

## Looking for Lift in Final Evaluation Reports

by Robin Kipke



Final Evaluation Reports. When enough descriptive detail is included and linkages are made between key elements, a report can lift readers high enough so they see the bigger picture of what happened as a project worked to achieve an objective. But when there are gaps either in logic or facts, the document can fall somewhat flat, rather like a deflated balloon which can't quite get off the ground.

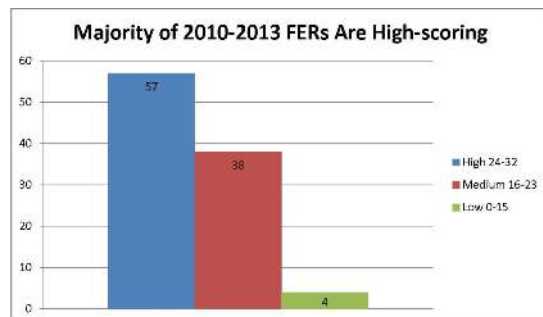


Scores and feedback from Tobacco Control Evaluation Center (TCEC) reviewers pinpoint where your report filled its “sails” with enough context and rationale and where holes in your story left unanswered questions in the minds of readers. After spending all that effort to write the report, it’s worth knowing if it is doing an effective job of relating what your project achieved. The last thing you want is to leave room for critics to discount your findings!

Photos by: [Bob Jagendorf](#)

Using the rubric in *Tell Your Story*, most reports were rated by one of two TCEC reviewers. However, to ensure that reviewers adhered to the scoring rubric consistently across time, 25% of the reports were double-scored by both reviewers. In the rare case where there was a difference of more than two points between reviewers, the scores were discussed and reconciled. Only final evaluation reports for primary objectives were reviewed by TCEC; brief evaluation reports were looked at by program consultants, but not by the Evaluation Center.

Of the 99 reports submitted, 57 received a “high” score (24-32 points), 38 received a “medium” score (16-23 points) and 4 received a “low” (0-15 points). Of the reports local lead agencies submitted, scores ranged from 0-31, averaging 23.4 points. Reports from competitive grantees ranged from 16-31, averaging 24.4 points.



Our hope is that project directors will sit down with their evaluator to go over the feedback and discuss how future reports might be improved. Sometimes an outside perspective can reveal things that weren’t otherwise apparent at the time of writing.

**Appendix B - Rating Form**

Auto Fill by Online Tobacco Information System (OTIS)

Project Name: \_\_\_\_\_

Indicator or Asset: Auto Fill by OTIS

Contract #: Auto Fill by OTIS

Contract Term: Auto Fill by OTIS

Report Title: \_\_\_\_\_

Date report submitted to OTIS by the Contractor: \_\_\_\_\_

Report Reviewer: Auto Fill by OTIS

Date review submitted by TCEC: \_\_\_\_\_

The following scale will be used to rate the key elements of a high quality evaluation report:  
0=Not addressed 1=Partially addressed 2=Fully addressed

Section	Item	0	1	2
1. Title Page	Title of the study			
	Agency Project Director's name			
	Current agency name, mailing address, email address, phone number and FAX number			
	Names and affiliations of report authors			
2. Abstract: One to two pages, summarizing the following information:	Statement of objective and indicator/asset number			
	Project description, including project context and rationale; and intervention setting(s), target(s), and activities			
	Evaluation methods, including study design, sample selection and size, and data collection procedures			
	Main results			
3. Project Description	Conclusions and recommendations			
	Background			
	Objective			
	Intervention			

Rating Comments for sections 1-3: \_\_\_\_\_

26 B-1

By now all project directors should have received email notification that their Final Evaluation Reports have been scored and are ready for viewing. To see the feedback and scores from Tobacco Control Evaluation Center reviewers, in OTIS go to the link for each of your project’s primary objectives and select Progress Reports on the left side bar, then Final Evaluation Reports, then View and View Ratings.