

WHO Vaccination Coverage Survey Briefing

17. Interpreting and Sharing Results



World Health
Organization

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Interpreting and Sharing the Results

- You will likely present data differently depending on your audience
- Non-technical audiences
 - They vary (subnational health authorities, teams; decision-makers; etc) and messages need to be tailored
 - Choose layman’s terms
 - Short messages with a very clear ‘*so what?*’
- Technical audiences
 - Expect a detailed survey **report**
- Executive summary is very important



Promoting Clear & Correct Interpretation of Results

● Point estimate

- Tremendous attention is focused on this
- Survey-weighted best estimate of true, fixed, but still unknown vaccination coverage
- Coverage itself, and especially differences in coverage should be interpreted along with information regarding precision of the estimate

● Characterizing the **precision** of the point estimate

- Precision is partially controllable with sample design & target sample size
- But not completely clear until data are collected and analyzed, due to unknowable design effect & final sample size



Additional Unquantified Sources of Uncertainty

- Selection bias
 - Due to sampling frame
 - Due to sampling process
- Information bias
- Data errors
- Missing Data



Report Should Be Clear

- How each result is calculated
 - Regardless of what decisions were made for the analysis plan
- List the design effect for important outcomes
 - This will help others plan future surveys
- State clearly the steps taken to minimize each potential source of bias, such as supervision, monitoring, and quality control
- Best practice is for the analysis to be “reproducible”
 - No steps calculated by hand...everything done with a program
 - Programs and datasets made available for others to examine



Writing the Survey Report - Tips

- Writing the report is a team endeavour
- The report has a role in giving a sense of the survey quality
- Try to put the findings in positive language
- Write a clear executive summary



Transparency in the Report

● Transparency

- Who sponsored, conducted & funded the *research [survey]*
- Exact question wording
- Definition of the population
- Geographic location
- Sample frame description, sample design, sample size & error
- Weighting & cluster adjustments
- Point out clearly where results are based on parts of sample only
- Method(s) and dates of data collection

Source: American Association of Public Opinion Research Transparency Initiative
(www.aapor.org/Transparency_Initiative.htm)



Interpreting and Sharing the Results

Final Report Exercise

(30 Minutes)



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Discussion:

After the Report is Finished, Then What?

