

Considerations for State Annual Reports

The State Leadership Team (SLT) develops an annual report documenting the activities, outcomes and accomplishments of the evidence-based practices (EBPs) initiative. The annual report is a major part of the public awareness plan. Following are considerations the SLT can use in preparing an annual report.

1. What is the purpose of your report? What message(s) do you want to communicate? Are you hoping to create buy-in from other local programs? Do you want to convey the importance of the initiative to policy makers or financial contributors? Do you want a tool to use for continued recruitment of financial contributors, or local programs?
2. Who is your audience? SLT members, other community partners, state policy makers, financial contributors, families, practitioners, or all of the above? Or do you want to create something unique to just a few different audiences? Can you use parts of the report for different audiences such as an executive summary?
3. Who has been involved, e.g. SLT members, sites, funders, stakeholders, focus groups?
4. What are the Vision and Mission Statements for your State EBPs initiative? Think about how this could be used in conveying your message.
5. How will you present the information? Standard report posted on the state website or via email, PowerPoint presentation for program recruitment during state conferences, infographic, photos, video posted on state website, etc.
6. How will you use data to tell the story? What data? Will you use qualitative data such as anecdotal notes/quotes/stories from practitioners and/or families; Insights for future professional development activities; video testimonials from practitioners, families, administrators, program teams; media news articles created throughout the implementation period? Quantitative data such as data from the sites including their BoQs, fidelity data, child outcome data; SLT BoQ; or other Look-Think-Act data?
7. Finally, will you include a section on lessons learned, plans for sustainability and scale-up, challenges and implications for the future?

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