

To scale or not to scale?:

Guidance making decisions based on the results of your evaluations

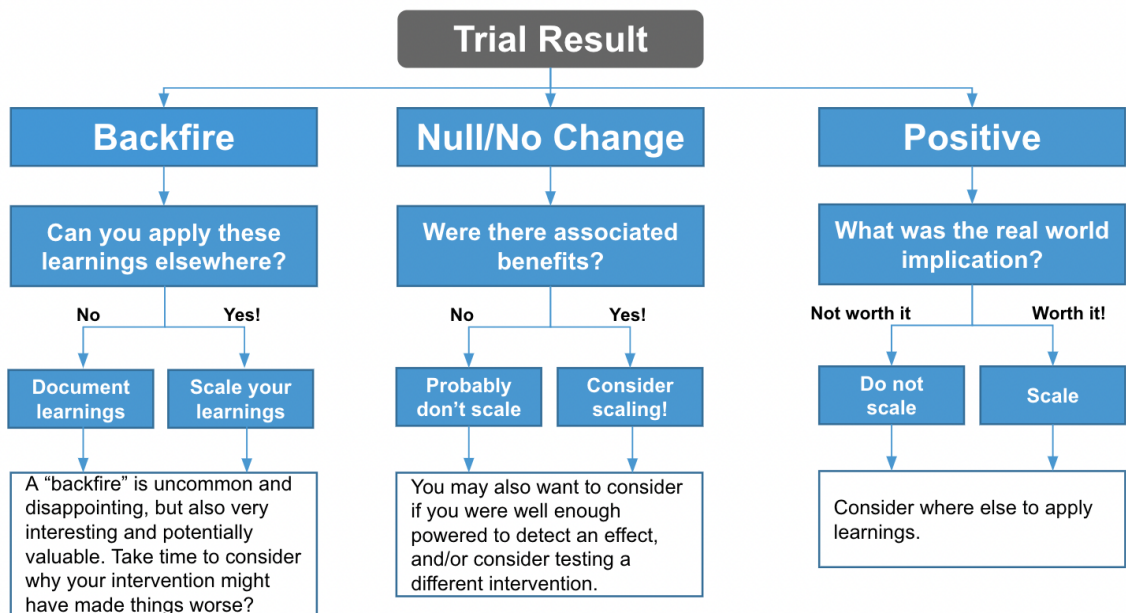
Congratulations on completing your evaluation!

You've likely learned many lessons along the way as you ran your evaluation whether it was your 1st or 50th - and hopefully found some interesting results. You may be asking yourself - what now? Is there anything else I should think about before moving my project or intervention forward?

This document lays out some considerations as you make decisions on what to do with your evaluation results.

Once you've analyzed your results, we recommend you take the following three actions:

1. *Consider the real world implications of your results:* First, you consider how your results might translate into the "real world." What do your results mean - can you put them in real world terms? For example, If one group performed X% better than the other, think about how many new "program enrollments" or fewer "violations" that might be if scaled up. Then, think through what the costs were for your evaluation project, do your potential benefits outweigh the costs. It's important in this stage to reflect back on your original plans for the project - do your results help you achieve your overall goals or social impact objectives?
2. *Check for associated benefits and drawbacks:* Next, you need to think about the associated benefits and drawbacks of your particular results. We recommend people think through a few questions to reflect if there may be benefits or drawbacks that may be less obvious for your project. Suggested reflection questions: 1) Is the intervention more expensive than the status quo?, 2) Did the intervention work better or worse for certain groups?, 3) How did staff and participants experience the intervention?
3. *Make a recommendation:* Finally, you need to make your recommendation on whether or not to scale-up this project. There isn't one right answer - we've provided a quick flow chart below to help you think through the considerations.



Frequently asked questions:

Should you always scale-up a positive intervention? Not always - it's possible to have positive results, but costs of the project or the real world implications don't meet the threshold for scaling-up the project. In this case, you may just stick with the status quo or continue to iterate to improve the project to see if you can achieve stronger results.

What do you do with a backfire or null result? Both of these results can still be quite useful to help you decide your next step with your project. With a backfire result, this has given you valuable information about what doesn't work. For backfire projects, you can reflect and explore what may have gone wrong or caused the results. For null results, you can dive a bit deeper to think about if there's benefits or drawbacks beyond the exclusively "quantitative results" that may help tip the scales one way or another.

I've decided to scale - what should I keep in mind? There's a few things to keep in mind as you scale. First, how will your scale-up project be supported? Do you have access to funding and political support? Like many other types of projects - you will want to make sure you have a strong foundation to support your project. Additionally, you need to think about what elements of your pilot or initial project plan may need to change as you expand to a wider audience. Do you have enough staff to support additional processing or more training for new sites that will be delivering your intervention. Last, but certainly not least, you can be thinking about opportunities to continue to monitor and evaluate your scaled up intervention to continue to evaluate it!