

## TIP SHEET

# The Impact of Sharing Survey Results with Stakeholders

March 2022

## INTRODUCTION

This tip sheet explores the importance of communicating with stakeholders the specific survey results and overall outcome of your local Sexual Risk Avoidance Education (SRAE) program and provides frameworks for building your narrative and sharing the data. As an SRAE grantee, your efforts can influence individual, family, and community health and well-being. To that end, increasing distribution and visibility of survey results can have an important impact on the improvement, effectiveness, expansion, and sustainability of your SRAE program.

Survey results can provide valuable information for stakeholder groups by:

- Identifying for facilitators and student participants lessons learned. Facilitators will learn about barriers, challenges, and mid-course corrections. Students will learn about how much they learned and how their attitudes or intentions may have changed.
- Conveying to program staff the knowledge, attitudes, and intentions related to crucial behavioral markers.
- Encouraging parents and caregivers of their important role in communication and affirmation.
- Demonstrating to participants the vital importance of accurate information to inform their decision-making.
- Generating broader involvement of strategic community partners focused on teen and overall community health (Holt & Chambers, 2017).
- Informing local and state policymakers on trends that can guide budget and policy decisions that impact youth health and well-being (Ashcraft et al., 2020).



## CONSIDER STAKEHOLDERS' INTERESTS

While all survey data has value, it is important to identify the trends and behavioral indicators that will be of most interest to the stakeholders you want to reach. Stakeholders may include parents, school administrators and teachers, students, community partners, and local and state policymakers, among other groups. Each category of stakeholders is a different audience and will need specific messaging and information.

## Parents, Caregivers, or Guardians

Sharing specific data with parents, caregivers, and guardians is an opportunity to encourage more informed parental engagement to initiate new conversations with their youth. Specific data may also enhance caregivers' understanding of some of the issues youth face and why accurate information about sexually transmitted infections (STIs), teen pregnancy rates, sexual coercion, and healthy decision-making regarding relationships is important to discuss. Survey results can inform caregivers of the need to emphasize areas of concern and give reinforcement to positive trends as they interact with their youth on these topics.

## Schools

School administrators and classroom teachers are interested in the overall academic success of the students they serve. They know that physical and emotional health can play an important role in academic achievement. Sharing trend data regarding knowledge, intentions, and attitudes of their students can alert school personnel of the need to initiate or continue school-wide campaigns to address specific topics to promote healthy decisions. Sharing trend data regarding knowledge, intentions, and attitudes of their students can alert school personnel of the need to initiate or continue school-wide campaigns to address specific topics to promote healthy decisions.

## Students

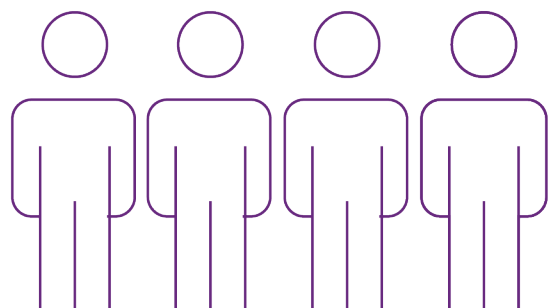
We don't often think about sharing survey results with students, but they can benefit from seeing how much they have learned as a group/class, how misinformation has been corrected, and/or how they may have changed their attitudes or intentions going forward. Sharing data can be a way to reinforce students' critical thinking skills and a source of encouragement to focus on the future.

## Community Partners

Community partners, including business and political leaders, along with numerous service-providing agencies, will be interested in the overall health of the youth in their communities. Business and political leaders, responsible for policies and services that impact the well-being of the community, can benefit from survey data that provide insight into the issues, needs, and trends among youth in their communities (CDC, 2019). For youth-serving agencies, sharing data that reveal knowledge, attitudes, and intentions can help agencies modify or add to existing programming. Sharing findings also can strengthen partnerships to collaborate around prevention strategies as social environments, norms, and policies are reinforced beyond the classroom.

## Policymakers

Those responsible for policy decisions at the local, state, and federal levels rely on information from reliable sources to inform their decisions. Sharing data with these groups can play an important role by giving a window into the lived experiences of those most impacted by their decisions. Data can be used to emphasize how your SRAE program is improving health outcomes, addressing the needs of the target youth population, and impacting other long-term positive outcomes for youth.



## SAMPLE SURVEY QUESTION, RESULTS\*, AND IMPACT

Question: I am likely to talk with my parent, guardian, or caregiver about sex.

Entry Survey Results: **34%** Very likely      **17%** Somewhat likely      **49%** Not at all likely

Exit Survey Results: **61%** Very likely      **31%** Somewhat likely      **8%** Not at all likely

**Parent, Caregiver, or Guardian Impact:** Sharing this finding with parents can be an encouragement for them to initiate conversations or to look for opportunities to signal their openness to talking about sex and related issues.

Question: I would speak up or ask for help if I am being bullied in-person or online, via text, while gaming, or through other social media.

Entry Survey Results: **24%** Not true      **52%** Somewhat true      **24%** Very true

Exit Survey Results: **19%** Not true      **47%** Somewhat true      **34%** Very true

**School Impact:** Sharing findings can highlight areas of students' weaknesses, allowing educators to focus on and reinforce skill building in those areas.

Question: I believe most teens in the U.S. are sexually active.

Entry Survey Results: **57%** Strongly agree      **26%** Neutral      **17%** Strongly disagree

Exit Survey Results: **23%** Strongly agree      **21%** Neutral      **56%** Strongly disagree

**Student Impact:** These findings can be used to show the value of correcting misinformation regarding youth perceptions (Berkowitz, 2004), especially because youth typically behave in ways they perceive as normative (CDC, 2020).

Question: I feel confident I possess the skills to resist peer pressure.

Entry Survey Results: **40%** Strongly agree      **23%** Neutral      **37%** Strongly disagree

Exit Survey Results: **62%** Strongly agree      **33%** Neutral      **5%** Strongly disagree

**Community Partner Impact:** Data collected and shared with community service-provider partners may lead them to use findings to provide additional educational dosage in their programs to reinforce refusal skills when addressing high-risk behaviors such as drugs, alcohol, and smoking.

Question: I believe saving sex for marriage is the healthiest choice.

Entry Survey Results: **32%** Strongly agree      **43%** Neutral      **25%** Strongly disagree

Exit Survey Results: **51%** Strongly agree      **29%** Neutral      **20%** Strongly disagree

**Policymaker Impact:** Data that shows significant movement toward stated goals can be shared with policymakers to affirm the value of SRAE programming to the youth served. Findings can demonstrate the need for clear legislative language that supports the belief that all youth deserve the skills needed to achieve optimal health outcomes.

*\*Data shown are for illustration purposes only and not actual data.*



## FRAMEWORKS FOR SHARING DATA

Interpreting and sharing results in innovative ways that are clear and concise can help make findings easily available to your stakeholders as well as diverse, broader audiences to help maximize the impact on your population's health. Consider the following methods to share data:

**Infographics** can be used to illustrate information in a variety of ways, such as demonstrating how various stakeholder groups working together can influence positive youth outcomes.

**Posters and flyers** can be used to reinforce positive trend results. For example, if your findings indicate that youth are intending to refrain from non-marital sex, providing schools or youth-serving organizations in the community with posters that reinforce that positive trend provides an opportunity to share with stakeholders your program results while also providing a visual reminder to youth.

**Charts and graphs** can be quick and easy visuals to help an audience understand comparative data between pre- and post-survey results.

**Social media** can be used in a variety of ways to share findings with specific groups on your organization's website. Sections designated for distinct groups such as parents, teens, and schools can offer highlighted information on program results specific to each group.

**Newsletters** are a simple way to share your survey results. Ask the editor of a school or community agency if you could provide a brief article on some "good news" about the youth in your school or community, highlighting survey results.

**Parent, caregiver, or guardian meetings** are a perfect place to let caregivers know the positive impact your program is having on their children. Ask to be included on the meeting agenda and provide survey results, specifically about trends regarding adult/child engagement.

**Community stakeholder meetings** can provide the opportunity to reach a broad spectrum of community service providers and leaders who care about the well-being of community members, including youth. They can be places to introduce your program to those who may not know of your organization and the impact you are having on youth. Ask ahead of time to be included on a meeting agenda, if possible, or utilize any open forum sessions to speak.

## References

- Ashcraft, L. E., Quinn, D. A., & Brownson, R. C. (2020, October 15) Strategies for effective dissemination of research to United States policymakers: A systemic review. *Implementation Science* 15(89). [Strategies for effective dissemination of research to United States policymakers: a systematic review \(nih.gov\)](#)
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## Related Resources

[Center for Disease Control & Prevention: Infographics](#)

[Community Toolbox: Creating Posters and Flyers](#)

[Engaging Your Community: A Toolkit for Partnership, Collaboration, and Action](#)

[Messaging to Diverse Stakeholders: Building Relationships with Community Partners](#)

[Strategies for Expanding SRAE Programming at the Local Level](#)

[Spreading the Word About Your Program: Applying Strategies from \*Contagious\*](#)

[SRAE Performance Analysis Study \(PAS\)](#)

[Using the SRAE Performance Measures Dashboard](#) slides

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Adolescent Pregnancy  
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