Homework task: Draft an evaluation plan

This task gives you a chance to draft an evaluation plan for your dissemination product.

**The task:**

1. Think about a dissemination product or activity you are currently doing, have done in the past, or would like to do.
2. In the template below, fill out the right column of the table, using what you learned in the webinar, and the prompts provided on the template itself.
3. Refer back to this plan as you do your dissemination work to see if it is still reflective and appropriate. Refer back to it also when/if you do the evaluation of your dissemination work.

# Simple evaluation plan template

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| **Inputs -** Resources, materials, people you need and have for your Cochrane corner |  |
| **Activities and outputs -** tangible things you do (i.e. your dissemination product or activity) |  |
| **Audiences and stakeholders** |  |
| **Outcomes -** the change you want to achieve (short, medium or long term) |  |
| **Indicators of success -** how you will know and measure that you achieve your desired outcome |  |
| **Data collection tools and approaches -** how you will collect information to track your indicators of success |  |

**Follow these steps to practice planning a simple evaluation with the above template**:

1. Start with one outcome you want to achieve. Try to be specific: why are you doing your dissemination activity, to achieve what change, and with which audience? WHO do you want to change WHAT behaviour, skills, knowledge or attitude?
2. Specify the audience for that particular outcome as clearly as possible. What is their background, profession, knowledge, etc., where do they live, what languages do they speak, what information do they access and how, etc.?
3. Add the inputs and outputs of your activity. What resources are you using to do the activity? What did you create or produce with those resources?
4. Think about a statement that would need to be true, so you could say that you have achieved your desired outcome. Try to be as specific as possible - what would your audience say, think, know or do and by when, if your activity was successful?
5. How would you be able to verify that your audience says, thinks, knows or does what you want them to do? What information would you need to collect and how could you do that?

If you want to achieve and evaluate several outcomes for several audiences, repeat the above exercise for each of them. The inputs and outputs would probably remain the same, though.