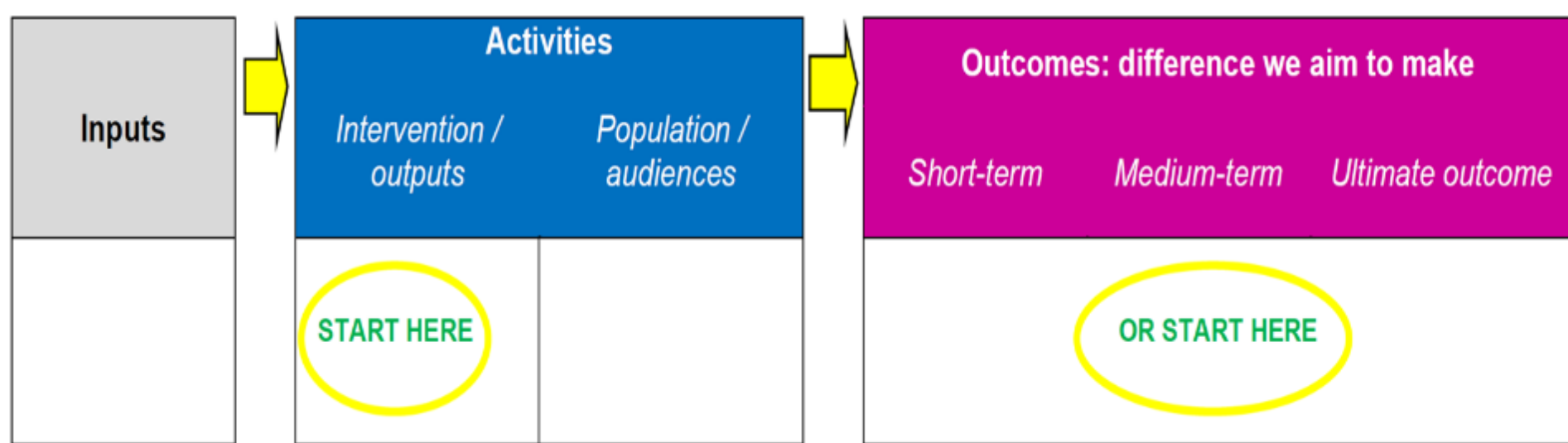
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Step 1: Think about evaluation stakeholders

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
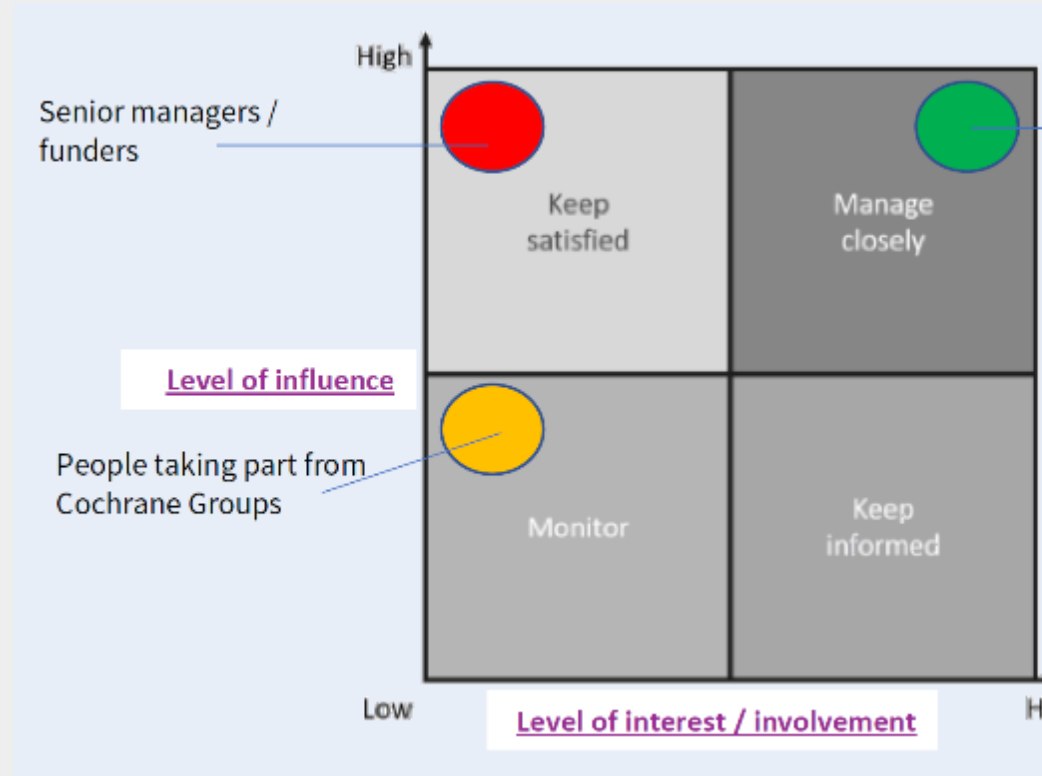
Step 2: Map your activities and outcomes

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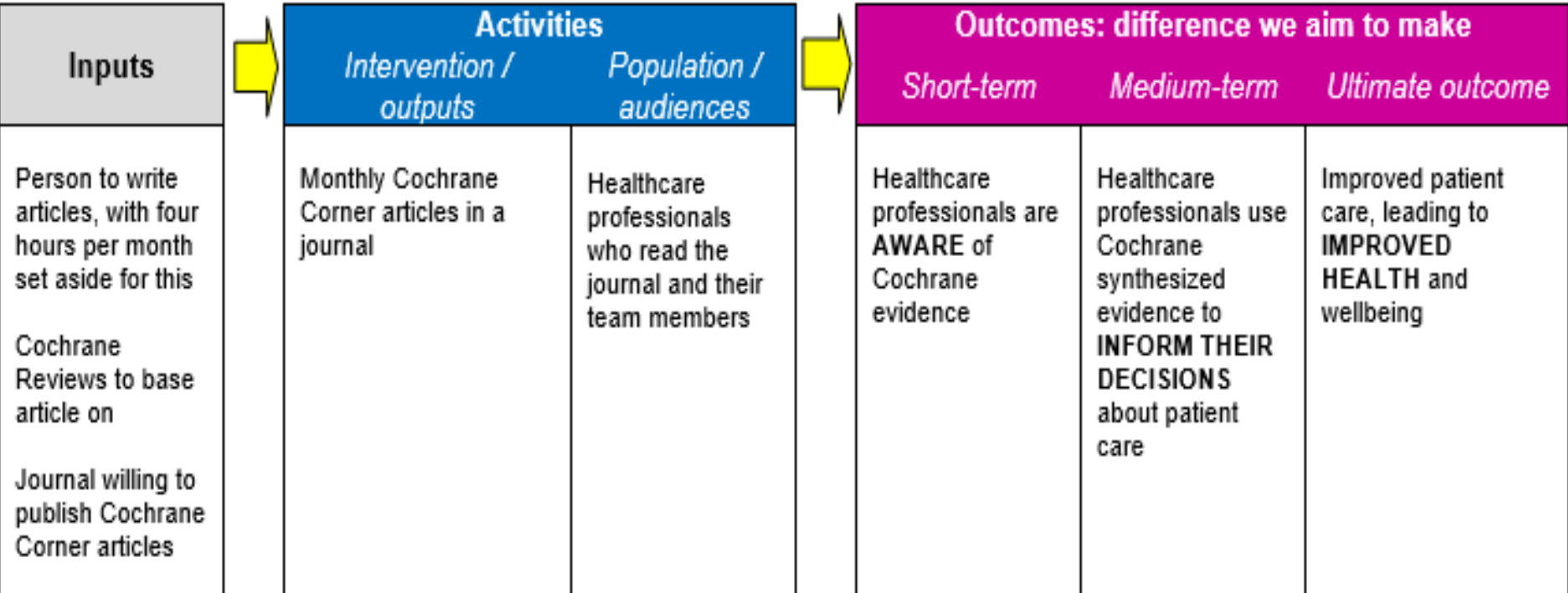
- Components of an Outcomes Map:

Inputs	Activities		Outcomes: difference we aim to make		
	Intervention / outputs	Population / audiences	Short-term	Medium-term	Ultimate outcome
	START HERE			OR START HERE	

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

Inputs	Activities		Outcomes: difference we aim to make		
	Intervention / outputs	*Population / audiences*	*Short-term*	*Medium-term*	*Ultimate outcome*
Person to write articles, with four hours per month set aside for this Cochrane Reviews to base article on Journal willing to publish Cochrane Corner articles	Monthly Cochrane Corner articles in a journal	Healthcare professionals who read the journal and their team members	Healthcare professionals are **AWARE** of Cochrane evidence	Healthcare professionals use Cochrane synthesized evidence to **INFORM THEIR DECISIONS** about patient care	Improved patient care, leading to **IMPROVED HEALTH** and wellbeing

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:	
Process	• **How** we are doing things • Describing inputs, systems and approaches we use to create KT products • Monitoring whether we are doing things in the timeframe and budget we planned
Reach	• Measuring whether our KT **reaches our target audiences** • **Who and how** many people are looking at our work (not whether people are using it)
Usability	• What people **think** of our KT work, whether it is easy to get and **understand**, and whether it is **relevant** to our target audiences
Use	• Whether people **do something as a result** of our KT work, this might include increased knowledge or confidence and use in decision-making.

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
Methods that provide rich detail on impacts but are not numerical and do not produce easily comparable or summable data	*Methods producing numerical data that is comparable but may not contain details on complex impacts*
For example: • Interviews • Narratives or stories • Focus groups • Social media or text • Ethnographic	For example: • Bibliometrics and altmetrics • Questionnaires / surveys • Financial, numerical or trend data sets • Economic data (costs, monetarised benefits, willingness to pay, created jobs,...)

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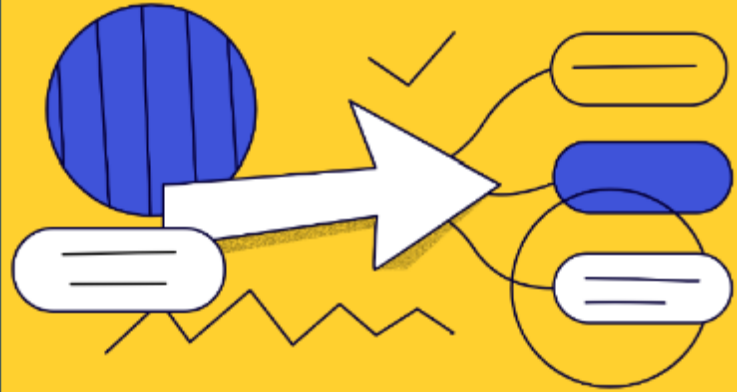
This document describes how to use a simple Outcomes Map diagram to think through what you are trying to achieve from knowledge translation (KT) activities. This can be a useful step when planning how to evaluate your KT work.

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

Lots of other tools

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

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