How to Use Evaluation Data to Write
Different Types of Impact Statements

Extension staff can expand the worth of evaluation data by simply summarizing the data from a question in different ways. Knowing how to summarize data in two different ways provides information to write two types of impact statements, one especially beneficial for program improvement and the other, especially beneficial for stakeholders.

In an example below, let us look at impact related to behavior change, the adoption of recommended techniques in extension programs.

Here is a typical behavior objective. This objective comes from an IPM program but the recommended techniques are easy to understand. They are similar to recommended techniques in other programs in extension.

TYPICAL OBJECTIVE
Following an extension program, producers will adopt at least 2 new recommended integrated pest management techniques within 3 months. This objective identifies the four necessary components in an objective:

1. the target audience
2. the performance
3. a criteria
4. a timeframe

POTENTIAL EVALUATION STRATEGY
To collect data, you might use a follow-up questionnaire at a program site, or a phone survey or interview immediately following a program so that all producers who participated at some time during the program can be included. The following question measures techniques started since the beginning of the five-week workshop as well as other things like intentions of using the techniques in future. In this discussion of summarizing data, we will focus on writing impact statements for just the techniques *started since the program* began.

Listed below are some techniques to use in integrated pest management. Please circle the best answer(s) for each item.

Techniques	Did before program	Started since program	Plan to do within 3 months	No plans	Not apply
Plant a pest resistant variety	BEFORE	STARTED	PLAN	NO PLAN	NA
Use a plastic mulch	BEFORE	STARTED	PLAN	NO PLAN	NA
Use a bio-control practice in greenhouse	BEFORE	STARTED	PLAN	NO PLAN	NA
Use insecticidal soap	BEFORE	STARTED	PLAN	NO PLAN	NA
Use horticultural oil	BEFORE	STARTED	PLAN	NO PLAN	NA
Create written response plan before planting to I.D. IPM responses	BEFORE	STARTED	PLAN	NO PLAN	NA

IMPACT STATEMENTS

Two types of impact statements can be created from techniques *started since the program*. The first type is an impact statement that reflects data that have been summarized technique by technique, and the second type is an impact statement that reflects data that have been summarized across techniques.

Assume data has been collected.

1. **Impact Statements That Reflect Data That Have Been Summarized Technique By Technique**.
    Here are some impact statements:

    Participants who had not used certain techniques before the extension program, reported that they adopted the following techniques since the program started three months ago (N=154).
        40% reported they adopted a pest resistant variety
        55% reported they adopted a plastic mulch
        75% reported they adopted a bio-control practice in greenhouse
        19% reported they adopted an insecticidal soap
        47% reported they adopted a horticultural oil
        21% reported they created a written response plan before planting

Benefits

The above impact statements summarize the data *technique by technique*.

These statements illuminate the techniques that were adopted more often than other techniques which can help staff revise their curriculum or alter their teaching for the next program. Summarizing the data *technique by technique* can help design the program for the future. These statements could also be important for accountability reasons for certain stakeholders.

2. **Impact Statements That Reflect Data That Have Been Summarized Across Techniques.**
   The data above reveal the extent to which each technique was adopted by the participants.
   However, what about the impact on each individual in the program *across all the techniques*, another
   important type of data for accountability?

   Calculating the number of techniques that each individual started since the program,
   you can write another type of impact statement that summarizes the data in a more
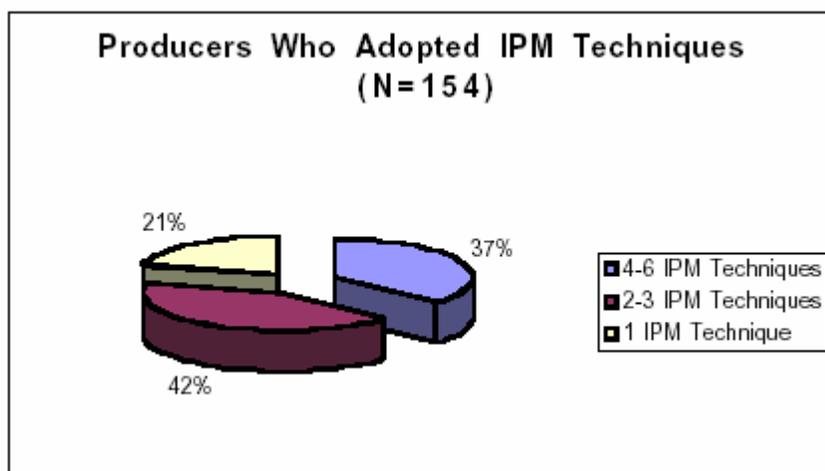   *succinct way. Using the same data, we found that:*

   All of the participants (100%) in the extension program reported that they adopted IPM techniques
   recommended in the program (N=154). The techniques included: using a pest resistant variety, using a
   plastic mulch, using a bio-control practice in greenhouse, using an insecticidal soap, using horticultural
   oil and creating a written response plan before planting.

   37% reported they adopted 4-6 IPM techniques
   42% reported they adopted 2-3 IPM techniques
   21% reported they adopted 1 IPM technique

These data can easily be displayed in one pie chart.

Producers Who Adopted IPM Techniques (N=154)
- 4-6 IPM Techniques
- 2-3 IPM Techniques
- 1 IPM Technique

Benefits
Knowing the extent to which individuals have changed *across all techniques* provides staff with
excellent, yet very succinct data about the program. These data fit easily into one pie chart or impact
statement that can be used with outside stakeholders who don't have time to absorb the details about
the adoption of each and every technique featured in the program.

SUMMARY
Given a specific objective and an evaluation strategy such as a mail or telephone survey after a
program, two types of impact statements can be developed from data depending on the needs of the
instructors or stakeholders. The first one is especially beneficial for program improvement and the
second, especially beneficial for stakeholders.

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