Checklist for Developing an Evaluation to Address Dissemination and Generalizability

When developing evaluation questions, think about the ultimate use of the evaluation by answering the following question(s):

“Which program/policy components are most effective for producing which outcomes for which populations/recipient when implemented by what type of persons under what conditions, with how many and what resources and how/why do these results come about?”

While very few evaluations will be able to answer all components of this question, it can be helpful to frame your thinking around key intervention components, and how they can be generalized and disseminated.

Check each box after considering and jotting down responses to that question. Next, highlight which questions are most relevant and important to your project and can be answered with the resources available to you (time, budget, ability to obtain necessary data).

What is the goal of your project?

☐ How will you measure which components of your program/policy/curriculum/assessment are most effective? Will you be able to explain why these results come about?

☐ Which program/policy/curriculum/assessment components produce the intended outcomes? What are the outcomes (both intended and unintended)?

☐ Which populations/recipient/subgroups will likely most (and least) benefit?

☐ Who will be able to implement the intervention well (and who not)? Under what conditions?

☐ What and how many resources will be needed?

☐ Are there ways that you can identify that the program can be identified without losing its effectiveness (and changes that should not be made)?