Evaluation – Methods and Potential Impact of Program Evaluation

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Network Planning Partnership Meeting
330A Grant Evaluation Partners

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National Rural Health Association
National Organization of State Offices of Rural Health
Rural Health Information Hub
ORHP 330A Outreach Authority Grant Programs
• Created as part of the Public Health Service Act of 1991
  • Under the authority of section 301
• More than $460 million awarded since program inception
• Nearly 900 consortia projects have participated and sought to:
  • Expand rural health care access
  • Coordinate resources
  • Improve rural health care service quality
• Nine grant programs operate under the authority of section 330A
  • Delta State Rural Development Network Grant Program
  • Rural Opioid Overdose Reversal Grant Program
  • Rural Benefits Counseling Program
  • Rural Health Care Coordination Network Partnership
  • Rural Health Care Services Outreach Grant Program
  • Rural Health Network Development Planning Grant Program
  • Rural Health Network Development Program
  • Rural Health Information Technology Workforce Program
  • Rural Network Allied Health Training Program
Overview of Discussion

• Why Evaluate?
• Evaluation Design Considerations
• Data Sources
  • Quantitative
  • Qualitative
• Using PIMS for Performance Improvement
• Building the Evidence-Base of Effective Rural Health Programs
• Resources
Let me tell you a story...
Why is Evaluation Important?

If you don’t measure…
• 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

If you don’t compare your results with results of similar programs…
• You may miss easy ways you can IMPROVE or SHARE best practices and lessons learned
Types of Evaluation

- Process (Formative)
  - How?

- Impact/Outcome (Summative)
  - What?
Evaluation Design Considerations

• WHAT do you want to know about the program?
• WHO has the information?
  • Information can be gathered internally from your organization (e.g., program staff) and/or externally (e.g., stakeholders).
• WHEN will the information be collected?
  • Baseline and completion of the funding cycle, quarterly, semi-annually, annually, other?
• HOW can we obtain the information?
  • Qualitative: interviews, observations, and focus groups
  • Quantitative: surveys, pre-post tests, claims data, MBQIP, FLEX Monitoring Team
• WHAT amount of resources are available for the evaluation?
  • Will a comparison group be used?
Evaluation Steps

1. Engage Stakeholders
2. Describe the Program
3. Focus on the Evaluation Design
4. Gather Credible Evidence (qualitative and quantitative)
5. Justify Conclusions
6. Ensure Use and Share Lessons Learned
Uses for Evaluation Data

• Analyze Program Trends
  • Measure Performance Over Time
  • How Are We Doing Compared with Last Year?
  • What Goals Do We Want to Set for Next Year?

• Benchmark
  • Compare Individual Program Results to Aggregate Data
  • Are We In Line With Our Peers?

• Educate and Engage Staff
  • What Can We Realistically Achieve?
  • What Specific Areas Can We Improve?

• Engage Stakeholders, Policy Makers and Funders
  • Use Data to Tell the Story of How You are Making a Difference
  • What is the Impact of our Program?
Before Collecting Data…

1. Clarify understanding of the program’s goals and strategy.
2. Develop relevant and useful evaluation questions.
3. Select an appropriate evaluation approach or design for each evaluation question.
4. Identify data sources and collection procedures to obtain relevant, credible information.
5. Develop plans to analyze the data in ways that allow valid conclusions to be drawn from the evaluation questions.
6. Establish a baseline.
We surveyed our 3 program participants...

% who think we're awesome

100%

What about the 96 families that left after the first week?
**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.
Qualitative Data Examples

Interviews

Focus Group

Moderator (1)

People discussing (8-12)
RHI Hub’s Community Health Gateway

Rural Health Models and Innovations

Browse Rural Project Examples
- Browse by Level of Evidence
- Browse by Topic
- Browse by State
- Browse by Source

Recently Added
- Total HEALTH
- The Maryland Faith Community Health Network (MFCHN)
- Naloxone Education Empowerment Distribution Program

More Resources
Many organizations, including federal agencies and national organizations, curate lists of effective programs. Some may have sections specific to rural and many have approaches that could be adapted to rural:
- Other Collections of Program Examples

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

ABOUT RURAL HEALTH MODELS AND INNOVATIONS
The Rural Health Information Hub collects and shares stories about rural health programs and interventions. This collection includes approaches that have demonstrated success in research studies and program evaluations, as well as anecdotal accounts.
Read about the criteria and evidence-base for programs included in Rural Health Models and Innovations.

USING AND ADAPTING PROGRAM EXAMPLES
Each rural community should consider whether a particular project or approach is a good match for their community’s 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 the Rural Health Information Hub or the Federal Office of Rural Health Policy.

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Evidence-Based Toolkits for Rural Community Health

Step-by-step guides to help you build effective community health. Resources and examples are drawn from evidence-based and promising programs. By learning from programs that are known to be effective, you can make the best use of limited funding and resources.

- Care Coordination Toolkit
- Community Health Workers Toolkit
- Health Promotion and Disease Prevention Toolkit
- Mental Health and Substance Abuse Toolkit
- Obesity Prevention Toolkit
- Oral Health Toolkit
- Services Integration Toolkit

ABOUT THE EVIDENCE-BASED TOOLKITS

The Rural Community Health Gateway’s evidence-based toolkits showcase program approaches that you can adapt to fit your community and the people you serve, allowing you to:

- Research approaches to community health programs
- Discover what works and why
- Learn about common obstacles
- Connect with program experts
- Evaluate your program to show impact

These toolkits are made available through the NORC Walsh Center for Rural Health Analysis and the University of Minnesota Rural Health Research Center in collaboration with the Rural Health Information Hub. Funding is provided by the Federal Office of Rural Health Policy (FORHP), Health Resources and Services Administration.
Additional Resources

- Flex Program Evaluation Toolkit
  - [http://www.ruralcenter.org/sites/default/files/Flex%20Program%20Evaluation%20Toolkit_0.pdf](http://www.ruralcenter.org/sites/default/files/Flex%20Program%20Evaluation%20Toolkit_0.pdf)

- RHI Hub’s Conducting Rural Health Research, Needs Assessment, and Program Evaluation Topic Guide
  - [https://www.ruralhealthinfo.org/topics/rural-health-research-assessment-evaluation](https://www.ruralhealthinfo.org/topics/rural-health-research-assessment-evaluation)

- CDC’s Program Performance and Evaluation Office (PPEO) - Program Evaluation

- The Community Toolbox (University of Kansas)

- The Program Manager’s Guide to Evaluation (ACF)

- Evaluating Your Community-Based Program (American Academy of Pediatrics)
  - [https://www2.aap.org/commpeds/htpcp/resources.html](https://www2.aap.org/commpeds/htpcp/resources.html)
Thank You!

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