

# EVERYDAY EVALUATION

FLEX PROGRAM REVERSE SITE VISIT

JULY 19-20, 2023





# LEARNING OBJECTIVES



Discuss ways to stay on top of regular evaluation activities that support performance outcomes



Provide examples of regular program management techniques that support evaluation



Explain how they can regularly understand their progress and where they are heading to be able to tell their program's story



# PREPARING FOR THE BEGINNING OF THE PROGRAM YEAR



# PREPPING FOR THE YEAR (...WHILE FINISHING THE PREVIOUS YEAR)

GETTING YOUR DUCKS IN A ROW...



REGULAR MAINTENANCE  
REQUIRED



# MEASURES MAINTENANCE

- KEEP YOUR WORK PLAN UP TO DATE
  - TRACK ON YOUR OUTPUTS
- MONITOR YOUR MBQIP DATA
- KEEP YOUR PIMS TRACKING DOCUMENT UP TO DATE
- USE PLAN-DO-STUDY-ACT
- LEARN FROM WHAT YOU MEASURED
  - WAS THAT REALLY AN OUTCOME? OR WAS IT AN OUTPUT?
  - DID I ASSUME THE CORRECT THING WOULD OCCUR BECAUSE OF MY WORK?



# WHAT DATA CAN HELP US DO?



UNDERSTAND  
AND INCREASE  
THE IMPACT OF  
THE PROGRAM  
AND RELATED  
ACTIVITIES



IMPROVE  
PROGRAM  
EFFICIENCY AND  
EFFECTIVENESS



VALIDATE  
PROGRAM AND  
ACTIVITY INTENT



ENHANCE  
PROGRAM  
REPORTING



SUPPORT  
PROGRAM  
PLANNING,  
DEVELOPMENT,  
MANAGEMENT,  
AND  
IMPLEMENTATION



ENCOURAGE  
ONGOING  
PROGRAM  
REVISIONS



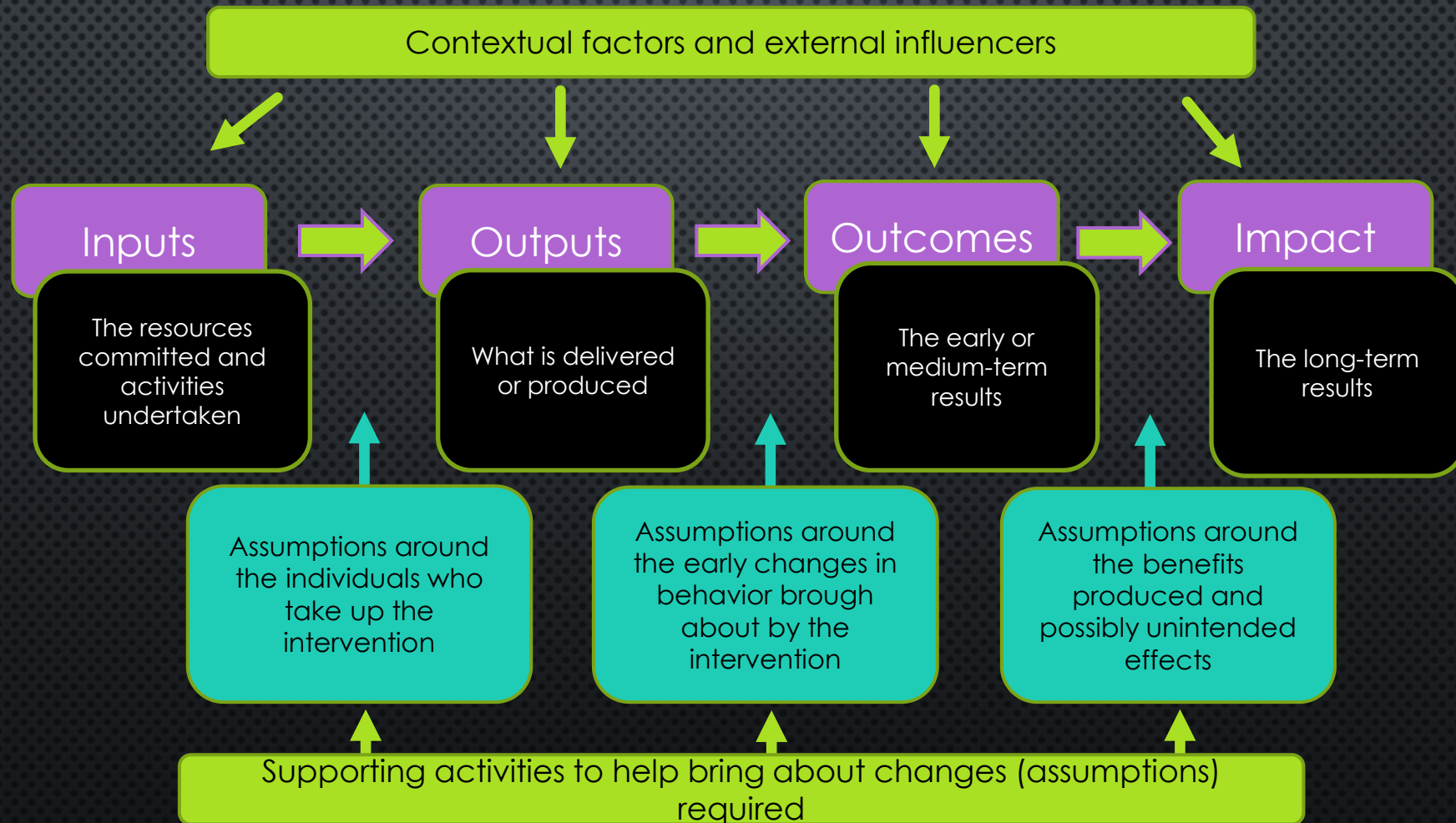
IMPROVE  
PROGRAM  
ENGAGEMENT



TO TELL YOUR  
STORY!



# THEORY OF CHANGE



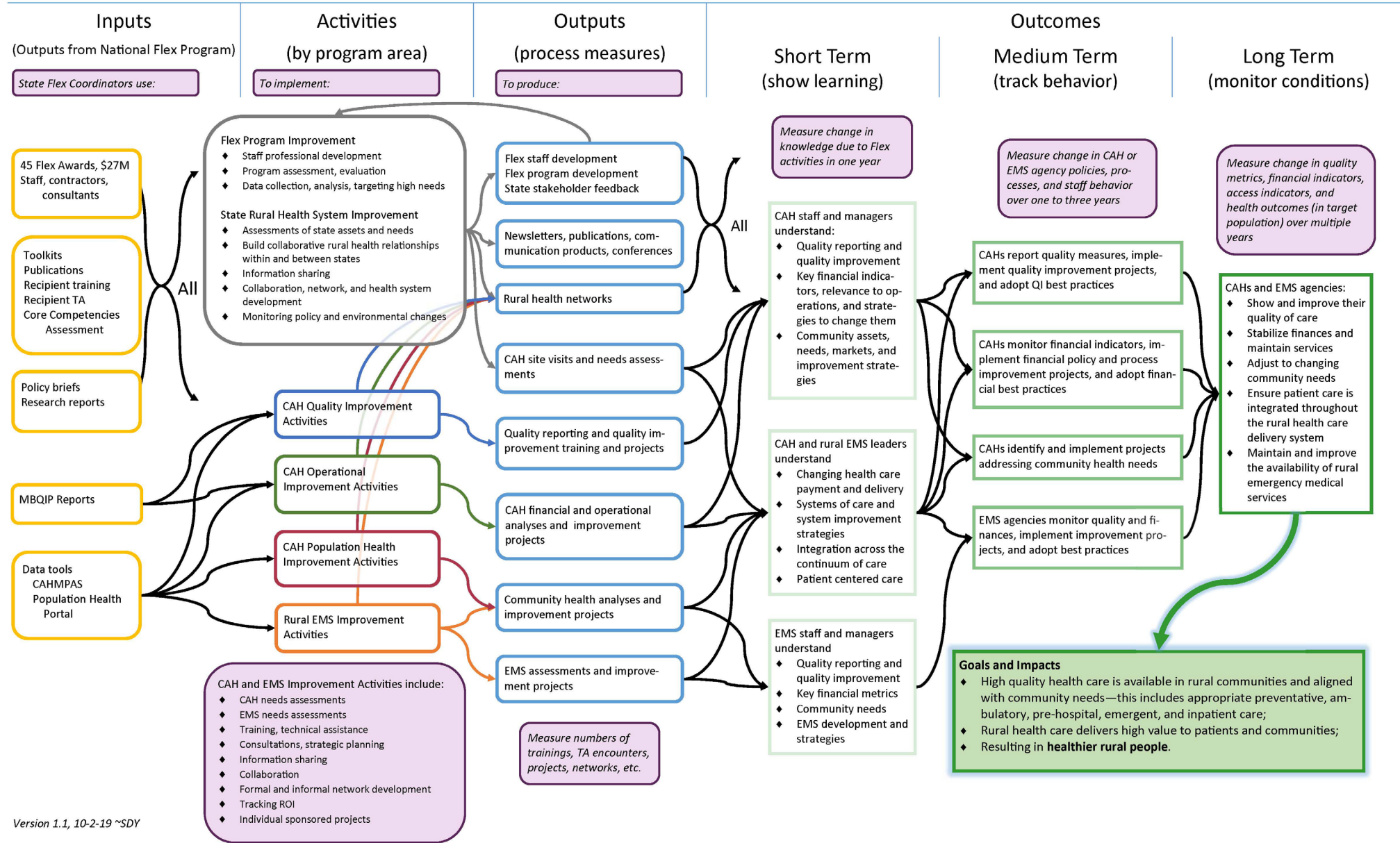


# EVALUATING A THEORY OF CHANGE

- WHAT IS THE CAUSAL CHAIN OF EVENTS THAT LEADS FROM IMPLEMENTATION TO THE DESIRED OUTCOMES?
- ARE OUTCOMES SEQUENCED PROPERLY?
  - DO LOWER-LEVEL OUTCOMES LEAD TO HIGHER-LEVEL OUTCOMES?
  - DO PROPOSED INTERVENTIONS CONNECT TO DESIRED OUTCOMES?
- ARE THERE ANY LARGE LEAPS IN LOGIC OR MISSING ELEMENTS?
  - ARE SHORT-/INTERMEDIATE-TERM OUTCOMES NECESSARY AND SUFFICIENT TO CAUSE THE HIGHER-LEVEL OUTCOMES?
  - ARE ALL NECESSARY OUTCOMES THAT OTHERS ARE RESPONSIBLE FOR INCLUDED IN THE TOC?
- IS THERE SUFFICIENT TIME AND RESOURCES?



### Flex Program Logic Model—State Level





# MEASURES & OUTCOMES

- BROAD GOALS ARE DIFFICULT TO MEASURE
  - CAUSALITY/ATTRIBUTION IS DIFFICULT TO PROVE
  - MANY ENTITIES, PROGRAMS, AND STAKEHOLDERS IMPACT CAHs
- PROGRAM'S THEORY OF CHANGE CREATES A 'CHAIN OF OUTCOMES'
  - DESCRIBES WHY AND HOW INTERIM OUTCOMES WILL MONITOR PROGRESS TOWARDS PROPOSED LONG TERM PROGRAM IMPACT (OUTCOME)
  - INTERIM OUTCOMES ARE LESS EXPENSIVE/EASIER TO MEASURE
  - PROVIDES EVIDENCE THAT PROGRAM IS ON TRACK TO ACHIEVE GOALS

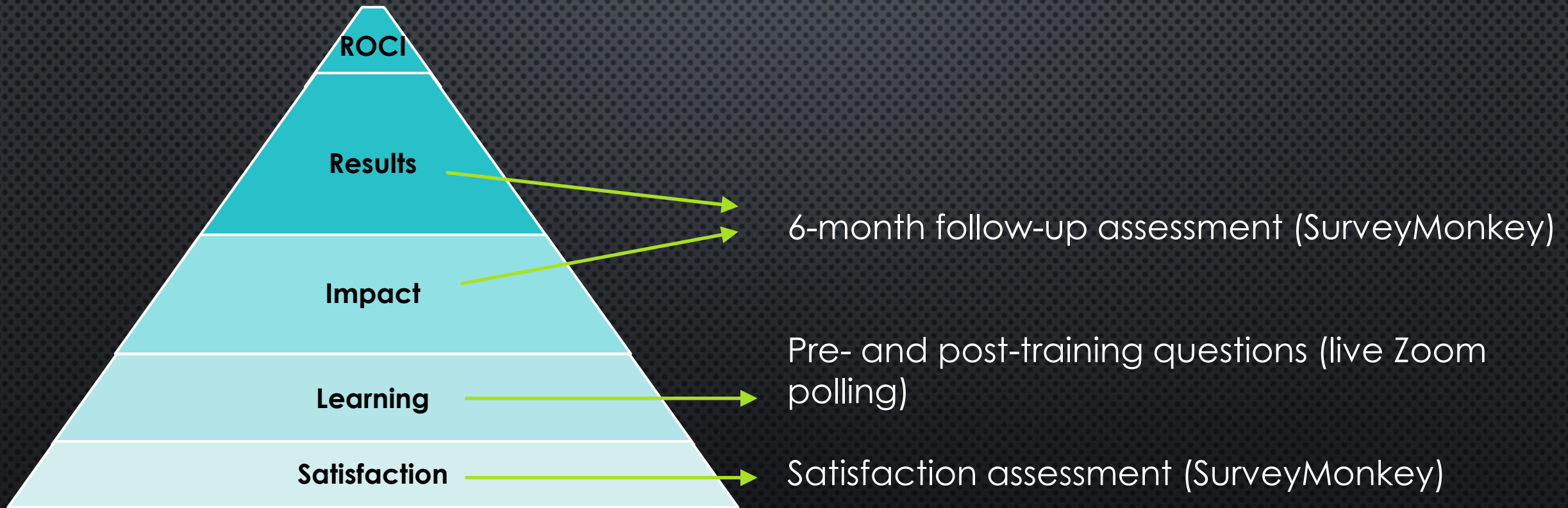


# KIRKPATRICK-PHILLIP TAXONOMY FOR LEARNING





# SHORT-TERM OUTPUTS AND OUTCOMES EXAMPLE: TA WEBINAR OR A VIRTUAL TRAINING





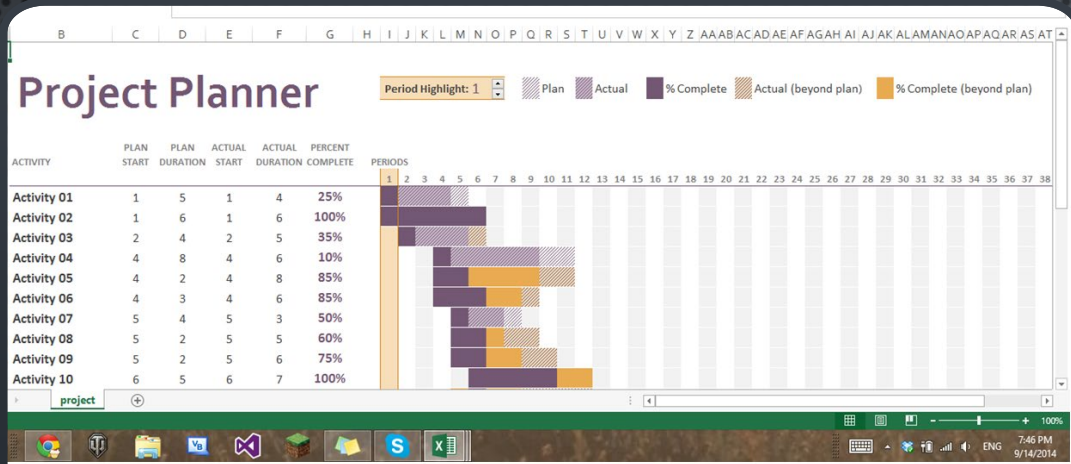
# BUDGET & CONTRACT MAINTENANCE

- KEEP YOUR BUDGET TRACKING OF EXPENSES AND ALLOCATIONS UP TO DATE
- MONITOR YOUR CONTRACTS
  - DELIVERABLES (INCLUDING MEASURES)
  - PAYMENTS



MONITOR WHAT IS GOING ON  
(...OR NOT GOING ON)





# CREATE SOME VISUAL AIDS FOR YOURSELF

- EACH MONTH, USE A VISUAL AID OF YOUR PROGRAM ACTIVITIES IN A TIMELINE
  - REVIEW TO SEE WHAT IS ON TARGET, DELAYED, OR EVEN AHEAD OF SCHEDULE
  - USE THIS TO PLAN YOUR MONTH AND NEXT QUARTER ON A ROLLING BASIS
  - IMPACTS YOUR CONTRACTS, BUDGETS, AND THE “ASKS” YOU MAY HAVE FOR YOUR HOSPITALS AND PARTNERS TO PARTICIPATE IN VARIOUS ACTIVITIES

### TruServe

Home / Activities / Activity Record

#### Rural Health New Initiatives Grantee Meeting

Info | Categories | Programs & Goals | Orgs & People | Demographics | Files | Impacts | Summary

\* Title: Rural Health New Initiatives Grantee Meeting

\* Start Date: 2014-02-07

Length: 1 hour

No. of People: 19

Budget: \$ 00

Assistance Level: Level 2 (in-depth assistance provided)

Reach: Multi-Community

Location: Williston, ND (Williams county) 58801

Modes:  Face to face  Webinar

Staff:  Barry  Kelly  Kristine

Committee: --- None ---

Description: Meeting held for all Rural Health New Initiatives grantees to go over budget, reporting, timelines and share best practices.

Miles Traveled:

Students involved

Buttons: Email Record, Add Comment, Create Template from this Activity, Delete Activity

Added: kelly.quigley 2014-02-07  
Updated: kelly.quigley 2014-02-24



# MONITOR WHAT YOUR PARTICIPANTS ARE SAYING

- USE REGULAR POLLS OR SURVEYS
  - TO GATHER ACTIVITY-RELATED DATA
    - SATISFACTION, KNOWLEDGE GAIN, TOPICS FOR FUTURE ACTIVITIES
  - TO GATHER INFORMATION FROM YOUR FACILITIES AND PARTNERS FOR NEW PROGRAM ACTIVITIES
    - CHALLENGES, TOPICS FOR FUTURE ACTIVITIES, PULSE ON THEIR PARTICIPATION INTEREST, OR EVEN TIMING OF CERTAIN ACTIVITIES
- FORM AN ADVISORY COUNCIL OF KEY PARTNERS AND INFORMANTS
  - MEET QUARTERLY OR SEMI-ANNUALLY
- IMPORTANT TO WRITE GOOD QUESTIONS TO GET THE ANSWERS YOU NEED. EXAMPLES:
  - PLEASE DESCRIBE YOUR LEVEL OF KNOWLEDGE REGARDING ANTIBIOTIC STEWARDSHIP PRACTICES BEFORE/AFTER TODAY'S SESSION – VERY LOW, BELOW AVERAGE, AVERAGE, ABOVE AVERAGE, VERY HIGH
  - WHAT ARE SOME TOPICS FOR FUTURE EDUCATION OR EXAMPLES OF SPECIFIC ACTIVITIES THAT WOULD BE MOST HELPFUL TO YOUR FACILITY IN THE FUTURE?
  - HOW SATISFIED WERE YOU WITH THIS WEBINAR TRAINING? VERY DISSATISFIED, DISSATISFIED, NEITHER DISSATISFIED NOR SATISFIED, SATISFIED, VERY SATISFIED



ANTICIPATE FUTURE NEEDS



# WHERE DO I GET THE ANSWERS FOR THE FUTURE?

- UNDERSTAND YOUR CURRENT PROGRAM METRICS
  - WORK PLAN DATA
  - WHAT YOUR NEEDS ASSESSMENT SUGGESTED
  - POLL AND SURVEY FEEDBACK
  - ADVISORY COMMITTEE OR KEY PARTNER FEEDBACK
- UNDERSTAND A SEQUENCE OF WHAT ACTIVITIES MIGHT COME NEXT
- KNOW WHERE TO GO FOR INFORMATION
  - ALL OF THE ITEMS ON THE LEFT SIDE PLUS...
  - MBQIP REPORTS – QUARTERLY AND ANNUAL
  - CAHMPAS
  - POPULATION HEALTH TOOLKIT
- ALWAYS HAVE A PROJECT IN YOUR BACK POCKET



BE READY TO TELL YOUR  
PROGRAM'S STORY



# WHY SPREAD THE NEWS?

- FULFILL YOUR MISSION AND WORK TOWARDS YOUR VISION (ORGANIZATION, DEPARTMENT, PROGRAM)
- SHOWCASE YOUR UNSUNG HEROES
- DEMONSTRATE PROGRAM EFFECTIVENESS
- INCREASE PARTNER/POTENTIAL PARTNER ENGAGEMENT AND UNDERSTANDING
- DESCRIBE CHANGING NEEDS
- PROMOTE PROGRAM SUSTAINABILITY
- BRING AREAS OF CHALLENGE/NEED TO ATTENTION
- BUILD AND SUSTAIN HEALTH CARE IN RURAL COMMUNITIES



# TELL THE STORY THAT IS RIGHT FOR THE AUDIENCE

- WHO NEEDS AN UPDATE?
  - INTERNAL – OTHER DEPARTMENTS, YOUR TEAMMATES, YOUR SUPERVISOR
  - EXTERNAL – CONTRACTORS, STATE PARTNERS, LEGISLATOR, YOUR RURAL PROVIDERS
  - FORHP
  - OTHER RURAL HEALTH FUNDERS FOR YOUR STATE
- DESCRIBE WHAT HAS HAPPENED, WHAT WILL HAPPEN, SUCCESSES, AND HOW YOU'VE ADAPTED
- BUT IMPORTANTLY, KNOW YOUR AUDIENCE AND WHAT THEY NEED TO KNOW



# WHAT DO YOU TELL THEM? AND HOW?

## WHAT TO TELL?

- WHO WAS AFFECTED OR IMPACTED BY YOUR PROGRAM/PROJECT?
- HOW WAS A NEED MET?
- WHAT WAS THE INNOVATIVE APPROACH?
- WHAT DID YOU LEARN?
- WHAT WAS THE IMPACT/OUTCOME?
- HOW ARE YOU SUPPORTING SUSTAINABILITY?

## HOW TO TELL?

- YOUR WORK PLAN AND REPORTS
  - MID-YEAR, END OF YEAR, QUARTERLY REPORTS, INTERNAL ORGANIZATION REPORTS
- SPOTLIGHTS OF BEST PRACTICES ON YOUR WEBSITE
- SOCIAL MEDIA
- PRESENTING ON CONFERENCES AND PODCASTS
- PRESS RELEASES (STATE OR LOCAL MEDIA OUTLETS)
- NOMINATIONS FOR AWARDS AND RECOGNITION



SO HOW OFTEN SHOULD I BE  
DOING THESE THINGS?



# EVERYDAY EVALUATION - TIMELINE

## AT LEAST ANNUALLY

- PLAN FOR THE START OF THE NEXT YEAR

## AT LEAST QUARTERLY

- MAINTAIN YOUR MEASURES
- MAINTAIN YOUR BUDGET AND CONTRACTS
- ANTICIPATE FUTURE NEEDS
- POLLS AND SURVEYS

## MONTHLY

- USE A VISUAL OF YOUR PROGRAM TIMELINE
- MAINTAIN YOUR MEASURES...IF YOU CAN DO IT THIS OFTEN, GREAT!!

## AT ANY POINT IN TIME

- BE READY TO TELL YOUR PROGRAM'S STORY



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