

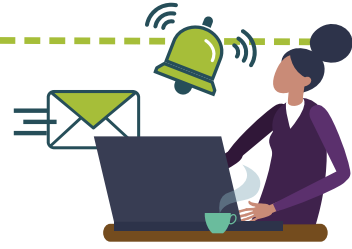
10 Ways to Increase the Use of Evaluation Findings

How can your organization increase the use of evaluation findings by decision makers? Here are 10 evidence-based approaches.

1

Set up Timely Reminders and Prompts

Set up automated emails or on-screen pop-ups to alert staff of new findings when they are published online. Reminders to review evidence can be sent at key decision-making points in a project life cycle. Prompts can also be added to existing guidelines and checklists, making accessing evidence routine.



Build Staff's Professional Identities as Evidence Users

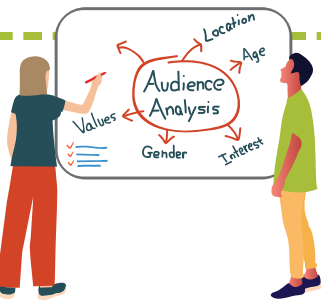
2

People tend to align their actions with their beliefs about themselves. Reminding staff of their professional identity as *evidence-informed decision makers* can increase evidence use. Leaders can convey such messages in emails and presentations, and language in organizational policies, codes of conduct, and guiding principles can be updated accordingly.

3

Strengthen Capacity Using Effective Adult Learning Techniques

Whereas capacity-strengthening programs are meant to increase the understanding and application of evidence, they should also increase individual motivation. These programs should also use proven adult learning techniques, such as actively engaging participants through hands-on workshops with peers and mentorships where new skills can be applied right away.



Create Targeted Communication Products

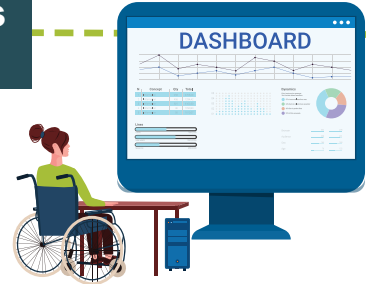
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Creating targeted communication products increases the likelihood of people paying attention to and absorbing information. To do this, identify the various audience groups for the evaluation findings, assess what aspects of the findings are most relevant and useful to them, and create products that are tailored in terms of formats, messages, and language.

5

Design User-Friendly Evidence Repositories and Resources for Accessing Findings

Make online evidence repositories more effective by:
1. Focusing on the user experience: designing and updating the repository from the point of view of the target audiences' needs and interests, including accessibility, 2. Using data visualizations such as infographics and dashboards, and 3. Synthesizing findings to help reduce information overload.



Accredit Individuals Following Training Completion

6

Offering accreditation can incentivize individuals to receive training on evidence use. For example, an organization can offer training that leads to accreditation as an *Evidence Dissemination Expert*. When clients and employers require or view accreditation favorably, individuals are more likely to participate in training and apply the techniques learned.

7

Strengthen Organizational Norms around Evidence Use

Organizational norms can increase evaluation findings' use by reinforcing evidence use expectations. Norms can be reinforced, for example, by making people aware of how frequently their colleagues use evaluation findings and how much they approve of using evidence for decision making, or by publicly recognizing evidence users through awards.



Build a Community of Evidence Use Champions

8

Designate selected staff as *Evidence Use Champions* who will model evidence and share new evidence with others. Champions should receive initial training in areas such as advocacy, and later be connected to other champions, for instance, through communities of practice. They should have clearly defined roles and objectives and be supported in this role by their organization's leaders.

9

Create Structured Collaborations between Evaluators and Evidence Users

To be effective at increasing the use of evidence, interactions between evaluators and evidence users need to be structured and well planned, with clear objectives. These interactions need to build trust by ensuring transparency, demonstrating evaluator independence, and creating opportunities for regular contact.



Use Stories to Communicate Findings

10

Stories create emotional connections between storytellers and the audience, helping messages be absorbed, remembered, and shared further. Consider leading a communication product with a presentation of findings in narrative form—a short case study, an explanation of a finding in a broader context, or a story of how an evaluator overcame a research challenge.

Tips on how to support equity, diversity, and inclusion through your efforts

- Offer capacity strengthening opportunities to a broad range of staff instead of the most senior, those perceived as leaders or highly influential, those who proactively request training, etc.
- Approach a diverse group to act as Evidence Use Champions, and mitigate barriers to engagement that may disproportionately affect some subgroups.
- Create accessible products, including communications and training materials for evidence use. Write in plain language, make products as concise as possible, and design them to be highly legible.