

Program Monitoring & Evaluation

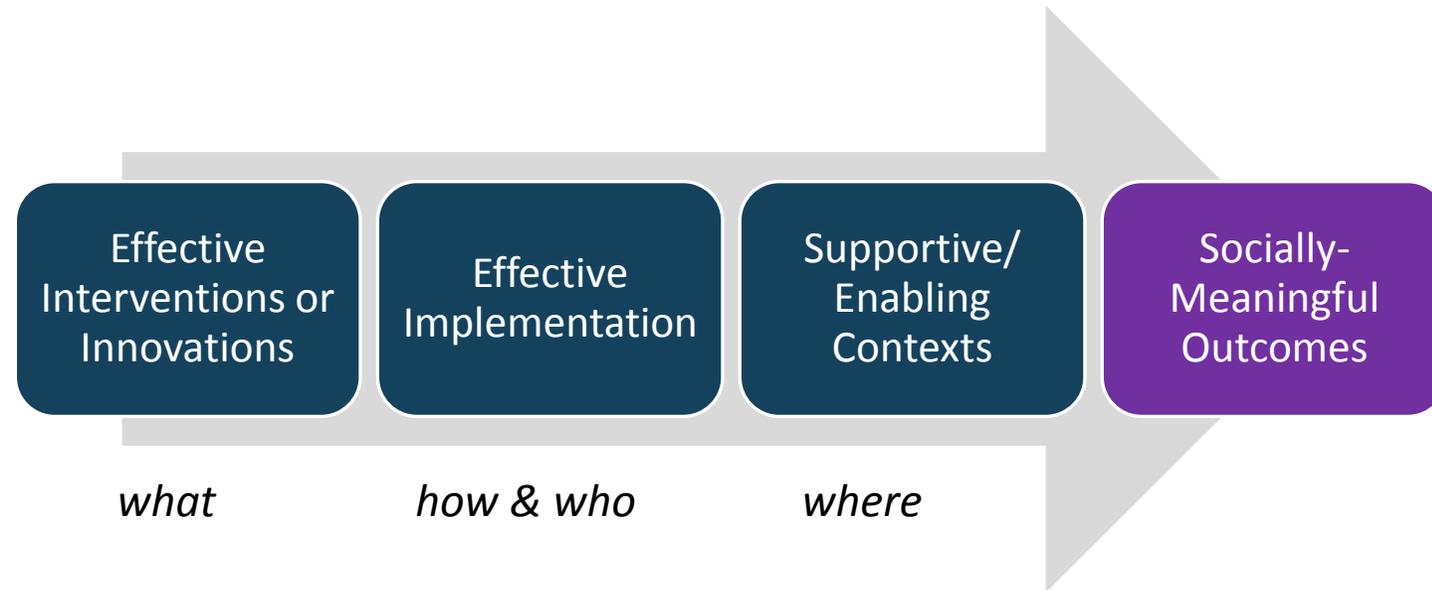
Good questions, credible measures and sharing results

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Today's Objectives

1. Identify the six steps of the CDC Framework for Evaluation
2. Understand how to develop and use a logic model to guide evaluation planning
3. Identify how to use existing data sources, as well as gathering project-specific process and outcome data

An overarching framework



CDC Framework for Program Evaluation

Evaluation is “the systematic investigation of the worth, merit, or significance of actions.”¹

“Program” includes a variety of actions:

- Direct interventions
- Training and education services
- Infrastructure and built environment changes
- Community mobilization efforts
- Communication campaigns

¹Scriven M. Minimalist theory of evaluation: the least theory that practice requires. *American Journal of Evaluation*. 1998;19:57–70.

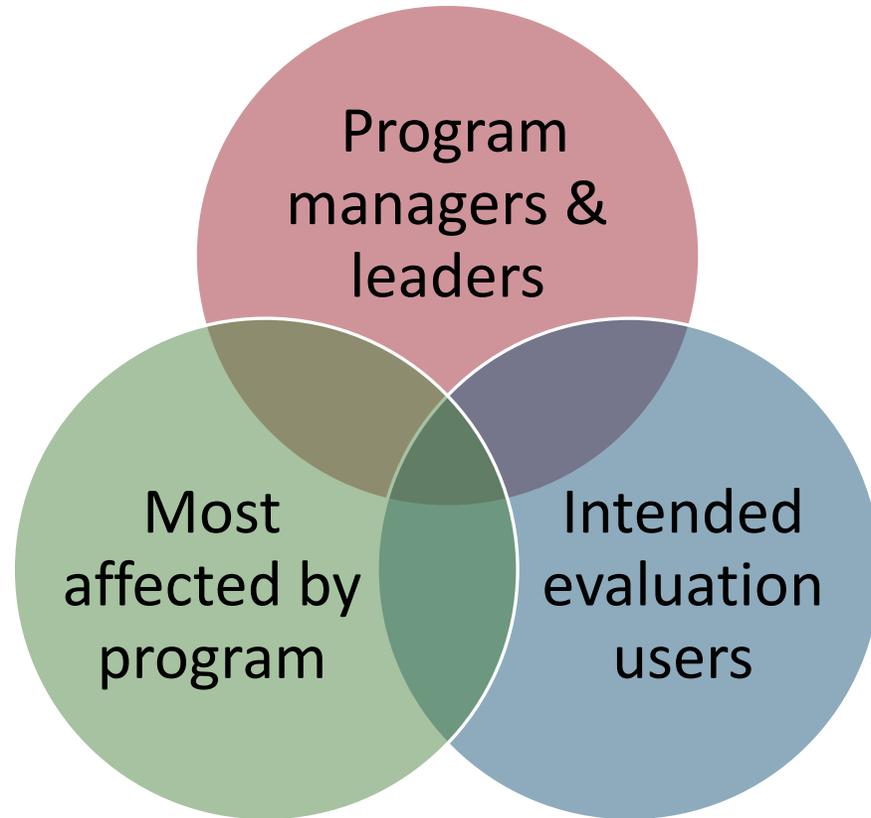


CDC Framework for Program Evaluation

1. Engage stakeholders
2. Describe the program
3. Focus the evaluation design
4. Gather credible evidence
5. Justify conclusions
6. Ensure use and share lessons

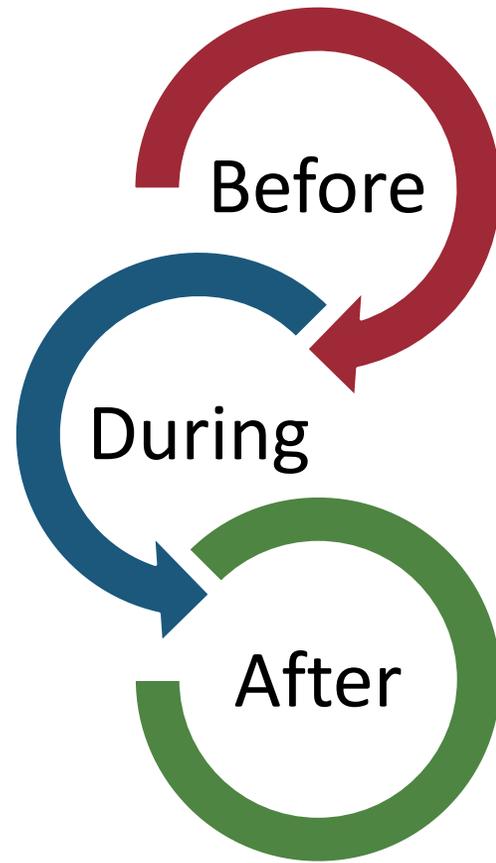


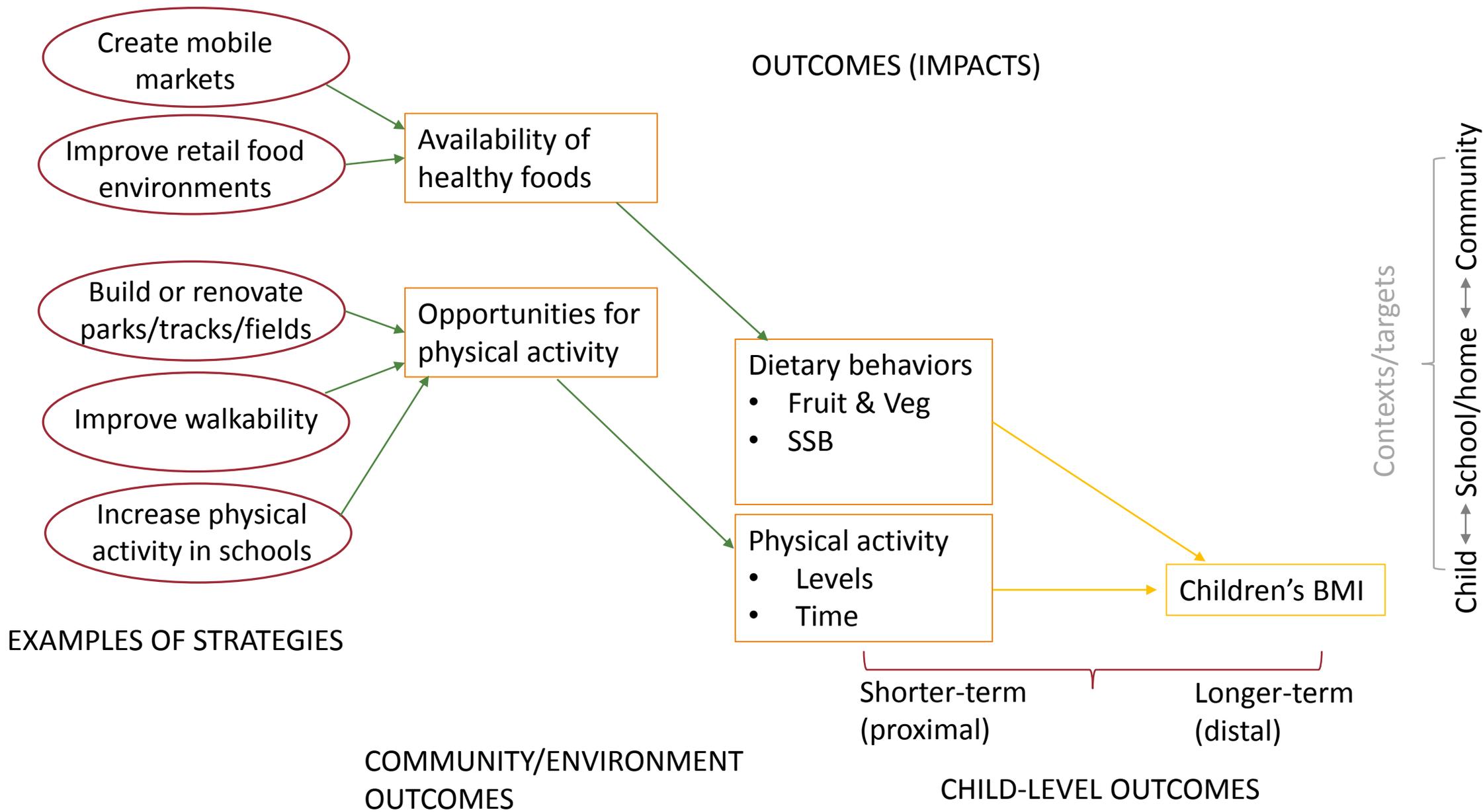
1. ENGAGE STAKEHOLDERS



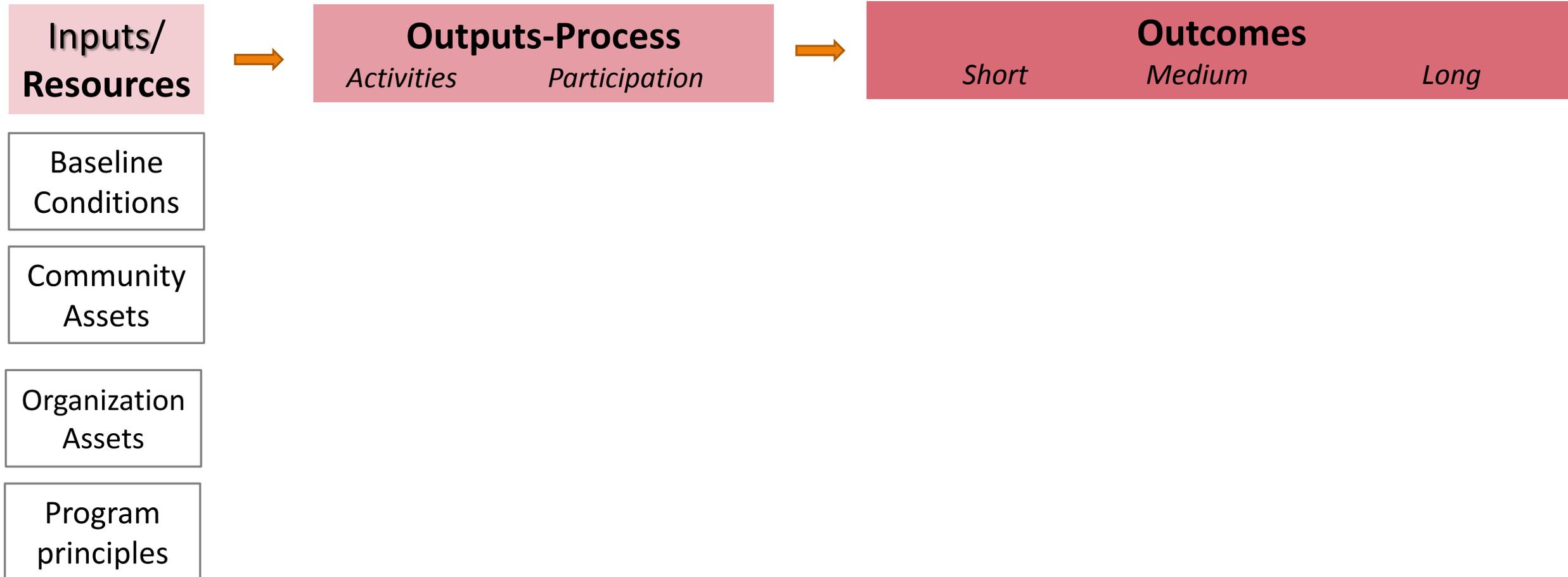
Source: CDC Program Performance and Evaluation Office (PPEO) <http://www.cdc.gov/eval/guide/step1/>

When to involve partners in evaluation?

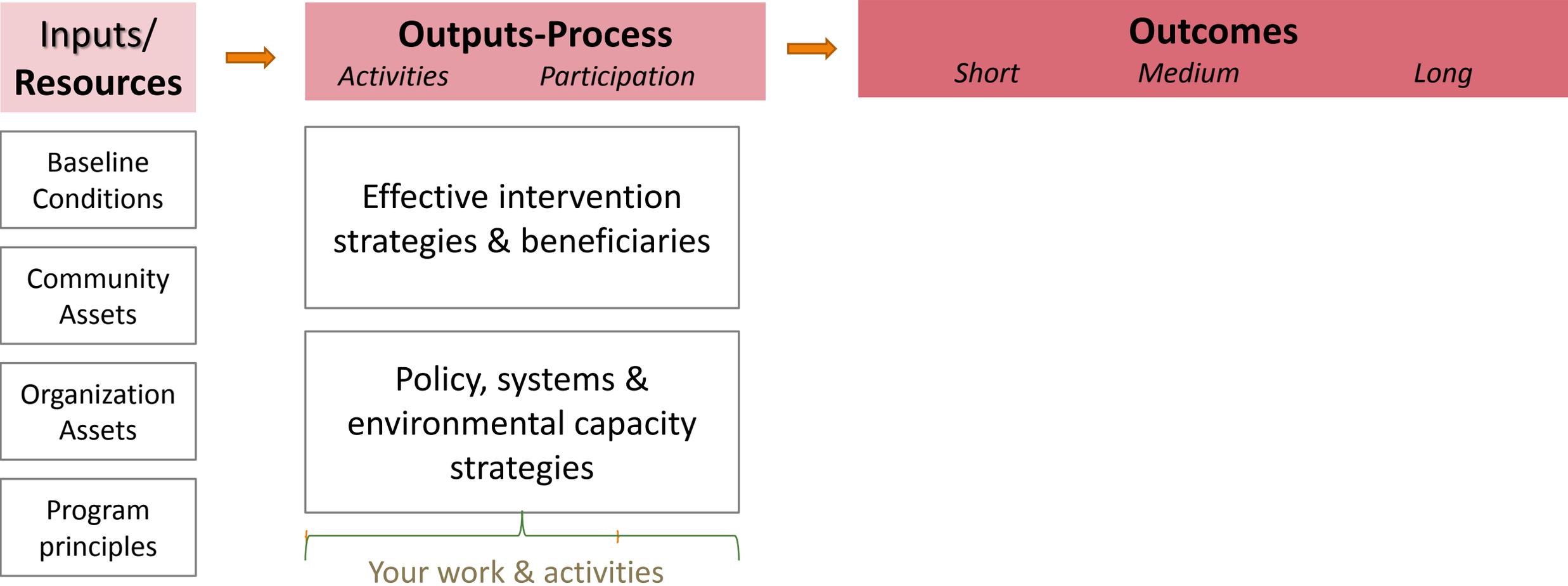




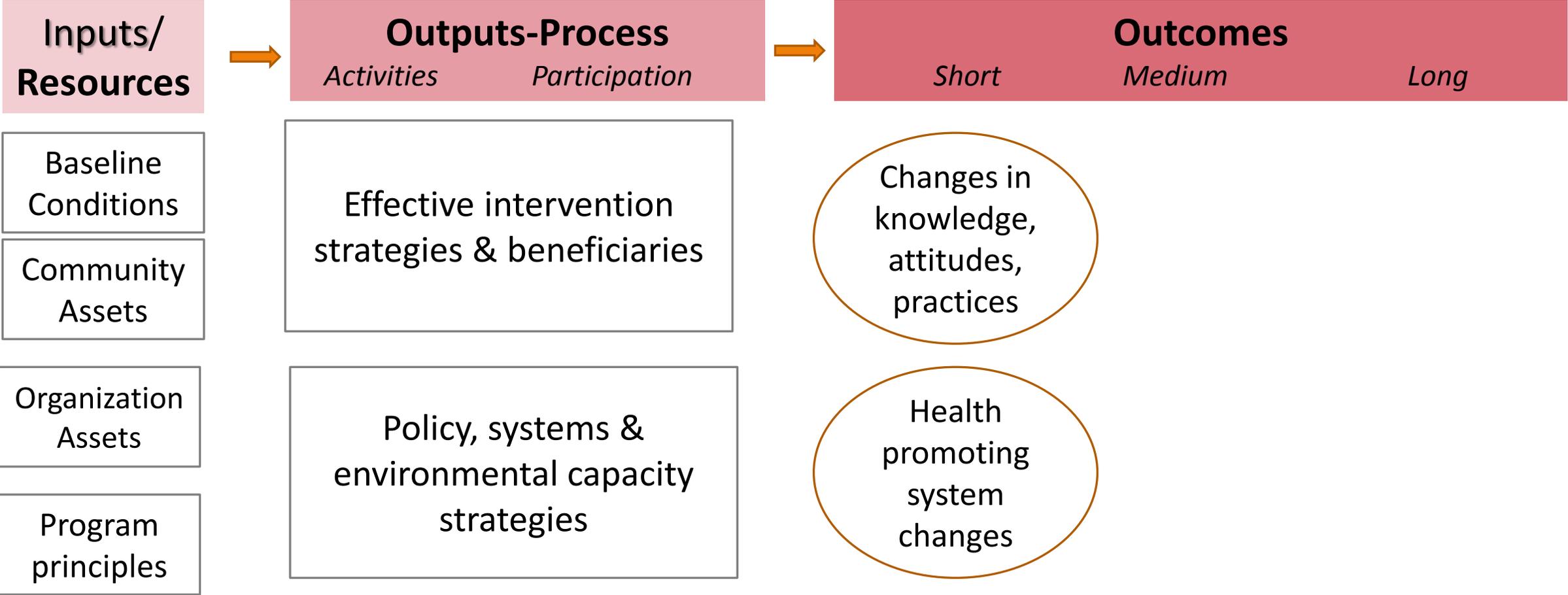
2. DESCRIBE THE PROGRAM: logic model



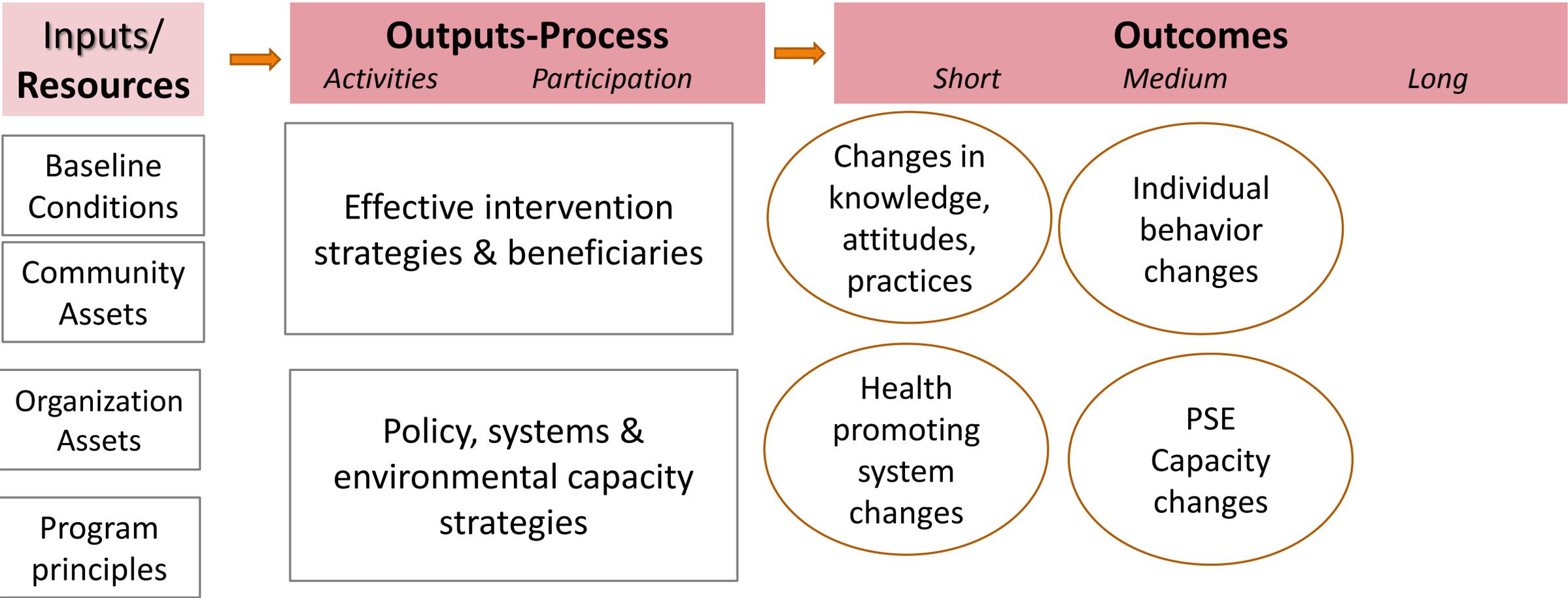
DESCRIBE THE PROGRAM: logic model



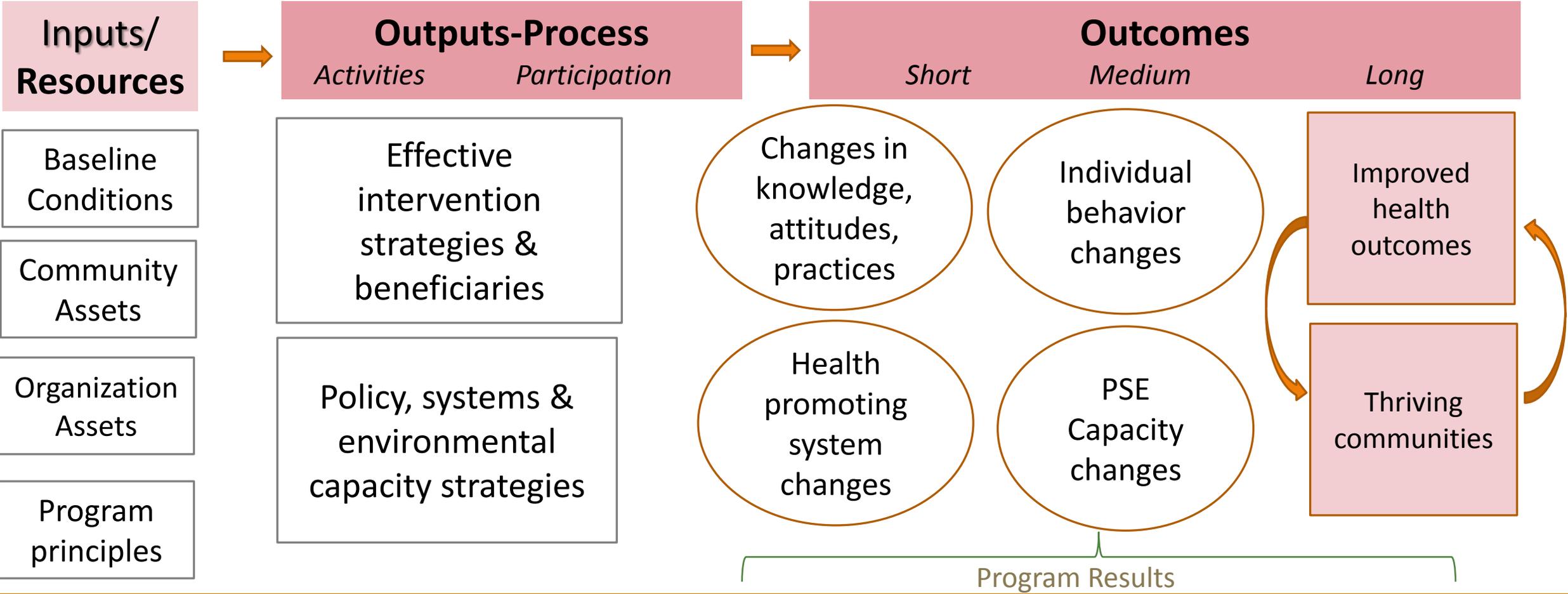
DESCRIBE THE PROGRAM: logic model



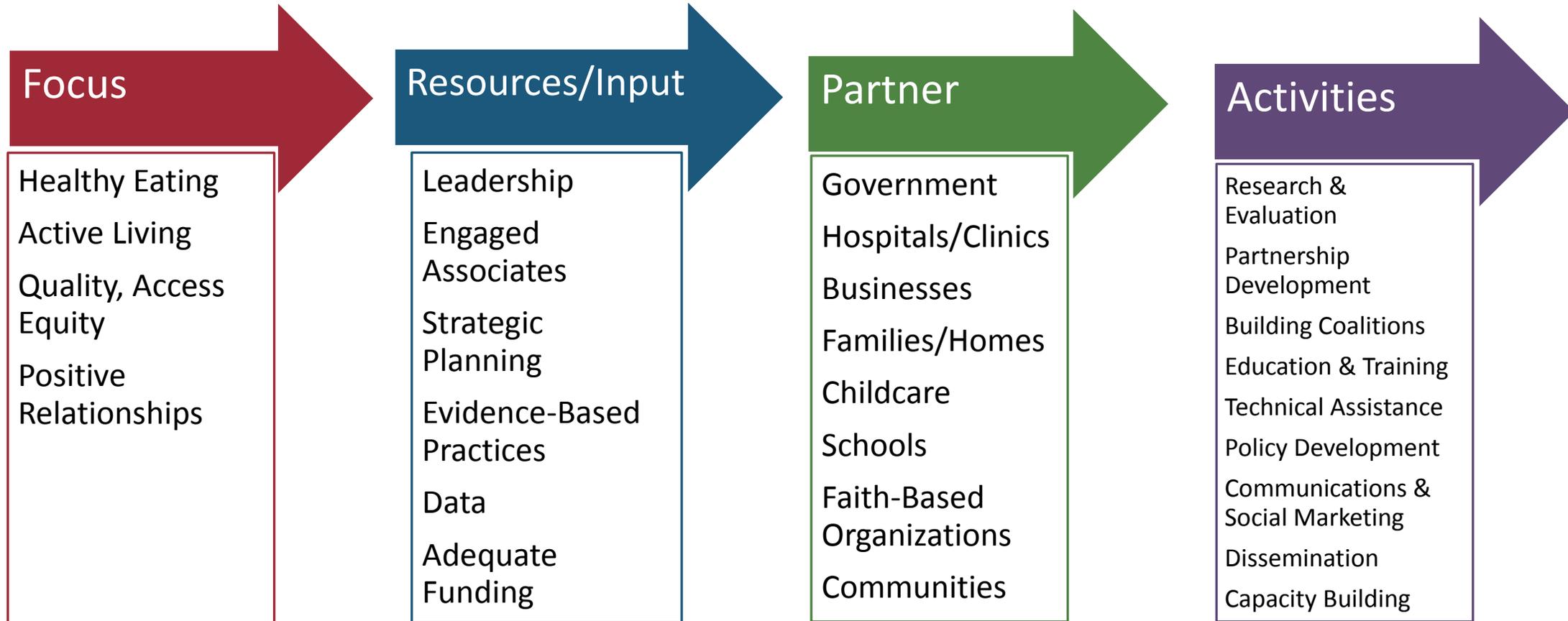
DESCRIBE THE PROGRAM: logic model



DESCRIBE THE PROGRAM: logic model



NHPS CONCEPTUAL MODEL



Source: Adapted from Nemours Health & Prevention Services (NHPS), Mouser, 2014.

Changes in behavior, practices and policies within systems and individuals

Results

SHORT TERM

- Policy/Practice Change
- Systems Change

Changes in knowledge and attitude

INTERMEDIATE

- Cognitive and Social Outcomes
- Environmental Outcomes
- Behavioral Outcomes

Changes in behaviors and practices

LONG TERM

- Increase the percentage of children in a healthy weight range*
- Increase percentage of children demonstrating targeted health behaviors.

Improved health outcomes

*BMI Outcome= for ages 2-17

3: FOCUS THE DESIGN

DECISION POINTS FOR DESIGN:

- Quantitative, qualitative or both?
- Primary data, secondary or both?
- Which stakeholders are in a position to actually use the findings?
 - Design a plan to meet their needs.
- How will the evaluation results be used?
 - Adapt for different users.

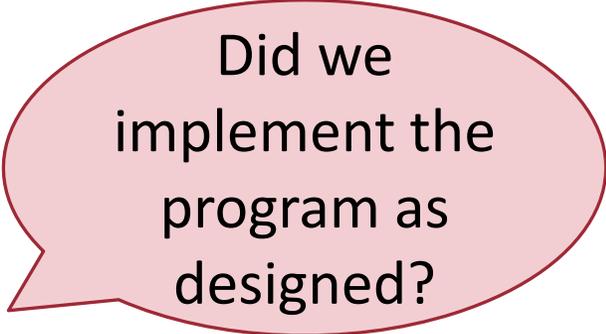
Ask questions about your work & activities... early & often

- Fidelity to program intent
- Actions undertaken & completed
- Partnerships built
- Quality and impact – 360° perspectives

Ask questions about your work... early & often

process/formative monitoring & evaluation

- Fidelity to program intent
- Actions undertaken & completed
- Partnerships built
- Quality and impact – 360° perspectives

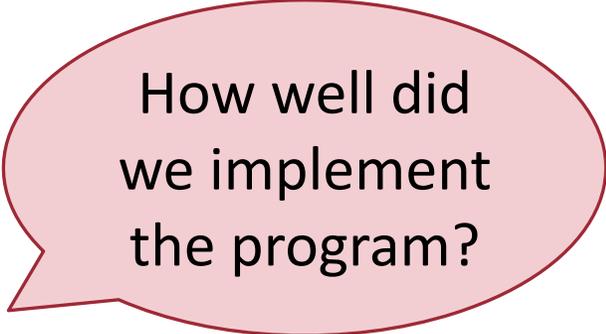


Did we
implement the
program as
designed?

Ask questions about your work... early & often

process/formative monitoring & evaluation

- Fidelity to program intent
- Actions undertaken & completed
- Partnerships built
- Quality and impact – 360° perspectives

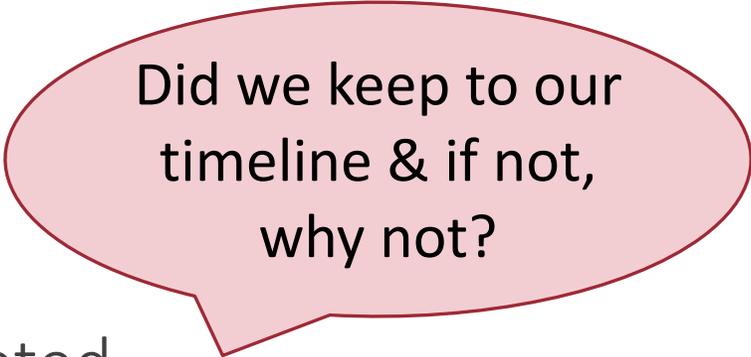


How well did we implement the program?

Ask questions about your work... early & often

process/formative monitoring & evaluation

- Fidelity to program intent
- Actions undertaken & completed
- Partnerships built
- Quality and impact – 360° perspectives



Did we keep to our
timeline & if not,
why not?

Ask questions about your work... early & often

process/formative monitoring & evaluation

- Fidelity to program intent
- Actions undertaken & completed
- Partnerships built
- Quality and impact – 360° perspectives

How well did we reach most vulnerable populations?

Ask questions about your work... early & often

process/formative monitoring & evaluation

- Fidelity to program intent
- Actions undertaken & completed
- Partnerships built
- Quality and– 360° perspectives

To what extent are new partners engaged in the work?

4: GATHER CREDIBLE EVIDENCE

Must be credible and have quality

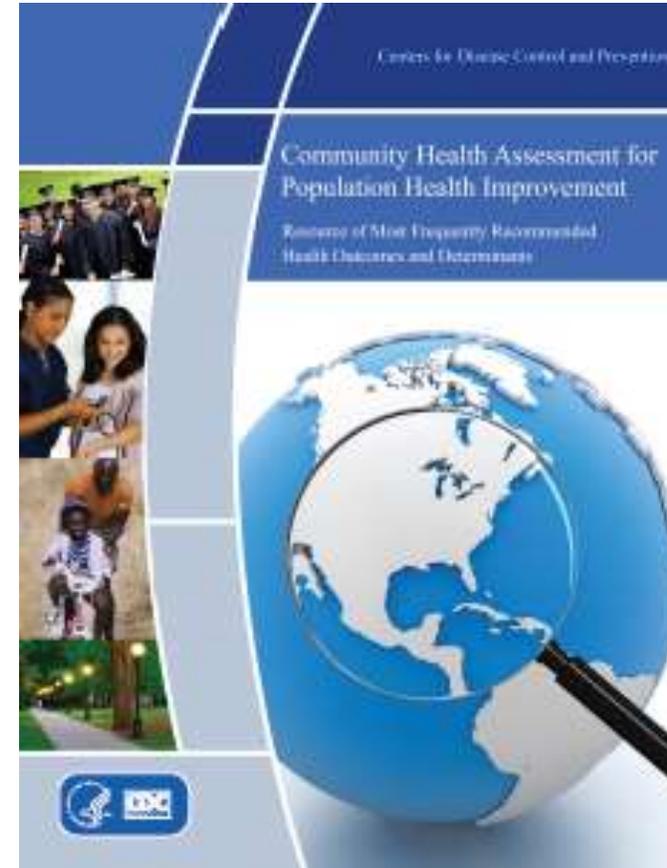
Based on outcome evaluation questions

Comparable if possible

Common indicators linked to performance measures

RESOURCES- INDICATORS

- [Community Health Status Indicators](#)
- [State Indicator Reports](#)
- [2014 State Indicator Report on Physical Activity](#)
- [Measuring What Matters, Idaho Obesity Indicators](#)
- [National Woman's Law Center Health Policy Indicators](#)
- [Common Wealth Fund- State Health System Performance Scorecard, 2014](#)



Meaningful measures of your work...

Interviews/focus groups

- Key leaders
- Participants
- Staff

Questionnaires

- Partners
- Participants
- Staff

Observations

- Documents
- Media footprint
- Quality measures
- Digital story
- Maps

Types of intermediate-term measures

Adoption of policies
& practices

Audits of
environments
(including home and
school environments)

Individual self-
reported *behaviors*
and practices

Observations of
individuals' *behaviors*
while in
environments

RESOURCES-MEASUREMENT TOOLS

- [Compendium of Obesity & Physical Activity Surveys](#)
- [NCCOR \(National Collaborative on Childhood Obesity Research\), Diet and PA Measures Registry](#)
- [National Cancer Institute, GEM \(Grid-Enabled Measures\) Database \(“Science 2.0”\)](#)

[Health Services Research Information Center](#)
Data, tools, statistics

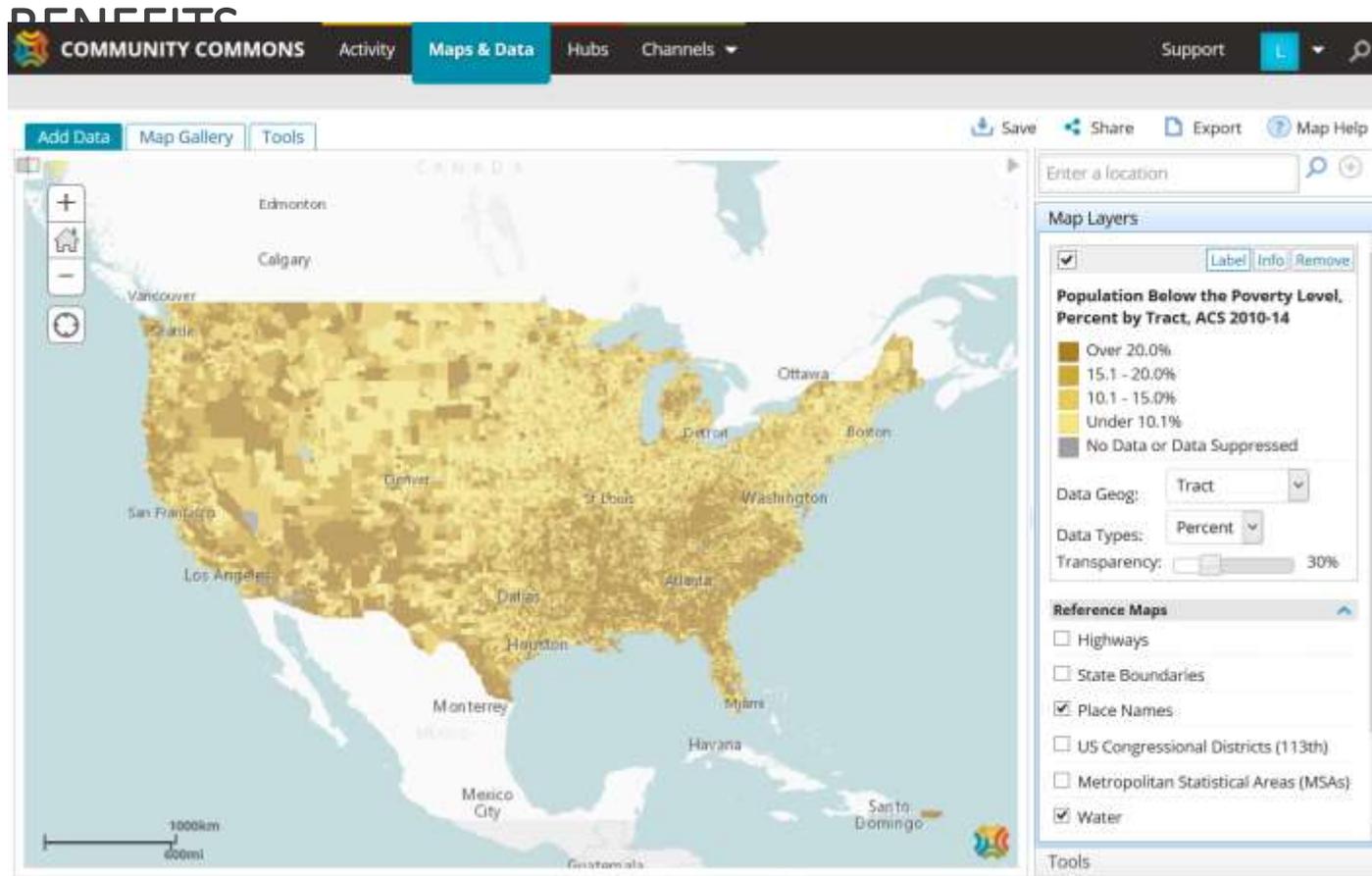


www.communitycommons.org



Here's What You Can Do on Community Commons

We're glad you're here and excited to show you the great tools you can use on Community Commons to help with your healthy, equitable, and sustainable community work. Click on any box to view a specific topic or scroll down to get an overview.



www.communitycommons.org

BENEFITS

Maximizes the enormous investment in surveillance made by federal and state agencies such as CDC, USDA, state health/education agencies.

Expensive industry data such as Nielsen household food purchasing data can be accessed at no cost.

LIMITS

Inability to disaggregate: few data sources have samples that are large enough or are designed with sampling to be representative at county or city levels.

What's New in Maps & Data

Search News

Filter by News Type

- Data Update
- New Data
- New Tool
- Platform Update
- Recognition

Data Update, 3/30/2016 - SNAP Recipients by County, 2013

This layer displays the percentage of population receiving SNAP benefits by county. Data are from the US Census Bureau 2014 Small Area Income and Poverty Estimates (SAIPE) dataset, released December 2015. [view map](#) | [more info](#)

New Data, 3/25/2016 - County Health Rankings, 2016

Data and maps from the 2016 County Health Rankings are now available on Community Commons! Click the map below to view the rank and underlying data for *Premature Death*, or search for additional updates by searching the [Map Room](#) for the term "CHR 2016". [view map](#) | [more info](#)

New Data, 3/23/2016 - Air Quality - Fine Particulate Matter (PM2.5) by Census Tract, 2012

This layer displays the percentage of days with concentrations of fine particulate matter above the National Ambient Air Quality Standard (NAAQS) of 35.0 micrograms per cubic meter. [view map](#) | [more info](#)

New Tool, 3/7/2016 - Location Opportunity Footprint Tool (LOFT)

Designed for neighborhood leaders, the [Location Opportunity Footprint Tool \(LOFT\)](#) allows users to find areas with an intersection of proficient schools, job opportunity, and low housing and transportation costs to identify areas of opportunity. These areas, or opportunity footprints, can be customized based on the priority placed on each of those factors. Once complete, the footprints can be saved, printed, shared, and viewed alongside many hundreds of additional data layers to add context and understanding.

New Data, 3/6/2016 - Opportunity Data - Location Affordability Index

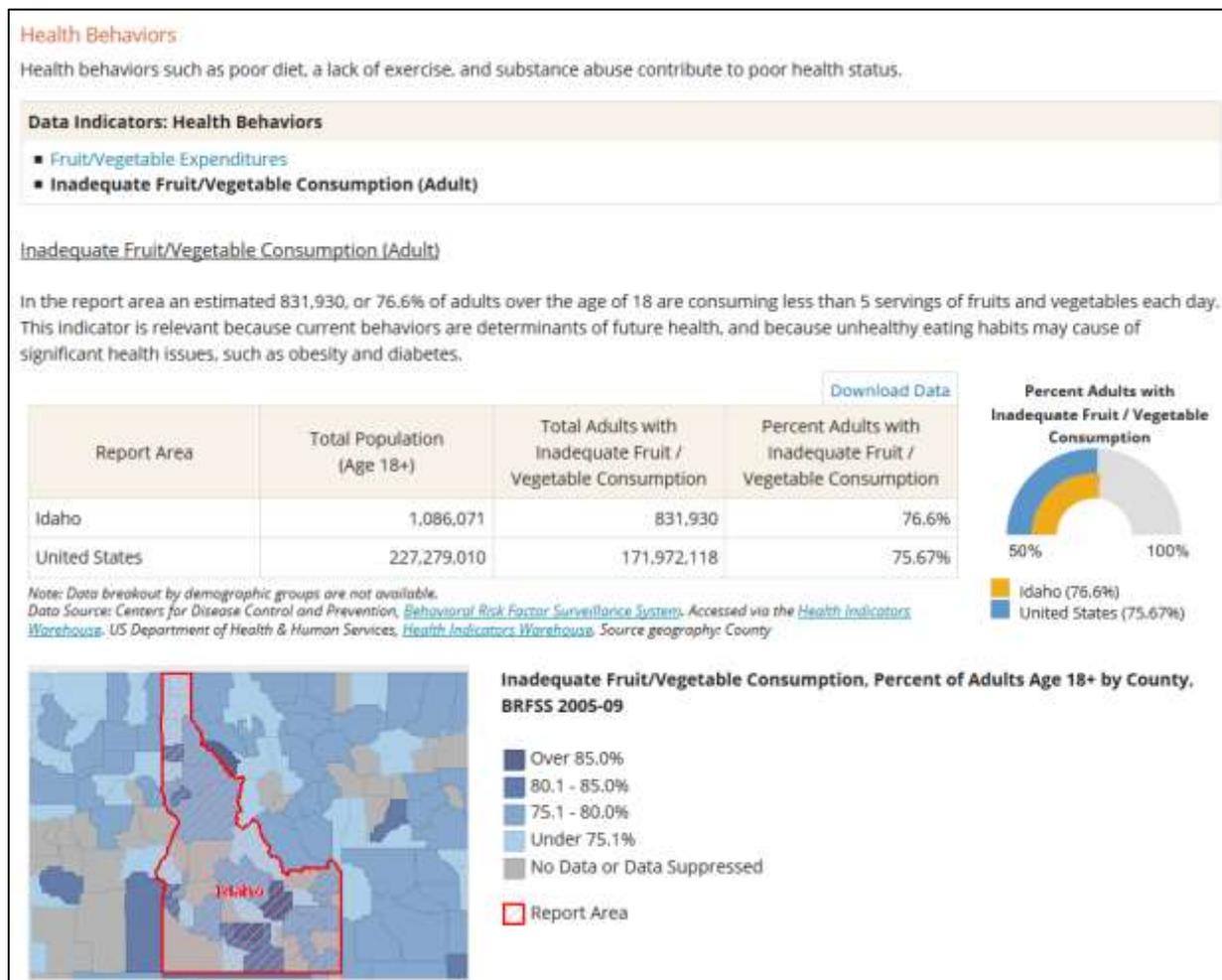
This layer displays the percentage of household income a family earning 50% of area median income (AMI) might pay on housing and/or transportation costs. Data is from the Location Affordability Index (LAI) Version 2, which estimates these costs at the neighborhood level for all populated areas across the United States. [view map](#) | [more info](#)

New Data, 3/6/2016 - Opportunity Data - Labor Market Index

The labor-market engagement index provides a summary description of the relative intensity of labor market engagement and human capital in a neighborhood. This is based upon the level of employment, labor force participation, and educational attainment in a census tract. [view map](#) | [more info](#)

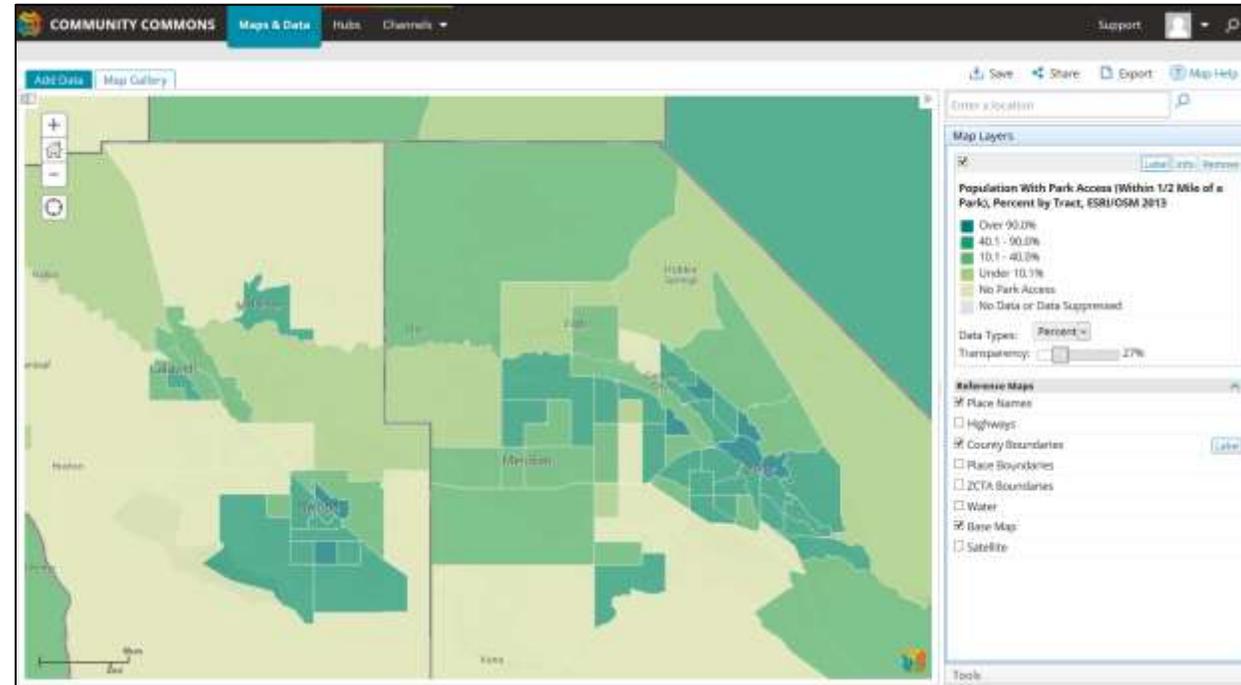
Individual Indicators

Map of adult dietary risk factors in Idaho, by county (BRFSS 2005-09)



<http://assessment.communitycommons.org/CHNA/report.aspx?page=5&id=301>

Map of Treasure Valley park access, ESRI/OSM 2013



Does not provide any indication of factors such as park adequacy, safety, other elements of usability.

However, such data can be a starting point for action plans, and a macro-level indicator of progress.

County-level food retail environment scores in Idaho

Physical Environment

A community's health also is affected by the physical environment. A safe, clean environment that provides access to healthy food and recreational opportunities is important to maintaining and improving community health.

Data Indicators: Physical Environment

- Fast Food Restaurant Access
- Grocery Store Access
- Modified Retail Food Environmental Index
- Population with Low Food Access
- SNAP-Authorized Food Store Access
- WIC-Authorized Food Store Access
- Low Income Population with Low Food Access

Modified Retail Food Environmental Index

This indicator reports the percentage of population living in census tracts with no or low access to healthy retail food stores. Figures are based on the CDC Modified Retail Food Environment Index. For this indicator, low food access tracts are considered those with index scores of 10.0 or less.

[Download Data](#)

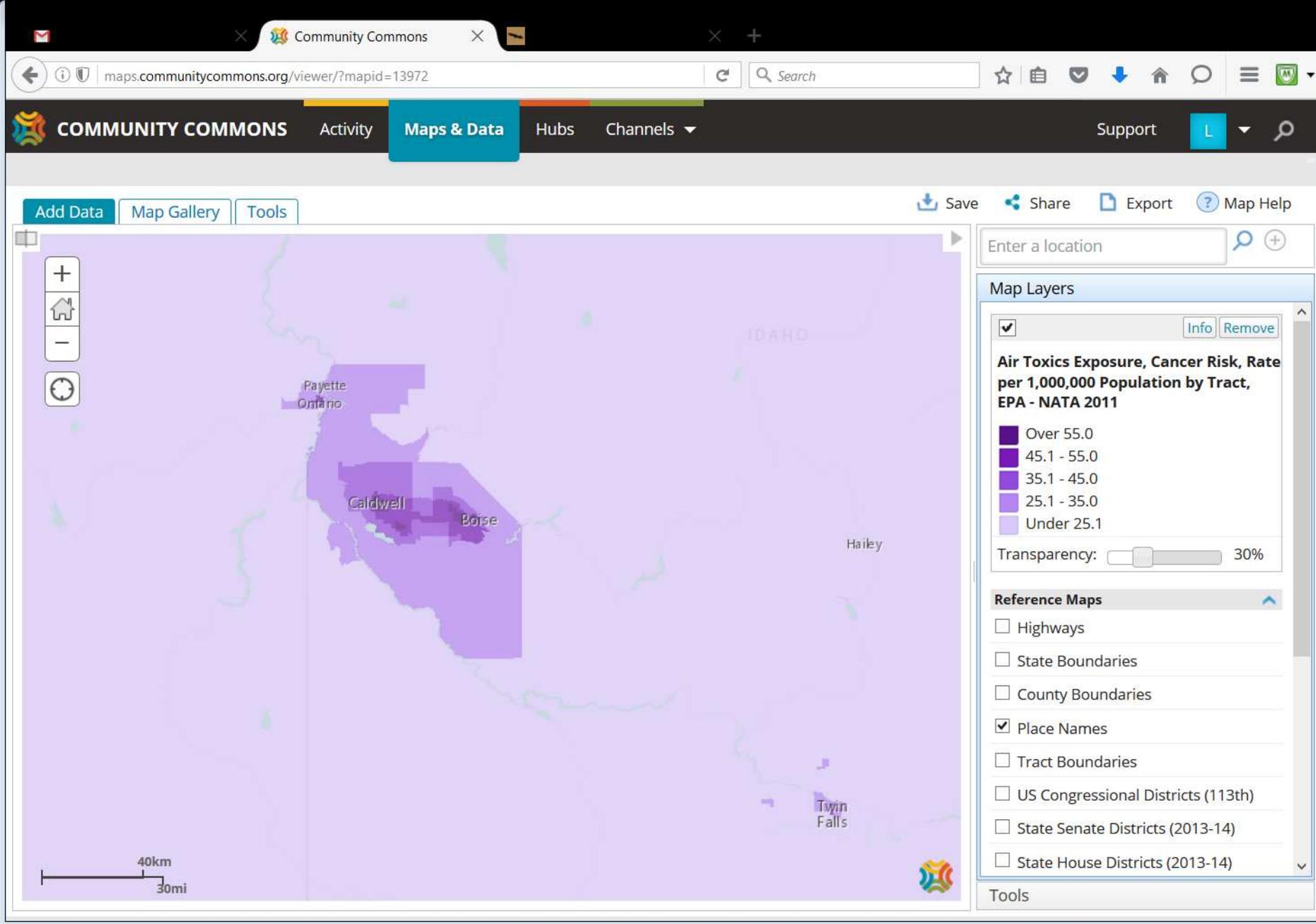
Report Area	Total Population	Percent Population in Tracts with No Food Outlet	Percent Population in Tracts with No Healthy Food Outlet	Percent Population in Tracts with Low Healthy Food Access	Percent Population in Tracts with Moderate Healthy Food Access	Percent Population in Tracts with High Healthy Food Access
Idaho	1,567,581	2.18%	18.06%	14.85%	56.57%	8.34%
United States	312,474,470	0.99%	18.63%	30.89%	43.28%	5.02%

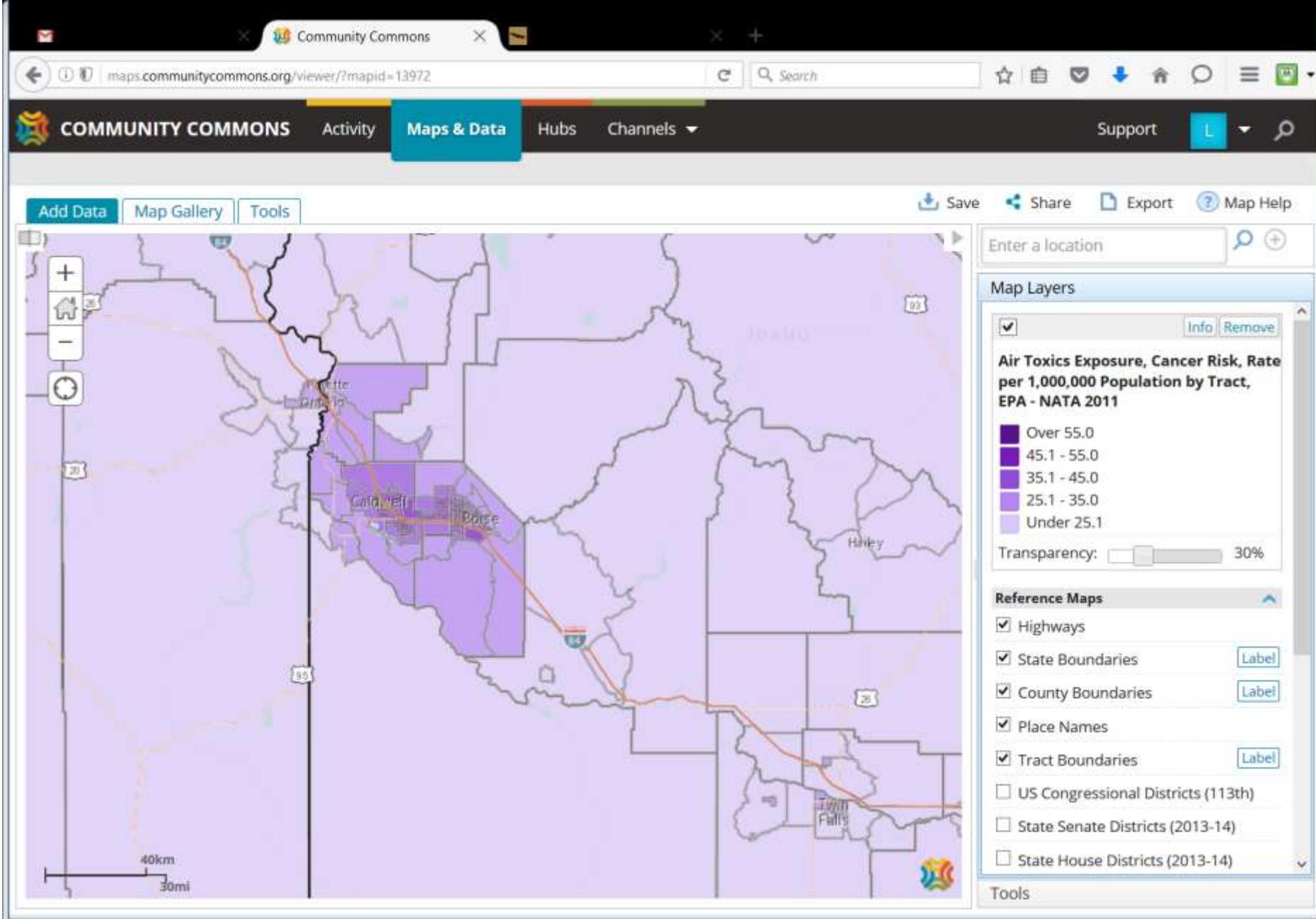
Data Source: Centers for Disease Control and Prevention, Division of Nutrition, Physical Activity, and Obesity. Source geography: Tract

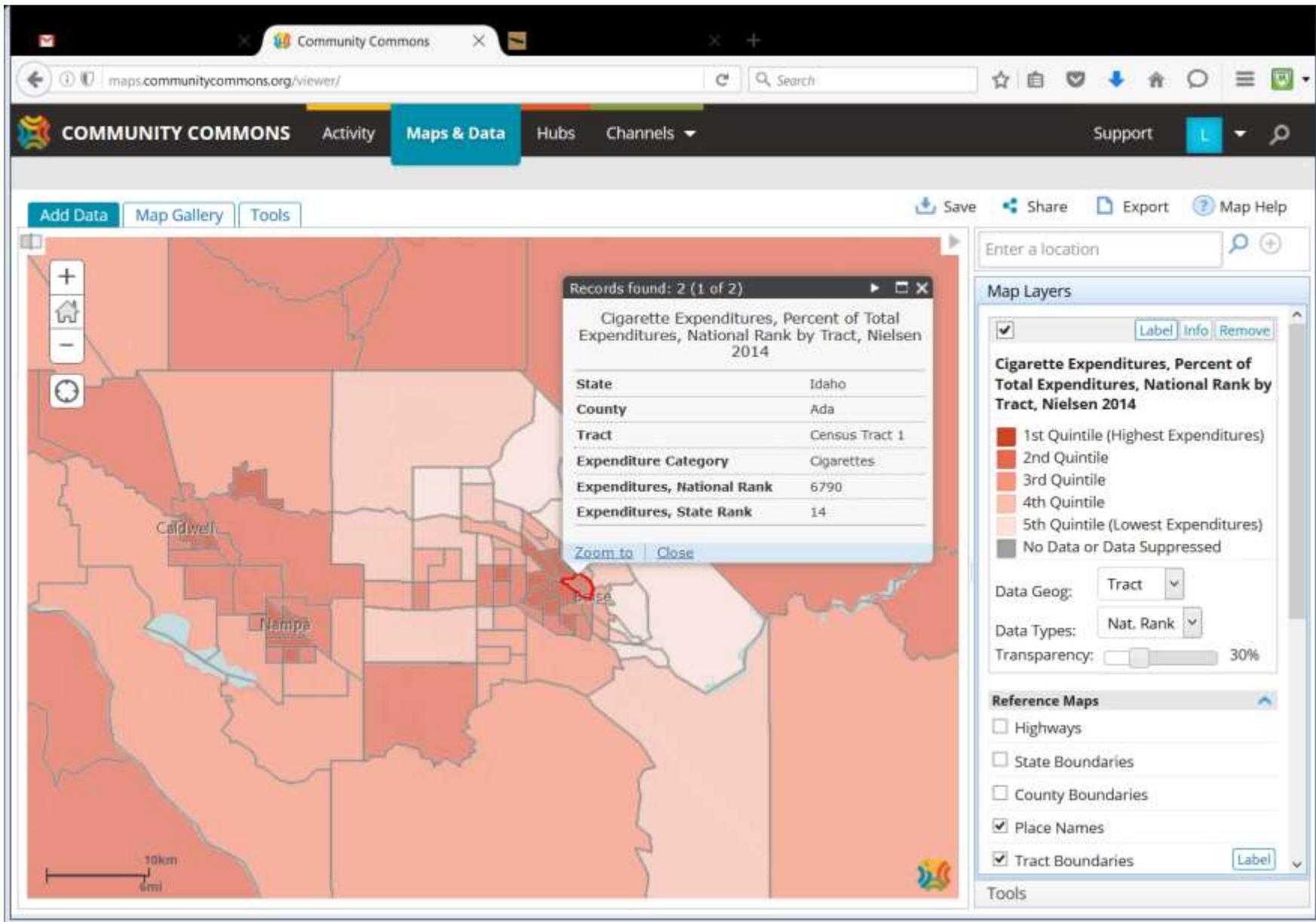
Modified Retail Food Environmental Index Score by Tract, DNPAO 2011

- Index Score Over 30 (High Access)
- Index Score 15 - 30 (Moderate Access)
- Index Score 5 - 15 (Low Access)
- Index Score Under 5 (Poor Access)
- No Healthy Retail Food Outlet (No Access)
- No Retail Food Outlets Present (Food Desert)
- Report Area

<http://assessment.communitycommons.org/CHNA/report.aspx?page=3&id=788>

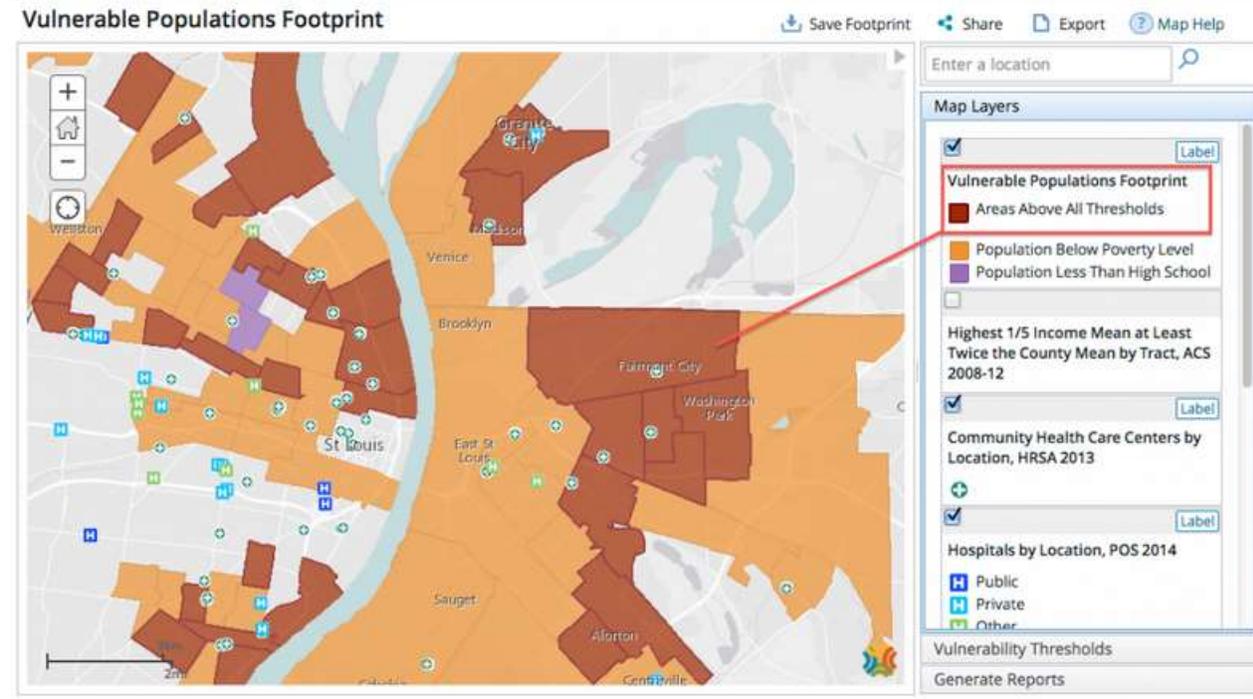






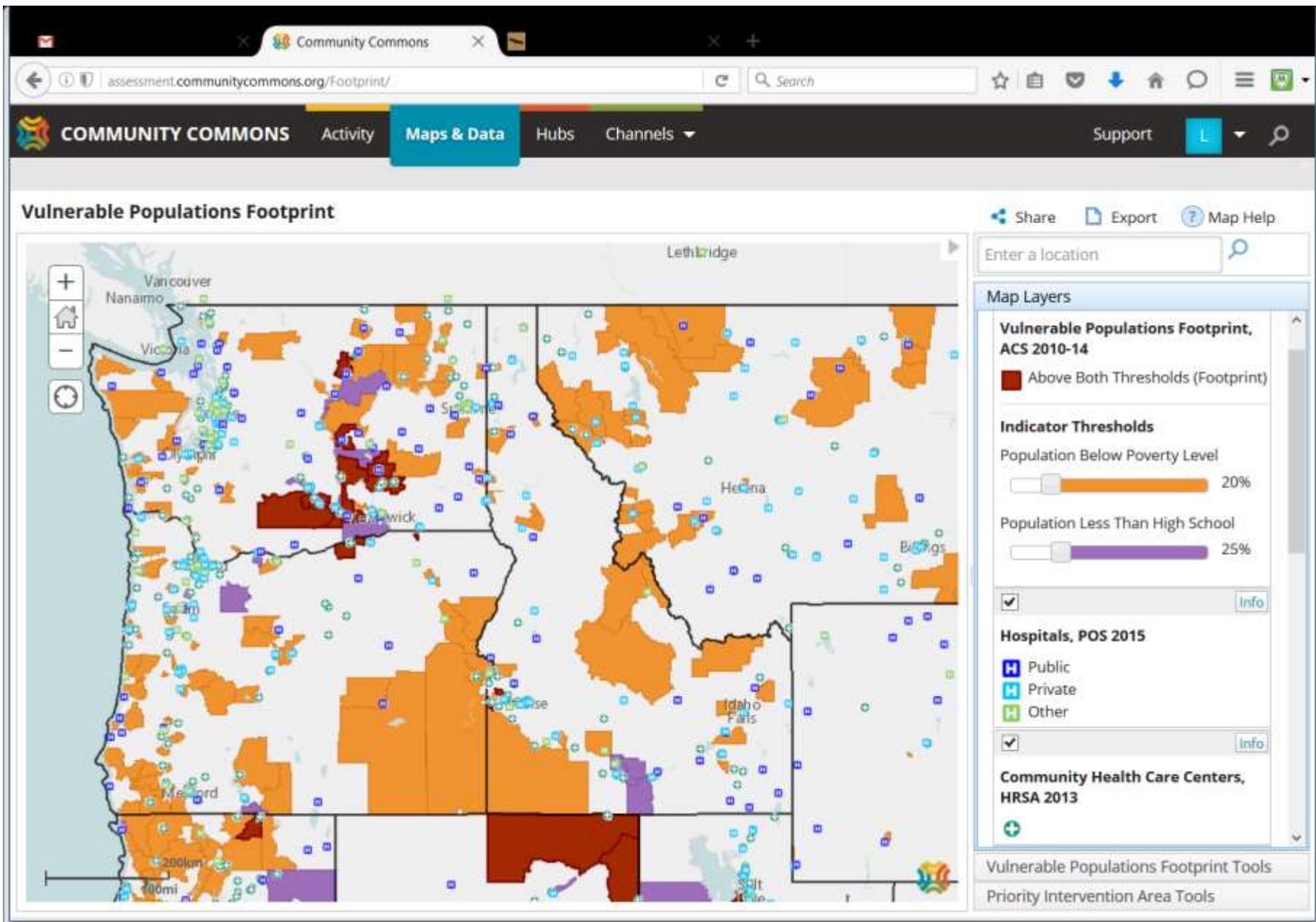
Vulnerable Populations

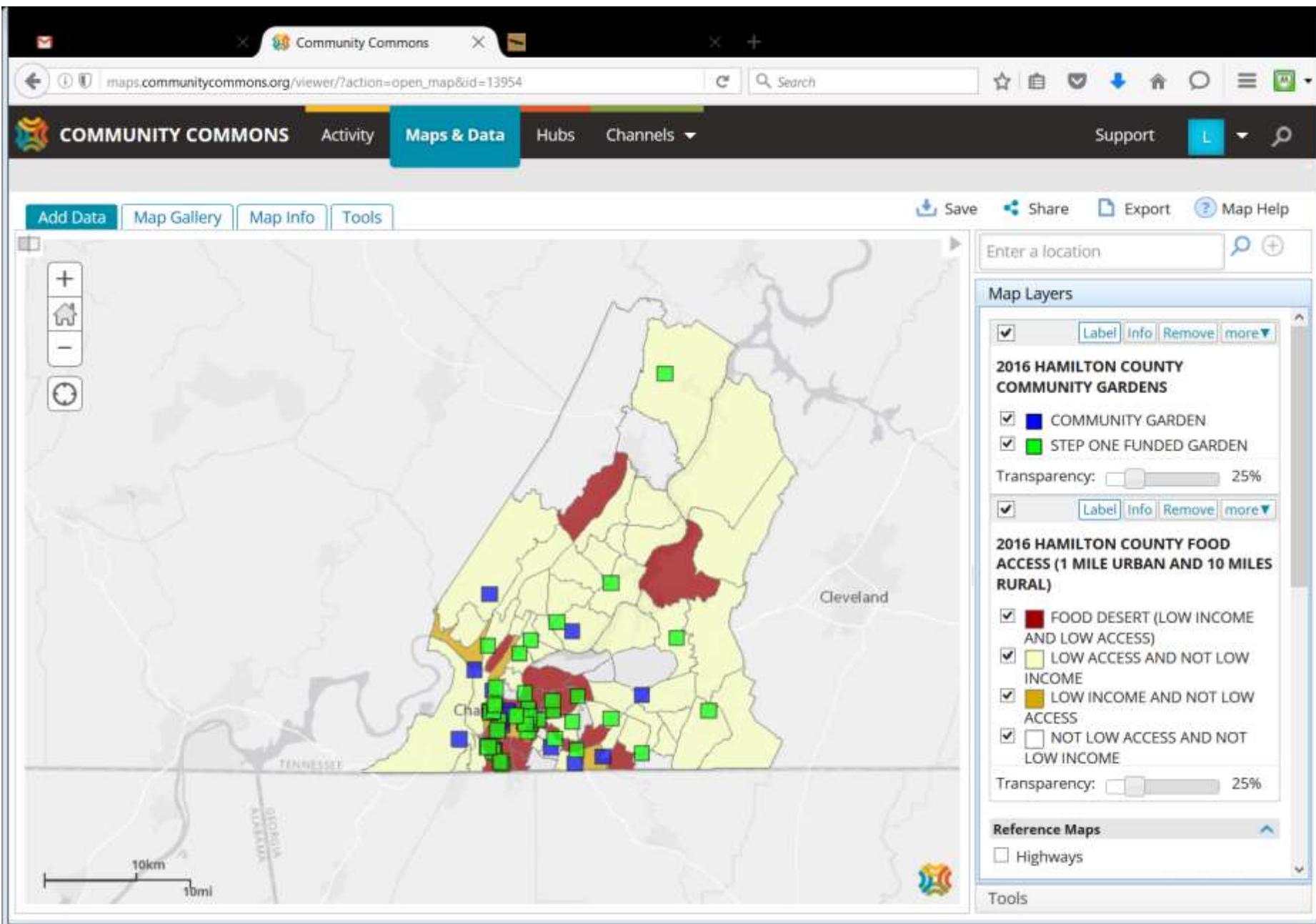
Researchers have identified that educational attainment and poverty are two factors that can have significant influence when it comes to health. When organizations focus their work on improving these two disparities, health outcomes can improve for everyone. Our [Vulnerable Populations Footprint tool](#) (VPF) helps identify areas of a community with specific levels of educational attainment and poverty.



[Learn more about the VPF Tool](#)

[Use the VPF Tool](#)





HUBS on the Commons

-		Salud America! Salud America! is a national online network of researchers, community group leaders, decision-makers, and members of the public working together to support healthy policy and environmental changes that can help [...]	Public Hub / 685 members
-		Women's Foundation This Hub is centered around a report on the status of women in Missouri, Kansas, Nebraska and Arkansas.	Public Hub / 57 members
-		Colorado Food Systems Hub Colorado's Food Systems Hub is a go-to resource for food environment data, mapping, and reporting. The Hub, brought to you by LiveWell Colorado, is designed to facilitate information sharing and to help partners [...]	Private Hub / 29 members
-		Creating Healthy Communities - Ohio A chronic disease prevention program dedicated to making the healthy choice the easy choice for all Ohioans.	Private Hub / 90 members
[+]		Wisconsin's Health Hub Welcome! This Hub leverages the power of Community Commons to improve public health practice in Wisconsin.	Private Hub / 104 members
[+]		Live Well Boone County A community plan to address issues of safe and healthy neighborhoods, healthy lifestyles, access to health care, behavioral health, and health disparities in order to achieve our vision of optimal health, safety, [...]	Public Hub / 32 members

6: SHARE RESULTS

Checklist for effective evaluation reports

Tailor the content, format, and style for the audience.

Describe essential features of the program.

Explain evaluative judgments and how they are supported by evidence.

- Strengths, weaknesses, opportunities for improvement.

Discuss recommendations for action.

- Advantages, disadvantages, and resource implications.

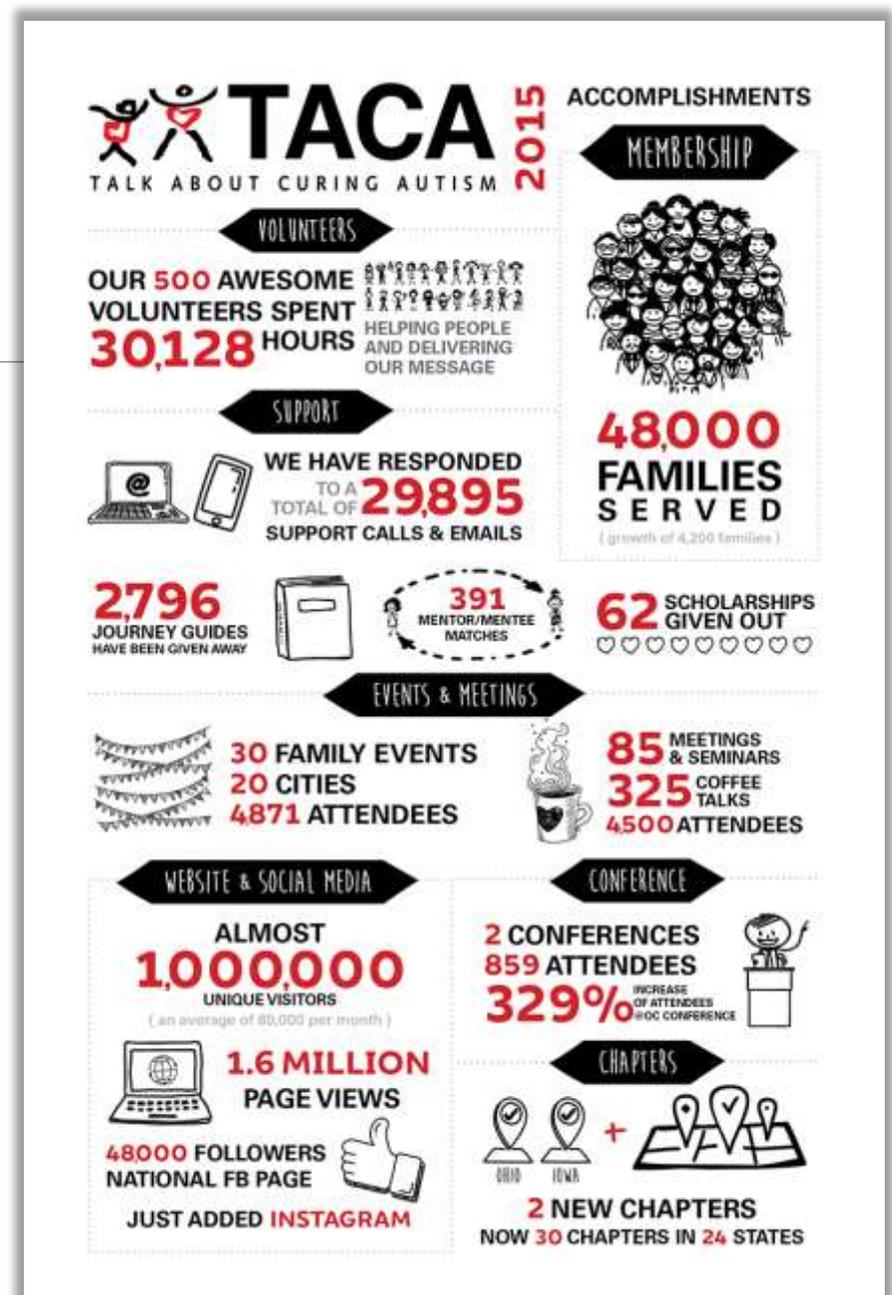
Verify that the report is accurate and unbiased.

Use examples, illustrations, graphics, and stories.

<http://www.cdc.gov/eval/steps/index.htm>

6: SHARE RESULTS

Infographics: numbers to show impact



THANK YOU

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