



TAKE ACTION: EVALUATE

A County Health Rankings & Roadmaps Webinar

The *County Health Rankings* are designed as a call to action. The Take Action Cycle provides a roadmap for taking action, and it's easily adaptable to any improvement process.

Evaluating your efforts is an important step in the community health improvement process. This allows you to be sure that what you are doing is working in the way you intended and that your efforts are as effective and efficient as possible. Accountability also increases the likelihood that funders will continue to invest in your efforts. While the Take Action Cycle shows evaluation at the end of the cycle, in reality evaluation should be incorporated throughout your community health improvement process.



COMMUNITIES IN ACTION: WASHINGTON STATE DEPARTMENT OF LABOR & INDUSTRIES



Doug Spohn, Wellness Manager for the Washington State Department of Labor & Industries, will discuss how his team sets up evaluation plans—and how to adjust for reality. He will be joined by Julia Dilley, program and policy evaluator. Here are some of their key lessons learned from evaluation:

- Use a variety of data to get different perspectives.
- Working with an evaluator brings in an objective viewer, technical expertise, credibility to add strength to findings (if you need this).
- Involve stakeholders – focus on the process as much as the report.
- Don't expect “black and white” findings.
- Provide results tailored to key stakeholder groups & their interests (leadership vs. all employees).
- Keep it simple – perfection isn't the goal, useful findings are the goal.

EVALUATE ACTIONS GUIDES

Visit the [Roadmaps to Health Action Center](#) to find guidance and tools for [evaluating actions](#), whether you're just beginning your health improvement journey or are well along the way.

- [START](#) — We know evaluating our efforts is important, but we haven't planned for evaluation yet.
- [ACT](#) — We have an evaluation plan in place, and we want to collect data consistently to measure impact and communicate our results effectively.

TAKE ACTION IN YOUR COMMUNITY

- Chapter 3 “Who Should Conduct Your Evaluation?” in the [Program Manager's Guide to Evaluation](#) (PDF from the Department of Health and Human Services) provides an overview of program evaluation including the basic questions answered by an evaluation and what is involved in conducting an evaluation.
- The [Handbook Of Data Collection Tools: Companion To “A Guide To Measuring Advocacy And Policy”](#) provides examples of practical tools and processes for collecting useful information from policy and advocacy efforts.
- [Community Health Scorecard Overview](#) (PDF from Heartland Health) is an example of how an award-winning community measures and reports performance each year on their improvement goals.

GO DEEPER

On October 23rd, we will host an interactive webinar where you can get feedback on the work you're doing to evaluate actions, ask questions of your peers and the *County Health Roadmaps* Community Engagement Specialists, and work together on problem solving tough issues that are part of any significant change process. Join us by registering [here](#).



EVALUATE NOTES

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Date: Oct. 9, 2012

Presenters: Doug Spohn, Wellness Manager
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Which statement best describes our community's progress in this step?

- A. **START:** We know evaluating our efforts is important, but we haven't planned for evaluation yet.
- B. **ACT:** We have an evaluation plan in place, and we want to collect data consistently to measure impact and communicate our results effectively.
- C. We are evaluating implementation of selected policies and programs to make sure they are having the intended impact.

County Health Rankings Model & Take Action Cycle

Questions for the presenters

Communities in Action: Washington State Dept. of Labor & Industries

What are the key things we should keep in mind when developing our evaluation plan? Who needs to be involved?

How can we apply Washington State's evaluation lessons learned to our community?

Questions for the presenters

Evaluate actions guides and tools

Which activities should we review? In which guide ([START](#) or [ACT](#))?

Which tools should we look at further?

Questions for the presenters

Wrap-up and Q & A

What next?

- ✓ [Register](#) for upcoming webinars
- ✓ Use [Program Manager's Guide to Evaluation](#) (PDF from the Department of Health and Human Services)
- ✓ Use [A Handbook Of Data Collection Tools: Companion To "A Guide To Measuring Advocacy And Policy"](#) (PDF from Organizational Research Services)
- ✓ Reference [Community Health Scorecard Overview](#) (PDF from Heartland Health)