

Writing an Evaluation Report

(General guidance for arts and health/wellbeing initiatives)

Purpose of an Evaluation Report

The purpose of an evaluation report is to tell your audience how well your health programme/intervention worked and if it achieved what it was expected to achieve. It should provide enough information to enable somebody else to repeat your intervention and the evaluation process. It should also include a reflection on the programme/intervention and provide recommendations based on the findings. The report should answer the evaluation question in an unbiased way and be written in an accessible format for your intended audience. It needs to help the reader make good decisions based on your evaluation outcomes.

A good evaluation report can be an invaluable tool to provide evidence for further funding for your programme or intervention.

Format of the Report

The evaluation report needs to be in a clear, easy to follow format with numbered pages. The length of the report will depend on the size of your project, how much and what type of data you collected and analysed. For example a very small project would probably be around 4 sides of A4, excluding references or any appendices, whereas a very large project could be at least 50 pages of A4.

The headings and questions below will help to guide you through writing your evaluation report.

Cover Page

The cover page contains the title of the report and the author(s) of the report. The title should describe your project to your proposed audience.

Table of Contents

The table of contents will make it easy for your reader to locate the sections of the report they are most interested in.

Acknowledgements

Here you need to list of all the people involved in running the project and evaluation.

Executive Summary

The executive summary is written after you have written the rest of the report. It should provide a summary of the whole report and fit onto one page of A4. This will help your reader gain an understanding of your report and decide if they want to read the full report.

Use subheadings to make it easy to read through quickly and clearly label the outcomes of the evaluation.

Introduction/background

The introduction and/or background provide an overview of the literature and evidence to justify why you carried out this project/intervention. It needs to contain information on the prevalence, incidence and risk factors of your identified health problem both at a national level and local level. If there have been other similar projects/interventions or related studies then include the outcomes here to back up your decision to carry out your work. For example, if you have read about a study or another project/intervention that demonstrates that art can improve wellbeing, highlight the main outcomes of the study and state how these outcomes will inform your work.

This section should end with the rationale for carrying out this project/intervention; i.e. why did you decide to carry out this project in terms of the evidence discussed above.

This section can also be used for your evidence section when applying for further funding.

Aims, objectives and outcomes

In this section you need to state the aim of the project.

For example: the aim of this project was to improve physical activity, self-esteem and wellbeing in young people through a dance programme.

Then list 3 to 5 SMART objectives to show how you will measure your outcomes:

For example:

- *By the end of the 12 week course, 75% of participants will have increased their physical activity levels by at least 30 minutes per week*
- *Twelve weeks after the start of the project, the average observed wellbeing score using the SWEMWBS measure will have increased by at least three points.*
- *By the end of the 12 week course, the average self-esteem score will have increased by at least 5 points.*

Your aims, objectives and outcomes should be stated in your evaluation plan. See the Hertfordshire Health Evaluation Framework document for more information.

Description of the intervention

In this section you need to provide an overview of your project/intervention. You will need to answer the following questions:

- Who took part in the intervention?
- How did you recruit the participants for the project?
- How long did the intervention/project take?
- What activities took place for your project/intervention?
- Who was involved in the project?

Evaluation method

In this section you need to explain how you evaluated the project and give answers to the following points below:

- What was your evaluation question or questions?
- Did you carry out any process evaluation?
- What data did you collect?
 - ◆ How does this data relate to your objectives?
 - Did you use validated questionnaires?
 - Did you create your own questionnaires?
 - ◆ What data contributed to your process evaluation?
 - Did you carry out any interviews?
 - Did you carry out any focus groups?
 - Did you collect photographs?
 - Did you carry out any observations?
- When did you collect data in relation to the project timescale?
- How did you analyse the data?
 - ◆ Quantitative data
 - ◆ Qualitative data
- State how you gained consent from the participants who provided you with data.

Results and Findings

This section should report on the outcomes and outputs of your evaluation. It will most likely contain a mix of your quantitative outcomes and qualitative output data. It needs to contain the following:

- What were the outcomes for each objective?
- Did you meet each of your objectives?
- Put relevant quantitative data into graphs or charts
- If testing statistical significance, report if there was a significant change between the beginning and end of the project?
- If using qualitative data, what are the themes?
- Reference any case studies in the appendices

Note: Do not list any individual results; all numeric data must be collective. Any qualitative data must be anonymised.

Discussion

This section enables you to discuss the evaluation of your project/intervention in a broader capacity. Below are the types of questions you need to think about answering:

- How well do you think your project went?
 - ◆ What went well?
 - ◆ What didn't go well?

- How has the “creative aspect” of the project been of benefit?
- How did this project enhance your work and how will you develop it further?
- How did the outcomes of the project meet your expectations?
- How did the outcomes compare with other similar projects?
- Were there any unintended consequences?
 - ◆ These can be good or bad.
- What was the feedback on the project from participants and staff who worked on the project?
- Where there any limitations to the evaluation?
- Where there any problems in collecting the data and analysing the data?
- How valid and reliable are the findings?
- Could the project be improved upon?
- Do you consider the project to be value for money?

Conclusion

The conclusion needs to summarise the outcomes of this project and if the objectives were met. It should be brief and to the point.

Recommendations

This section is to provide advice to the readers of your report. For example if this project was run again:

- What do you recommend should be carried out differently?
- Does the programme require any changes to the activities?
- Was the venue suitable?
- Was the target audience appropriate?
- Would you recommend that this project was rolled out on a larger scale?
- Should there be any changes in the recruitment process to the project/intervention?

References

List any reports, websites and research papers you have referred to in this report in a style that will enable readers to locate the sources if they wish to.

Appendices

These will be tools that you have used in your project and evaluation, for example blank questionnaires and project budget tables. Do not include any individual level data here unless you have explicit consent from the individuals such as using case studies.

Further reading

Harris, M. J. (2010). *Evaluating public and community health programs*. San Francisco, Calif: Jossey-Bass.