

Example of a simple evaluation plan about Cochrane Corners

Description of the knowledge translation activity

Target Audience:	Health professionals who read a journal
Intervention/Activity:	Beginning to publish Cochrane Corner articles summarising Cochrane evidence in a journal every month for one year
Comparator:	No different KT activity to compare, but will compare feedback at the start and end of the year and compare people who do and do not read Cochrane Corner articles
Outcomes:	Awareness of Cochrane; Using research evidence to inform decisions

Evaluation plan

What do you want to achieve from your KT activity? (Outcomes)	How will you know whether you have succeeded?	What methods will you use to measure your successes?	Timeframe	Resources needed	Who will be responsible?
Healthcare professionals reading the journal will know that Cochrane exists (awareness)	1. By December 2021, 50% of journal readers will have heard of Cochrane. 2. By December 2021, at least 10% more health professionals reading the journal will say they have heard of Cochrane compared to the start of the year.	Anonymous online survey of journal readers before starting to publish Cochrane Corner articles and again after one year. Journal publisher will email a link to all subscribers inviting them to take part and also place a pop-up link to the survey on their website for one month.	Survey before starting to publish Cochrane Corner articles in December 2020	- Platform to build and host online survey - Journal willing to send email to all subscribers 4 days of time to develop and test survey, load online, compile the results at the start of the year and again at the end and have meeting with Cochrane team and journal to discuss findings and next steps	Cochrane Group Managing Editor will speak with the journal Cochrane Group Fellow will develop and analyse the survey
Healthcare professionals reading Cochrane Corner articles will use research evidence to inform their healthcare decisions	1. By December 2021, 40% of health professionals who usually read Cochrane Corner journal articles will say that research evidence influenced a decision in the past year. 2. At least 10% more professionals who read Cochrane Corners regularly will say that research evidence influenced a decision compared to people who did not read Cochrane Corners regularly.	Questions will focus on: - Person's main role e.g. consumer, researcher, healthcare professional - What sections of the journal they read (including whether they usually read Cochrane Corners) - Whether they have heard or and how much they know about Cochrane (1-5 scale) - Whether research evidence has influenced any of their healthcare decisions in the past year - Whether they have used anything they read in Cochrane Corner articles in the past year	Survey one year after starting to publish Cochrane Corner articles in December 2021		Publisher's Customer Development Officer will send email to subscribers and organise for pop up website link