

# COMMUNICATING & USING RESULTS



## Guidance on Translating Results to Different Audiences

Results should be communicated effectively across different audiences. **Translating results into an understandable format helps connect costs to the outcomes that people care about.** Effective communication of cost analysis results to legislators, public officials, executives, media, and the community is important for the advocacy of prevention programs. Using results for this purpose is essential when considering cost analysis.

### A closer look...

Communicating results should be geared towards each target audience to ensure the most effective delivery of information.

Various streams of communicating to broader audiences, like media outlets, have been successful in effectively communicating cost analysis results.

“

...government [language] doesn't transform into...non-profit [language]. So really, it's more about messaging.

- CBCAP State Lead Interviewee

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# Using Cost Analysis Results to Inform Practice

Some CBCAP State Leads have begun thinking about how to incorporate cost analysis findings for making cost-informed decisions. **Effective communication of cost analysis results can help inform decisions made that effect child abuse and neglect prevention programs.**

## A closer look...

Results of cost analyses are incorporated into decision-making processes at the state level.

Making decisions based on results is achievable. One State Lead mentioned results of cost analysis are compelling, and would be a major advocacy tool for prevention work.



...in our world, dollars talk. The economy of prevention: 'this is what we should do to protect kids, to prevent these horrible things from happening, to help families'...that should be the ethical thing to do.

- CBCAP State Lead Interviewee



## Beginning a Cost Analysis in Your State: A Cost Analysis Guide

The guide will serve as a step-by-step tool for conducting a cost analysis by filling in the framework outlined in these briefs.

## A closer look...

- Usable, understandable language
- Easy-to-look-at formatting
- Deeper dive into the Cost Analysis Framework
- Breakdown of each Cost Analysis Framework component...**and how to use them**
- Snippets on how State Leads are currently **doing** the work
- Links to additional resources
- And much more available on the FRIENDS website at [FRIENDSNRC.org](http://FRIENDSNRC.org)

