

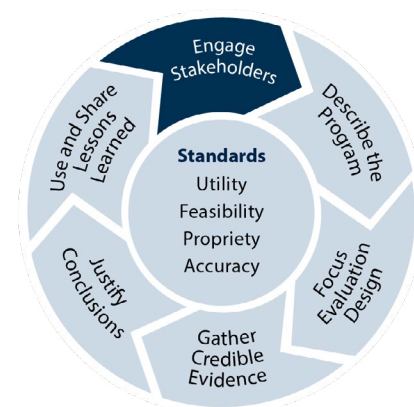
# Engaging Key Stakeholders Throughout the Evaluation



## Why should you engage stakeholders?

Stakeholders can help define and state the need for conducting evaluations for the program. Using this information, you can tailor and plan the evaluation. When evaluation meets the need of its intended users, the chance of the findings being used to make program improvements is greatly enhanced. The levels and types of engagement may vary across stakeholders. Talk to your stakeholder and consider the following:

- What role will the stakeholder play?
- How will they be involved in aspects of the evaluation?
- What are ways to engage them?
- How will you communicate with them? How often?



The information that you gather will be helpful for engaging the stakeholders in all steps of the evaluation. See the table below for examples.

Evaluation Plan Section	Examples for Engaging Stakeholders
Program Description	Involve stakeholders in the development process and ask them to shed light on outcomes not otherwise known. They may be able to provide historical information or contextual factors, resulting in a more complete and accurate description of the program.
Evaluation Purpose	Review stakeholders' interests and priorities. Gain stakeholder commitment regarding the uses of evaluation findings to help prioritize and focus the evaluation.
Evaluation Design	Review stakeholders' interests and priorities to understand what approach and evidence is credible and accurate to them.  Talk with stakeholders to identify any relevant data sources they have available and to ensure that the methods work best for the population of focus and align with community norms.
Data Analysis, Synthesis, and Interpretation	Review stakeholders' interests and priorities to understand their preferences for data visualizations and to ensure stakeholders can act upon the findings.  Discuss key findings with stakeholders to help provide alternate explanations and context for the findings.
Translation, Communication, and Translation	Each of your stakeholders may be interested in only select results. Revisit your stakeholders' values and priorities and consider the type of information and format that is best for that stakeholder.  Talk with stakeholders to identify ways they can further disseminate and facilitate use of the evaluation findings. Involve your stakeholders in developing and sharing your translation products.  Ensuring use and sharing of lessons learned from the evaluation helps refine the program and achieve its potential. As you finish one evaluation cycle, remember to revisit your evaluation stakeholders list and engagement plan for the next cycle of evaluation.



It is important to plan how you will communicate with stakeholders to keep them engaged throughout the evaluation process. Use the Stakeholder Engagement Plan template below to develop your plan. To fill out this PDF, you can type directly into the text fields using a PDF editor or print a copy to complete by hand.

## Stakeholder Engagement Plan

Stakeholder	Contribution	Role in Evaluation	Method of Engagement or Communication	Frequency and Timeline
<i>Who will you engage or communicate with?</i>	<i>What does the stakeholder bring to the table? What are their perspectives? What influence does the stakeholder have on the program or evaluation?</i>	<i>What is the stakeholder's role? How will they be involved in aspects of the evaluation?</i>	<i>How will you engage and communicate with the stakeholder?</i>	<i>When and how often will you engage and communicate the stakeholder?</i>



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