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WELCOME!

In a moment, we will put up a poll asking you which option best describes how your community is **evaluating actions**...

Which statement best describes your 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.**

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A Healthier Nation, County by County

TAKE ACTION: EVALUATE ACTIONS



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Robert Wood Johnson Foundation | UNIVERSITY OF WISCONSIN Population Health Institute

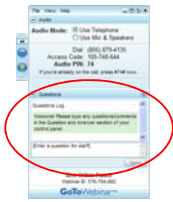
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GO TO WEBINAR ATTENDEE INTERFACE

1. Viewer Window



2. Control Panel



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WHAT'S GOING WELL

collaboration
data-driven decisions
seeing desired outcomes
designing eval plan
strategic planning
responsiveness
sustaining initiatives
working together

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CHALLENGES

implementation
coalition engagement
collaboration
data use
resources
community context
evaluating from beginning
evaluation knowledge/skills
participation
common goal
program improvement

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OUTLINE

- Welcome & Overview
- Communities in Action:** Washington State Department of Labor & Industries
- Q & A
- Roadmaps to Health Action Center Tools
- Summary & Wrap-up

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GOALS

- Understand the importance of evaluation in the health improvement process
- Become familiar with lessons learned from evaluating actions
- Know where to find tools for evaluating actions



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ESSENTIAL QUESTION

How can evaluating actions increase the impact of our health improvement efforts?

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Measuring Health, Equity & Quality

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TAKE ACTION

EVALUATE ACTIONS

Evaluate whether policies and programs are working as intended in order to focus collective efforts efficiently and effectively.

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Measuring Health, Equity & Quality

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Doug Spohn
Wellness Manager at
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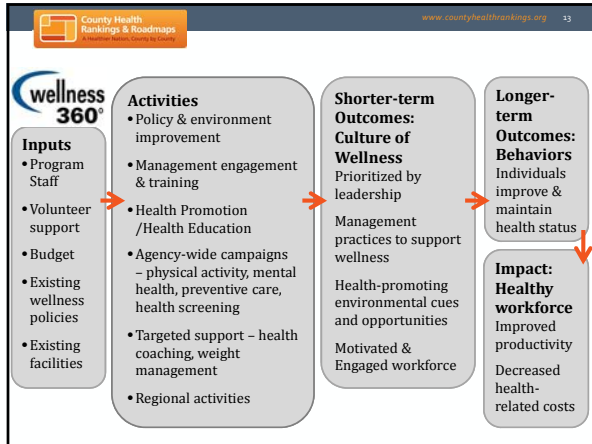
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2012 Health Outcomes - Washington

Washington State Department of Labor & Industries




WHY EVALUATE?

- Engage/maintain support from leadership
- Engage/maintain support from stakeholders
- Improve reach, effectiveness & efficiency of our efforts



EVALUATION CHALLENGES




- Leadership wants you to both:
 - Get things going right away
 - Say whether things were effective
- These mandates are difficult to reconcile
- Without an evaluation plan you will be relying on less objective methods for saying whether things were effective
 - Try a Magic 8 Ball

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WHEN TO EVALUATE?


- At the beginning of your efforts
- As you evolve your efforts
- As you evolve your evaluation questions



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EXAMPLES OF EVALUATION PROJECTS

- *Summer Jam* physical activity promotion campaign
- Wellness web portal with Health Risk Assessment (HRA)
- Campus smoking policy evaluation




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LESSONS LEARNED FROM EVALUATION

<ul style="list-style-type: none"> ▸ Program Lead <ul style="list-style-type: none"> - 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) - Provide results tailored to key stakeholder groups & their interests (leadership vs. all employees) 	<ul style="list-style-type: none"> ▸ Evaluation Lead <ul style="list-style-type: none"> - Involve stakeholders, focus on the process as much as the report - Don't expect "black and white" findings - Keep it simple – perfection isn't the goal, useful findings are the goal
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QUESTIONS

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ROADMAPS TO HEALTH ACTION CENTER



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EVALUATE TOOLS

Program Manager's Guide to Evaluation

- overview of program evaluation
- basic questions answered by an evaluation
- what is involved in conducting an evaluation

A Handbook Of Data Collection Tools

- practical tools and processes for collecting useful information from policy and advocacy efforts.

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COMMUNITY HEALTH SCORECARD




Examples:

- Preventable Hospitalizations
- Physical Activity
- Nutrition/Obesity
- Substance Abuse/Binge Drinking
- Socio-economic factors (e.g. education, income, housing, employment)

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TAKE ACTION WEBINAR SERIES

Action Step	Webinar Dates
Evaluate (will be archived)	Oct. 9
Evaluate: In-depth (limited participation)	Oct. 23



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STAYING CONNECTED

County-by-County **BLOG**





e-Newsletter: chr@match.wisc.edu

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- ▶ Our Partners
 - Including Burness Communications, Community Catalyst, United Way Worldwide, ASTHO, NACCHO, NNPHI, Dartmouth Institute, CDC, NCHS

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ESSENTIAL QUESTION

How can evaluating actions increase the impact of our health improvement efforts?

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“When evaluation is built into a community’s process of planning and action, it can help build consensus, set priorities, and validate choices and goals.”
—Chris M. Coombe
