

Shine a Light on Your Work

Lessons Learned
in Crafting Effective
Evaluation Reports

Learnings from Clear Outcomes' first two years

SERVE DESSERT FIRST NOT EVERYONE LOVES DATA.

Your audience may not have the time or need to dig into a main course of data tables, complex graphs, and methodology discussions. Flip your report to focus the reader on the key findings (dessert first)

• Feature Findings & Recommendations First

• Summarize, Illustrate, & Condense into highly visual 1-2 page briefs with sharable elements

• Annexes are Unlimited: Data tables, detailed discussions, methodology, research, and supplementary materials belong here

• Get Inspired by the Kaufman Foundation and Evergreen Data's [Evaluation Reporting Guide](#), the [Depict Data Studio report mini course](#), and Urban Institute's [research communication pyramid](#)

REMOTE TEAMS 24/7

REMOTE WORK BEFORE COVID-19

From day one, Clear Outcomes' focus on hiring local experts and developing diverse teams created a flexible and responsive culture. With team members distributed around the globe, **time-sensitive research and analysis can be shared across time zones**—keeping crucial work moving forward around the clock. To create remote teams that produce high-quality research on tight schedules, we:

• Prioritize Leadership: Clear Outcomes' core team of experienced (and unflappable) international experts guides the process and keeps team on track

• Build Professional Relationships & Camaraderie: through online meetings, one-to-one shared screen work sessions, calls, and round-robin writing/editing sprints. Increased communication helps teams quickly gel and develop trust

FAVORITE FAVORITES

CROSS CULTURAL WRITING & EDITING

• Style Counts: Confirm your client's preferred spelling (country) and style guide at the outset

• You Need an Editor to harmonize language and style between writers and across cultures and countries

• Streamline the Path from Research to Report: The combination of a custom report structure & layout with a Findings, Conclusions, and Recommendations (FCR) Matrix helps focus the team writing process

• Private Well with Others: Online collaborative writing and editing boosts productivity—but can foul up final formatting. Moving a complex report from Google Docs to Word can result in glitchy tables & lost cross-references. Pro Tip—Download your Google Doc as a text file before opening in Word and never edit a complex Word file in Docs.

That's what will change the rate of mortality going forward?

Dr. Deborah Birx on Americans changing their behavior

To help us make better decisions on the COVID-19 crisis, ICS International created a compendium of data and best practices to measure the effectiveness of physical distancing and decontamination behaviors like hand-washing and masks. Our initial survey on behaviors, undertaken with consultants partner Clear Outcomes, focuses on how well Americans are following behavior guidelines. Are we wearing masks, washing our hands, using face packings? Why are we or aren't we?

Washing hands
We are doing well at washing our hands. Over 90% of Americans reported that they frequently wash their hands (at least 20 seconds) for more than 30 seconds a day and almost 70% of people are washing at least 3 times a day.

When leaving the house
We're not so great at staying apart. 73% of Americans reported that they had contact with someone in the past five days and 38% had contact with at least 3 different new people.

Wiping down packages
We're doing well at wiping down packages. Only 13% of us are "usually" or "never" wiping down packages. Over 23% of us are "usually" or "always" wiping down packages.

Why do we go out?
Clear Outcomes asked us about our essential activities. 72% of Americans surveyed go out for essential shopping, food, medical and 9% for healthcare. However, about 48% of us will leave home for non-essential shopping and 13% go out to visit family or friends. 7% and 4% respectively. Adults under 20 were most likely to go out to visit family (11% or 16%).

On positive note, adults over 65 are more likely to go out for a single reason (essential shopping, exercise) rather than for multiple reasons. Those over 65 are more likely to go out for a single reason.

The good news is that about two-thirds of us are able to work and study from home to some extent, with 44% solely working and studying at home. However, 28% of us will need to leave home to work or school.

Our out-of-home activities differ by gender, income, and age. Men are more likely than women to go out for work and exercise. People with higher incomes are more likely to exercise when they are out.

For more information contact [data@clearoutcomes.net](#)

COVID-19 Triage and Service Continuity in Ghana

Globally, healthcare facilities are developing contingency plans to care for COVID-19 patients and maintain other routine services while keeping patients safe. Our consortium conducted a survey of healthcare workers in Ghana from 29 April through 8 May, 2020 to gather data on the contingency plans developed and routine service provision of hospitals.

Processes in Place
Most facilities are implementing processes to deal with COVID-19 patients safely. More than 80% of facilities report that they have a screening process in place for COVID-19 patients. They can separate patients with COVID-19 symptoms and those without symptoms on the same floor. Most (82%) report that it is possible for patients to enter and visit without wearing a mask.

86% of facilities are maintaining some or all routine services...Ayeke!
44% of respondents report that their facility can maintain all routine services and 32% say they can maintain some. 40% of respondents reported that absolute supplies were not provided. Routine supplies such as IVF, care, sterilization services and family planning have mostly been maintained (see chart).

Contingency Planning
Most facilities are developing contingency plans. Most respondents reported that their facility was developing a contingency plan with 87% reporting that staff were informed of a plan and 88% reporting that staff were trained on the plan. 71% had not yet started a plan.

Future needs
To open-ended questions about what would help their facility most with contingency planning, respondents most commonly answered additional supplies of PPE and additional training for staff.

"I think all staff should be trained so they can deal with varying suspected cases rather than a handful of staff who will not always be at point-of-care daily."

To help us make better decisions on the COVID-19 crisis, ICS International created a compendium of data and best practices to measure the effectiveness of physical distancing and decontamination behaviors like hand-washing and masks. Our consortium conducted a survey of healthcare workers in Ghana from 29 April through 8 May, 2020 to gather data on the contingency plans developed and routine service provision of hospitals. For more information contact [data@clearoutcomes.net](#)

Are Americans Losing Focus on COVID-19 Safety?

A comparison of data from April 6th and April 20th national survey by ICS International & Clear Outcomes highlights changes in American COVID-19 practices in a 2-week period.

The latest national survey shows a modest decline in handwashing and differences by age, gender, and region in following current guidelines. It also shows we've made important gains in mask wearing, staying home, staying apart.

STAYING APART
We are doing better at staying apart—but 70% of people still had contact with new people outside their household in the past 4 days. The good news is this is down from the 70% of Americans reporting contact with new people 2 weeks ago.

LIMITING CONTACT: We are doing better at staying apart—but 70% of people still had contact with new people outside their household in the past 4 days. The good news is this is down from the 70% of Americans reporting contact with new people 2 weeks ago.

MASKS: Participants reported a significant, 20% increase in "always or usually" wearing a mask when outside the house.

STAYING HOME: While the number leaving the house for work remained close to 30%, over 10% of survey respondents reported not leaving their house in the past 5 days.

10% OF US STAYED AT HOME FOR THE PAST 4 DAYS

DON'T TOUCH: After touching surfaces touched by others, Americans are 57% are washing hands, 57% are using hand sanitizer, 20% are disposing of single use gloves, 42% are avoiding touching their faces and 12% of us have not touched any common surfaces.

To help us make better decisions on the COVID-19 crisis, ICS International created a compendium of data and best practices to measure the effectiveness of physical distancing and decontamination behaviors like hand-washing and masks. Our consortium conducted a survey of healthcare workers in Ghana from 29 April through 8 May, 2020 to gather data on the contingency plans developed and routine service provision of hospitals. For more information contact [data@clearoutcomes.net](#)

ARE WE WASHING UP OR WASHING OUT?

HAND WASHING: This week saw a 7.3% decrease in people thoroughly washing their hands 6+ times a day (with soap for more than 20 seconds) compared to their habits just two weeks ago. We found significant changes in hand washing by age, gender, and region.

AGE: The largest decrease in hand washing 6+ times a day was in Americans over 60 (down 12.2%) in both surveys. 45-60-year-olds had the greatest reported hand washing at 6+ times a day (60.7%).

REGION: A decrease in hand washing 3 or more times a day was reported everywhere except the West North Central region reported a decrease in people washing their hands 3+ times per day. Only the West North Central region saw a modest increase (1.4%) and joined the top regions in hand washing.

Gender Reporting
Men: 60.7%
Women: 58.8%
Non-binary/other: 57.1%
Other: 57.1%

Outside Activity on April 20, 2020
Work: 30%
Exercise: 27.4%
Errands: 22.4%
Social: 19.9%
Volunteering: 19.9%
Non-essential shopping: 19.9%
Visiting family: 19.9%
Other: 19.9%

To help us make better decisions on the COVID-19 crisis, ICS International created a compendium of data and best practices to measure the effectiveness of physical distancing and decontamination behaviors like hand-washing and masks. Our consortium conducted a survey of healthcare workers in Ghana from 29 April through 8 May, 2020 to gather data on the contingency plans developed and routine service provision of hospitals. For more information contact [data@clearoutcomes.net](#)

Access to Personal Protective Equipment in Ghana

"Health workers should not have to sacrifice their own health to care for other people's health. We are very willing to work if all the protective gear and hand hygiene items are provided."

Globally, healthcare facilities are saving through personal protective equipment (PPE) such as masks, gloves, and gowns at great cost due to treating COVID-19 patients while simultaneously trying to protect healthcare workers from the disease. Our consortium conducted a survey of healthcare workers in Ghana from 29 April through 8 May, 2020 to gather data on the availability of PPE in healthcare workers.

Facility currently has enough (many for all...)
Masks: 4%
Gloves: 5%
Gowns: 5%
Face shields: 5%
Hand sanitizer: 25%
Other: 50%

Results
All PPE is in short supply. 50% of respondents reported having a sufficient supply of gloves, but very few reported having sufficient surgical masks (1%), N95 masks (8%), protective gowns (3%), or face shields (4%).

Private hospitals have better access to PPE than other kinds of facilities. Though PPE is still in short supply, meanwhile, the large teaching hospitals—where most COVID-19 patients are treated—have the most access to N95 and surgical masks.

Less of PPE was consistent across regions. Though Greater Accra and Ashanti reported better access to gloves than other regions (31% in Greater Accra and 38% in Ashanti reported having enough gloves, compared to an average in all other regions of 21%), gloves were not universally available in any region.

In response to an open-ended question for additional comments, healthcare workers expressed their concern over the quantity of the PPE available, access to PPE for nurses and other hospital staff, and the need to reuse PPE beyond doctors.

Facilities with better access to PPE for nurses and other hospital staff, and the need to reuse PPE beyond doctors.

"I think stakeholders should be extra vigilant how they are handling the frontline issue because it will be very chaotic for the nation if other health professionals perceived they are working but in reality will not be working."

Other Government | Private | Teaching Hospital

To help us make better decisions on the COVID-19 crisis, ICS International created a compendium of data and best practices to measure the effectiveness of physical distancing and decontamination behaviors like hand-washing and masks. Our consortium conducted a survey of healthcare workers in Ghana from 29 April through 8 May, 2020 to gather data on the contingency plans developed and routine service provision of hospitals. For more information contact [data@clearoutcomes.net](#)

Can America reopen safely?

Our latest survey results show Americans are improving—but is it enough?

The average COVID-19 Safety Score for the U.S. is 68. Can you do better? Try at [tiny.cc/c13aefactors](#)

As America prepares to reopen, people increasingly going out and meeting others
Clear Outcomes surveyed last contact with people outside their household in the past two days. Women's behavior changed the most over the last two weeks—with 12% more women going out to meet others.

In the most recent survey, the number of women reporting to contact with people outside their household fell from 36% two weeks ago to 11%. Overall, women (87%) were out slightly more than men (79%). Men also reported a decrease in staying home—from 25% two weeks ago to 18%. Overall, men reported more outside contact with 2+ people (18% more).

Most Americans continue to wash their hands at least 3 times a day
We continue to do well with washing our hands. Over 84% of Americans surveyed said they thoroughly wash their hands (at least 20 seconds) three or more times a day. This shows the downward trend in hand washing—from a high of 88% one month ago to 85% two weeks ago.

Men continue to lag behind women in hand-washing, with 11% fewer men (77%) reporting washing their hands three or more times a day.

Americans increase mask wearing in public places
As mask wearing becomes for more common among adults, almost 85% "usually" wear a mask when they go out—up from 80% two weeks ago and 24% a month ago. The percent reporting "always or usually" wearing a mask rose to 17%, the week—up from 6% a month ago and 3% a month ago.

These are single person households were more likely to report wear a mask than those in large (5+ people) households.

83% of Americans never tested, many who want tests cannot get them
Just 7% of survey participants were tested for COVID-19 and a further 2% sought a test, but were not tested. Of those tested:

- 13% had a diagnostic test
- 13% had a rapid test
- 13% received results within one day
- 13% received results within 1-3 days
- 13% received results within 4-7 days
- 13% received results within 8-14 days
- 13% received results within 15+ days

More likely to be tested:
• Large household size (5+)
• \$25,000 annual household income
• New England and Pacific regions

Less likely to be tested:
• Single household size (1-2)
• \$15,000 annual household income
• South Atlantic and East South Central regions

To help us make better decisions on the COVID-19 crisis, ICS International created a compendium of data and best practices to measure the effectiveness of physical distancing and decontamination behaviors like hand-washing and masks. Our consortium conducted a survey of healthcare workers in Ghana from 29 April through 8 May, 2020 to gather data on the contingency plans developed and routine service provision of hospitals. For more information contact [data@clearoutcomes.net](#)

Not Everyone Speaks Data

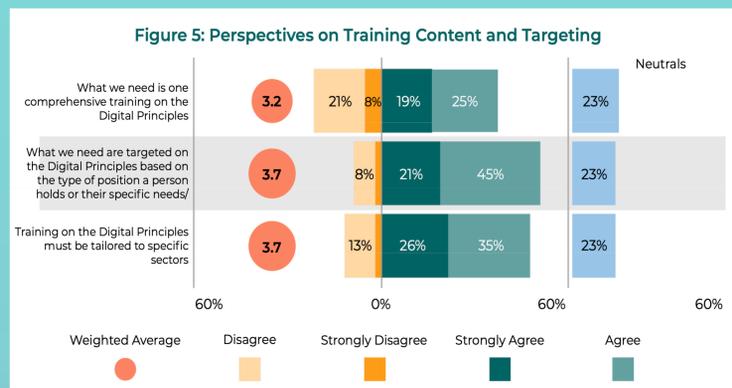
5 LESSONS LEARNED IN DATA VISUALIZATION

What is the use of an evaluation report that isn't read or shared with your client's agency and stakeholders? Data visualizations, graphic design, & summary sheets are tools to create compelling, sharable stories from your results

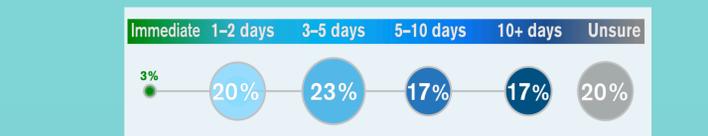
1. Iteration & Feedback are Part of Design: Data visualization benefits from feedback and suggestions from the users/audience. A rough idea evolves through conversations to elicit user insights (e.g., what works, what's not clear). Sincerely responding to feedback results in a more refined design

2. Check & Double Check & Check Again: Errors happen, the challenge is to identify them early. Data labels, footnotes, titles and source annotations are common places where errors occur

3. Don't Fear, Do Explain: While popular charts (bar & line) are interpreted almost instinctively by users, the less familiar charts can be powerful tools. Data labels & titles can provide clear guidance that increases the ability of users to digest the data and insights



4. Be Wary of Circles: People love circles. They are attractive; circles look like faces and remind us of ourselves. However, **evidence shows** we tend to underestimate the area of two-dimensional marks, like circles, compared to one-dimensional marks such as bars or lines.



5. Watch out for Bar Charts with Non-Zero Baselines: Bar charts use the length of the bar to encode the data values. If the baseline is not zero, the lengths are not validly comparable. These charts are distorting the data—often to intentionally create a larger difference among the bars than is actual