6. Feedback and reporting

The evaluation findings should be presented to stakeholders. There should be no illusion that this can be as daunting and complex as the evaluation itself, and more so if the findings do not support the vested interests of your audience. It should be made clear from the beginning of the research process that the evaluation aims to strengthen the intervention and negative findings should be viewed in this light. Though it is not suggested here that the evaluator assumes responsibility to translate the results into action, Howell and Yemane's (2006) summary of the dissemination audience and appropriate formats serve as a useful guide to ensure captive audiences: (i) timely and non-technical reports to the program participants, including the intervention recipients; (ii) policy briefs that are accessible and well-written to the broader policy audience; and (iii) to the research audience, peer-reviewed journal articles are to be made available. Deciding on the how and when of presenting your results should be included in the evaluation design, thus ensuring the stakeholders’ continued interest in the evaluation and its results.

Some useful references:


