

Reporting and Dissemination of Assessment/ Evaluation/ Research Findings

Stakeholders	Why do they need to know?	What is their specific interest in the evidence? What questions will they want to be answered?	What is the benefit to you and the organisation of sharing evidence with this group of people? Are there any risks in sharing the findings with this group?
The donors who funded the programme	The donors need to know what effects the programme had so that they know the money they invested has been well-used, and to help them make decisions about how to use their funds to have the greatest positive impact in the future.	They have funded the project and want to know how the resources were used and what was achieved as a result. They also want to know what aspects of the programme were effective, what challenges were faced, and in what areas the programme did not achieve its aims, to inform their decisions about what kind of programmes to fund in the future, in order to have the greatest impact on populations facing adversity.	Donors appreciate organisations which can demonstrate a willingness to identify strengths and weaknesses of their programming, and to learn and continually improve. There is a risk that if a donor knows that a programme did not achieve its aims, they will not want to fund similar programmes proposed by the organisation in the future. However, if the organisation can show that they have learned how to improve programmes based on the findings of the evaluation, this will demonstrate to the donor that the organisation is trustworthy (because transparent) and committed to continual improvement in order to fully meet the needs of the affected communities. The way in which the evaluation findings are communicated to donors (and others) is crucial.
The project staff who worked on the programme	Project staff need to know what the achievements of the project were and what should be done differently in the future. Evidence of success is very motivating for the team that was involved; and evidence that certain outcomes were not achieved is important learning for project teams, so that they can contribute to improvements in future programmes.	They have worked hard on this programme over the period of its implementation, and may have been involved in the evaluation planning and data collection. They deserve to be informed about what the programme achieved and what its weaknesses were found to be. They may have information that can help to explain these weaknesses, and ideas as to what could be done in the future to strengthen the programme.	The project staff will feel more ownership of the programme if they are aware of the achievements and the ways in which it did not achieve what was intended. They are in a great position to improve the programme and address weaknesses because they know the programme as well as anybody. The risks might be that if the information is not shared sensitively, and if there were weaknesses identified, the project staff who have worked so hard on it could become demoralised. This

			shows how important it is to communicate evaluation findings in a sensitive way
The community with whom the programme was implemented	The community with whom the programme was implemented, whether or not they directly participated in the programme, need to know what the effects of the programme were. They need to know not only what went well, but also what did not work out as planned. The community can then play a key role in helping to understand what went wrong, and in planning future programmes which will be more effective.	The aim (or one of the aims) of the programme was to strengthen the psychosocial wellbeing of the community, so they are the key stakeholders in the process. Community members have a right to know whether the resources used to address this issue actually made a difference in the ways anticipated. The main questions they will have include: Did this help us? In what ways? Did it cause any harm? Were the resources used most effectively? How could the programme have been more useful to us?	If a community-based approach was used throughout the programme cycle, then community members will have been involved throughout, and sharing the evaluation findings will be crucial in order to maintain their ownership of the programme and their close working relationship with the organisation. In addition, community members are in the best position (along with project staff) to contribute to understanding any unexpected or surprising evaluation findings, and making suggestions as to how the programme could be improved in the future.
The MHPSS community in the country or region (i.e. all those working in the MHPSS field in that area)	Others implementing MHPSS projects and approaches with similar populations can learn from the evaluation to improve their own programmes. Sharing evaluation findings in this way can prevent NSs making avoidable mistakes ('do no harm') and ensure that their programmes have the greatest benefit for the affected population.	Others implementing MHPSS programmes (or programmes with MHPSS components) with similar populations in the country/ region will want to learn from your experience, in order to inform and improve their own programming. The questions they will be interested in include: What worked well? What challenges were faced, and what impact did they have on the programme? What would you do differently in the future?	A collaborative approach is part of the MHPSS approach, and this includes collaborating with MHPSS colleagues locally. There is often a fear that sharing evaluation information will give others information they can use against us when bidding for future funds. It may be there are sensitive aspects within our evaluation findings which we do not want to share, depending on the situation where we are working. But there are benefits to us of working in a collaborative way with others, so we should think through what information we can share, and how would be best to do it.
The MHPSS community Movement-wide	The MHPSS field is relatively new within the Movement, and lacks evidence about types of programmes are most effective with different populations. Sharing assessment and evaluation findings contributes to the body of evidence in the MHPSS field, which strengthens	The global RCRC Movement MHPSS community wants to know the characteristics of an effective MHPSS programme; what makes a programme more likely to strengthen the mental health and psychosocial wellbeing of a population, and what are the challenges	The good work you have done will be recognised at an international level, and your organisation will be appreciated for contributing to the body of knowledge in the MHPSS field. You/ your organisation will have a role on ongoing conversations about how to strengthen MHPSS, and once you are recognised as being active in

	advocacy for MHPSS programming and enables those working in the sector to make good decisions about programming, so increasing the likelihood that programmes will benefit affected populations.	that could occur and need to be overcome. This information will help other NSs to strengthen their MHPSS programmes, and improve the wellbeing of other populations affected by adversity.	the field you may be offered opportunities to collaborate with other actors within or outside the Movement.
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How to share evidence?

As we have seen, each of the different stakeholders has different reasons for wanting to know about the evidence, and in each case there are different sensitivities. This means we need to think through the most appropriate way to share it – and it will not be the same for each group of stakeholders.

The UNICEF (2011) Inter-Agency Guide to the Evaluation of Psychosocial Programming in Emergencies (p117) suggest that:

Because of the different people that will read your report it is helpful to think of three ‘products’ that you are generating, each of which should make sense on their own:

- a three page Executive Summary;
- the full report;
- a one page summary in plain, clear language.

This means that findings are accessible and can be used for different purposes and for a variety of audiences. For example, the one page summary covers key findings and is a ‘quick read’ version of the whole report suitable for sharing with both community and professional networks.

However, we might want to go beyond this and think more creatively about how to share evaluation findings with different groups. Here are some ideas:

Policy or practice brief	These are short reports which highlight the information which will be of particular interest to the target stakeholders. You can see an example of an practice brief here and you can find guidance on how to write a 'research snapshot' here . Both of these relate to sharing research findings, but can be applied equally to sharing evaluation findings.
Infographic	Infographic is short for ‘Information Graphic’. Infographics are used to visually represent data or information using graphic design components. They are increasingly used to convey complex information including evaluation data to the wider public and professional audiences. You can find a training manual which gives step-by-step guidance to creating an infographic here .
Presentation at meeting, event or conference	Look out for any meetings where you might be able to present your evaluation findings (either verbally or through posters, infographics and/ or distributing policy and practice briefs). There may also be opportunities for you to present findings at relevant regional or global meetings, especially those which are taking place virtually.
Radio broadcast	Local radio stations may be willing to allow you to present your evaluation findings in one of their programmes. This could be through a presentation, drama, interview and/ or phone-in sessions.

Posters	Posters can be created with the key information you want to communicate to specific groups of stakeholders, and placed in locations where they will access them. You can use visual presentation methods, infographics, or whatever is most appropriate for your audience.
Press release	A press release can be issued to local newspapers or publications accessed by the stakeholders you want to target. If your organisations has a communications department, you can work with them to create a press release. If not, there are many online resources to help you create your own press release.
Workshop	If resources allow, you could organise a workshop to share your findings with stakeholders. This is a good opportunity not only to present your findings, but to encourage engagement and get feedback. This can be done informally (e.g. through Q&A/ discussion following your presentation) or in a more structured way, such as a 'consensus meeting'. You can read an example of a consensus meeting here .
Formal evaluation report	This is the usual approach to sharing our evaluation findings, especially when donors require us to use a specific reporting format. However, it can be more effective when combined with one or more of the other methods described here.
Publish in peer-reviewed journals	Often we think it is only academics who publish in journals, but the MHPSS field encourages practitioners to share their evaluation findings as well. There are some journals which are particularly open to this, such as the Intervention journal , which encourages submissions from practitioners and offers support to help them develop a paper ready for publication. Browse the contents list and you will see a wide range of MHPSS evaluation papers from different contexts.
Short messages to be shared via social media	You can share key messages or information from your evaluation findings via whatsapp, Twitter, Facebook or other social media platforms - linking to an infographic, policy/ practice brief or other forms of information. This might be a particularly good way of communicating with young people - as in this example from the Pan-American Health Organisation.
Videos	You can create short videos which can be shared via social media or other platforms, summarising your findings. Depending on resources, you can just record yourself (or someone else) giving a short message, or create something more professional - like these videos created by the MHPSS Working Group in Myanmar. You can see they have produced the same video in different languages, so they are accessible to different sections of the community.
Sharing through relevant online networks	Two online networks are particularly important for the MHPSS community: mhpps.net and the Mental Health Innovation Network . They both encourage practitioners to submit information about what they are working on, so that the global MHPSS community can learn from each other. Many organisations make their assessment reports widely available.

Other Resources

Useful resources to support your dissemination of evidence include:

- Inter-agency Guide to Evaluation of Psychosocial Programming in Emergencies (p116-119)
- IASC Common M&E Framework for MHPSS in Emergency Settings (p49-50)