Module V: Conclusion

Writing the report
Once the evaluation process is concluded, it is critical to put the output down on paper! The work has been done and now it is time to share the results with stakeholders. What the report looks like largely depends upon the audience. Comprehensive reports may be useful for program managers, while more succinct executive summaries may be the optimal format for staff, clients, and policy makers.

The document here provides an outline for an evaluation report. Keep in mind that it is necessary to know your intended audience and write it appropriately. Also, if you decide to pursue having the evaluation report published in a peer-reviewed journal (which is important to foster that evidence-based public health practice!), keep in mind that a different format is needed.

Conclusion
Evaluation is a critical component of the public health program cycle. While evaluation is typically thought of as an activity that occurs at the end of the program or activity, it is important to think about it as being part of that continuous cycle of planning, implementation, and evaluation. Good evaluation comes from the initial design of the goals and objectives of a program, developing the questions of “what is it that I want to know?” and “how am I going to get there?” The answers to these two questions comprise the basis for a solid evaluation.