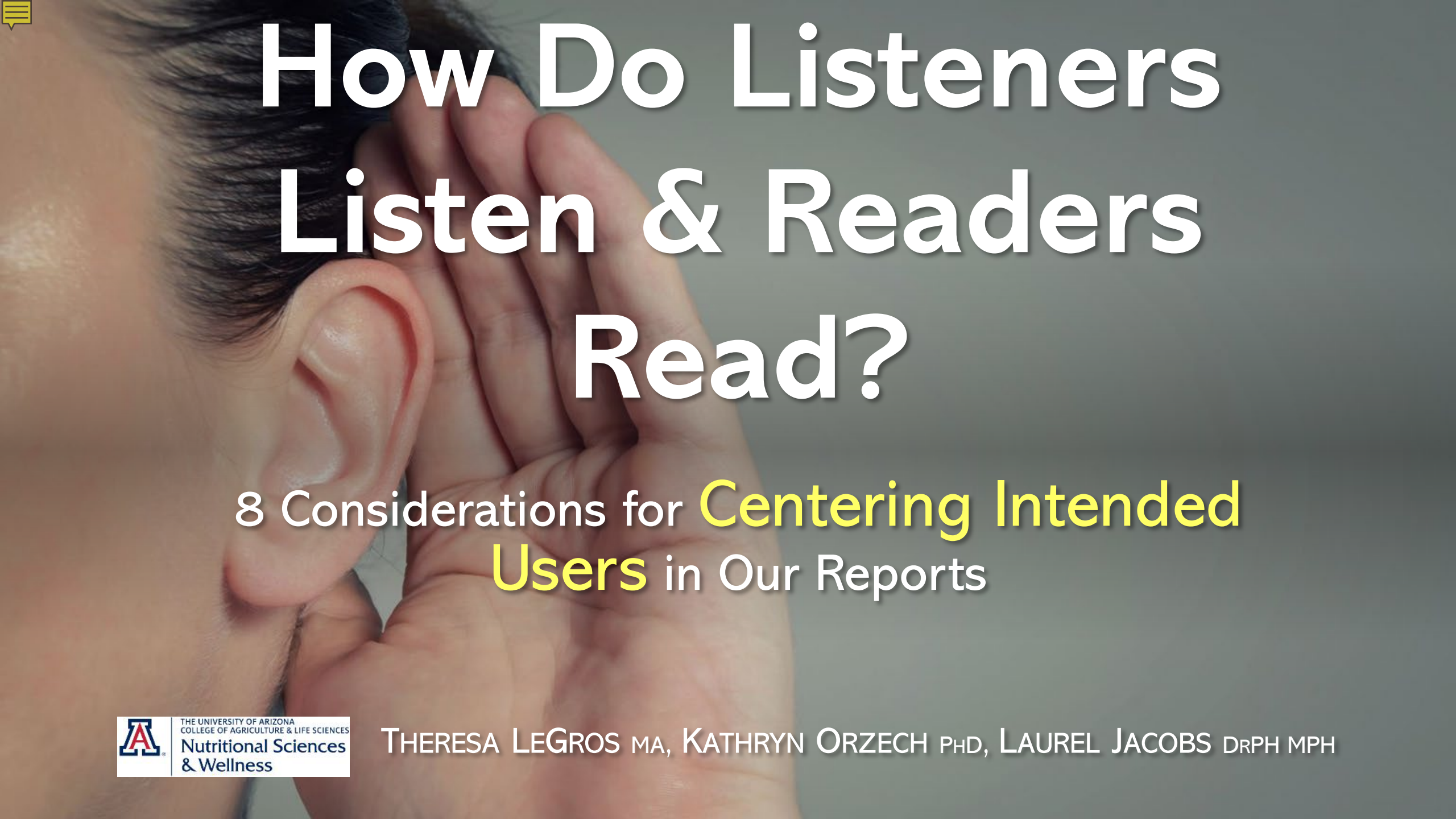




How Do Listeners Listen & Readers Read?

8 Considerations for **Centering Intended
Users** in Our Reports



The **way** we write
evaluation stories matters.



Evaluations have **primary intended users.**



What report method or media should we use?

Evaluator
skillset

User needs
&
preferences



8 Considerations for Centering Intended Users

- 1 Literacy
- 2 Numeracy
- 3 Visualcy
- 4 Accessibility
- 5 Personal Preferences
- 6 Cultural Preferences
- 7 Engagement Preferences

8 Equity



A diagram consisting of eight yellow dotted lines that originate from the right side of each item in the list (items 1 through 7) and converge towards the text '8 Equity' on the right side of the slide.

1

Literacy

Ability to **read**, write, **listen**, & speak

- ✓ Write in active, first person
- ✓ Avoid or explain jargon
- ✓ Speak naturally
- ✓ Use intonation



2

Numeracy

Ability to understand,
reason with, & apply
numerical concepts

- ☑ Interpret numbers using words
- ☑ Interpret numbers using visuals





3

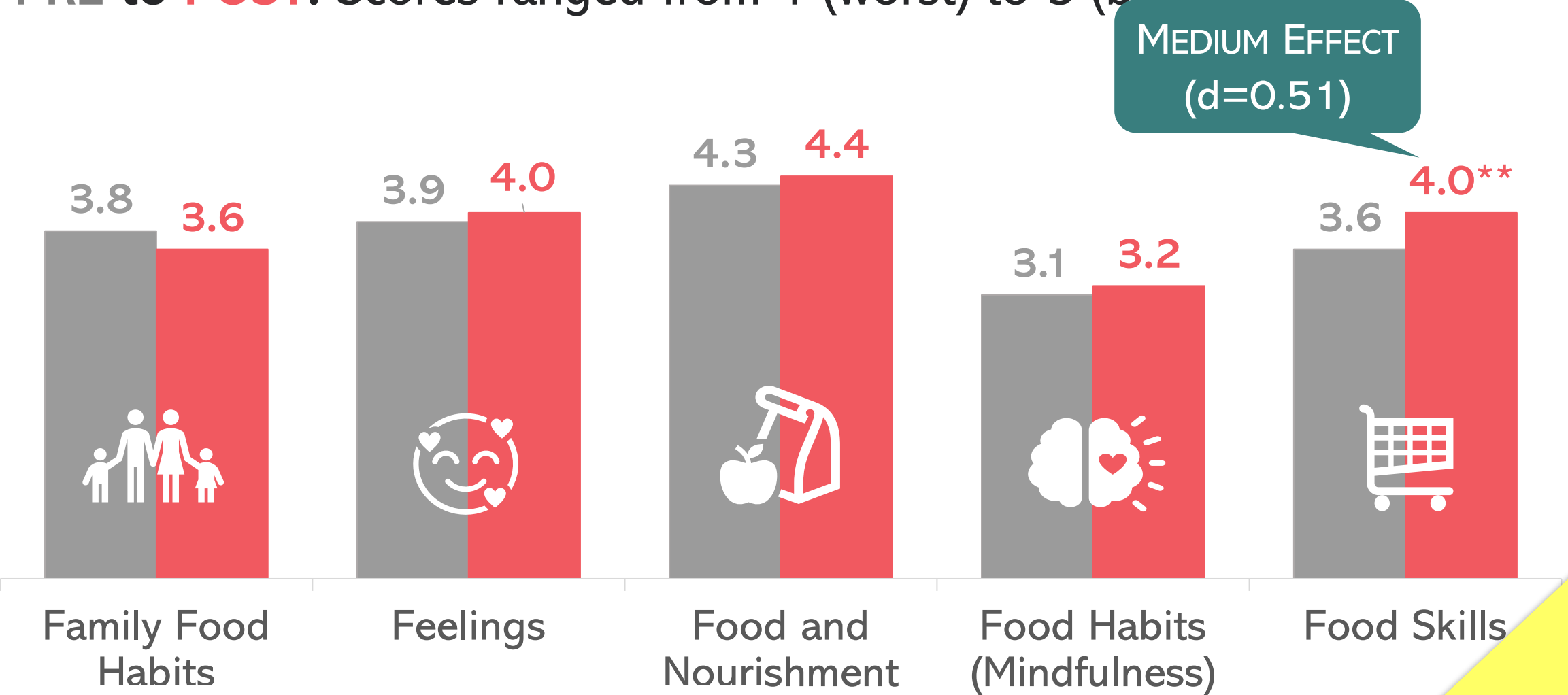
Visualcy

Ability to create
and/or **interpret**
visual representations

- ☑ Don't represent too much
- ☑ Develop data viz skills
- ☑ Host data parties!



Mean scores for four of these five survey sections improved from PRE to **POST**. Scores ranged from 1 (worst) to 5 (best).



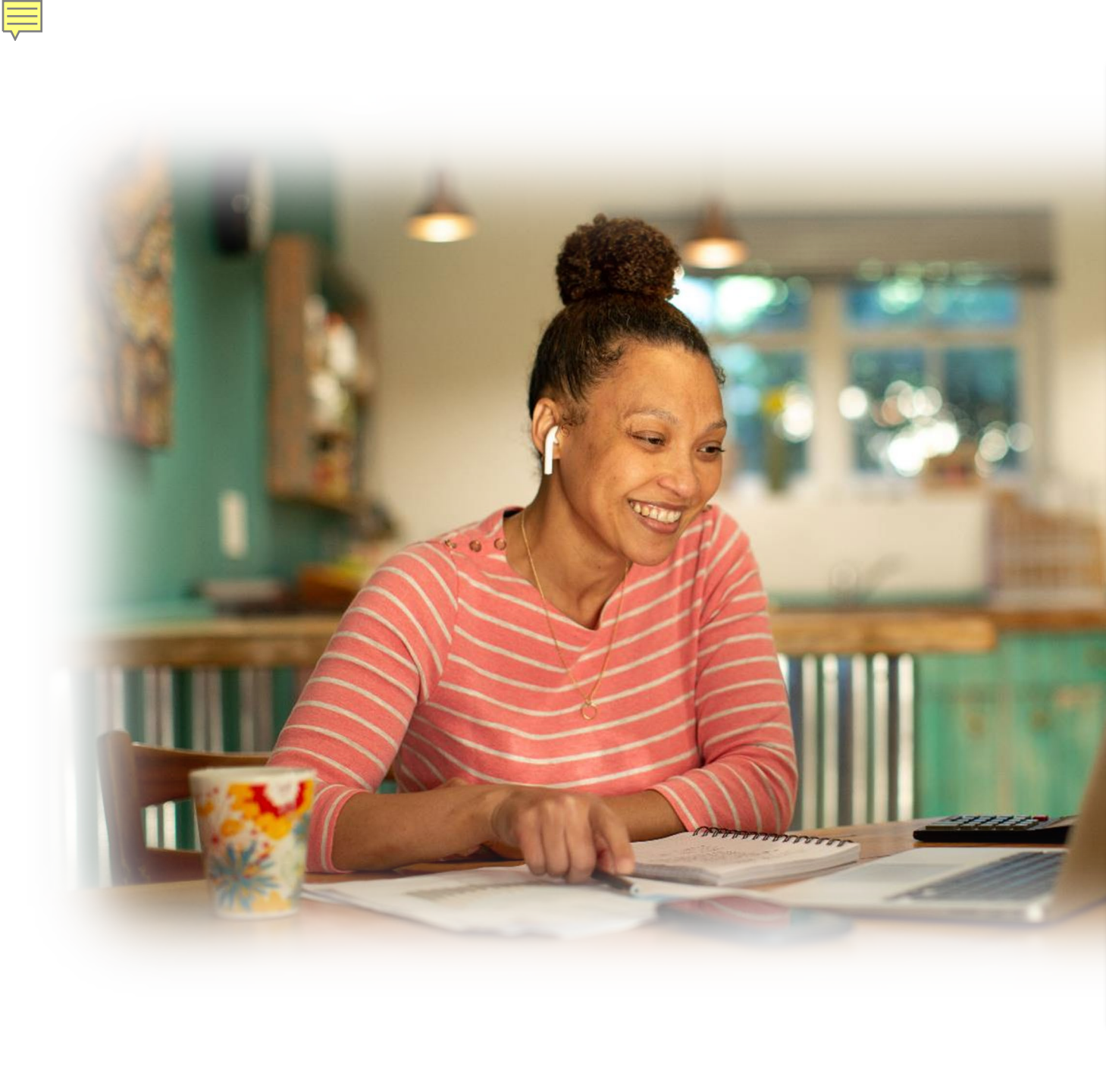
**p≤0.01, effect sizes reported as Cohen's d

Accessibility

Users' ability to **access the information** you share back

- ☑ **Environmental accessibility** (ex., printing ability, internet access, users' available time)
- ☑ **Individual accessibility** (ex., for people who are deaf or have vision impairments)





AZ HEALTH ZONE

FY22 Evaluation Report

An Emerging Dance of Equity, Empathy, & Engagement

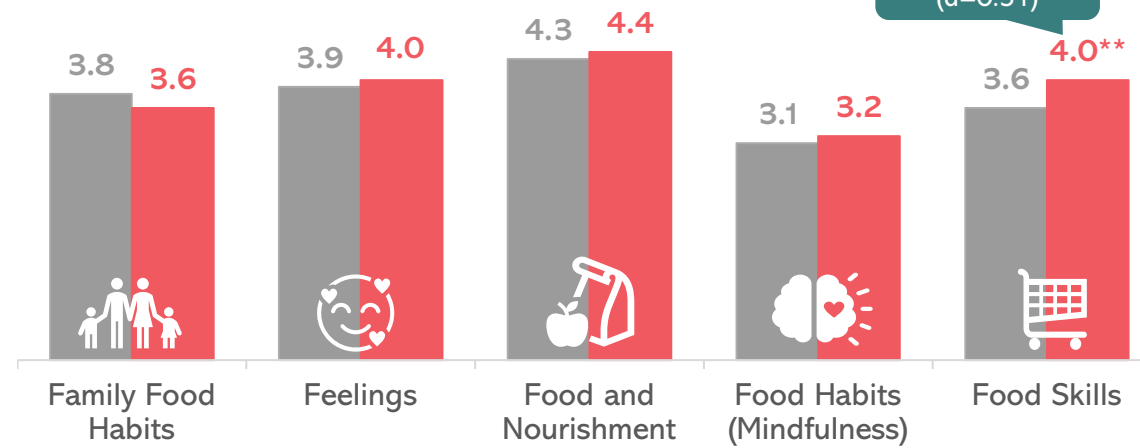
THE UNIVERSITY OF ARIZONA
COLLEGE OF AGRICULTURE & LIFE SCIENCES
Nutritional Sciences & Wellness

EXAMPLE

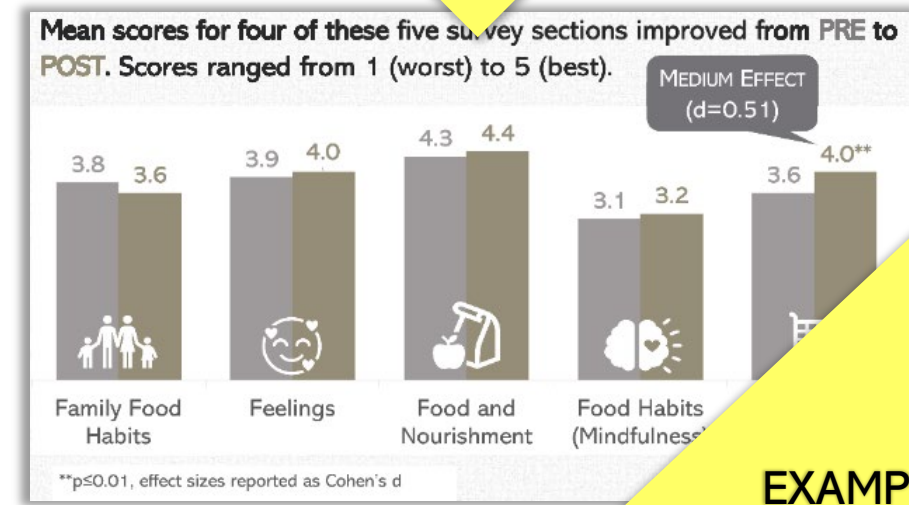
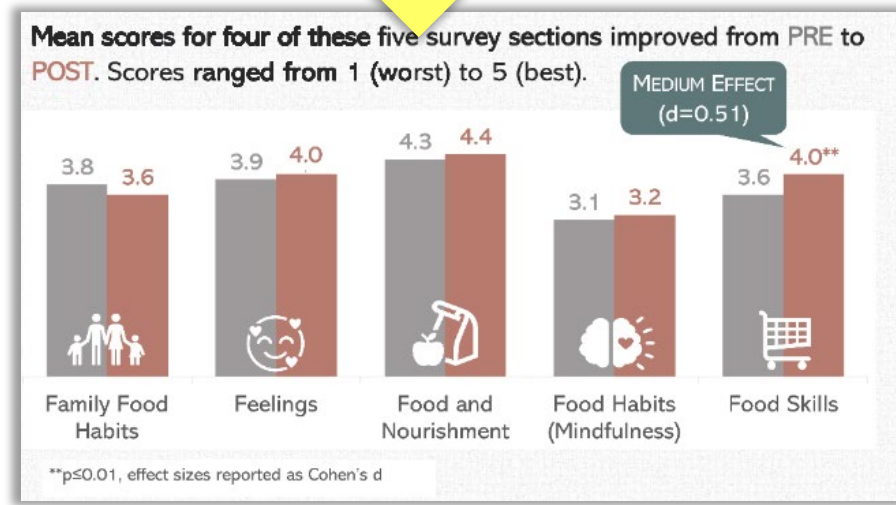


Mean scores for four of these five survey sections improved from PRE to **POST**. Scores ranged from 1 (worst) to 5 (best)

MEDIUM EFFECT
(d=0.51)



**p≤0.01, effect sizes reported as Cohen's d



EXAMPLE

Personal Preferences

Communication and learning styles vary by individual

- ✓ Get to know primary users
- ✓ Look to the past





6

Cultural Preferences

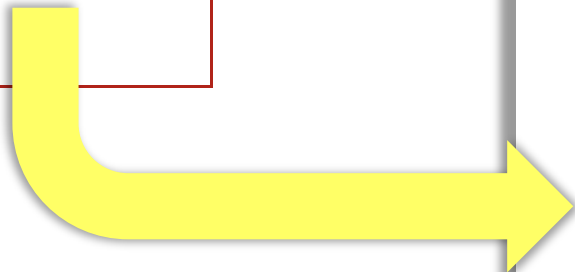
Communication and learning styles also vary by culture.

- ✓ Ask about users' preferences (ex., oral tradition vs. written report)
- ✓ Address language



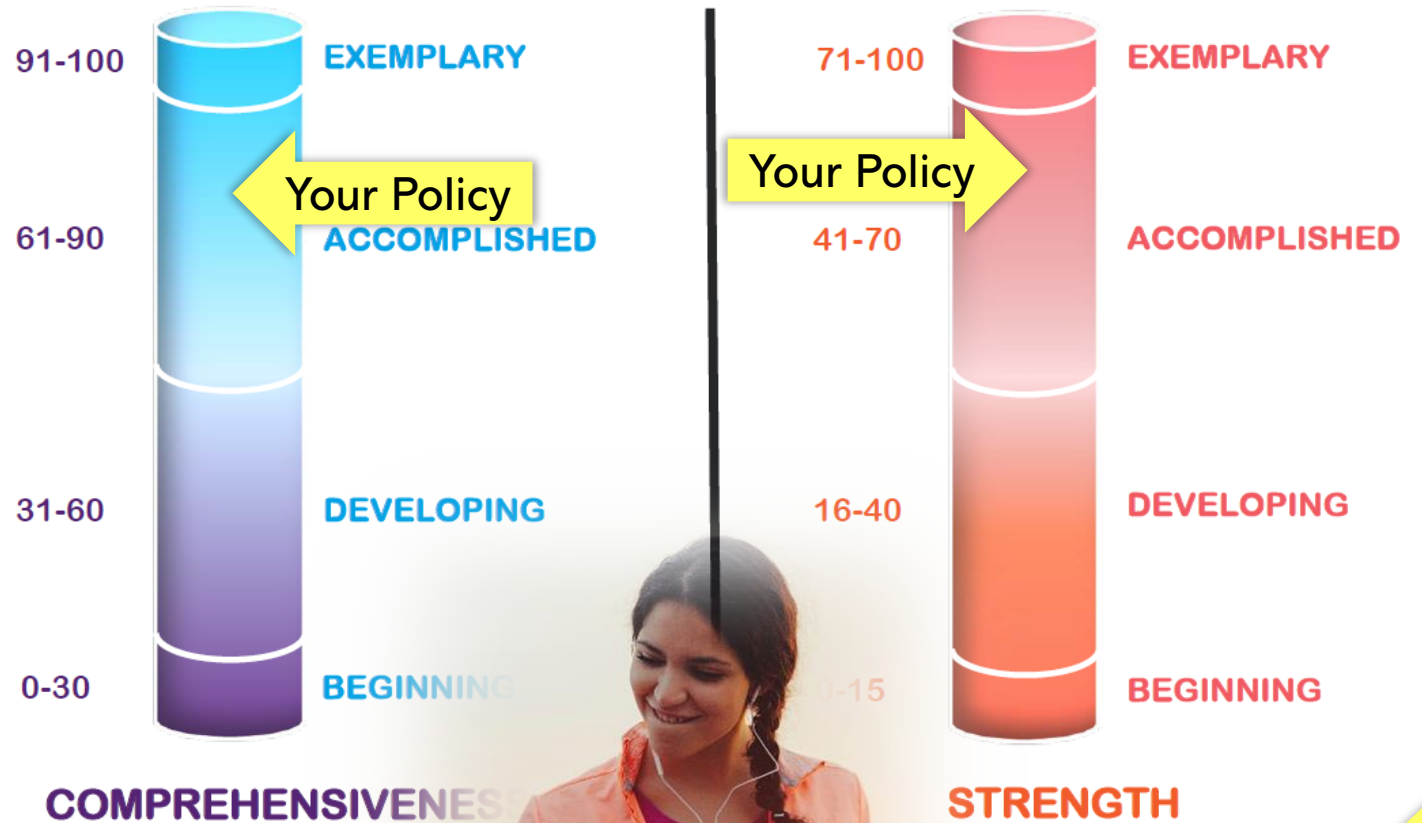


District Score
78
District Score
65



Interpreting Your AZ Health Zone WellSAT Score

WellSAT scores range from 0-100, but we should not interpret scores as letter grades. Instead, use the information below to see where your Wellness Policy score falls. These categories are based on Arizona and national averages and promote achieving *realistic* best practices.



This material was funded by USDA's Supplemental Nutrition Assistance Program (SNAP) through the AZ Health Zone. This institution is an equal opportunity institution.



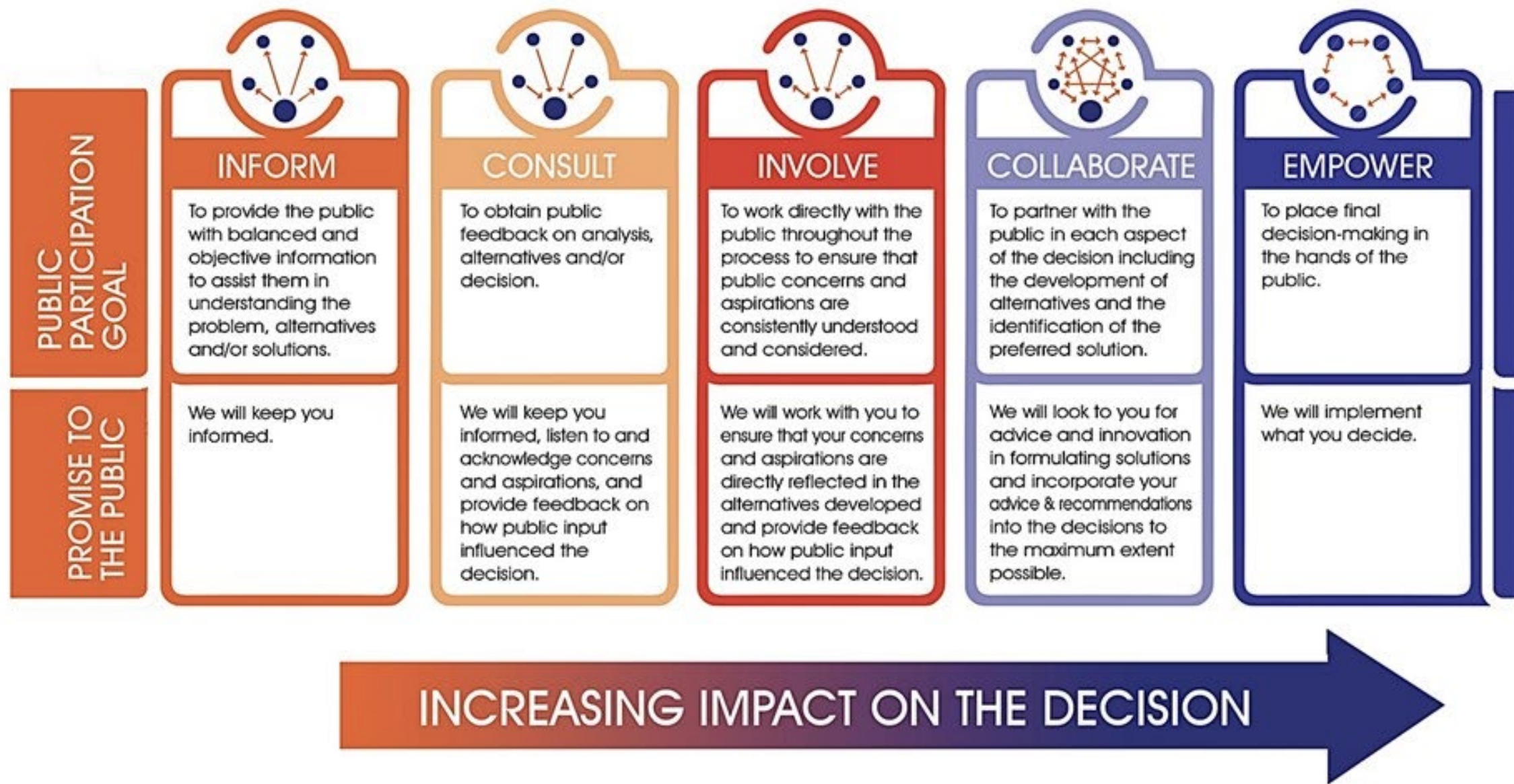
EXAMPLE

Engagement Preferences

The extent to which users want to interact before, during, & after the share out



- ☒ Ask about users' preferences





8

Equity

The extent to which our report methods ensure that all user groups can participate.

☑ Will results reach users differentially?

Does this reporting method prioritize
one group over another?

1 Literacy

2 Numeracy

3 Visualcy

4 Accessibility

5 Personal Preferences

6 Cultural Preferences

7 Engagement Preferences

8 Equity

A diagram consisting of seven dotted yellow lines that originate from the right side of each of the seven numbered items on the left and converge at a single point on the left side of the '8 Equity' text.



I can
attend!



Makes sense!

How will **you** center your
users in your next
evaluation report?



We're
excited!



We know what
to do next!