

RECOMMENDATIONS THAT ROCK!

TRANSLATE YOUR
EVALUATION
FINDINGS INTO

ACTION

BY CRAFTING RECOMMENDATIONS
THAT REFLECT SOME OF THE
FOLLOWING CHARACTERISTICS:



SPECIFIC
MEASUREABLE
ACHIEVABLE
RESULTS-ORIENTED
TIME-BOUND

- ➡ DERIVED DIRECTLY FROM EVALUATION FINDINGS
- ➡ DIRECTLY LINKED TO THE EVALUATION PURPOSE
- ➡ DIRECTLY LINKED TO THE EVALUATION QUESTIONS
- ➡ HAVE BEEN VETTED BY STAKEHOLDERS (DATA PARTY!)
- ➡ WITHIN SCOPE OF CONTROL OF INTENDED USERS

ARE CATEGORIZED MEANINGFULLY

- By**
- » PRIORITY » TIMING » EVALUATION QUESTION
 - » PROGRAM ASPECT » STAKEHOLDER GROUP
 - » TYPE OF ACTION REQUIRED » EQUITY



REALISTIC
UNBIASED
FACT-BASED



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Planning & Evaluation
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*With acknowledgment to Lori Wingate,
Michael Hendricks, and Meredith Papagiannis.*

Recommendation Re-writes

1. HIV street nurses require more training to work with peer educators.

HIV street nurses require~~Provide~~ more training to work with peer educators.

Provide more training ~~for all street nurses charged with to working~~ with peer educators.

Provide more training in peer education methods for all street nurses charged with working with peer educators.

Provide a one-day more training in peer education methods for all street nurses charged with working with peer educators.

Provide a one-day training from [provider] in peer education methods for all street nurses charged with working with peer educators (estimated cost \$____).

Provide a one-day training from [provider] in peer education methods for all street nurses charged with working with peer educators by January 2016. (estimated cost \$____)

To increase peer educator retention rates, provide a one-day training from [provider] in peer education methods for all street nurses charged with working with peer educators by January 2016. (estimated cost \$____)

2. Use social media to reach young target audiences with message.

To increase awareness of the dangers of sexting, use social media to reach young target audiences with message.

To increase awareness of the dangers of sexting, use current social media channels such as Instagram, Snapchat, and Yik Yak ~~use social media~~ to reach young target audiences with message.

To increase awareness of the dangers of sexting, use current social media channels such as Instagram, Snapchat, and Yik Yak to reach young target audiences aged 10 to 13 with message.

To increase awareness of the dangers of sexting, use current social media channels such as Instagram, Snapchat, and Yik Yak to reach young target audiences aged 10 to 13 with messages regarding safer expressions of sexuality.

3. All new parents should receive safe sleep education.

All new parents scoring 7 or higher on the Zombie scale should receive safe sleep education.

All new parents scoring 7 or higher on the Zombie scale at the two month baby health check-up should receive safe sleep education.

All new parents scoring 7 or higher on the Zombie scale at their two-month baby health check-up should receive a copy of the safe sleep education pamphlet.

To reduce fears regarding the dangers of co-sleeping, all new parents scoring 7 or higher on the Zombie scale at their two-month baby health check-up should receive a copy of the safe sleep education pamphlet.

4. Consider utilizing multiple advertising avenues to increase traffic to website.

~~Consider uU~~Utilizing multiple advertising avenues to increase traffic to website.

Utilize multiple advertising avenues such as Google Adwords, and paid ads on healthy cooking sites including www.yumyum.com and www.ilovequinoa.ca to increase traffic to website.

Work with the communications department to Utilize multiple advertising avenues such as Google Adwords, and paid ads on healthy cooking sites including www.yumyum.com and www.ilovequinoa.ca to increase traffic by 20% or more to website.