

Packaging Data for Sustainability: Implications and Directions



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Overview of Presentation

- Determine if project coincides with literature
- Create a compelling case tailored to best represent data
- Assess audience and design a presentation style appropriate for them
- Package and market a product that demonstrates the integrity and “added value” of the project



Determining if project coincides
with literature



Comparing program data to the literature

- Conduct a comprehensive review of existing literature on programs of similar nature
 - Peer-reviewed journals
 - Government reports (e.g. SAMHSA, NIMH, CDC, etc)
 - National datasets (e.g. National Household Survey on Drug Abuse, National Health Care Survey, National Health Interview Survey, etc.)
- Perform preliminary analysis of your program's data



Literature Search and Review (continued)

- Compare/contrast your data with the literature
 - Do your data follow existing trends?
 - If yes- What are the similarities in the data? (i.e. generalizability)
 - If no- Why do the data differ? (e.g. program components, timeline, etc.)
 - How do your data add to the literature?



Creating a compelling case
tailored to best represent data



Overview for Presenting Results

- Presenting results should be discussed from the following perspectives:
 - Significance
 - Context of previous studies
 - Contribution to the literature
 - Generalizability
 - Community Impact



Significance

- To reach judgment regarding the significance of project findings, evaluators should consider:
 - Type of statistical test used
 - Test values generated (e.g. T or F values, regression coefficient, etc)
 - Sample Size
 - P value (level of statistical significance)



Context of previous studies

- Results that are consistent with previous research earn immediate credibility
 - Innovative projects that challenge prior findings or present new insights have substantial impact



Contribution to the literature

- Is there a paucity of information in the literature about similar programs?
 - Use this opportunity to highlight your program outcomes and add breadth to the literature
- How can my results add to the literature?
 - Evaluation-driven conclusions demand strong headlines that are based on valid, reliable, and complete measurements, and a solid evaluation design
- Are there any outcomes that deserve further exploration?



Generalizability

- Can my results be generalized?
 - Present findings in the context that guide policy implications and lay foundation for potential future funding

- Substantiated explanations should be provided when:
 - Conclusions are based on designs that preclude the evaluator from adequately controlling for exogenous influences or measurement strategies that miss critical factors
 - Sample size is small



Community Impact

- How is the immediate community impacted?
 - Questions of interest that can be considered:
 - How does the program benefit the community?
 - What are the limitations of the program?
 - How can these limitations be strengthened to better the community?
 - Balance cost-effectiveness of the program and benefit to community.



Assessing your audience and
designing a presentation style
appropriate for them



Key Elements

- Identify your target audience prior to developing product (e.g. community members, funders, stakeholders, etc.)
- Prepare your product in suitable language that can be understood by your audience. Be cautious on using technical jargon
 - Community members: Highlight program benefits to community and success stories
 - Funders: Describe cost-effectiveness and cost benefits of program
 - Stakeholders: Discuss strengths of program and solutions to obstacles



Packaging and marketing a product that demonstrates the integrity and “added value” of the project



Packaging and Marketing the Product

- Discuss the efficacy of the project in terms of:
 - Success based on outcome data
 - Model that deserve replication
 - Value and importance to the community
 - If appropriate- how the findings “add” to the plethora of knowledge and literature
 - Study’s ability to sustain its initial positive effects



Packaging and Marketing the Product

(continued)

- Exercise caution when preparing evaluation results for specific audiences (e.g. funding sources, community, etc.)
- Present concerns related to specific findings and provide considerations for the future, as well as determine those issues that are outside the parameters of the current project for future research possibilities



Packaging and Marketing the Product

(continued)

- Common threads and methods associated with success should be highlighted.

- When using findings to educate the community, develop slogans and messages that build on project's established success.
 - Good strategy to invite participation and acceptance



Suggested Program Visibility Ideas

- Brochures
- Newsletters
- Flyers
- Posters
- Wallet Cards
- Pocket Directories
- Newsprint
- Key Chain with the relevant imprinted information including toll-free phone number
- Radio
- Television



Suggested Program Visibility Ideas

(continued)

- Develop a ***Program Profile***— that highlights program statistics and accomplishments
- Design a ***Brochure*** that can be distributed and presents an overview of the program, types of services, and linkages to other social service agencies
- Create a periodic ***Newsletter*** that describes program successes through the lens of personal testimonies of clients who have witnessed the benefits as a direct result of the program intervention



Implication and Direction

- When packaging and presenting program data, direction and implications should include the following:
 - Possible policy implications
 - Potential population/community impact
 - Direction for future exploration



Sustainability Options

- Identify RFPs/RFAs/GFAs from:
 - Government agencies
 - Private foundations
 - Kellogg Foundation
 - Casey Foundation

- Develop a proposal that discusses a parameter that needs for further exploration
 - Use data from the current project to assist in substantiating a solid perspective



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