

## Appendix 8. Evaluation communication strategy

| Communication method                                      | Purpose  | Scope   | Potential audiences  | Specific groups, committees and teams    |
|---|--|---|--|--|
| Annual evaluation report                                  | To provide detailed information on NPS achievements on an annual basis.  | Summary of key findings.  | <ul style="list-style-type: none"> <li>- DoHA</li> <li>- NPS Board</li> <li>- NPS</li> <li>- Partners</li> <li>- Stakeholders</li> <li>- General public</li> <li>- Other (specify):</li> </ul>                 | Executive, senior managers, staff        |
| Report – corporate level                                  | To inform the strategic direction of the organisation.   | Presents answers to evaluation questions posed at a corporate level that are outside the auspices of any particular initiative (e.g. NPS contribution to QUM indicators).                   | <ul style="list-style-type: none"> <li>- DoHA</li> <li>- NPS Board</li> <li>- NPS</li> <li>- Members</li> <li>- Other (specify):</li> </ul>  | Executive, senior managers               |
| Evaluation report – initiative level                      | To provide detailed information about initiative impacts against objectives, and recommendations for future implementation.                  | Pulls together all projects within the initiative and provides a detailed account of process, impacts, and recommendations for future implementation. Potentially include cost information. | <ul style="list-style-type: none"> <li>- NPS</li> <li>- DoHA</li> <li>- NPS Board</li> <li>- Partners</li> <li>- Working groups</li> <li>- Advisory/steering committees</li> <li>- Other (specify):</li> </ul> | Executive, senior managers, project team |
| Evaluation report – project level                         | To provide detailed information about processes, project outcomes against project objectives, and recommendations for future implementation. | Account of processes and outcomes associated with the project, and recommendations for future directions.   | <ul style="list-style-type: none"> <li>- NPS</li> <li>- NPS Board</li> <li>- Partners</li> <li>- Working groups</li> <li>- Advisory/steering committees</li> <li>- Other (specify):</li> </ul>                 | Project team, project management office  |
| Final summary/glossy report – initiative level (external) | To inform about top-level impacts and achievements.  | Summary of key findings (highlights).   | <ul style="list-style-type: none"> <li>- DoHA</li> <li>- NPS Board</li> <li>- Partners</li> <li>- Stakeholders</li> <li>- Other (specify):</li> </ul>  | –  |

| Communication method  | Purpose  | Scope   | Potential audiences   | Specific groups, committees and teams |
|---|--|---|---|---------------------------------------|
| Final summary/glossy report – project level (external)          | To inform about the outcomes and achievements of a substantial project, before completion of an initiative.                    | Summary of key findings (highlights).   | <ul style="list-style-type: none"> <li>- DOHA</li> <li>- Partners</li> <li>- Stakeholders</li> <li>- Divisions of general practice (DGP) (feedback reports to divisions)</li> <li>- Other (specify):</li> </ul>                                   | –                                     |
| Written evaluation briefs – before project finalised (internal) | To keep stakeholders up to date on progress towards project deliverables/objectives.   | Summary of key findings to date (milestones) and whether the project is on track to meet specified deliverables/objectives. | <ul style="list-style-type: none"> <li>- NPS</li> <li>- Project/initiative teams</li> <li>- Working groups</li> <li>- Advisory/steering committees</li> <li>- Senior management group</li> <li>- Executive</li> <li>- Other (specify):</li> </ul> | –                                     |
| Written evaluation briefs – at project completion               | To inform about the outcomes and achievements of a substantial project.  | Summary of key findings against specified deliverables and project objectives.  | <ul style="list-style-type: none"> <li>- NPS</li> <li>- Project/initiative teams</li> <li>- Working groups</li> <li>- Advisory/steering committees</li> <li>- Senior management group</li> <li>- Executive</li> <li>- Other (specify):</li> </ul> | –                                     |
| Verbal presentation (internal)                                  | To inform about the outcomes and achievements of a substantial project.  | Summary of key findings against deliverables and project objectives.  | <ul style="list-style-type: none"> <li>- NPS staff</li> <li>- Senior management group</li> <li>- Executive</li> <li>- Other (specify):</li> </ul>   | –                                     |
| Publication in peer reviewed journals                           | To highlight achievements of NPS work and contribute to the body of knowledge regarding evaluation within the health industry. | Summary of key findings for a particular piece of work or evaluation implementation strategy.                               | <ul style="list-style-type: none"> <li>- Stakeholders</li> <li>- Audiences external to NPS who may not be aware of what we aim to achieve</li> <li>- Other (specify):</li> </ul>  | –                                     |

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|--|--|---|--|---------------------------------------|
| Publication in trade journals, websites and e-distribution lists (e.g. Auspharm) | To highlight achievements of NPS work.   | Summary of key findings for a particular piece of work or evaluation implementation strategy. | <ul style="list-style-type: none"> <li>- Stakeholders</li> <li>- General public</li> <li>- Audiences external to NPS who may not be aware of what we aim to achieve</li> <li>- Other (specify):</li> </ul> | -                                     |
| Conference presentation  | To highlight achievements of NPS work and contribute to the body of knowledge regarding evaluation within the health industry. | Summary of key findings for a particular piece of work or evaluation implementation strategy. | <ul style="list-style-type: none"> <li>- Stakeholders</li> <li>- Audiences external to NPS who may not be aware of what we aim to achieve</li> <li>- Other (specify):</li> </ul>                           | -                                     |
| Other method (for discussion)  | -  | -   | -  | -                                     |