

HMP Evaluation Overview and Tools

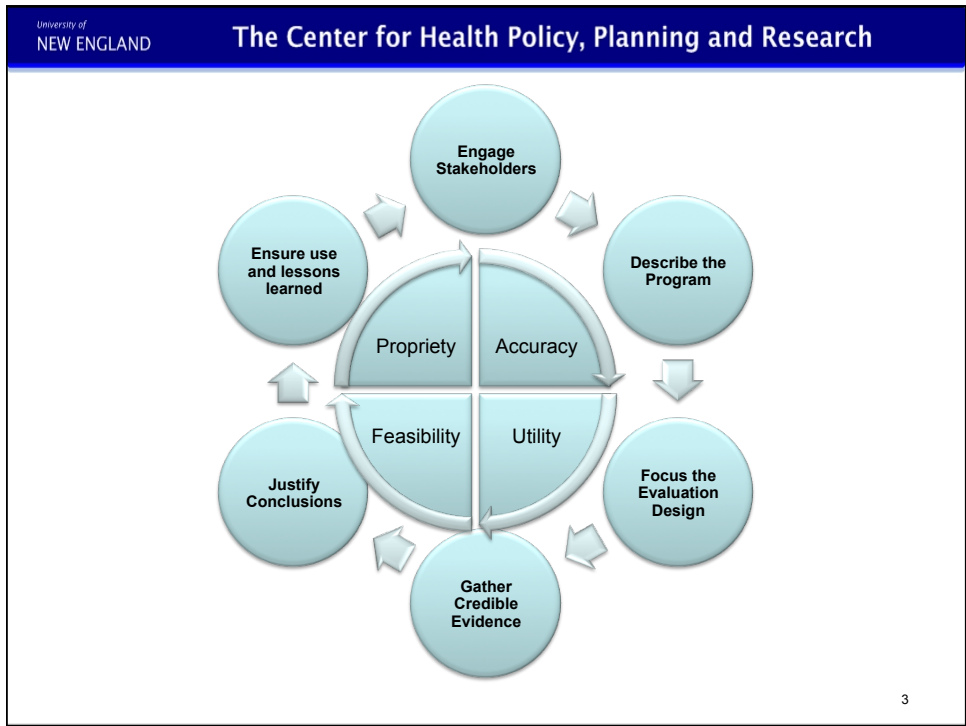
UNE-CCPH
June 22, 2011

Presenters:
Kira Rodriguez
Michelle Mitchell
Patrick Madden
Pamela Bruno-MacDonald

UNE-CCPH Evaluation Team

Core Evaluation Team

- Kira Rodriguez, MHS, HMP/Crosscutting Lead
- Michelle Mitchell, MSocSc, KIT Lead, Local HMP Lead
- Pamela Bruno MacDonald, MPH, PAN Lead
- Ruth Dufresne, MPH, CVH/Diabetes Lead
- Praphul Joshi, PhD, Tobacco Lead
- Patrick Madden, MBA, Data/Surveillance
- Jennie Aranovitch, HMP Evaluation Administrative Assistant
- Technical Scientific Advisers (as needed)



University of NEW ENGLAND The Center for Health Policy, Planning and Research

Accuracy

Evaluation produces findings that are considered correct

I DIDN'T HAVE ANY ACCURATE NUMBERS SO I JUST MADE UP THIS ONE.

\$4,629,873

STUDIES HAVE SHOWN THAT ACCURATE NUMBERS AREN'T ANY MORE USEFUL THAN THE ONES YOU MAKE UP.

HOW MANY STUDIES SHOWED THAT?

EIGHTY-SEVEN.

www.dilbert.com scottadams@aol.com

© 2008 Scott Adams, Inc./Dist. by UFS, Inc.

4

University of
NEW ENGLAND

The Center for Health Policy, Planning and Research

Feasibility

Evaluation is viable and pragmatic.



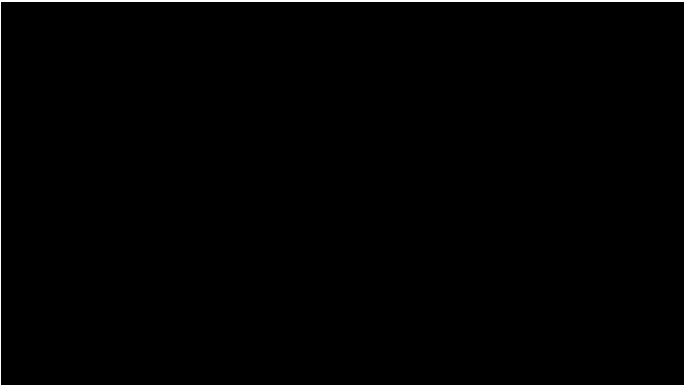
5

University of
NEW ENGLAND

The Center for Health Policy, Planning and Research

Utility

Information needs of evaluation users are satisfied.



http://www.youtube.com/watch?v=qZ_0sZFWA14

6

University of NEW ENGLAND The Center for Health Policy, Planning and Research

Propriety

Evaluation is ethical (i.e., conducted with regard for the rights and interests of those involved and effected).

7

University of NEW ENGLAND The Center for Health Policy, Planning and Research

Cross-reference of steps and relevant standards

Steps in Evaluation Practice	Activities	Standards
Engaging stakeholders	Stakeholder identification Evaluator credibility Formal agreements Rights of human subjects	Utility/13-A Utility/13-B Propriety/15-B Propriety/15-C
Describing the program	Complete and fair assessment Program documentation	Propriety/15-C Accuracy/16-A
Focusing the evaluation design	Evaluation impact Political viability Cost effectiveness Complete and fair assessment Described purposes and procedures	Utility/13-G Feasibility/14-B Feasibility/14-C Propriety/15-E Accuracy/16-C
Gathering credible evidence	Information scope and selection Defensible information sources Valid information Reliable information Systematic information	Utility/13-C Accuracy/16-D Accuracy/16-E Accuracy/16-F Accuracy/16-G
Justifying conclusions	Values identification Analysis of quantitative information Analysis of qualitative information Justified conclusions	Utility/13-D Accuracy/16-H Accuracy/16-I Accuracy/16-J
Ensuring use and sharing lessons learned	Report clarity Report timeliness and dissemination Disclosure of findings Impartial reporting	Utility/13-E Utility/13-F Propriety/15-F Accuracy/16-K

University of
NEW ENGLAND

The Center for Health Policy, Planning and Research

Elements of HMP Evaluation Plan*

- Program Description
- Evaluation Question Overview
- Intended Users and Uses
- Evaluation Focus – Data Collection Matrix
- Methods
- Analysis and Interpretation Plan
- Dissemination and Sharing Plan

* Adapted from a presentation given at CDC/AEA Summer Institute presented by Lavinghouse and Snyder

9

University of
NEW ENGLAND

The Center for Health Policy, Planning and Research

Example: Users and Uses

Users Group	Evaluation Focus/Use	Involvement & Input
HMP Program Managers	Understand overall effectiveness Program-Specific improvement information Report to funders	Monthly Meetings to review evaluation design, tools, etc Year End deliverable notebooks go to this group Make decisions about evaluation design
Local Coalitions/ Schools (e.g. HMP Directors & School Health Coordinators)	Improve local programs Share successes/outcomes with funders, boards of directors, lead agencies, school administrators etc.	Leadership Council – input and feedback to evaluation design Surveys, Interviews to collect data on implementation
Legislators	Understand impact of programs	Provide snapshots/summaries of program successes and outcomes

10

University of NEW ENGLAND		The Center for Health Policy, Planning and Research		
Example: Data Collection Matrix				
Evaluation Section	Evaluation Questions	Indicators	Data Sources	Frequency
Implementation/ Process	How many evidence-based strategies were implemented by local HMPs and in what settings?	#, % of strategy milestones completed on time	KIT	Quarterly
		#, % of strategies implemented per setting	KIT or Survey	Annual
Intermediate Outcomes (3-5 years)	How many P&E changes were made? • In what settings? • At community and state level?	#, % of smokefree municipal ground policies #, % of schools with best practice PE/recreation policies	Environmental indicator surveys School health surveys Key Informant Interviews with HMP Directors and SHCs	Survey every 3-5 years per setting Bi-Annual Interviews

11

University of NEW ENGLAND		The Center for Health Policy, Planning and Research		
Primary Data Collection – EI Survey of Municipalities				
<ul style="list-style-type: none"> • Environmental Indicator (EI) Surveys are a tool to look at policy and environmental changes in settings State and Local HMPs work with • 2011 Municipalities EI Survey covers policies and environments around: <ul style="list-style-type: none"> – tobacco, – physical activity and nutrition, – chronic disease policies for employees and public, and – emergency response capabilities • Previous surveys of municipalities in 2004 and 2007 • Baseline and Outcome information will be gleaned 				

12

University of
NEW ENGLAND

The Center for Health Policy, Planning and Research

5 CLICKS TO EVALUATION DOCUMENTS

www.healthymainepartnerships.org

HMP Grantee Resources

Resources and Documents

Useful Documents

Evaluation Resources

Local Healthy Maine Partnerships

Health District Profiles

Calendar of Events

Links and Resources

HMP Grantees Resources

KeepMEWell

Good Work! Resource Kit

Welcome to the Healthy Maine Partnerships

A collaborative effort of the Maine Department of Health, Maine Center for Disease Control and Prevention, and the Maine Office of Substance Abuse, and the Maine State Police.

Where communities, schools, hospitals, businesses, and government agencies work together at the State and local level to make Maine a healthier place.

At the State level, the Healthy Maine Partnerships are dedicated to promoting health all over Maine. These state-level partnerships work with 28 local HMPs with training, technical assistance, evaluation, and media help in order to reach the communities.

Visit KeepMEWell.org

Learn how to improve your health and learn about low-cost health care options.

[Click here](#)

Tobacco

Heart Attack & Stroke

Physical Activity, Nutrition & Obesity

School Health

13

University of
NEW ENGLAND

The Center for Health Policy, Planning and Research

3 Breakouts

- Secondary Data Sources for Evaluation
- A Framework for Telling your Story
- Coalition Self-Assessment Tools

14

Contact Information

Please contact Kira Rodriguez
with any questions

krodriguez@une.edu

207-221-4566