

Department of Family and Consumer Sciences

Program Evaluation Dissemination: Definitions and Examples

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Dissemination is the delivery of data collected and categorized over the life of a program (Stewart et al., 2021a). Documenting program outcomes for annual evaluations and routine reporting is important to the dissemination process. This document was designed to assist Extension agents and program assistants in disseminating program results. The information in this document was prepared from the *Program Evaluation Toolkit* authored by Joshua Stewart, Jeanette Joyce, McKenzie Haines, David Yanoski, Douglas Gagnon, Christopher Rhoads and Carrie Germeroth, with focus on “Chapter 1: Disseminating Your Findings” and the *Program Evaluation: Quick Start Guide* Appendix section, “Module 8: Dissemination Approaches” (Stewart et al., 2021a, 2021b). This Extension publication has not been authorized by the Institute of Education Sciences, the U.S. Department of Education, or any of the authors or entities listed in the reference and resource section in this document (Stewart et al., 2021a; Yansoki et al., 2021).

Definitions

The definitions below outline the concepts to consider when disseminating results (Stewart et al., 2021a; Yansoki et al., 2021). Program facilitators and evaluators should consider the following when sharing program results: the data points from the program report of interest, who the results will be shared with, where the results will be presented, how the results will be presented, and when the results will be shared (Stewart et al., 2021a; Yansoki et al., 2021).

- **Program Data:** The data that will be shared from the program report with stakeholders (Stewart et al., 2021a; Yansoki et al., 2021).
- **Target Group:** The people who will learn more about the program (Institute of Education Sciences [IES], 2021; Stewart et al., 2021a, 2021b).
- **Outlet:** The setting where the program data will be delivered to the target group (Stewart et al., 2021a; Yansoki et al., 2021).
- **Delivery Method:** How the information will be offered to the individuals who are interested in learning more about the program report (Stewart et al., 2021a).
- **Presentation of Program Data:** The delivery of the programmatic data to the audience (Stewart et al., 2021a; Yansoki et al., 2021).

Dissemination Examples

Example 1

Program Data (Stewart et al., 2021a)

- Example data point: 90 out of 100 program attendees learned how to prevent the spread of harmful bacteria while cooking.
 - Re-written: Through Extension programming, 90 percent of participants learned how to prevent the spread of harmful bacteria while cooking.

Target Group (IES, 2021; Stewart et al., 2021a)

- Community Health Coalition. This group may meet regularly and have time to attend a presentation.

Outlet (Stewart et al., 2021a)

- A community health coalition may meet in a public space within the city or county that it serves. This may include a local library, a church or a recreation center.

Delivery Method (Stewart et al., 2021a)

- Consider developing a short presentation that includes rewritten program data points (Stewart et al., 2021a). The presentation may also include a description of the programs in Extension that promote safe food handling practices.

Presentation of Program Data (Stewart et al., 2021a)

- The data should be presented when sufficient program evaluation data is available and at a convenient time for the community health coalition and the person who will be facilitating the presentation (IES, 2021; Stewart et al., 2021a).

Example 2

Program Data (Stewart et al., 2021a)

- Example data point: 117 out of 300 participants indicated using better money management habits.
 - Re-written: Extension programs encourage managing healthy financial habits. Through Extension programming, 39 percent of participants reported an increase in using money-saving habits.

Target Group (IES, 2021; Stewart et al., 2021a)

- Parents of teenagers who want to encourage their children to save. This group may have less time to dedicate to attending a presentation about program data.

Outlet (Stewart et al., 2021a)

- Parents of teens may frequent secondary education environments like high school gyms, guidance counselors' offices, and local public libraries.

Delivery Method (Stewart et al., 2021a)

- Distributing an infographic with the rewritten data point and information about programs related to the data point, with permission from high school administrators, may be an effective way to reach this group (Stewart et al., 2021b).

Presentation of the Program Data (Stewart et al., 2021a)

- Once sufficient program evaluation data is ready and at a time when the target group is available (IES, 2021; Stewart et al., 2021b).

Adapted from *Program Evaluation Toolkit* by Joshua Stewart, Jeanette Joyce, McKenzie Haines, David Yanoski, Douglas Gagnon, Christopher Rhoads and Carrie Germeroth, 2021, Regional Educational Laboratory Central (ies.ed.gov/use-work/resource-library/resource/tooltoolkit/program-evaluation-toolkit).

References and Resources

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