



Health Resources in Action  
*Advancing Public Health and Medical Research*



National Network  
of Public Health Institutes

# Community Health Improvement Learning Collaborative

Webinar #6  
Evaluate Actions

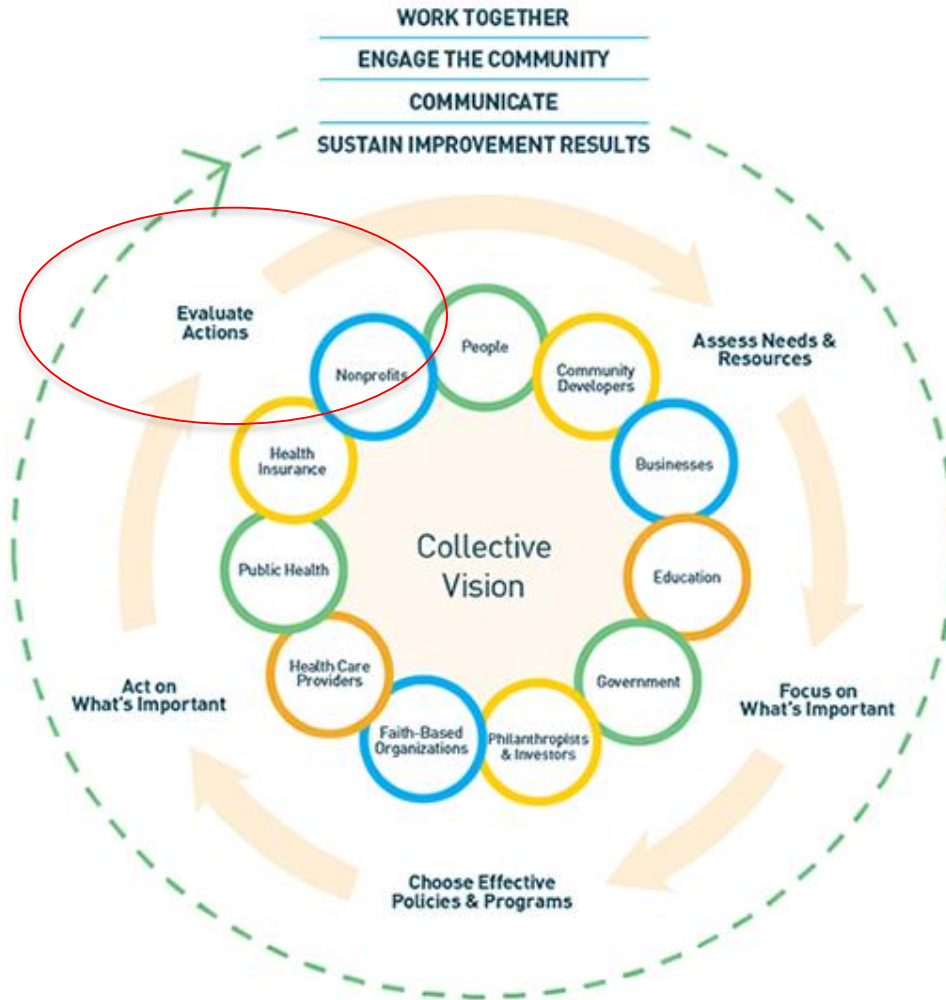
February 16<sup>th</sup>, 2016

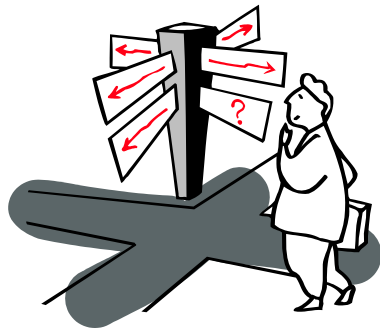
# Agenda Today

- Welcome
- Discussion of Key Concepts
  - Resources for Selecting and Using Metrics
- Discussion of Cross-cutting Tenets
- Example from the Field
- Discussion of Wikispace homework postings
- Wrap-up and Next Steps



# Overview of Key Concepts





*“If you don’t know where you are going, how are you gonna’ know when you get there?”*

Yogi Berra

***Where are you going?***

***How will you get there?***

***How will you know that you’ve arrived?***

***How do you know that you’ve been successful?***



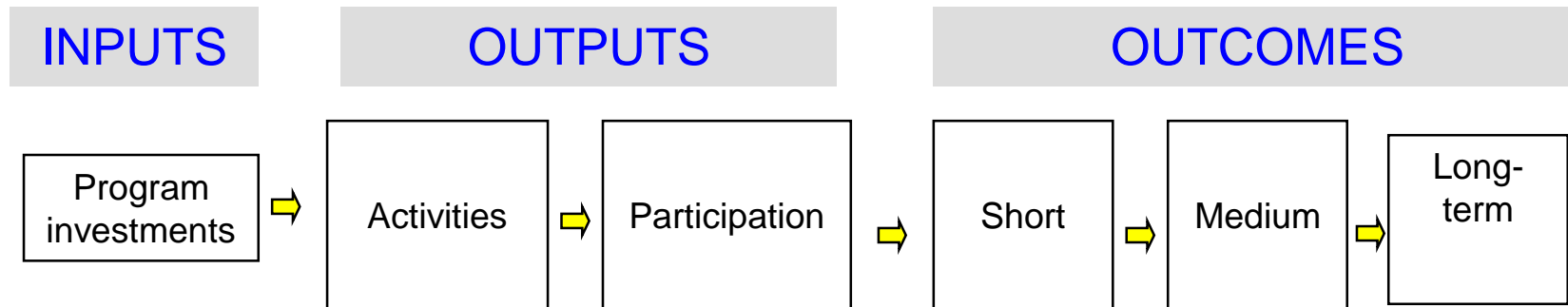
# Key Concepts: Evaluate Actions

- A system to **continuously monitor and manage the process** is implemented that generates the data needed, including short and intermediate outcomes of the program, and/or policy design and implementation (community change process and outcomes)



# Thinking about Evaluation

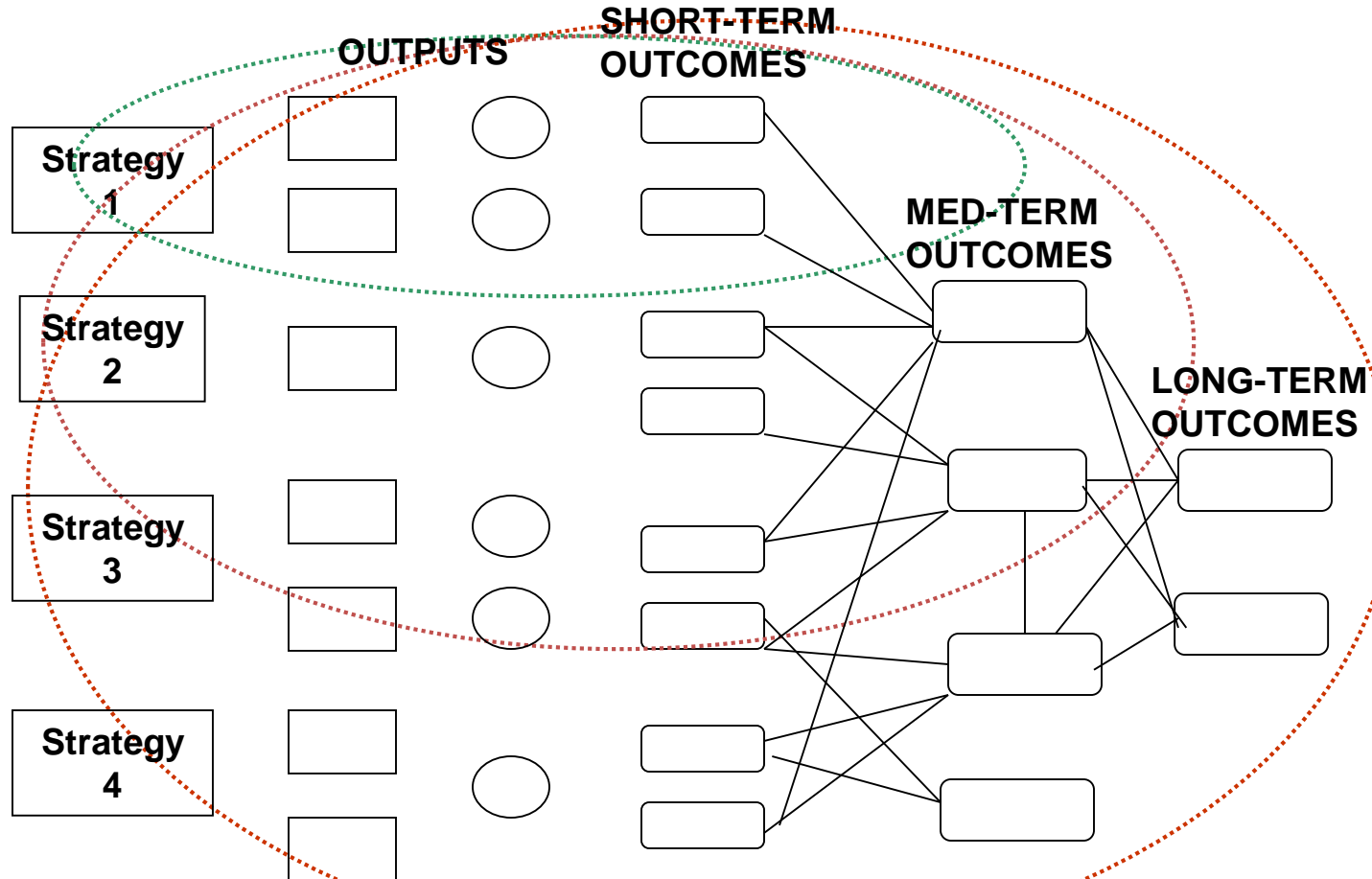
- Typically we think about singular program evaluation



- For large community health initiatives, it may be unrealistic and inappropriate to conduct individual evaluations for all strategies. **We need to think about the portfolio of strategies and how together, they aim to move the needle.**



# Evaluating Multi-Pronged Initiatives – Identifying and Prioritizing Common Metrics

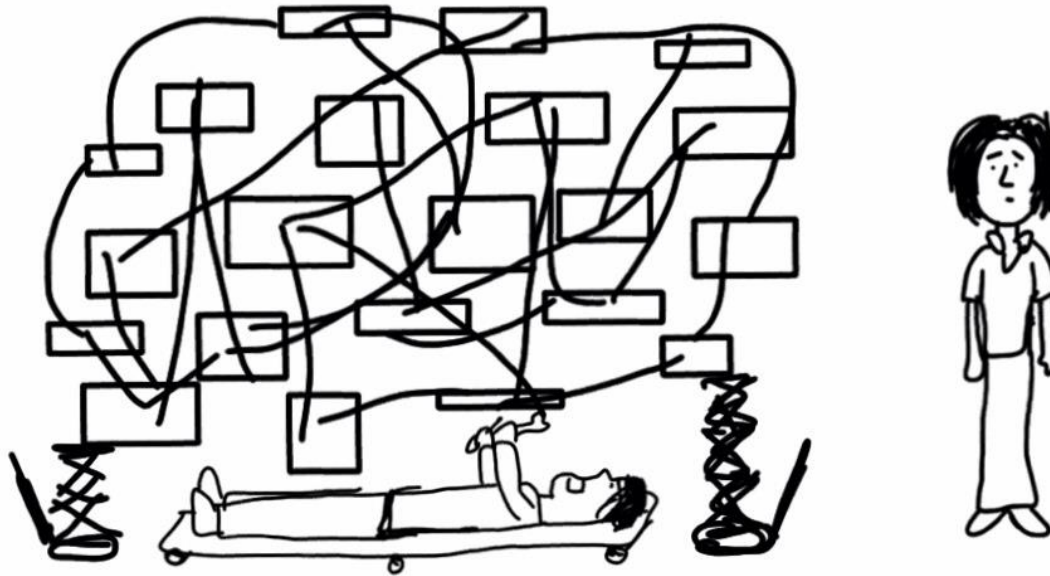


Adapted from Chapel, 2006



# Using Logic Models

At the logic model repair shop ...



So, I'm guessing this is for a comprehensive program-level intervention

[freshspectrum.com](http://freshspectrum.com)





# Roadmap for Evaluating Multi-Pronged, Collaborative Initiatives

<b>Activity</b>	<b>Key Questions</b>
✓ Define success	What's your vision, mission, and measurable goals? Is everyone on board?
Develop logic model	What's your theory of change? At multiple levels?
Apply an organizing framework	What's your strategy for evaluating change?
Determine your measures	What's changed? How do you know the partnership is responsible for observed changes?
Develop evaluation plan	What's your roadmap for evaluating success?
Set up evaluation infrastructure	How will you conduct the evaluation? What staff do you need?
Conduct evaluation	How will you report formative feedback?



# Basic Evaluation Plan Template for Action

Evaluation Question (process & outcome)	Indicator	Data Collection Method / Tools	Frequency of Data Collection	Timeline for Data Collection	Staff / Org Responsible for Data Collection
1.					
2.					
3..					



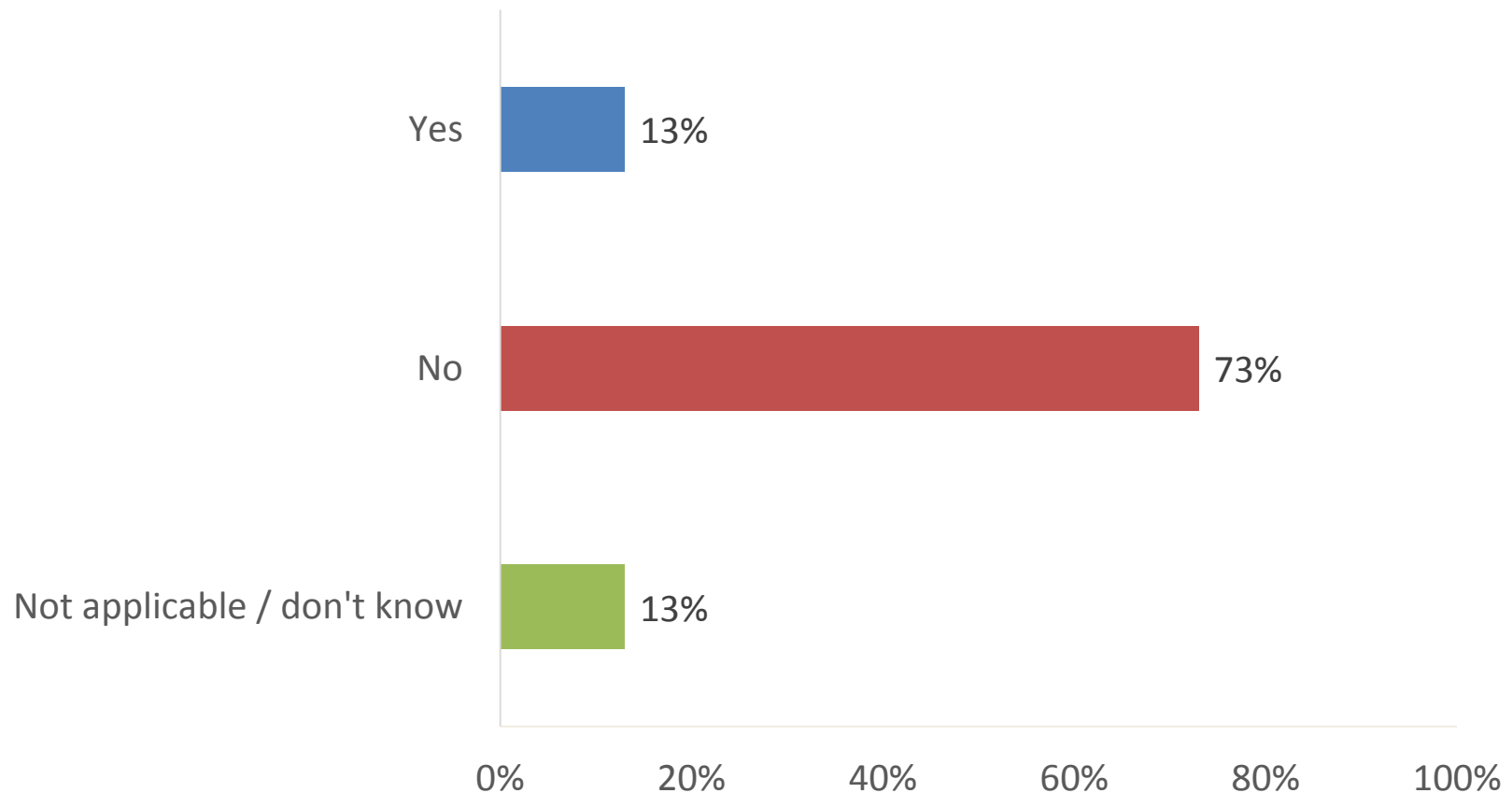
# Poll

- Has your partnership developed an overall evaluation plan for your portfolio of community health initiatives?
  1. Yes
  2. No
  3. Not applicable / don't know



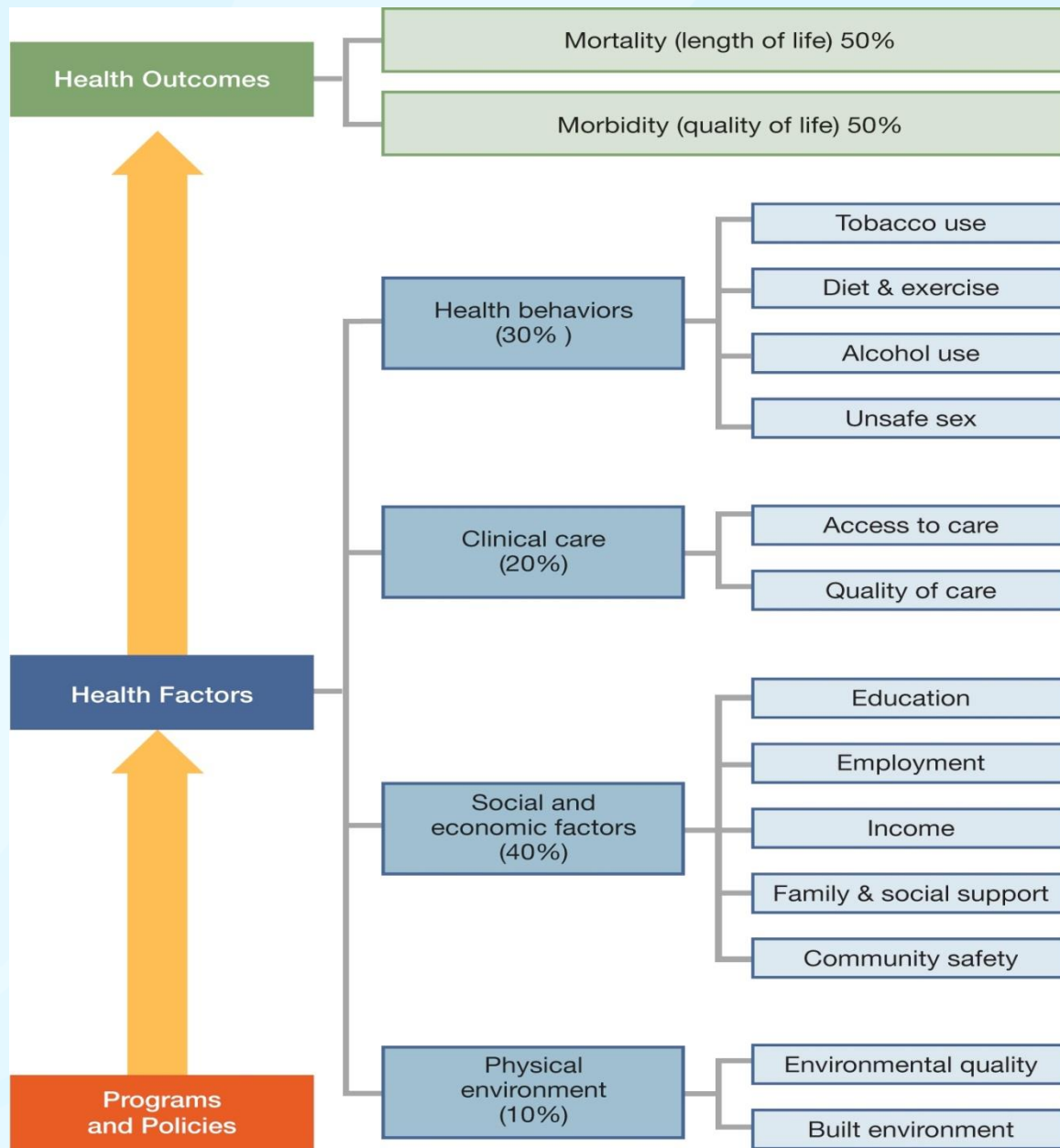
# Poll Results

**Has your partnership developed an overall evaluation plan for your portfolio of community health initiatives? (n = 15)**



# Selecting and Using Metrics





# INVEST IN YOUR COMMUNITY

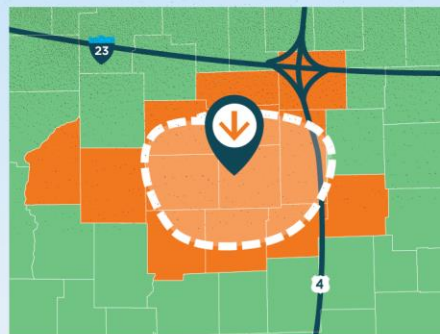
4 Considerations to Improve Health & Well-Being *for All*

## WHAT Know What Affects Health



## WHERE Focus on Areas of Greatest Need

Your zip code can be more important than your genetic code. Profound health disparities exist depending on where you live.



## WHO Collaborate with Others to Maximize Efforts



## HOW Use a Balanced Portfolio of Interventions for Greatest Impact

- Action in one area may produce positive outcomes in another.
- Start by using interventions that work across all four action areas.
- Over time, increase investment in socioeconomic factors for the greatest impact on health and well-being for all.

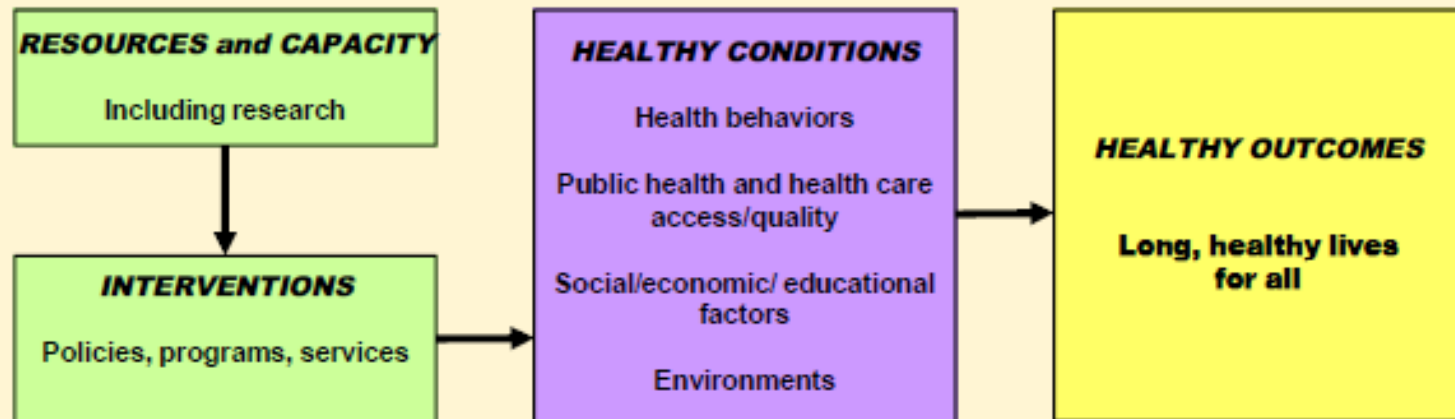


## Health outcome logic model

Influenced by the Donabedian framework (*structure, process, outcomes*)

Reflects the definition of quality in public health

Focuses on the *outcome* segment of the Donabedian framework and Conditions and Outcomes from the PHQF definition





# CHI Navigator Metrics Resources

## Tools Section: Evaluate Actions

- <http://www.cdc.gov/chinav/tools/evaluate.html>
  - Metrics: How to select them, how to use them (from Practical Playbook: public health and primary care together)

## Additional Tools and Resources: Potential Data Sources

- <http://www.cdc.gov/chinav/resources/additional/index.html>

# Considerations

- ❑ **Validity**
- ❑ **Reliability**
- ❑ **Practicality**
- ❑ **Standardization**
- ❑ **Accuracy for your population and subpopulations**
- ❑ **Relevance to your time frame**
- ❑ **Timeliness**
- ❑ **Importance and acceptability to stakeholders**
- ❑ **Realism**

# Using Metrics to Drive Performance

- ❑ **Pestronk RM. Using metrics to improve population health. Prev Chronic Dis 2010; 7 (4); A70**
- ❑ **Bilheimer LT. Evaluating metrics to improve population health. Prev Chronic Dis 2010: 7(4); A69**

# **Major Cross-cutting Health Metrics Efforts**

- ❑ Healthy People 2020 Leading Health Indicators**
- ❑ National Prevention Strategy**
- ❑ America's Health Rankings**
- ❑ County Health Rankings**
- ❑ Community Health Status Indicators**
- ❑ Institute of Medicine Core Metrics/Vital Signs**
- ❑ Robert Wood Johnson Foundation Culture of Health**

# Healthy Communities Index

## Primary Domains

- ❑ Environmental Hazards
- ❑ Health Systems and Public Safety
- ❑ Neighborhood Characteristics
- ❑ Transportation
- ❑ Natural Areas
- ❑ Housing
- ❑ Employment Opportunities
- ❑ Educational Opportunities
- ❑ Social Cohesion
- ❑ Economic Health

# Key Concepts: Evaluate Actions

- A **shared, user-friendly measurement system** that includes indicators and tools, such as dashboards, is established



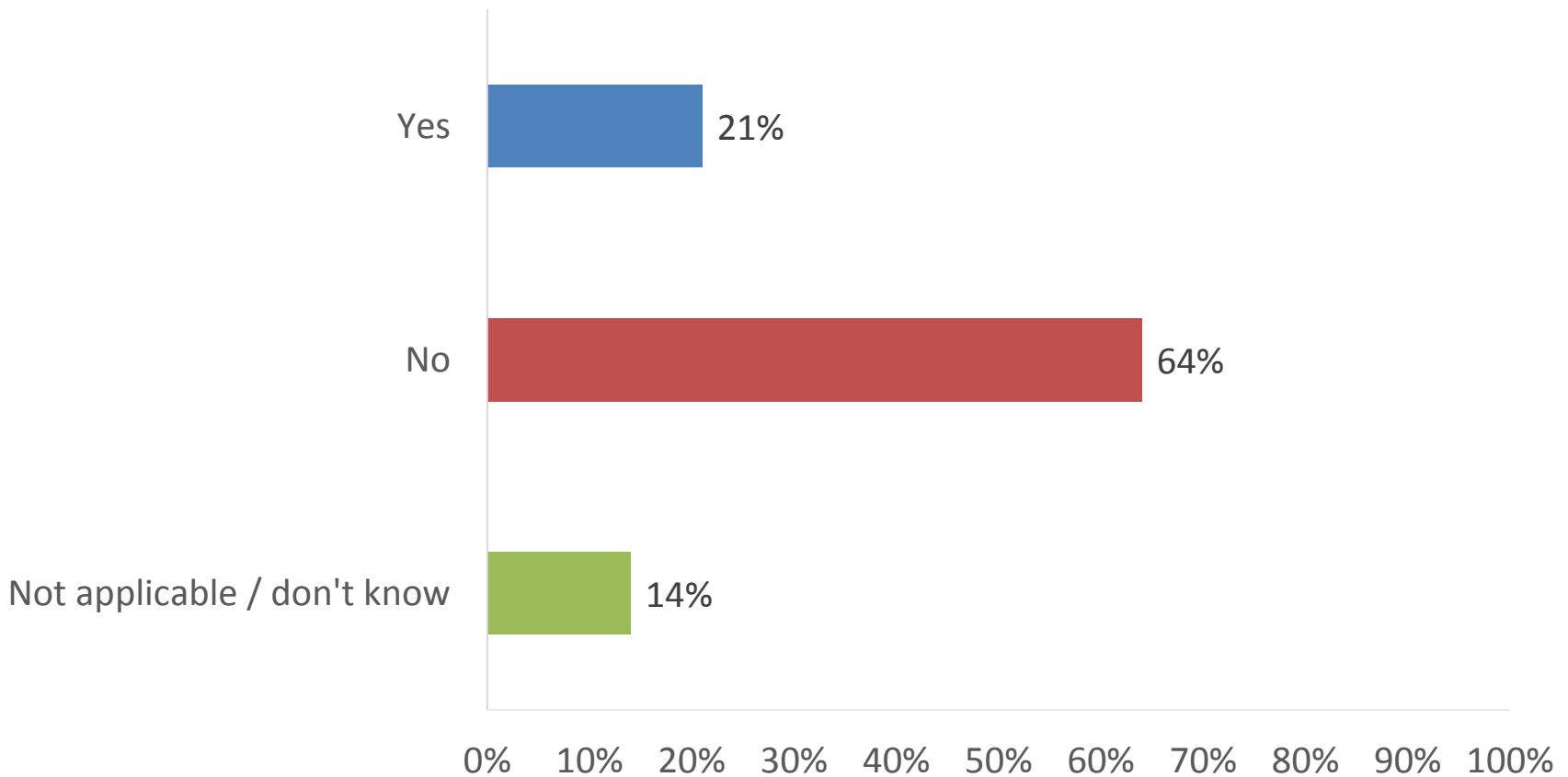
# Poll

- Has your partnership developed a shared measurement system?
  1. Yes
  2. No
  3. Not applicable / don't know



# Poll Results

**Has your partnership developed a shared measurement system?  
(n = 14)**





# Questions for Discussion

- What was your coalition's process for identifying metrics for your shared measurement system?
  - What criteria did you use for determining metrics to include?
- How has your coalition incorporated process measures into your evaluation?
- How does your coalition use its shared measurement system for evaluation? How do your partners use it?
- How does the shared measurement system get updated as new data become available?
  - What is the process for updating data?
  - Who is responsible?



# Key Concepts: Evaluate Actions

- Implementation is **adjusted and adapted** based on continuous evaluation results
- Discussion: When is the best time to collect and review interim evaluation results? Have you made any adjustments or course corrections to your CHI programs and/or policies based on interim evaluation results?



# Working Together and Engaging the Community in Evaluation

## ➤ Work Together

- How do you come to consensus around which evaluation measures to prioritize?
- How do you decide which partner collects which data for the evaluation? How are partners held accountable for their part in this?
- How are the evaluation data compiled? What are the roles of partners in analyzing the synthesizing the data? What is the role of the backbone organization?

## ➤ Engage the Community

- How do you engage the community and its diverse sectors in the evaluation? What methods of community engagement can be used during the evaluation phase of the CHI process?
- Aside from direct engagement, how else can the community perspective be incorporated into the evaluation?



# Communication in Evaluation

- How has / will your coalition communicate the evaluation process or results to stakeholders?
  - How have / will you communicate process or results to the community?
- If your coalition has had any unexpected evaluation challenges or had to make some implementation course corrections based on evaluation results, how has your coalition maintained transparency in the evaluation process?



# Sustainability in Evaluation

- As you engage in this final phase of the CHI process, the energy of partners often wanes. How can your coalition maintain support for and engagement in evaluation?
  - What is the role of the backbone organization in maintaining this support?
  - What messaging have / can you use to communicate the value of evaluation?
- How have / can your coalition's evaluation results be used to sustain and improve the coalition and its CHI strategies?



# Example from the Healthy Chelsea Coalition

- Does your partnership have a monitoring and evaluation plan?
  - What resources are needed for implementing this plan?
  - Who leads / supports evaluation activities for your Coalition?
- What process measures are included in your monitoring/ evaluation plan? What outcome measures are included?
- Does your partnership have a specific data collection plan and/ or a shared measurement system? How did you develop this plan / system?
- How do you communicate findings from your evaluation to the Coalition, and to the community?
- How do you incorporate learnings from your evaluation into your CHI process?



# Q&A



# Evaluate Actions: Advice from Partnerships

- Define very focused goals that can be measured
- Incorporate the evaluation timeline and activities into the initial conversation and development of the improvement plan
- A data committee can act as a gate keeper to determine if the quality of any data submitted meets a standard that would be useful to the process
- Evaluation is an on-going process and feedback loops need to occur throughout the implementation process. Waiting until the end will result in poorer outcomes... It pays to remain flexible but important to stay focused on the original purpose or desired aim.
- Continue to review resources and ASK questions!





# Next Steps

- **ACHI convening: Monday, February 29<sup>th</sup>**
  - Optional networking and brown bag lunch: 12 – 1pm ET
  - Convening: 1 – 5pm ET
    - Overview of agenda:
      - Introductions
      - In-depth activity on communication planning
      - Peer consultation on sustainability planning
      - Group discussion on CHI Navigator and CHI LC



# ACHI Convening Homework

## ➤ Communication

- Choose a topic / process for which you would like to develop a Communications Plan
- Complete the “Communication Planning Tool” for the topic / process you have selected (**HRiA will circulate this Tool via e-mail**)
- Bring your completed “Communication Planning Tool” to the 2/29/16 convening and also e-mail a copy to Allyson/ Kristin by **Thursday, February 25<sup>th</sup>**

## ➤ Sustainability:

- If your partnership has a Sustainability Plan, bring it with you to the 2/29/15 convening and also e-mail a copy to Allyson/ Kristin ([aauerbach@hria.org](mailto:aauerbach@hria.org), [kmikolowsky@hria.org](mailto:kmikolowsky@hria.org)), by **Thursday, February 25<sup>th</sup>** [NOTE: If your partnership does not already have a Sustainability Plan, you do not need to create one.]



# THANK YOU!

For questions about the Learning Collaborative, please contact Allyson Auerbach at [aauerbach@hria.org](mailto:aauerbach@hria.org).

