

WHEN CLIENTS TAKE YOUR RECOMMENDATIONS

A case study of how community health initiatives used evaluation recommendations to shape and improve their programs

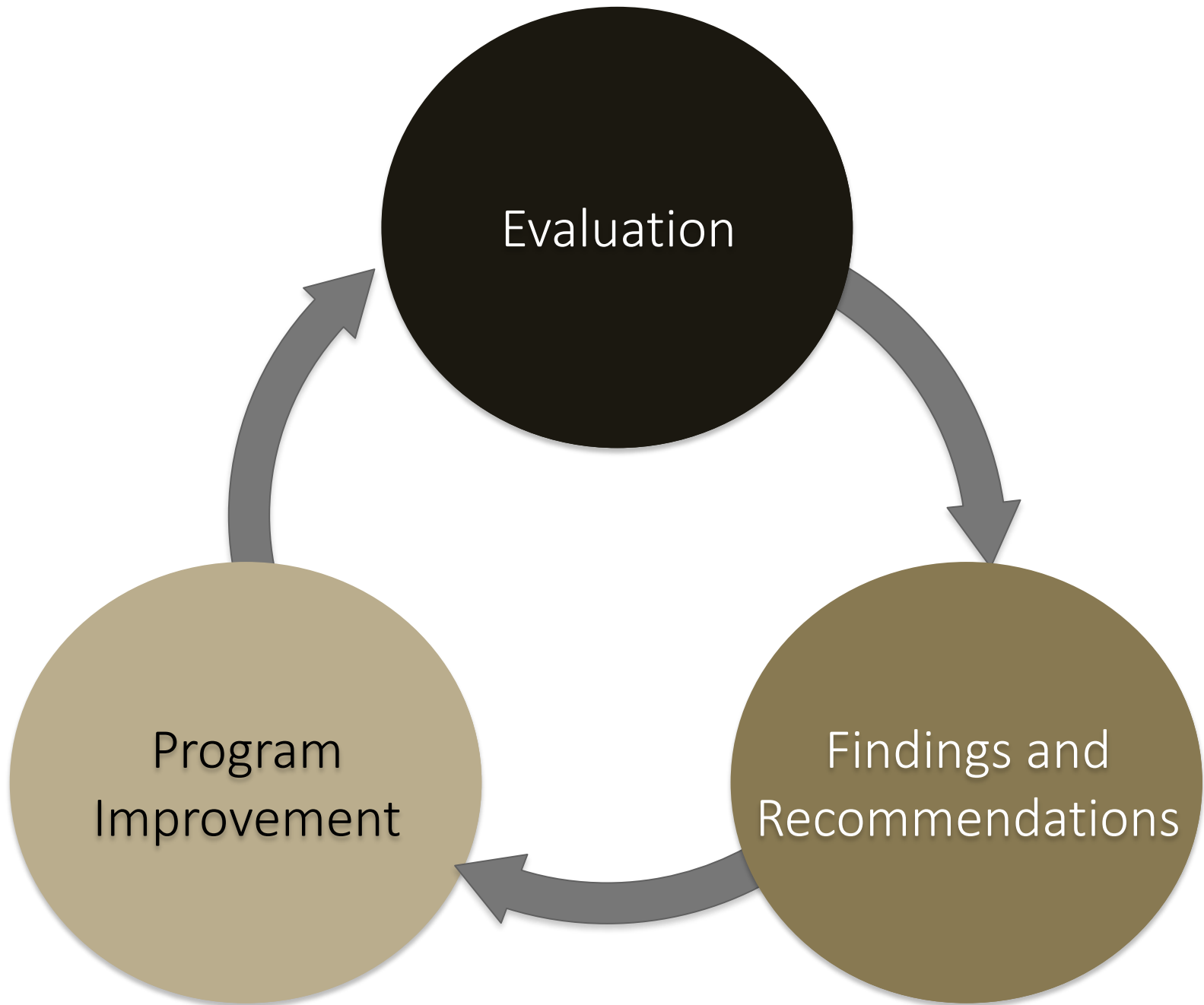




Not relevant

Not actionable

Not organized well



Strong
relationships

Customized

Adaptability





Fund local
communities

Healthy eating
and active living

Build expertise

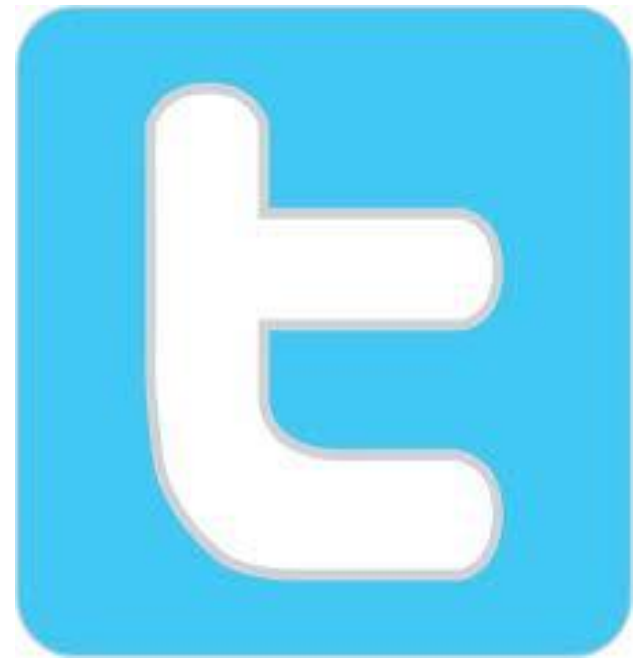
Group grantees based on topic area



Customize support



Use social media



Fund local
partnership

Healthy eating
and active
living



Help partners
form
relationships

Empower
partners to act

Help partners
to act



Identify specific actions

Worksite

Restaurant

Grocery Store

School

Health Care

Child Care

Faith-Based

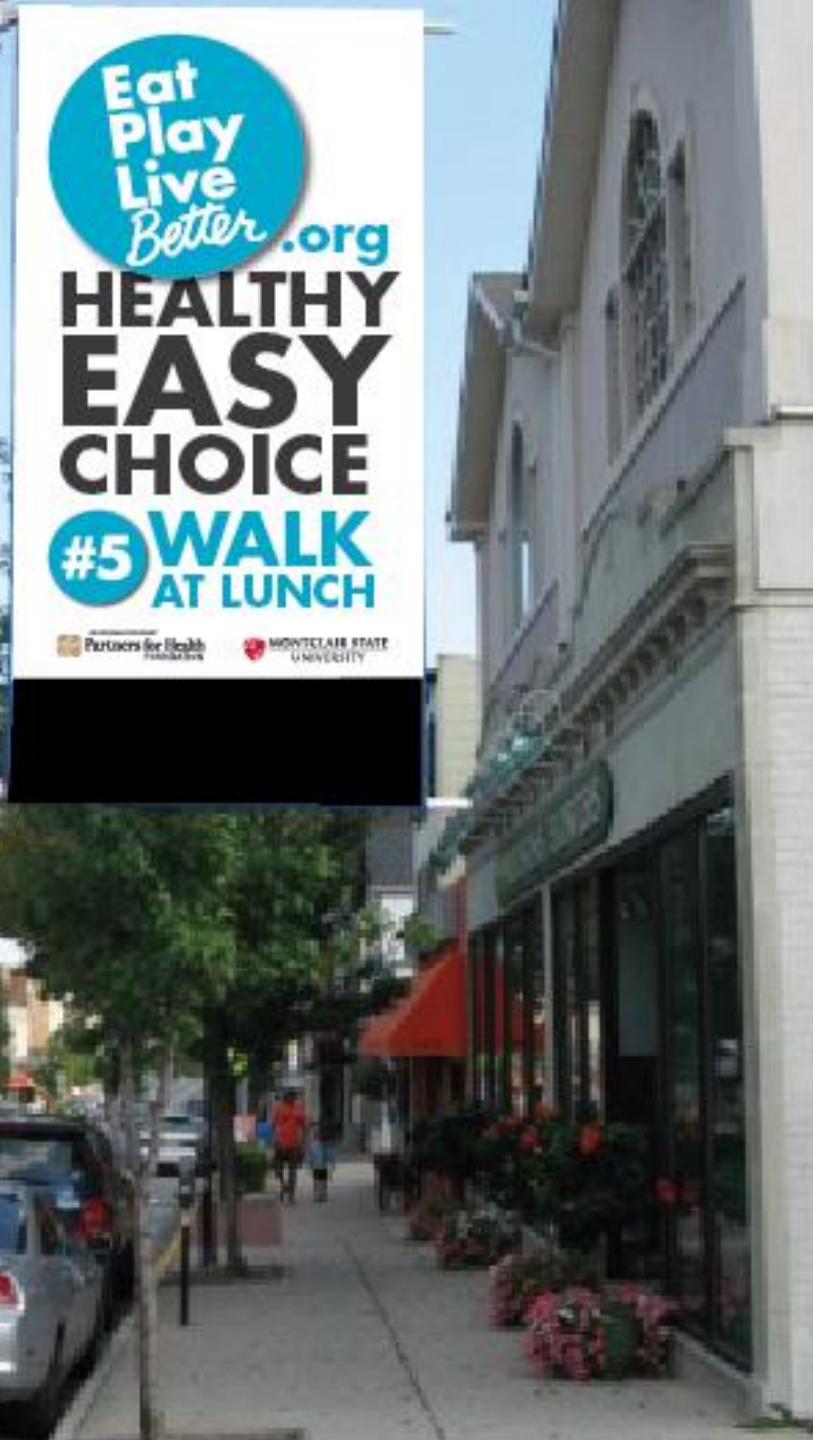
Personal

Community

Childcare Center

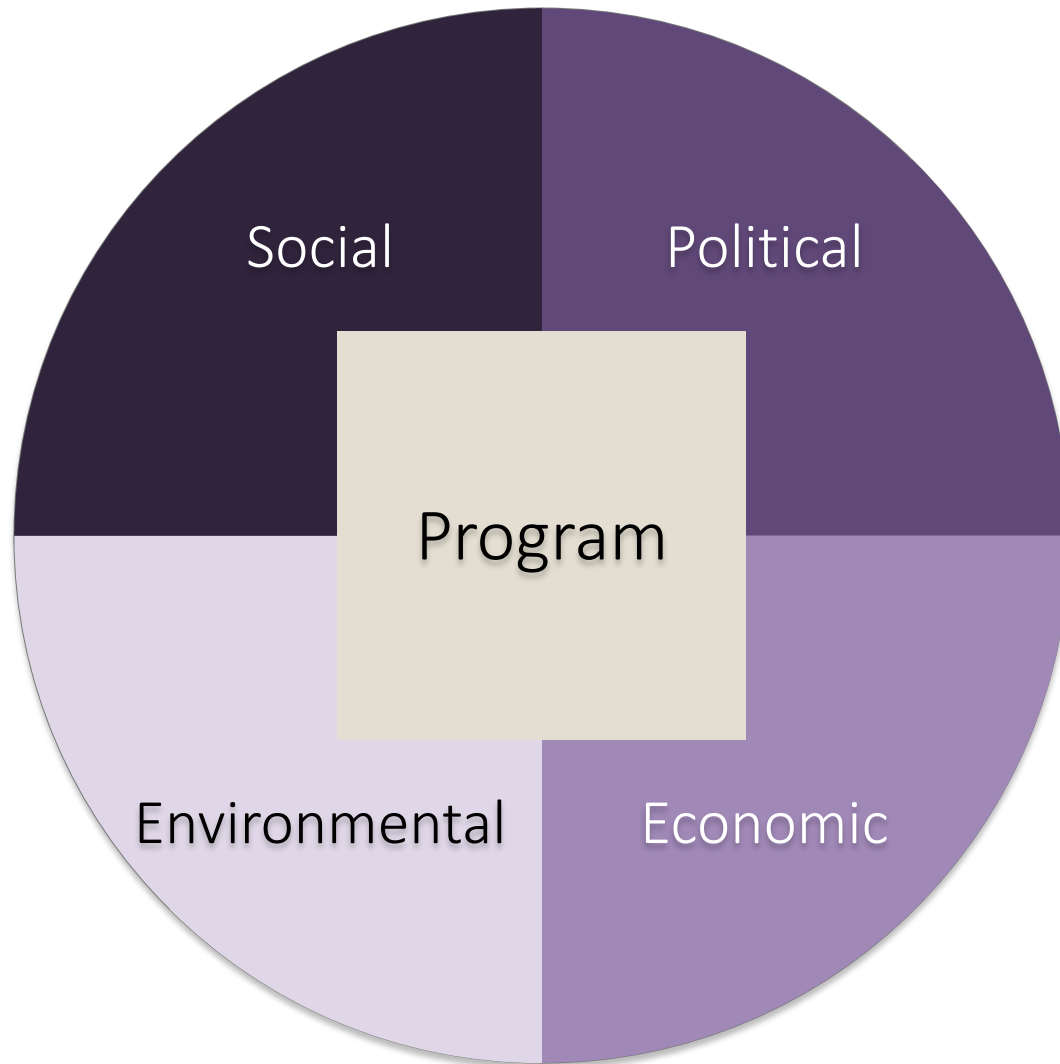
Objective: In Development

- Require childcare centers and after-school programs to offer healthy food and beverages, provide opportunities for physical activity, limit television viewing and support breastfeeding for children in their care.
- Require childcare and after school programs – as a condition of licensing – to meet evidence-based standards for nutrition, physical activity and TV viewing.



Outreach to the
community

Get regular updates about the context



Frame findings for specific audiences

How to dress a report by audience



Executive



Tenured
Academic



Nonprofit



Evaluation
Leadership

Make recommendations actionable tomorrow

Recommendation

Step 1

Step 2

Step 3

Step 4

Find a seat
at the
planning
table





Build time
into your
budget

Work with the changing context, not
against it



Realistic,
relevant
and
actionable





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