

Evaluating Data for Progress

Flex Reverse Site Visit

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Agenda

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01 Introductions

02 Evaluation Overview

03 Measures and Data Sources

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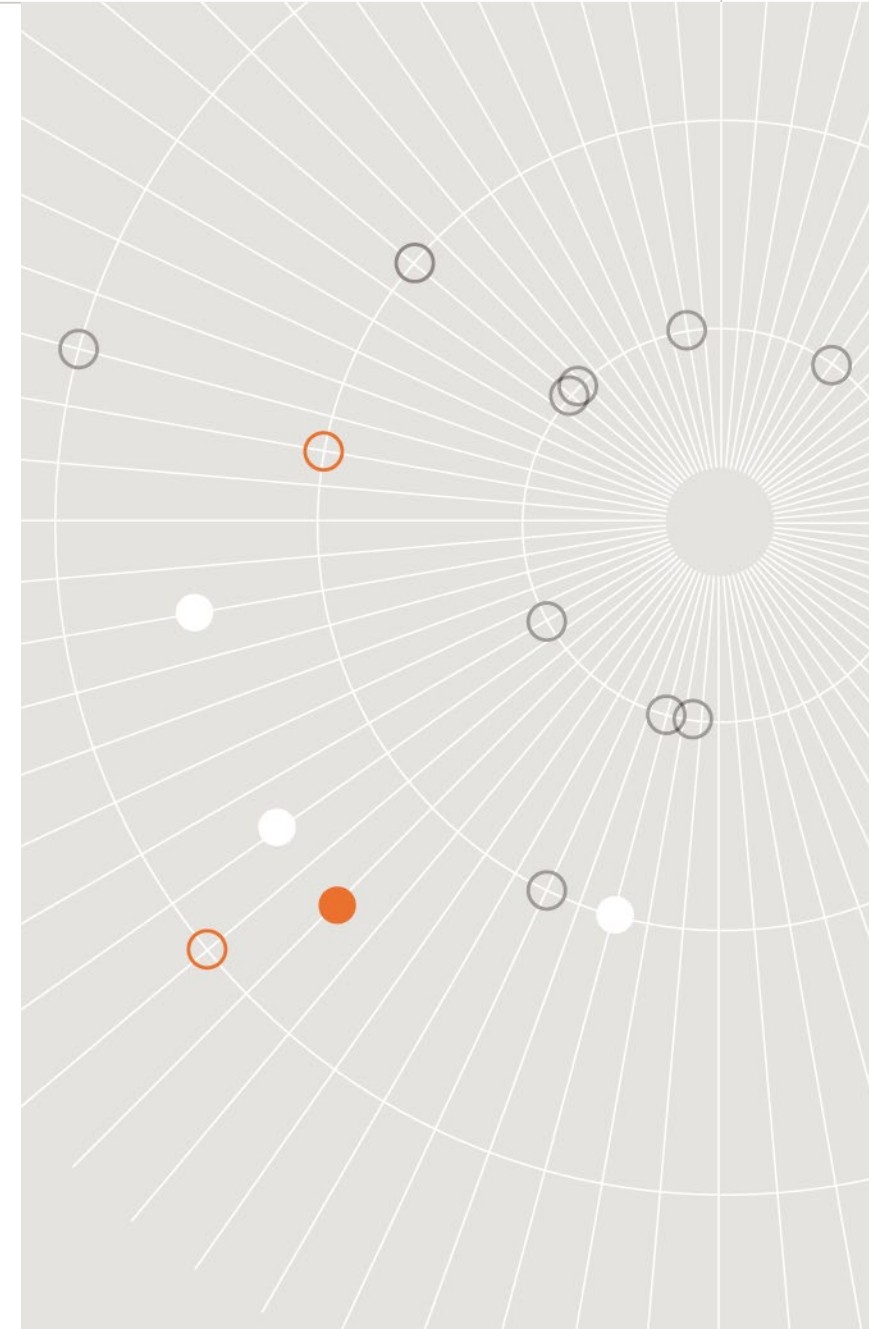
05 Questions





The Walsh Center for Rural Health Analysis was established in 1996 to study policy issues affecting health care and health status in rural America.

Our mission is to conduct timely policy analysis, research and evaluation that address the needs of policy makers, the health workforce, and the public on issues that affect health care and public health in rural America.



Tell us about you...



What is your experience with evaluation?

Was your experience positive, negative, or neutral? Why?

Evaluation Overview

What is evaluation?

Evaluation is a systematic method for collecting, analyzing, and using data to examine the effectiveness and efficiency of programs and, as importantly, to contribute to *continuous program improvement*.

Evaluation...

- Involves systematic collection of information about a program's activities, characteristics, and outcomes
- **Allows you to:**
 - Make judgments about the program,
 - Improve program effectiveness, and/or
 - Inform decisions about future program development

Evaluation and research have different goals.

Evaluation:

- Specifies
- Designed to improve
- Provides basis for decision-making
- Answers the questions:
 - So what?
 - How well does it work?

Research:

- Generalizes
- Designed to prove
- Provides basis for drawing conclusions
- Answers the questions:
 - What's so?
 - How does it work?

Why evaluate?

Monitor

Determine

Compare

Justify

Improve

Ensure

Measure

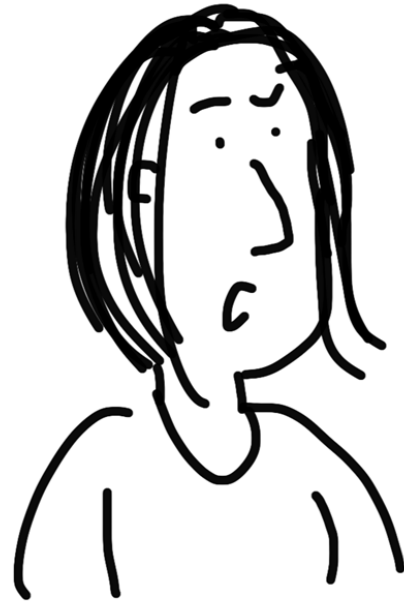
Contribute

If you don't evaluate...

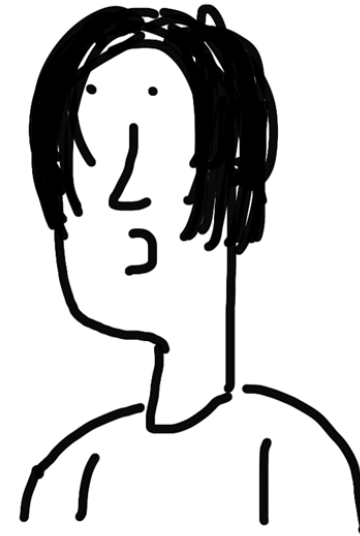
- You won't know if your program **WORKED**
- You won't know **WHICH PART** worked
- You could make things **WORSE**
- Others may **NOT BELIEVE** the program worked

Useful data is essential!

You say your program works but why should I believe you?



Because I have evidence.



freshspectrum.com

Standards for Effective Evaluation

Utility

- Who needs the evaluation results?
- Will the evaluation provide relevant information in a timely manner for them?

Feasibility

- Are the planned evaluation activities realistic given the time, resources, and expertise at hand?

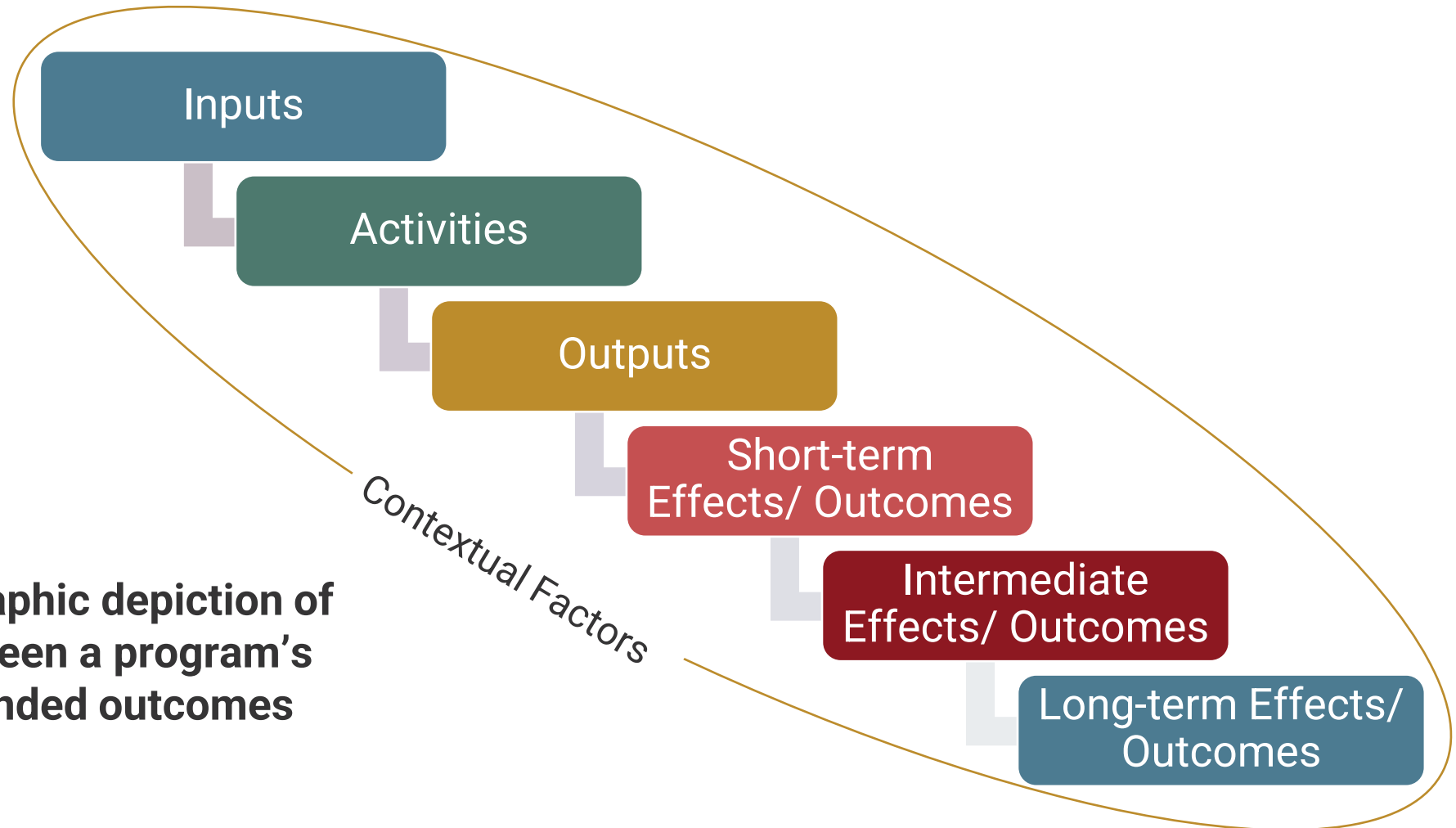
Propriety

- Does the evaluation protect the rights and welfare of those involved?
- Does it engage those most directly affected by the program?

Accuracy

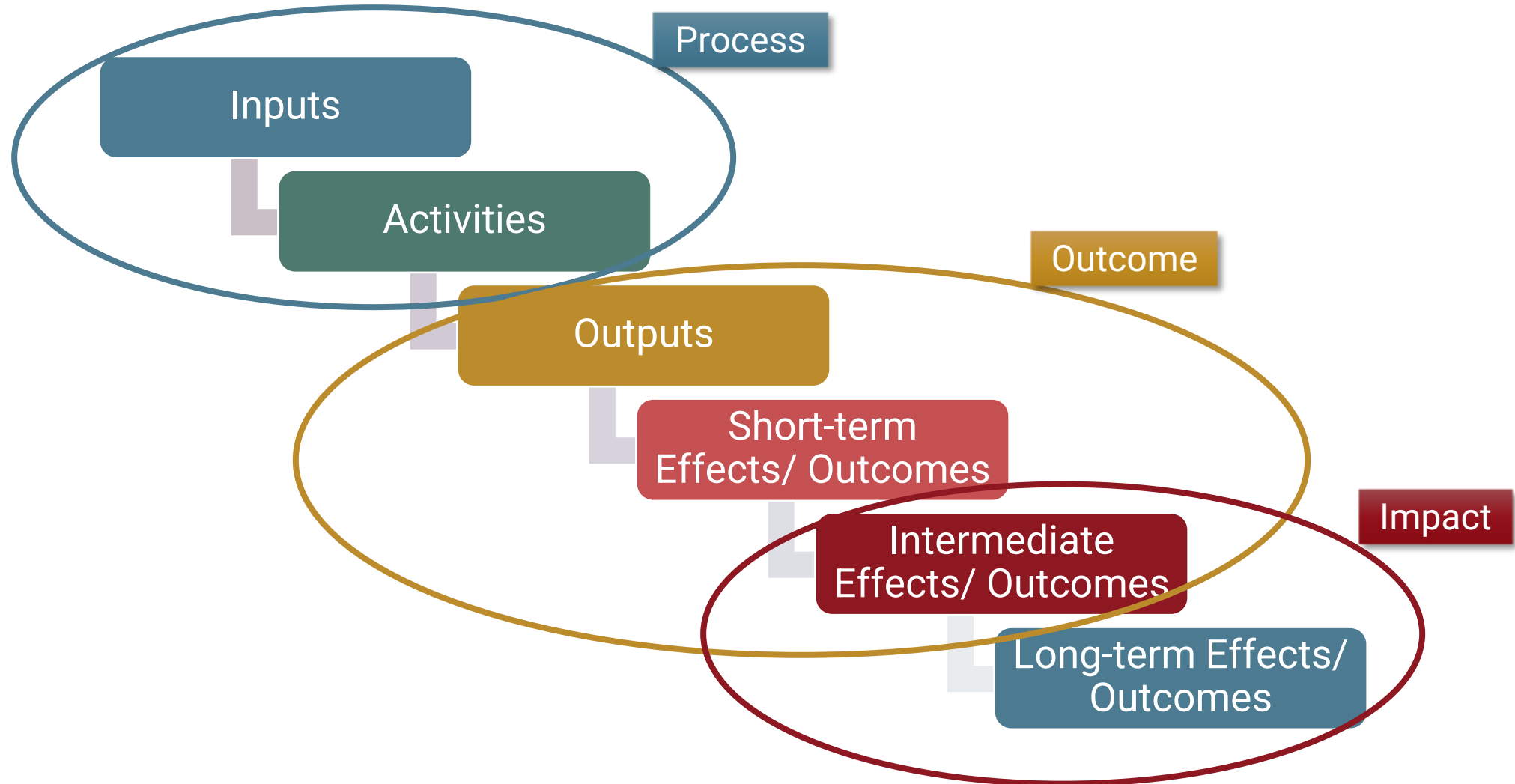
- Will the evaluation produce findings that are valid and reliable?

Defining the program



A logic model is a graphic depiction of the relationship between a program's activities and its intended outcomes

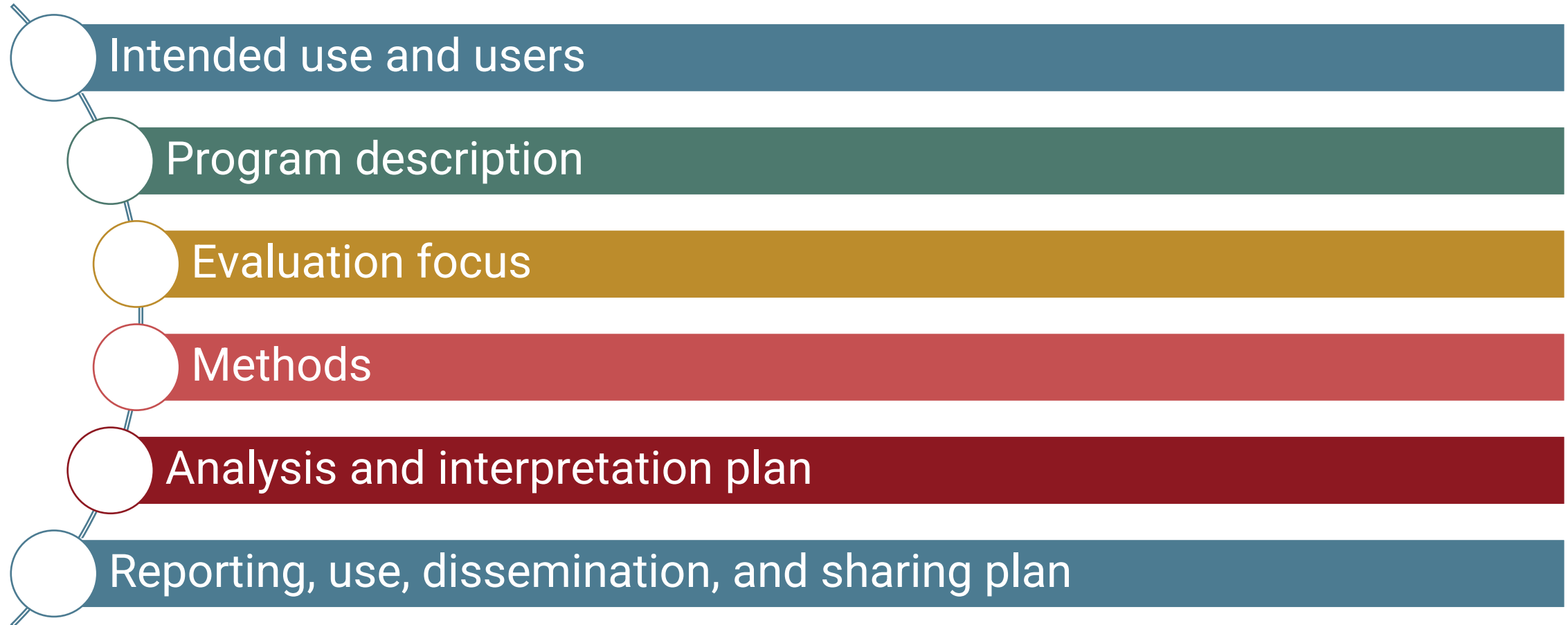
Types of Evaluation



What's in an evaluation plan?

- Evaluation approach/design**
-  **Who will do it**
-  **What will be done**
-  **When it will be done**
-  **Why the evaluation is being conducted**
-  **How it will be done**
-  **How the findings will be used**

Components of an evaluation plan



Measures and Data Sources

How do you define
success?



Evaluation questions are high-level questions that an evaluation is designed to answer.

Reflect purpose of the evaluation and the priorities and needs of partners and other collaborators

When developing evaluation questions:

- Consider conducting a literature review
- Consider data availability
- Identify resources and timeline
- Confer with experts
- Confer with staff and participants

Types of Evaluation Questions

Implementation
(Process)

Effectiveness
(Outcome)

Efficiency
(Outcome)

Cost-
Effectiveness
(Outcome)

Attribution
(Outcome)

Consider including both process and outcome questions

Process Questions

Implementation and operation

- How does a program function?
- Most useful early in the project

Outcome Questions

Effectiveness of the program

- How is this benefiting the population of focus?
- Most useful when a program is fully implemented or has been in place for a while

Consider how qualitative and quantitative methods can provide information about your program

- “Scientific” or “rigorous”
- Validity and reliability
- Statistical analysis

Quantitative
Methods



- “Why?” & Context
- Explore
- Describe
- Explain
- Identify patterns

Qualitative
Methods



Mixed methods are used to corroborate, clarify, explain, and explore.



The strength of an evaluation relies heavily on collecting high-quality, useful data.

Indicators

Sources

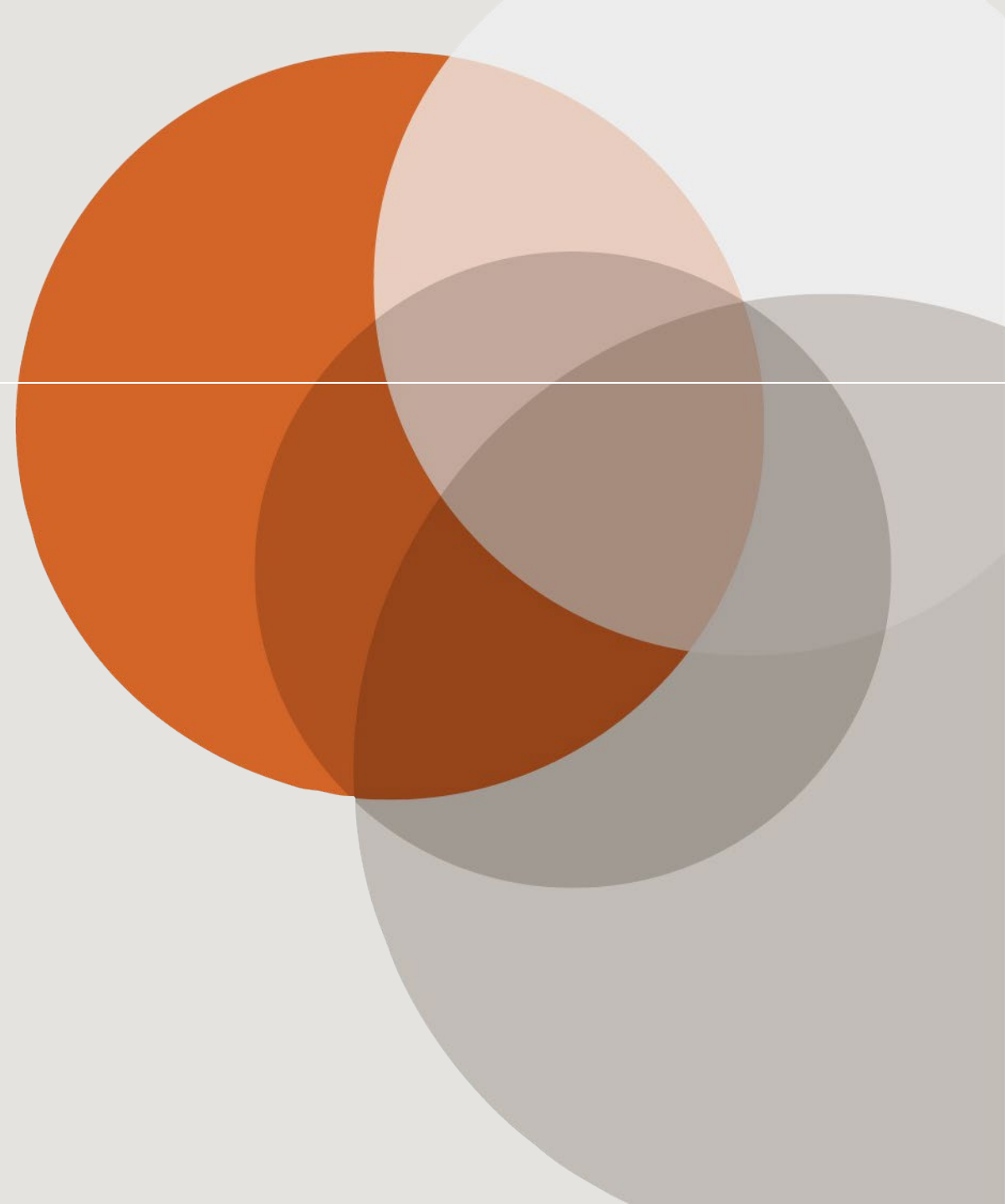
Methods

Quality

Quantity

Logistics

Data make your
credible and stories
make you
memorable.



When thinking about data, ask yourself...

What changes can realistically be measured by the end of the activity?

What data sources are available to provide information on the measures?

Examples of secondary data sources (quantitative data)

Current Population Survey and other U.S. Census files	Behavioral Risk Factor Surveillance System (BRFSS)	Youth Risk Behavior Survey (YRBS)
Pregnancy Risk Assessment Monitoring System (PRAMS)	Cancer registries	State vital statistics
Various surveillance databases	MBQIP Measures	Claims data, electronic medical records

Examples of primary data sources (qualitative and *quantitative)

Surveys

Individual
Interviews

Group
Discussions/
Focus Groups

Observation

Document Review

*Budget/Financial
data

Making recommendations



- **Develop actionable steps that build on program strengths**
- **Make decisions about continuing, expanding, redesigning, or terminating program**
- **Vet with partners**

Interpreting findings

What are the **goals** of your program?

Who is your **audience**?

What are the **limitations** of the evaluation?

Are there **alternative explanations** for your results?

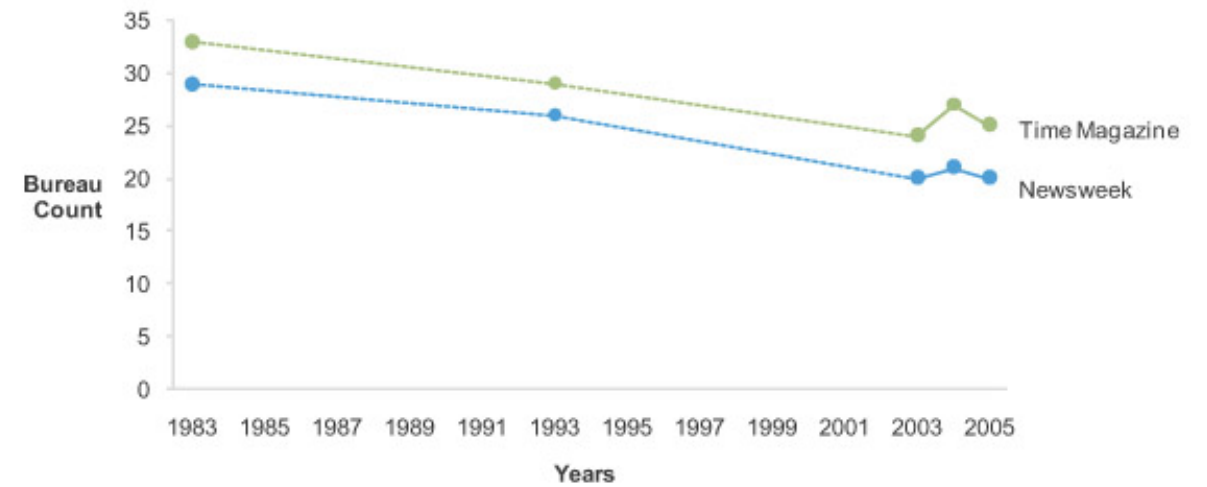
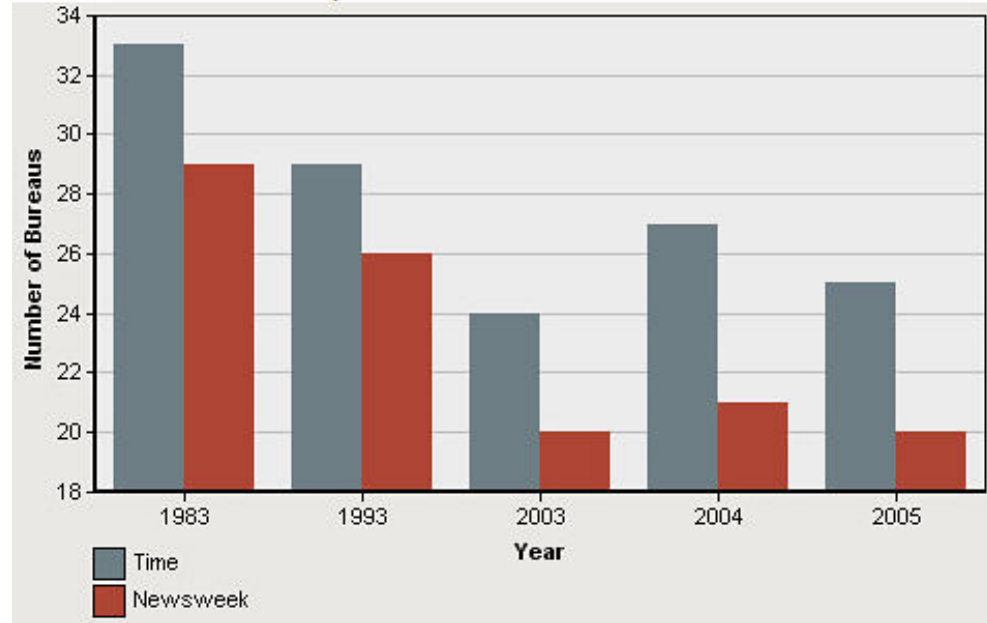
How do your results **compare** with those of similar programs?

Are your results **consistent** with previous research?

Are your results similar to what you **expected**? If not, why?

NEWS MAGAZINE BUREAUS OVER TIME

Time and Newsweek select years 1983 - 2005



Note: A dashed line connecting two points indicates that there are years between the points for which values were not available. If the values were available, the shape of the lines might vary significantly.

Dissemination

Potential dissemination products

In order to reach all of our diverse audiences, the final report is now 17,000 pages.

You can pick it up here. hand-trucks are available at the back of the room.



Evaluation Reports

Media articles (newspaper, radio, social media)

RHihub Models and Innovations

Case Studies

Manuscripts

White Papers

Briefs

Briefings or Presentations

Infographics

Program Profiles

Toolkits

Geographic analysis/ mapping

Who is interested in evidence-based programs and practice?

Administrators

Program Directors

Policy Makers

Local, State, Tribal, Federal and International

Community leaders

Researchers

FORHP, HRSA, and HHS

Funders



Category	How Established
Evidence-based	Peer review via systematic or narrative review
Effective	Peer review
Promising	Written program evaluation without formal peer review
Emerging	Ongoing work, practice-based summaries, or evaluation in process



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Rural Health Models and Innovations

Featured Projects

Recently Added

- [Wisconsin Tribal Elder Food Box Program](#)
- [Structured Training for Rural Enhancement of Community Health in Obstetrics \(STRETCH-OB\)](#)
- [SJRC Texas Belong Community-Based Care \(CBC\)](#)
- [The Possibility Shop](#)

Browse Rural Project Examples

Evidence Level

Browse evidence-based, effective, and promising projects, shown to work in rural locations:



[Browse by Level of Evidence](#)

Source

See rural health projects funded by the Federal Office of Rural Health Policy and Health Resources and Services Administration, as well as those shared with us by key national and regional associations and foundations:

[Browse by Source](#)

Topic

Browse rural projects by the issue or topic addressed and population group served:



[Browse by Topic](#)

State

Look for projects that have been done in your area and around the country.



[Browse by State](#)

More Resources

Many organizations, including federal agencies and national organizations, curate lists of effective programs. Some may



Share Your Story

RHIhub is looking for project examples to share with rural service providers. Tell us about:



ABOUT RURAL HEALTH MODELS AND INNOVATIONS

This section features rural health programs and interventions, including approaches that have demonstrated success in research studies and program evaluations, as well as anecdotal accounts. Each rural community should consider whether a particular approach is a good match for its needs and capacity. While it is sometimes possible to adapt program components to match your resources, keep in mind that changes to the program design may impact results. Programs listed in this section are not endorsed by RHIhub or the Federal Office of Rural Health Policy.

Read about the [criteria and evidence base](#) for programs included in *Rural Health Models and Innovations*.

MORE USEFUL TOOLS

[Evidence-Based Toolkits for Rural Community Health](#) – Step-by-step guides to building effective community health programs

[Rural Community Health Gateway](#) – Resources for every stage of program implementation, from finding an approach, to securing funding, to planning for long-term sustainability

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Share Your Story

RHIhub is looking for project examples to share with rural service providers.



Tell us about:

- Your program’s successes
- Program results demonstrated in formal program evaluations or research studies
- Best practices and processes you’re using
- Innovative solutions to problems
- What does and doesn’t work in your program
- Things you wish you’d known before starting your program

Share Your Story



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↓ **IN THIS TOOLKIT**

Modules

- 1: Introduction
- 2: Program Models
- 3: Program Clearinghouse
- 4: Implementation
- 5: Evaluation
- 6: Sustainability
- 7: Dissemination
- About This Toolkit

[Rural Health](#) > [Tools for Success](#) > [Evidence-based Toolkits](#)
> [Social Determinants of Health in Rural Communities Toolkit](#)

Social Determinants of Health in Rural Communities Toolkit



ruralhealthinfo.org/toolkits/sdoh

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About This Toolkit



- Improving Economic Stability
- Improving Education
- Improving the Social and Community Context
- Improving Health and Healthcare
- Improving Neighborhoods and the Built Environment

Rural Community Health Toolkit



Start here for a guide to building rural community health programs to address any type of health issue. Learn how to identify community need, find evidence-based models, plan and implement your program, evaluate results, and much more.

Aging in Place Toolkit



Explore program models and approaches to support rural aging in place.

Care Coordination Toolkit



Find models and program examples for delivering high-quality care across different rural healthcare settings.

Chronic Obstructive Pulmonary Disease Toolkit



Learn how to develop programs to address COPD in rural communities.

Community Health Workers Toolkit



Learn about roles, community health worker (CHWs) role, as well as training approaches.

Community Paramedicine Toolkit



Discover models and resources for developing community paramedicine programs in rural areas.

Diabetes Prevention and Management Toolkit



Find resources and best practices to develop diabetes prevention and management programs in rural areas.

Early Childhood Health Promotion Toolkit



Learn how to develop early childhood health promotion programs in rural communities.

Emergency Preparedness and Response Toolkit



Discover strategies, resources, and case studies to support rural emergency planning, response, and recovery.

Health Equity Toolkit



Explore evidence-based frameworks and promising strategies to advance health equity in rural communities.

Health Literacy Toolkit



Discover resources and model programs for improving personal and organizational health literacy in rural communities.

Health Networks and Coalitions Toolkit



Find resources and strategies to help create or expand a rural health network or coalition.

Health Promotion and Disease Prevention Toolkit



Learn about strategies and models for rural health promotion and disease prevention in the community, clinic, and workplace.

HIV/AIDS Prevention and Treatment Toolkit



Explore models and resources for implementing HIV/AIDS prevention and treatment programs in rural communities.

Maternal Health Toolkit



Find resources and models for developing programs to address rural maternal health issues.

Mental Health Toolkit



Discover resources and models to develop rural mental health programs, with a primary focus on adult mental health.

Medication for Opioid Use Disorder Toolkit



Learn about models and resources for implementing medication for opioid use disorder programs in rural communities.

Obesity Prevention Toolkit



Find out how rural communities, schools, and healthcare providers can develop programs to help address obesity.

Oral Health Toolkit



Discover rural oral health approaches that focus on workforce, access, outreach, schools, and more.

Philanthropy Toolkit



Find emerging practices and resources for building successful relationships with philanthropies.

Prevention and Treatment of Substance Use Disorders Toolkit



Learn about models and resources for developing substance use disorder prevention and treatment programs in rural communities.

Services Integration Toolkit



Learn how rural communities can integrate health and human services to increase care coordination, improve health outcomes, and reduce healthcare costs.

Social Determinants of Health Toolkit



Discover evidence-based models and resources to address social determinants of health in rural communities.

Suicide Prevention Toolkit



Find evidence-based models and resources for implementing a suicide prevention program in rural areas.

Telehealth Toolkit



Discover program examples and resources for developing a telehealth program to address access issues in rural America.

Tobacco Control and Prevention Toolkit



Explore program examples and resources for implementing tobacco control and prevention programs in rural areas.

Transportation Toolkit



Explore how communities can provide transportation services to help rural residents maintain their health and well-being.

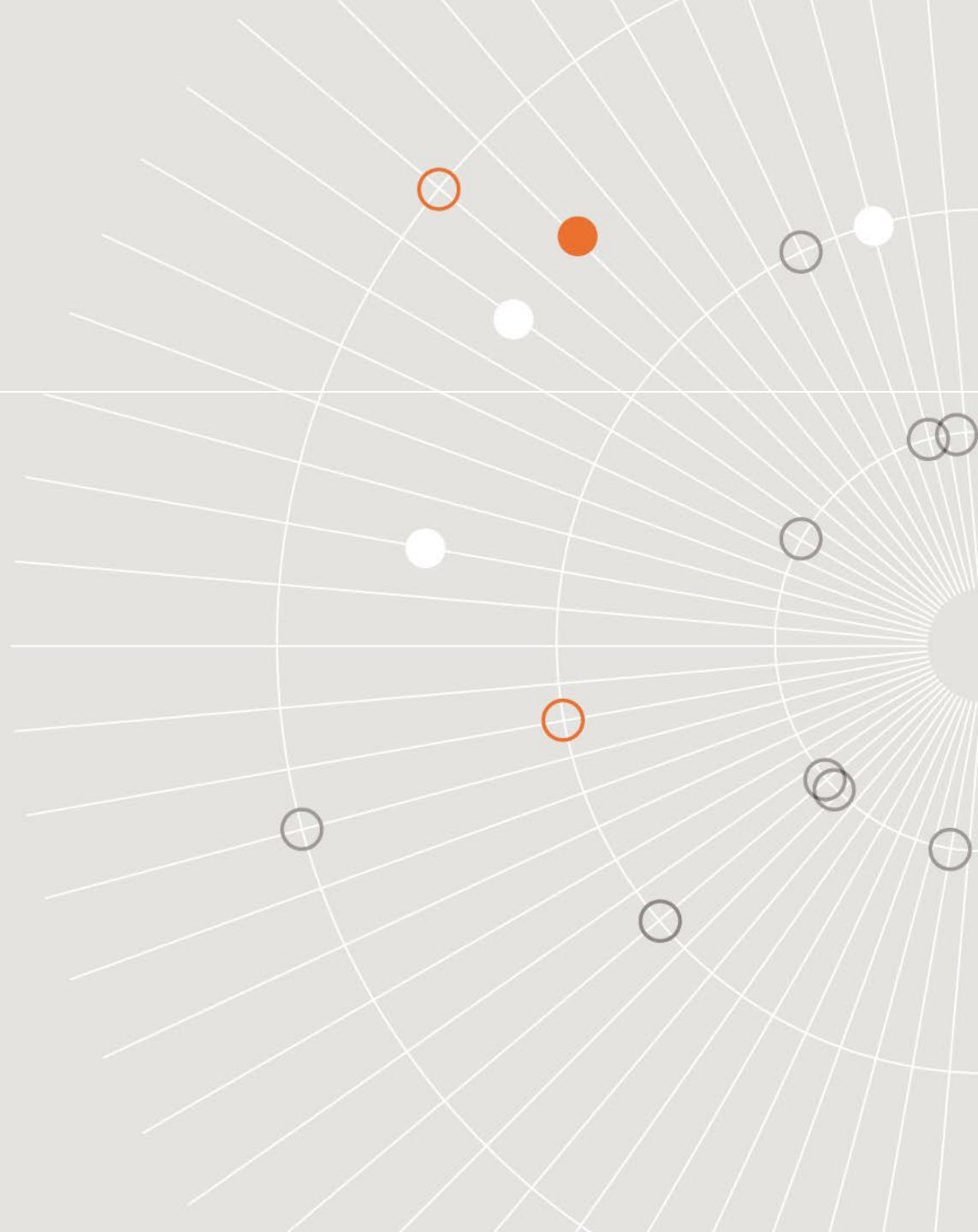
www.ruralhealthinfo.org/toolkits

The screenshot shows the Rural Health Research Gateway website. At the top, there is a search bar and navigation links for 'About Us', 'Browse Research', 'Webinars', 'Research Alerts', and 'Other Resources'. A featured webinar is highlighted with a video player and text: 'Availability of Post-acute Care and Long-term Care Services in Rural Areas' on September 14, 2021. Below this, there are five columns of content: 'Rural Health Research Recaps', 'Research Alerts', 'Research Publications', 'Research Centers', and 'Dissemination Toolkit'. Each column includes a brief description and a list of key points or links. The footer contains copyright information, contact details, and a list of links for 'Sitemap', 'Disclaimer', 'Privacy Policy', and 'Accessibility'.



RURAL HEALTH EQUITY RESEARCH CENTER

Questions?



Thank you.

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