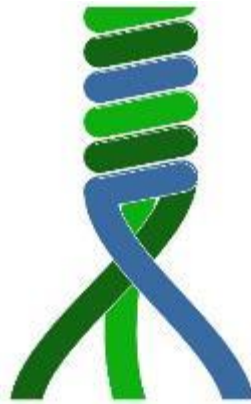


# **Five foolproof strategies for effective communication of evaluation findings**

AES Lunchtime Seminar

22 April 2015

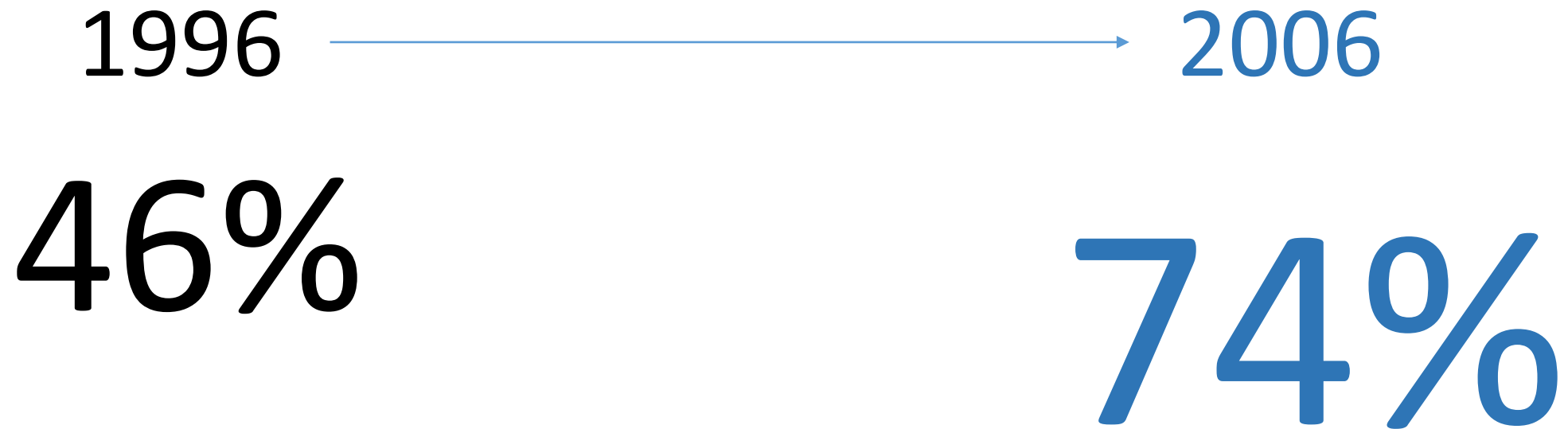


Samantha Abbato PhD MPH BSc (Hons)



UNDER USE

# “Non-Use a major problem”



Source: Fleischer D N and Christie C A American Journal of Evaluation 2009





MISUSE

“Misuse a major problem”

2006

Intentional

29%

Unintentional

33%

Source: Fleischer D N and Christie C A American Journal of Evaluation 2009

“ Some stakeholders reject conclusions on the basis of their own ‘beliefs and values’ rather than on the data.”

89%

1996

85%

2006





The diagram illustrates a feedback loop between two individuals. On the left is the 'Evaluator', represented by a silhouette with vertical orange and white stripes. On the right is the 'Evaluation user', represented by a silhouette with horizontal teal and white stripes. A central thought bubble, filled with a dense black scribble, is connected to both individuals by lines. A line from the Evaluator's head leads to a small black dot, which then connects to the thought bubble. Another line connects the thought bubble to the Evaluation user's head. The entire scene is set against a solid light orange background.

Evaluator

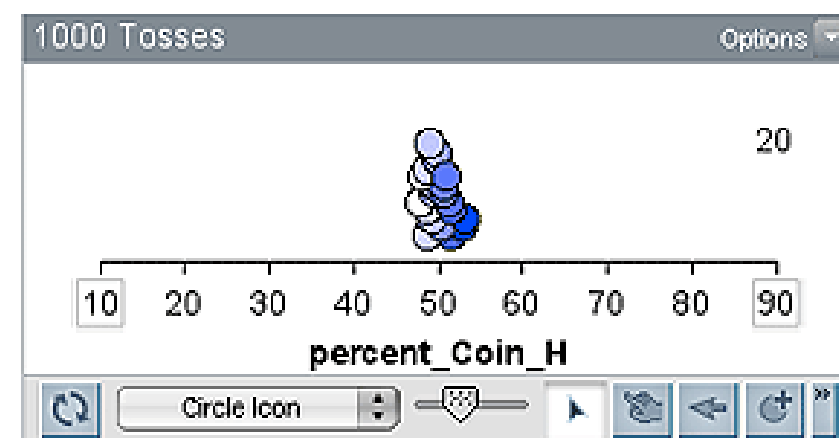
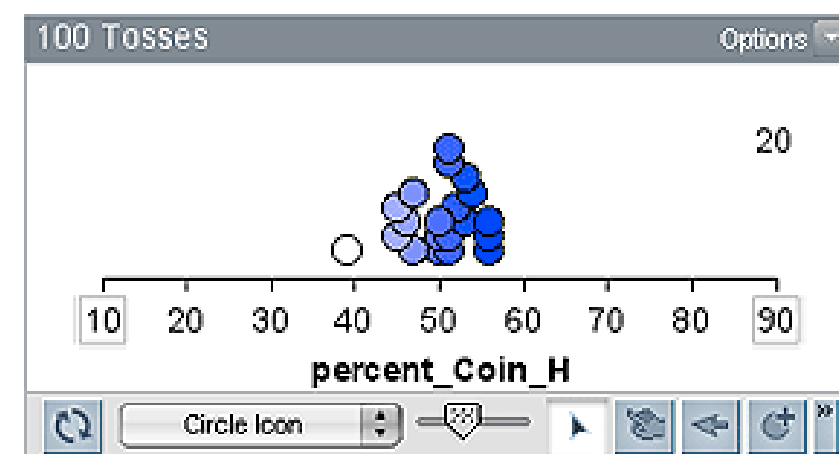
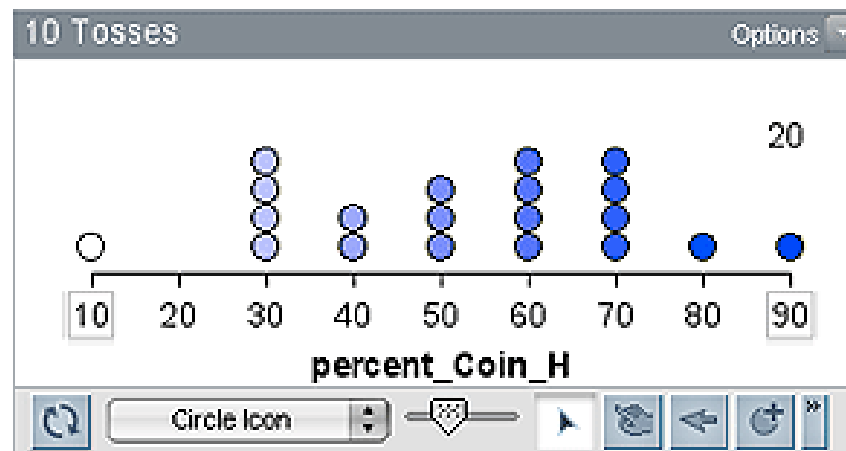
Evaluation user





Reference: Wainer and Zwerling, Phi Delta Kappan, 2006

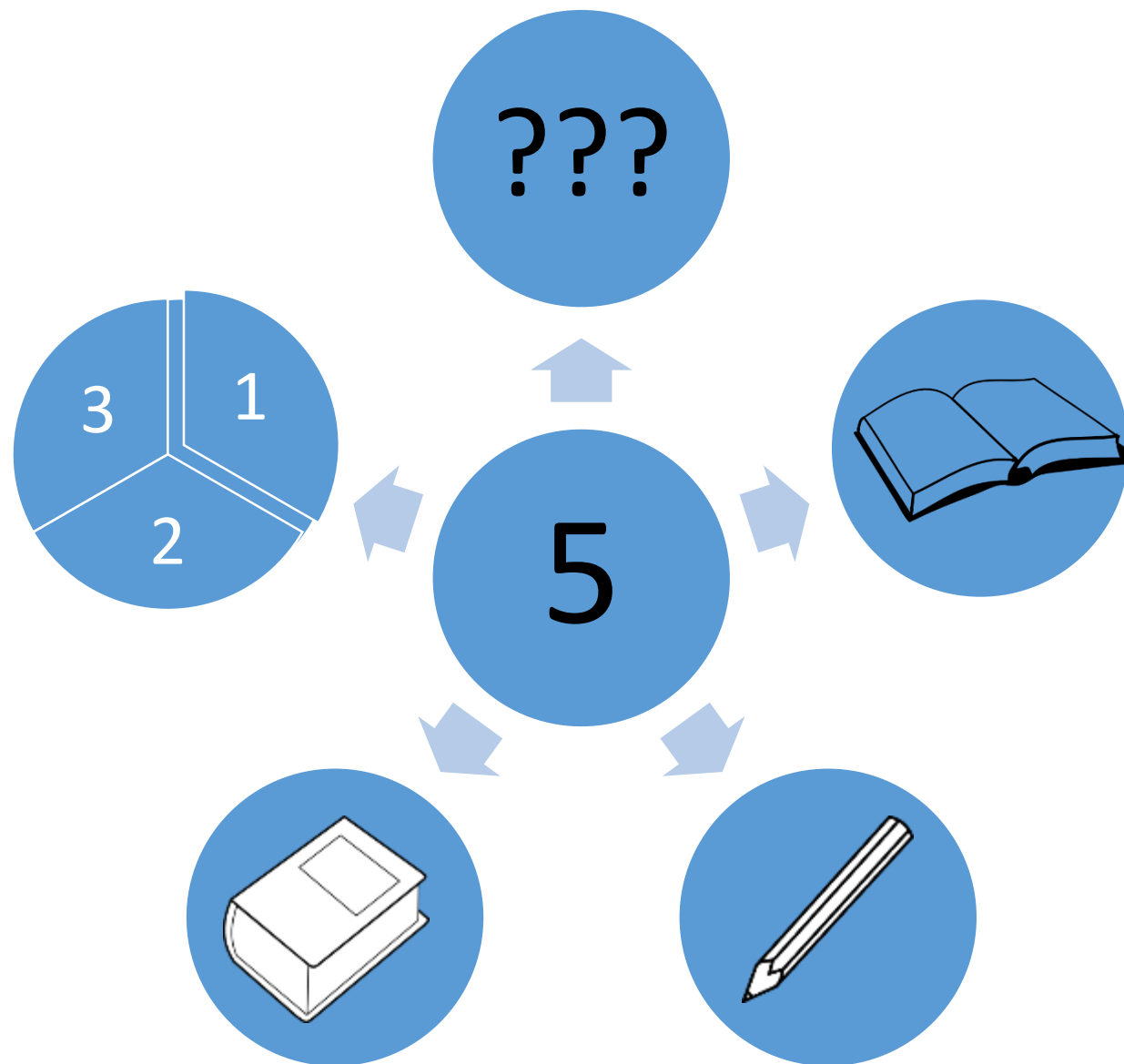






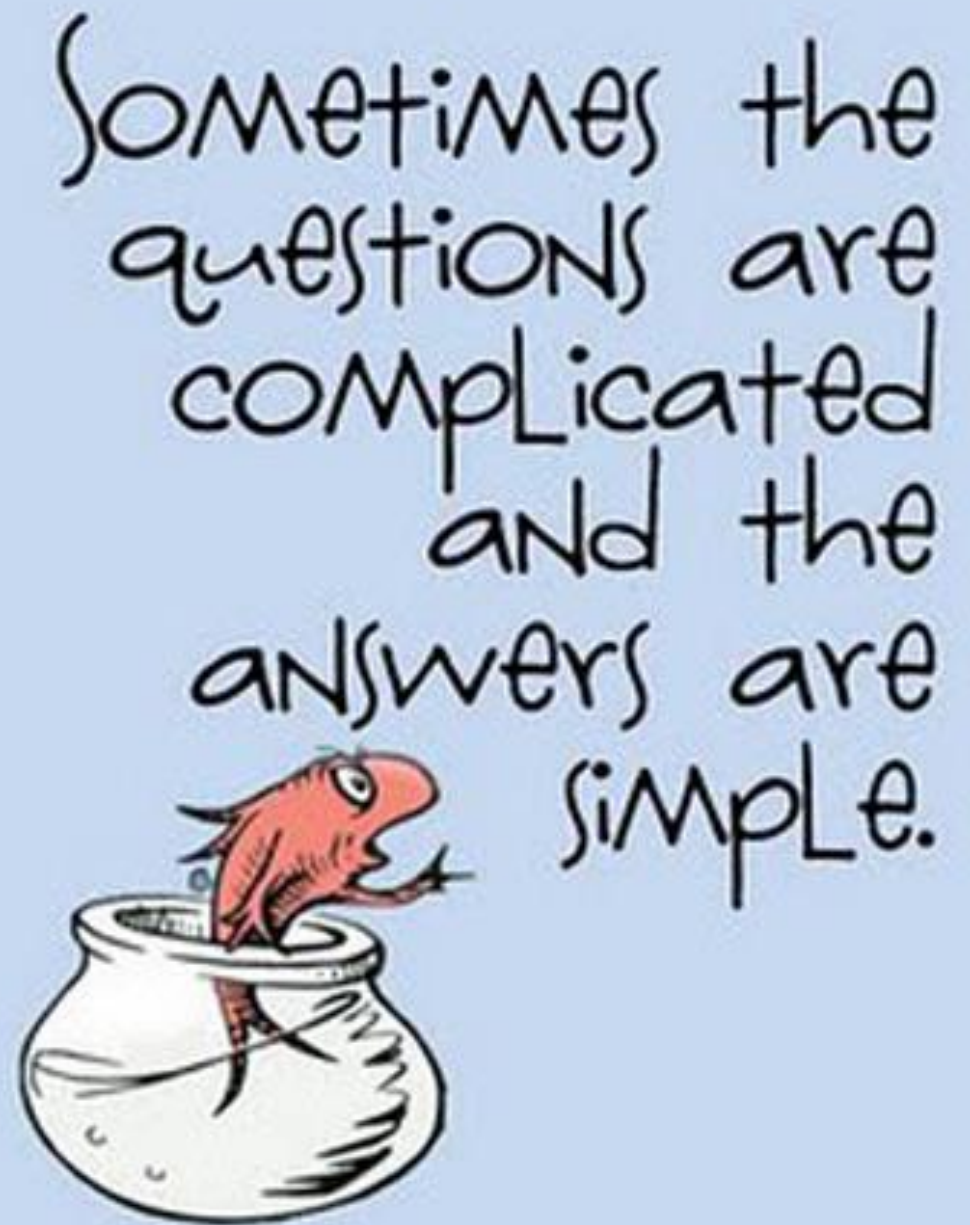
# WYSIATI

Kahneman 2011

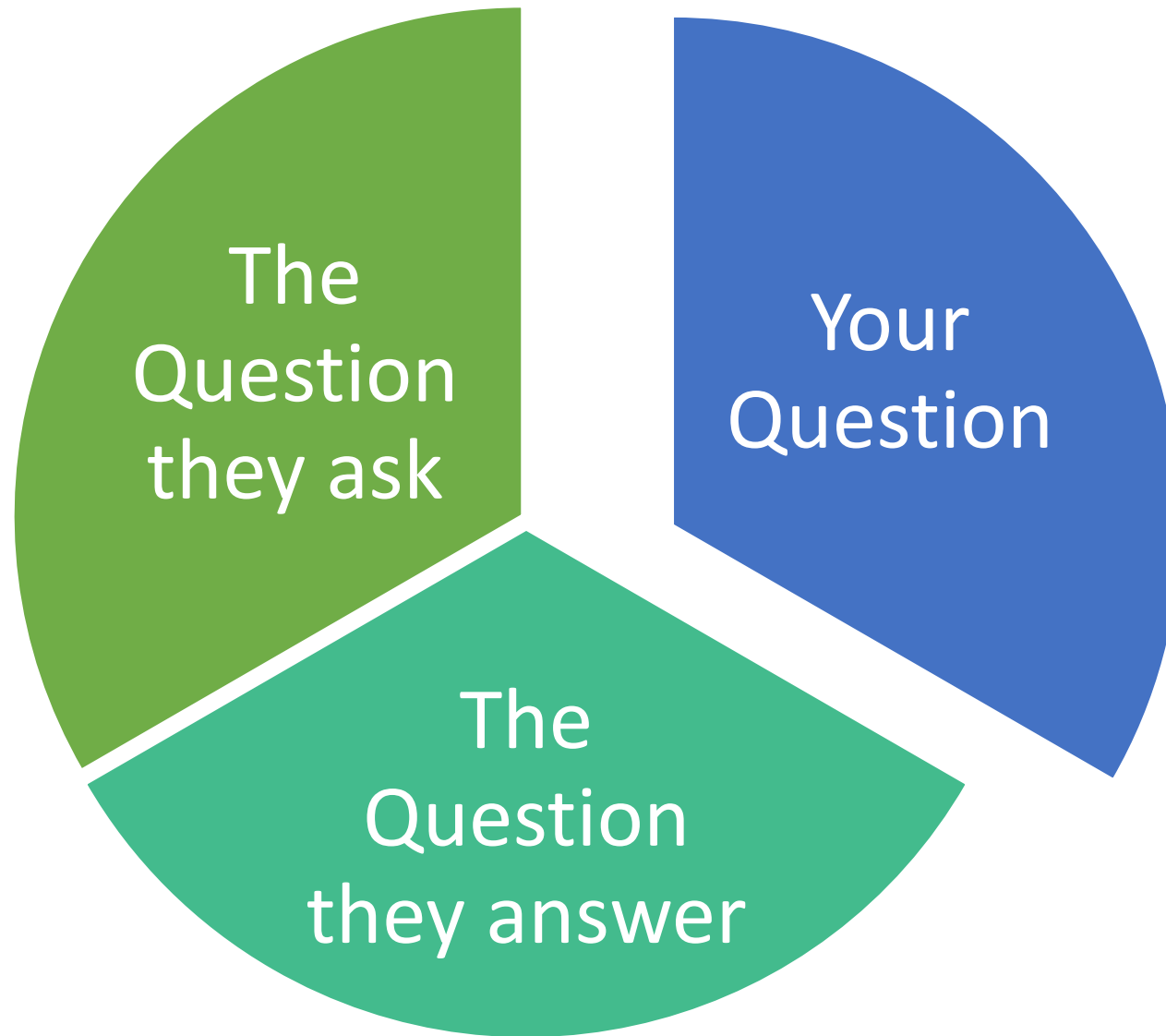




1. ?



# CLARIFY THE QUESTIONS



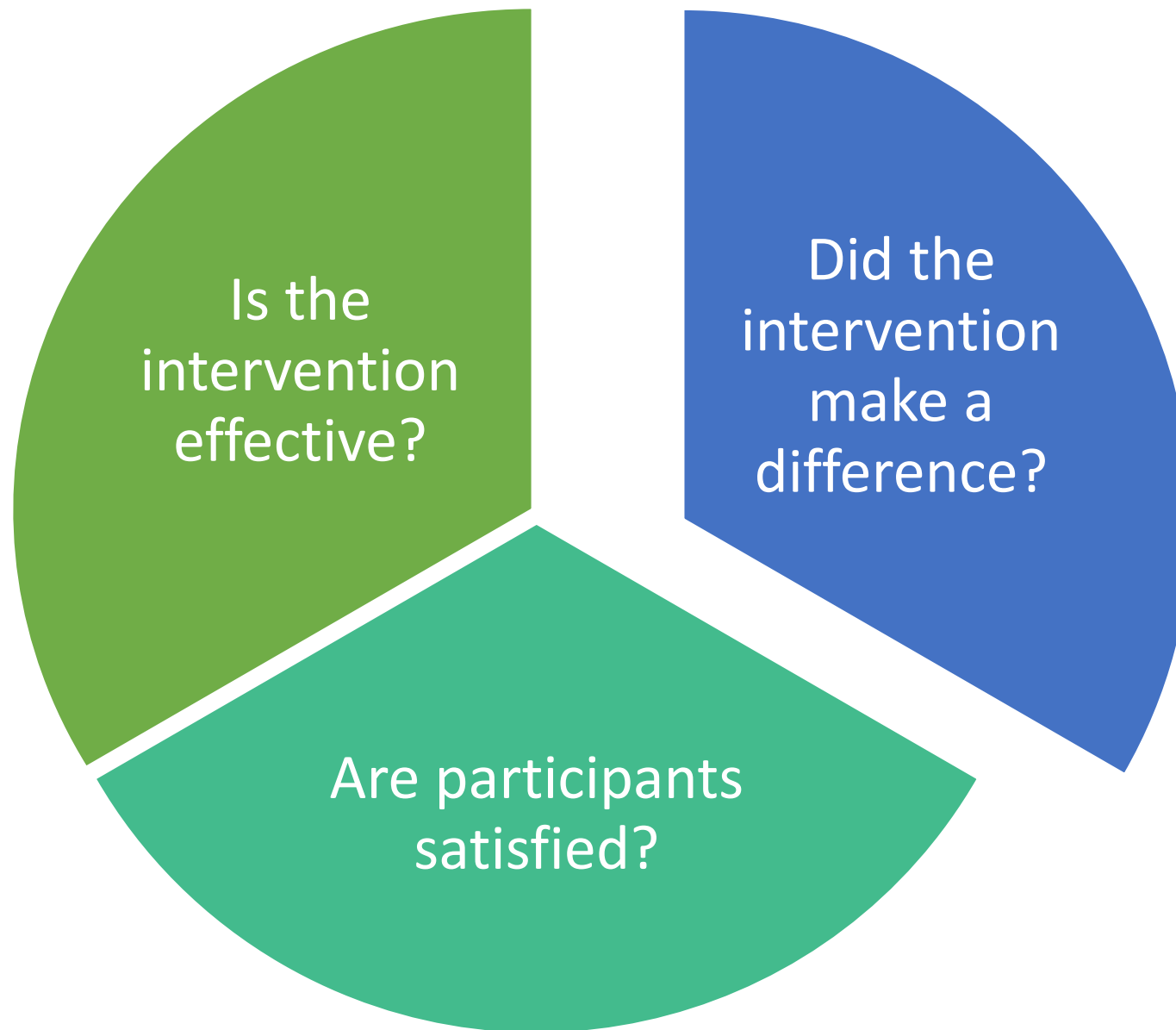


**“BOY DO THEY KNOW HOW TO MAKE A MOTOR CAR !”**



**Are stocks in Ford Motor Company a good investment?**

**Do I like Ford motor cars?**



## Their ?

What is the efficacy of “prolonged exposure” and “anxiety management” in treatment of ASD (ie. Prevention of PTSD)?

## Your ?

Is CBT an effective therapy for people diagnosed with PTSD?

## ? Answered

Does “prolonged exposure” alone or “prolonged exposure plus anxiety management” prevent PTSD in civilians who have experienced non-sexual assault or an accident?



# Evaluation report

## **Question 1**

Answer with evidence

## **Question 2**

Answer with evidence

## **Question 3**

Answer with evidence

## **Question 4**

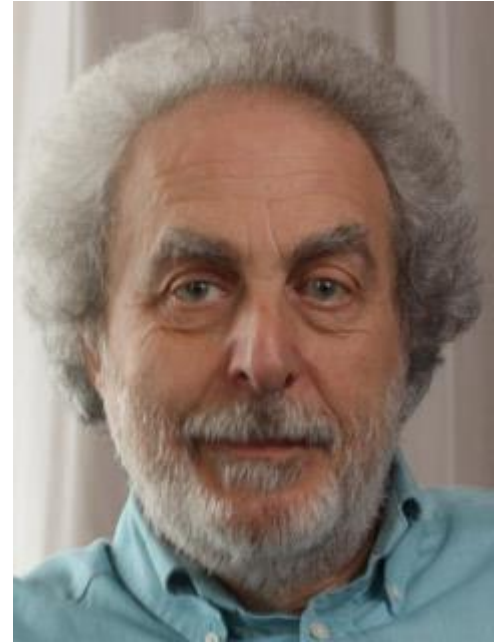
Answer with evidence

**2. READ IT!**



“It usually comes as a surprise to students to learn that some (perhaps most) published articles belong in the bin, and should certainly not be used to inform practice.”

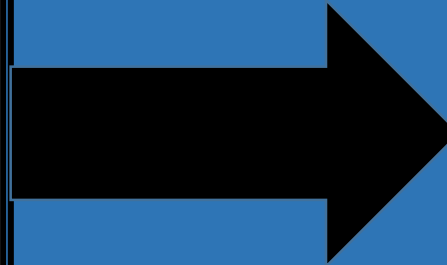
Douglas Altman 1994





## Abstract/ Exec Summary

- Dominated by author's interpretation
- Not enough detail to judge
- +Rigor of methodology
- +Biases



## Full paper/ Report

- Full of technical Jargon
- Too high level
- Poorly written and organised
- Confusing

### 3. DRAW A PICTURE





A stranger in Paradise.

*2 weeks after event  
(accident/assault)*

PRE  
TEST

18

19

19

Prolonged exposure

Prolonged exposure  
&  
Anxiety Management

Supportive counselling

*After treatment  
(PTSD)*

POST  
TEST 1

2/14

3/15

9/15

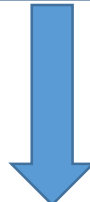
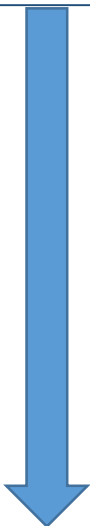
*6 months follow up*

POST  
TEST 2

2/13

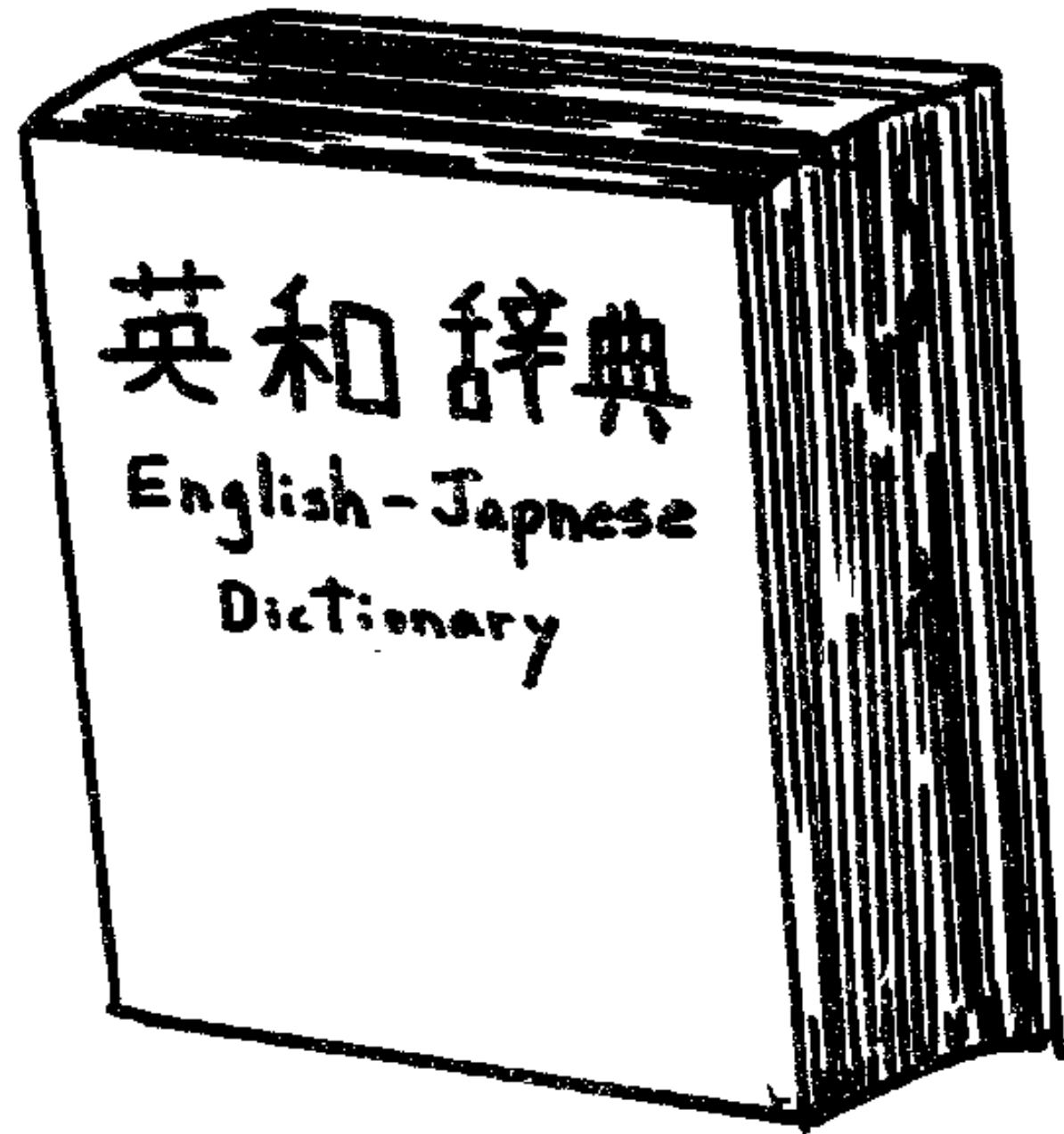
3/13

10/15





## 4. CREATE A DICTIONARY OF TERMS



| TERM                             | DEFINITION  |
|----------------------------------|---|
| Cognitive behavior therapy (CBT) | A relatively short term, focused approach to the treatment of many types of emotional, behavioural and psychiatric problems. It is essentially a collaborative and individualised program that helps individuals to identify unhelpful thoughts and behaviors and learn or relearn healthier skills and habits. |
| Prolonged exposure               | A form of Cognitive Behaviour Therapy (CBT) that involves re-experiencing the event through remembering and engaging with it.   |
| Anxiety management               | Ingredient of CBT that reduces arousal symptoms   |
| Supportive counselling           | Non-directive counselling and general problem solving   |
| McNemar's chi square             | A statistical test used on <u>paired</u> categorical data   |
| Test-re-test reliability         | Variation in measurements taken by a single person or instrument on the same item and under the same conditions.  |
| Internal consistency             | Measures whether several items that propose to measure the same general construct produce similar scores.   |

# Percentage of people who can read...

**The Old Man and the Sea**



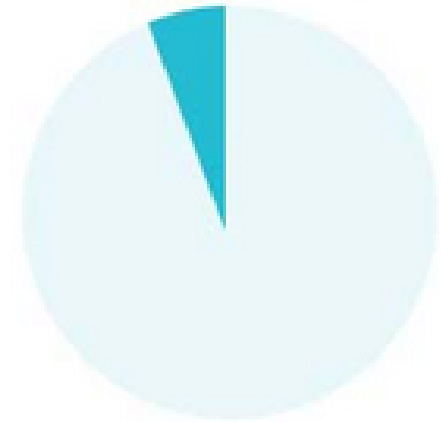
**Harry Potter**



**The Tipping Point**

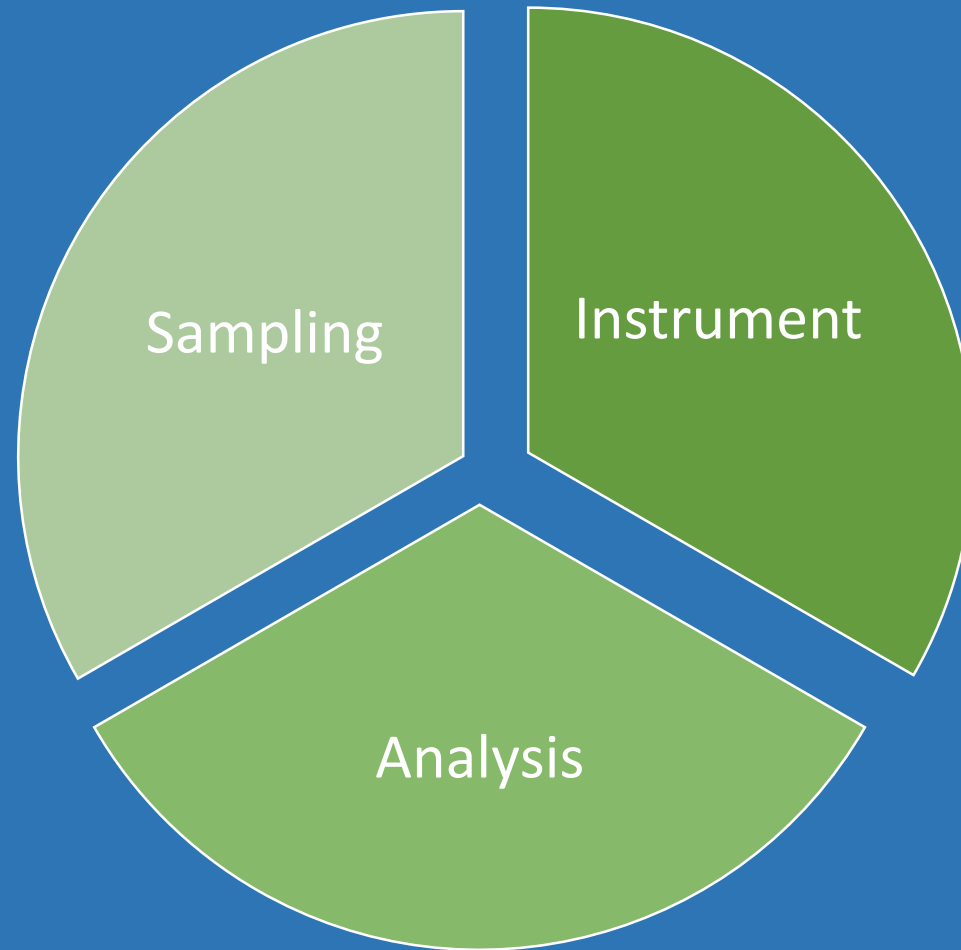


**An Academic Paper**



Shane Snow 2015, Content Strategist

# 5. DIVIDE THE METHOD





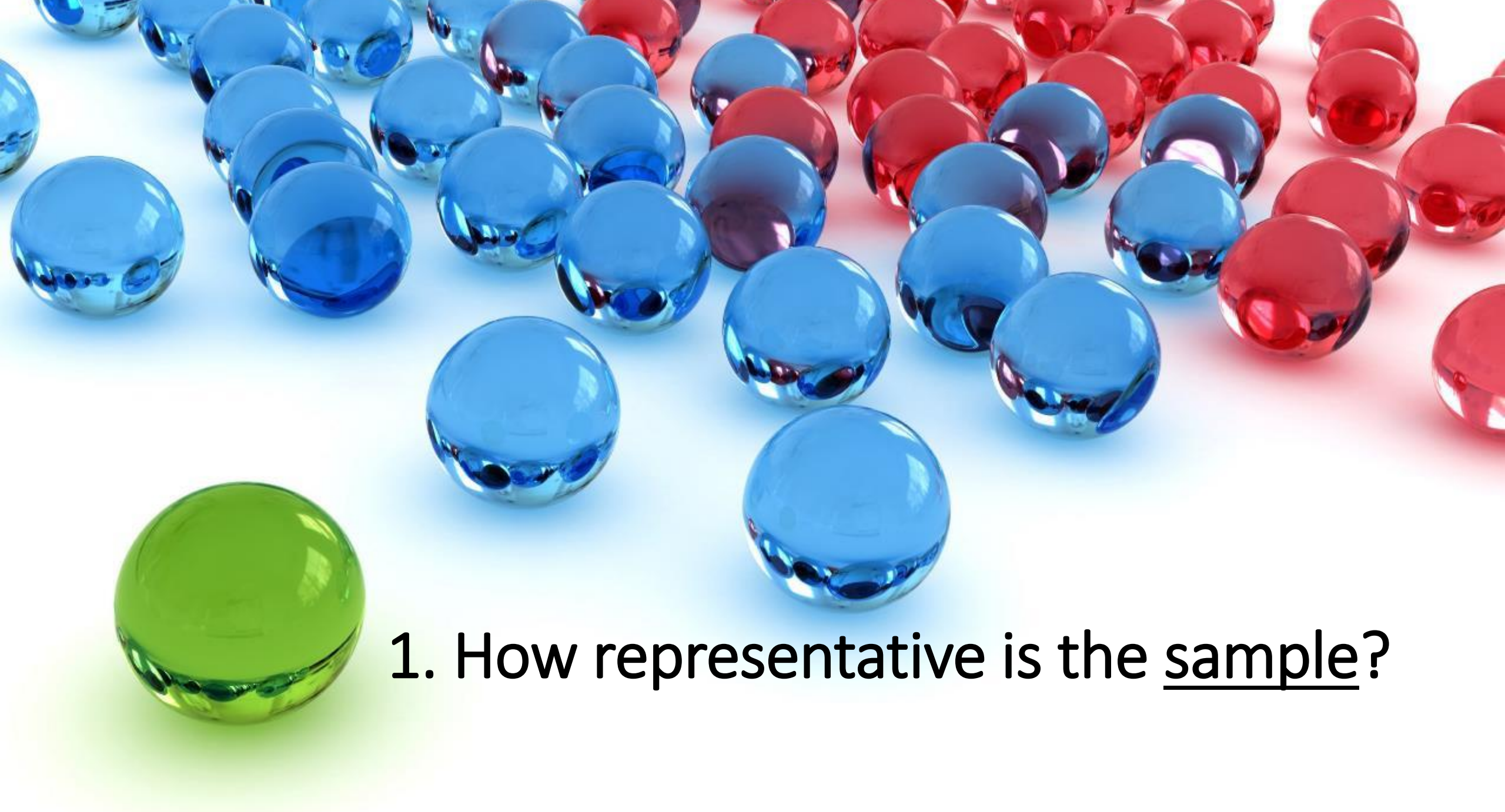
“Many papers published in medical journals have potentially serious methodological flaws.”

Trisha Greenhalgh 1997



If I was granted only **3** ~~wishes~~ questions



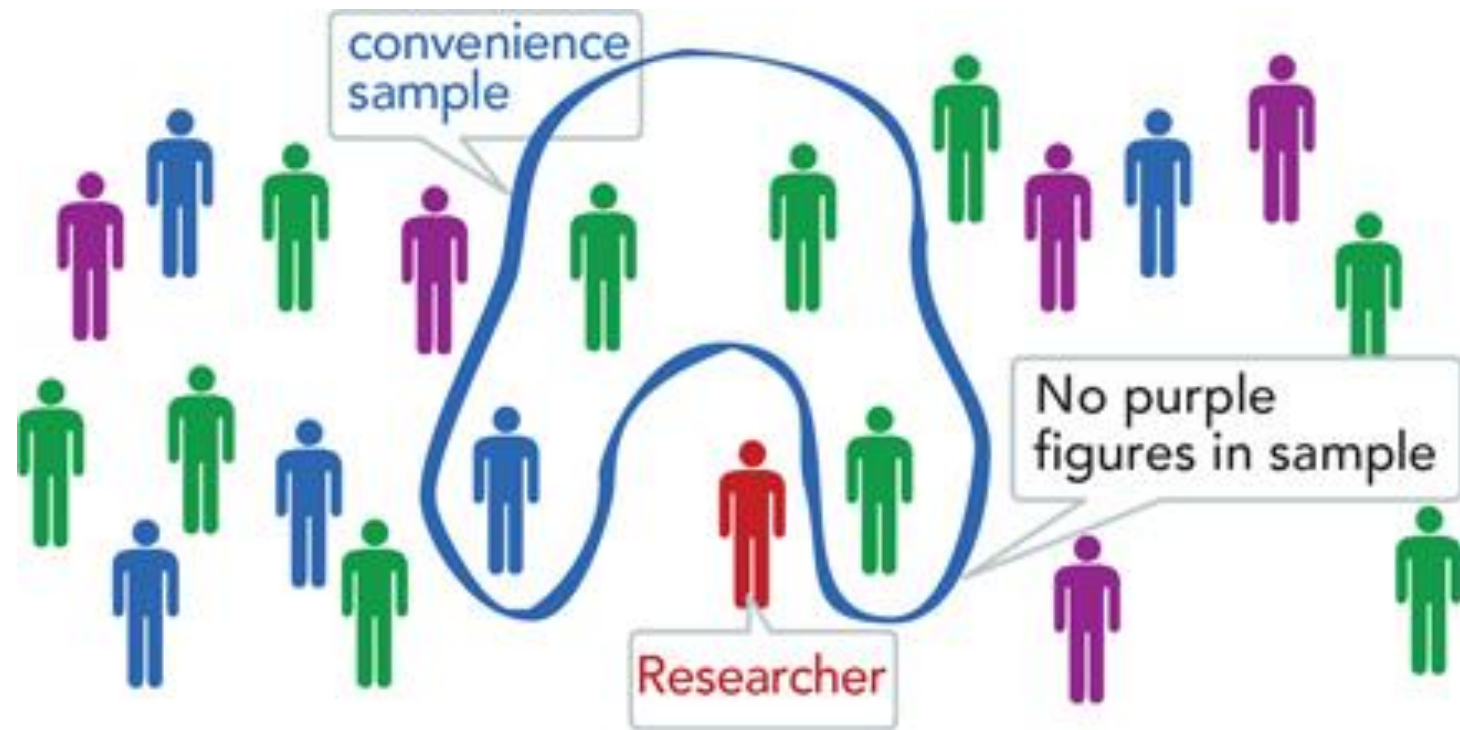


1. How representative is the sample?

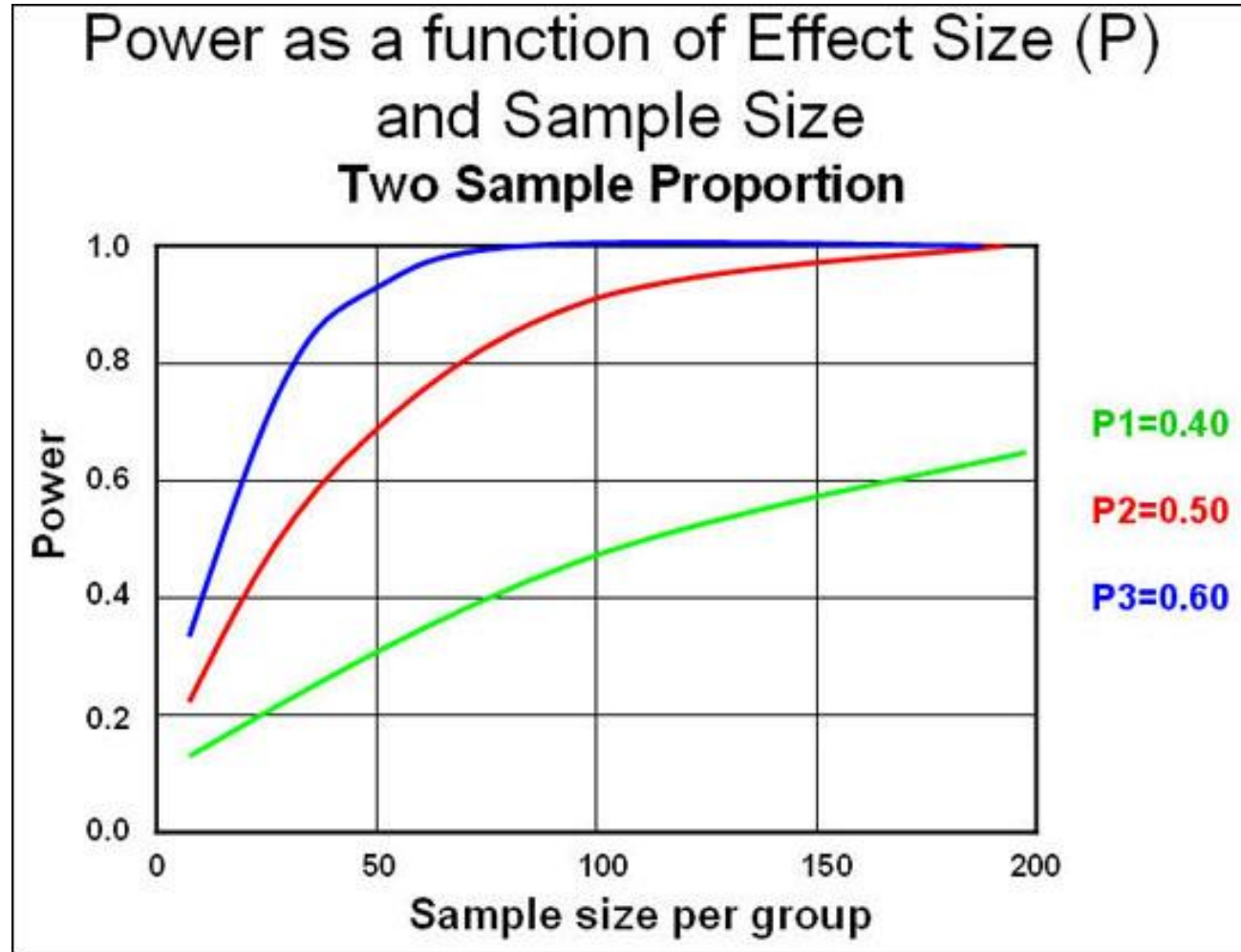
# The facts

- 1 location - 1 hospital
- 45 trauma survivors
- People with ASD and pre - PTSD only
- Accidents and non-sexual assault only
- How many therapists (1?)

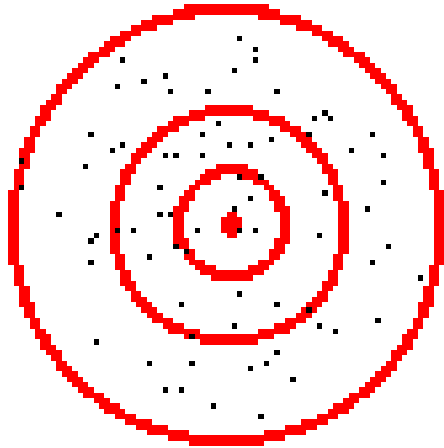




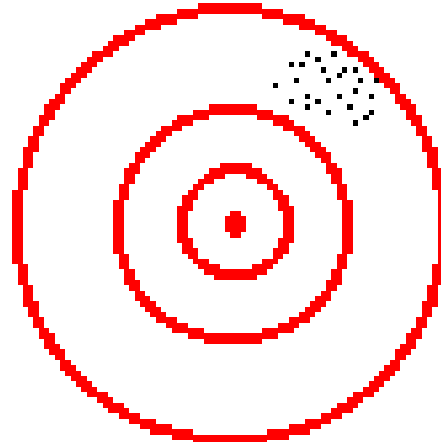
# Is the sample size big enough?



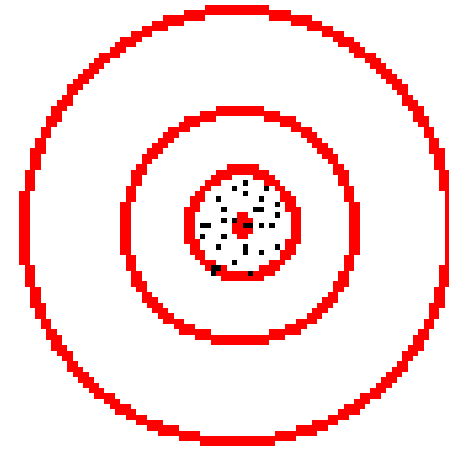
## 2. How valid is the instrument used?



A



B



C

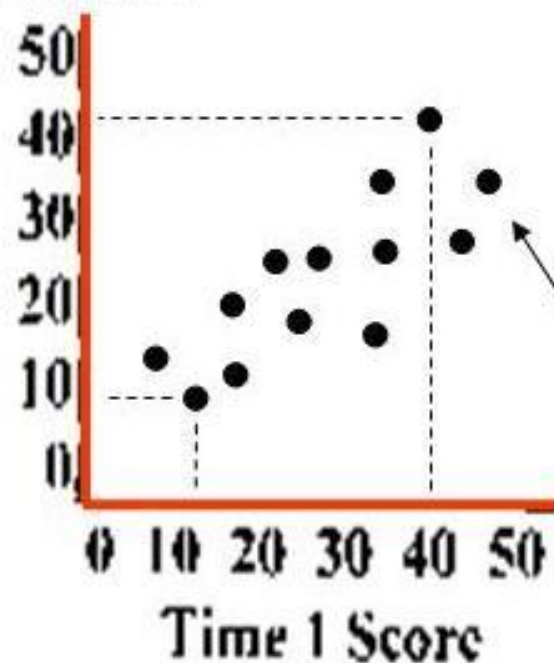
# The calculations for the instrument

1. Sound test retest reliability .90 to .98



### Test-retest (self-report depression)

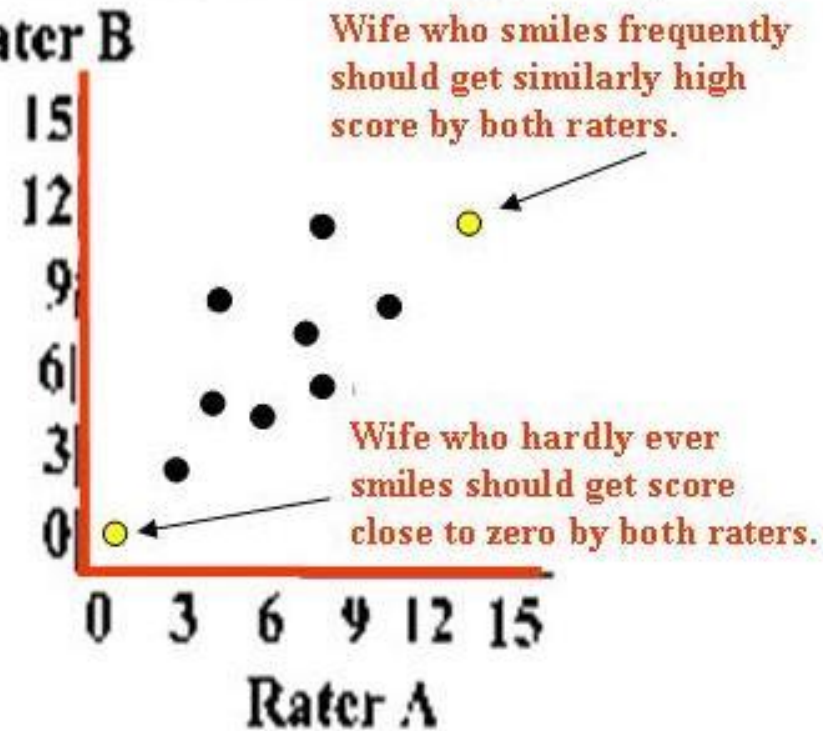
Time 2 Score



Each dot is  
a person

### Inter-rater (# of smiles by wife)

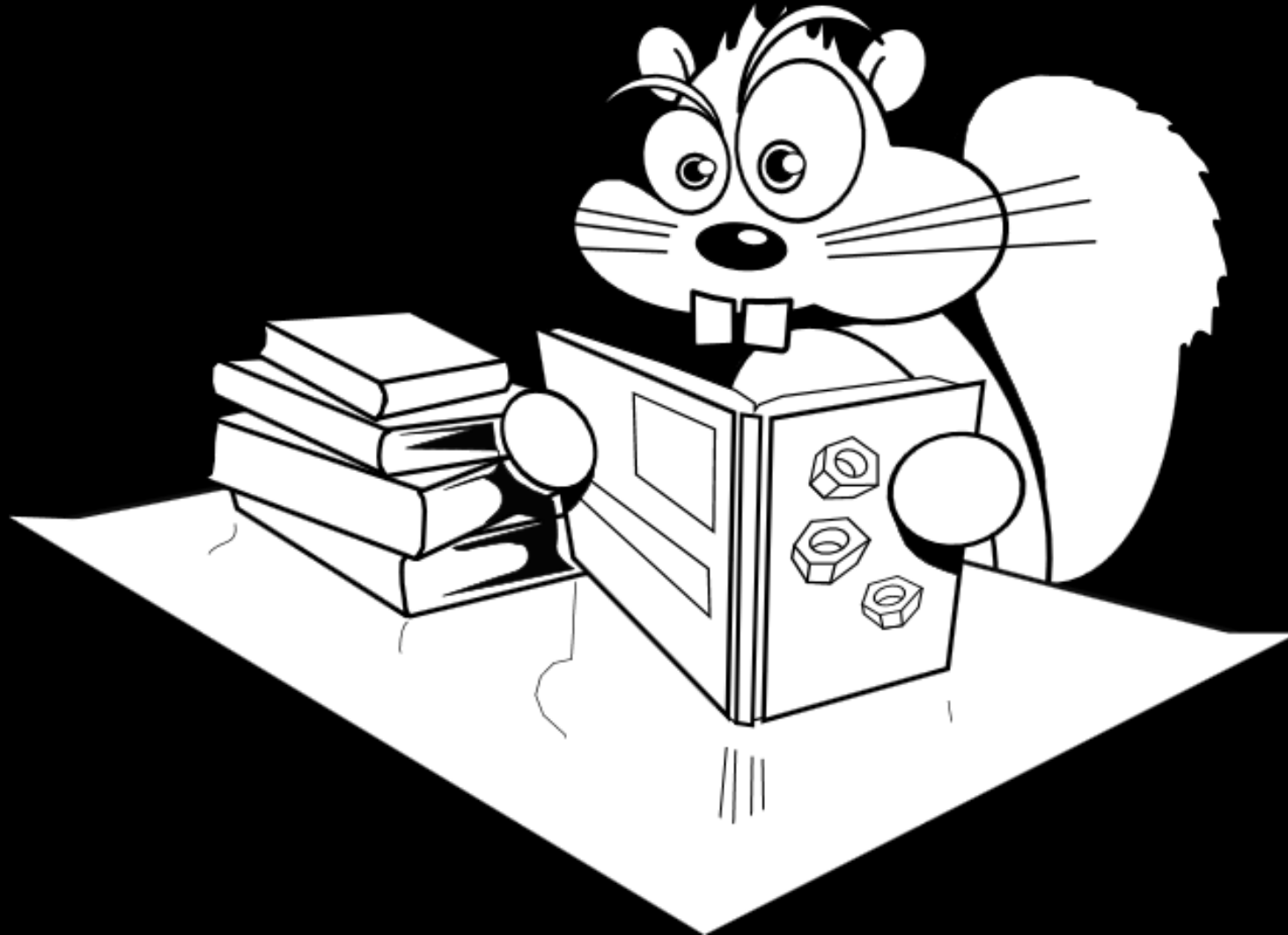
Rater B



# The calculations for the instrument

2. Strong **convergent** validity with standard measures of PTSD- with other scales .77 to .91

3. What does the result mean?



*2 weeks after event  
(accident/assault)*

PRE  
TEST

18

19

19

Prolonged exposure

Prolonged exposure  
&  
Anxiety Management

Supportive counselling

POST  
TEST 1

2/14

3/15

9/15

*After treatment  
(PTSD)*

POST  
TEST 2

2/13

3/13

10/15

*6 months follow up*

CBT



15%

Counselling



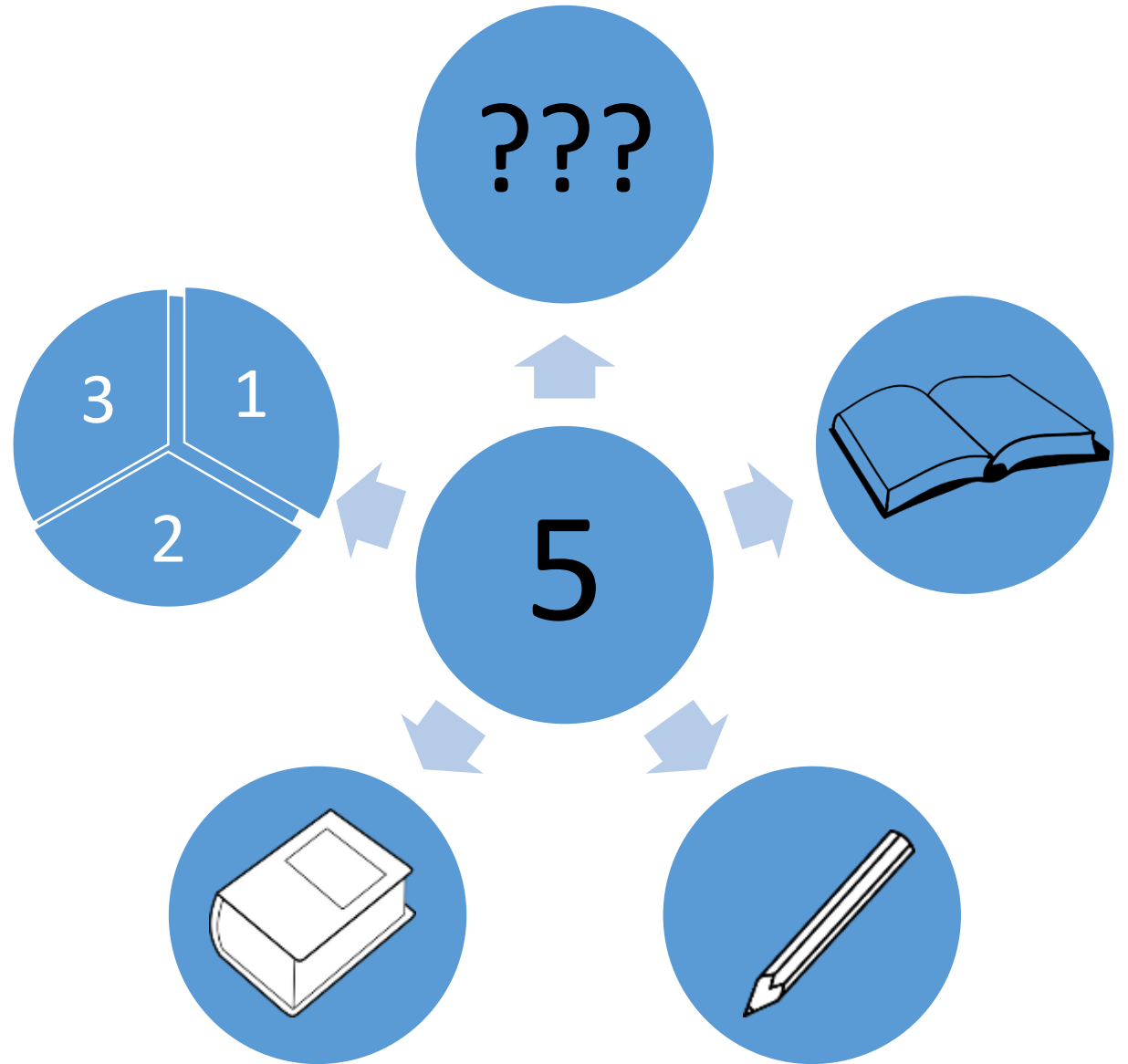
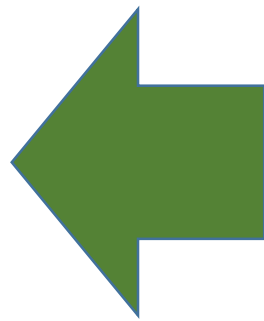
66%



PTSD











# Thank you

