

# UNDERSTANDING THE EVALUATION PROCESS FOR HEALTHY START PROJECTS

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# Workshop Objectives

- TO REACH COMMON GROUND BETWEEN PROGRAM IMPLEMENTATION AND LOCAL EVALUATION
- To describe similarities and differences in Healthy Start Level I, II, and III local evaluations
- To identify key Healthy Start Approaches and Benchmarks/Performance Measures alignment to local evaluation
- To discuss the role of Implementation Fidelity to set the overall identification of key process and outcome data collection and analyses.
- To present lessons learned for staff and community engagement in the local evaluation

# Workshop Format

- Healthy Start Evaluation Overview
- Similarities and Differences by Level I, II, and III
- Participatory Evaluation Process
- Measuring Impact
- Breakout Session: Group Exercise—5 Healthy Start Approaches
- Lessons Learned/Examples
- Q&A

# Healthy Start Evaluation Overview

## 5 Approaches Improving Women's Health

- Promoting Quality Services
- Strengthen Family Resilience
- Achieve Collective Impact
- Increase Accountability, Quality Improvement and Evaluation

# Participatory Evaluation Process

- Planning
- Training
- Identification of Key Common Activities
- Stakeholder Evaluation Committee (CAN)
- Communication: Review and Comment
- Dissemination
- Feedback

# Measuring Impact

- Implementation Fidelity
  - Needs Assessment
  - Benchmark/Performance Measures
  - 50/50 Requirement
    - Data Sources (Primary and Secondary)
  - Protocol/Flowchart
  - Scope of Services/Key Staff Responsible
  - Implementation of Findings
- Process Evaluation
- Outcome Evaluation

# Lessons Learned over 17 years of Local Evaluator's Experiences

- Healthy Start Program Changes/Enhancements
- Evaluation Training
- Collaboration and Engagement of Stakeholders
- Geographic Information Systems (GIS)
- Dissemination and Feedback

# Healthy Start Program Changes/Enhancements

- Healthy Start Overall Changes
- Movement to HS 3.0
- Evidenced-based Interventions
- Healthy Start Approaches
- Quality Improvement and Monitoring



# Collaboration and Engagement of Stakeholders

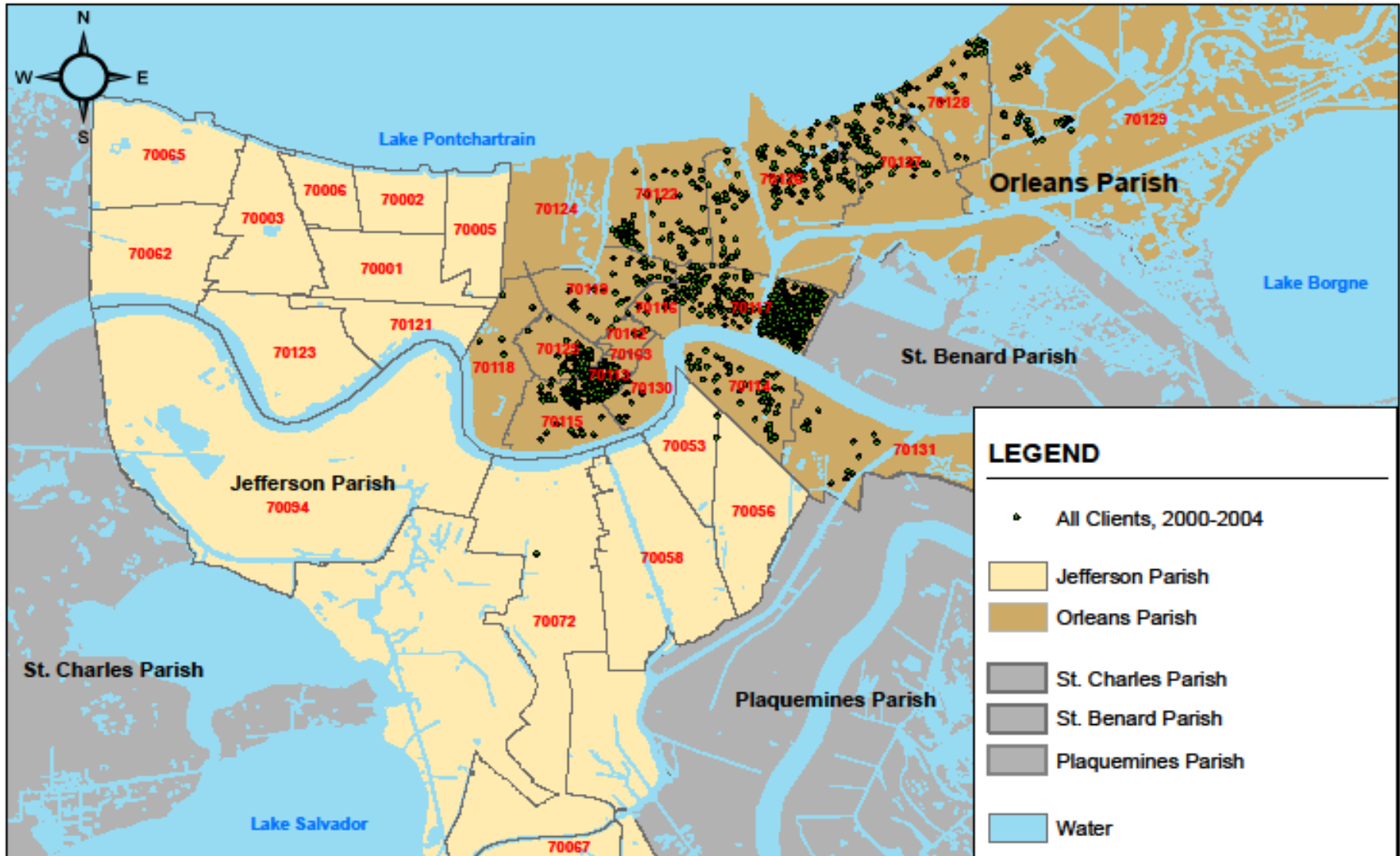
- Introduction to Healthy Start 3.0
- Evaluation Training/Priorities
- Stakeholder Engagement
- Needs Assessment

# Geographic Information Systems (GIS)

- Introduction of GIS Process
- Healthy Start Application
- Training and Development
- National Disaster: Hurricane Katrina
- Target Population Mobility

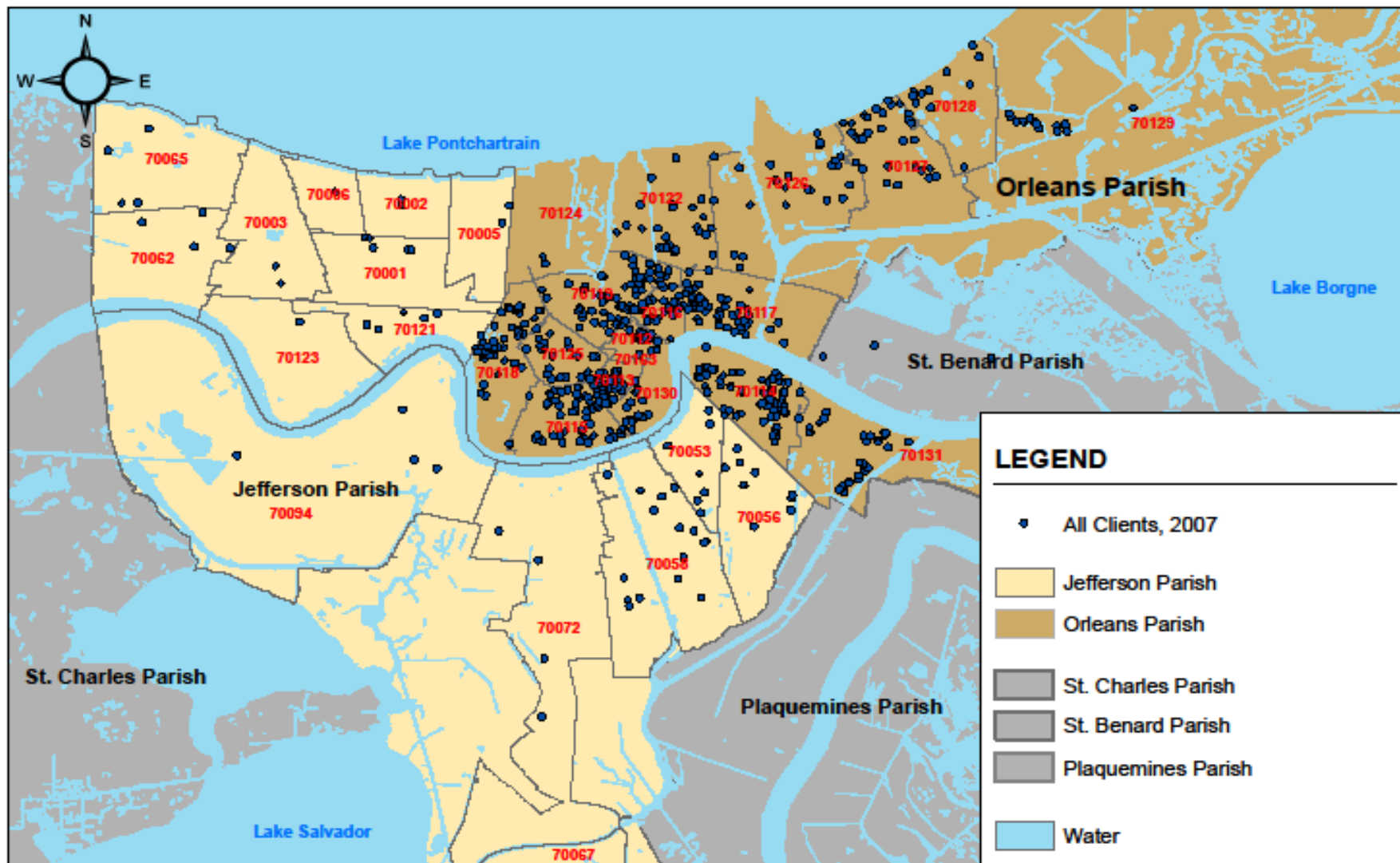
# **Orleans Parish & Jefferson Parish Pre-Hurricane Katrina, 2000-2004**

# Healthy Start New Orleans (HSNO) All Clients (Pre-Hurricane Katrina): 2000-2004



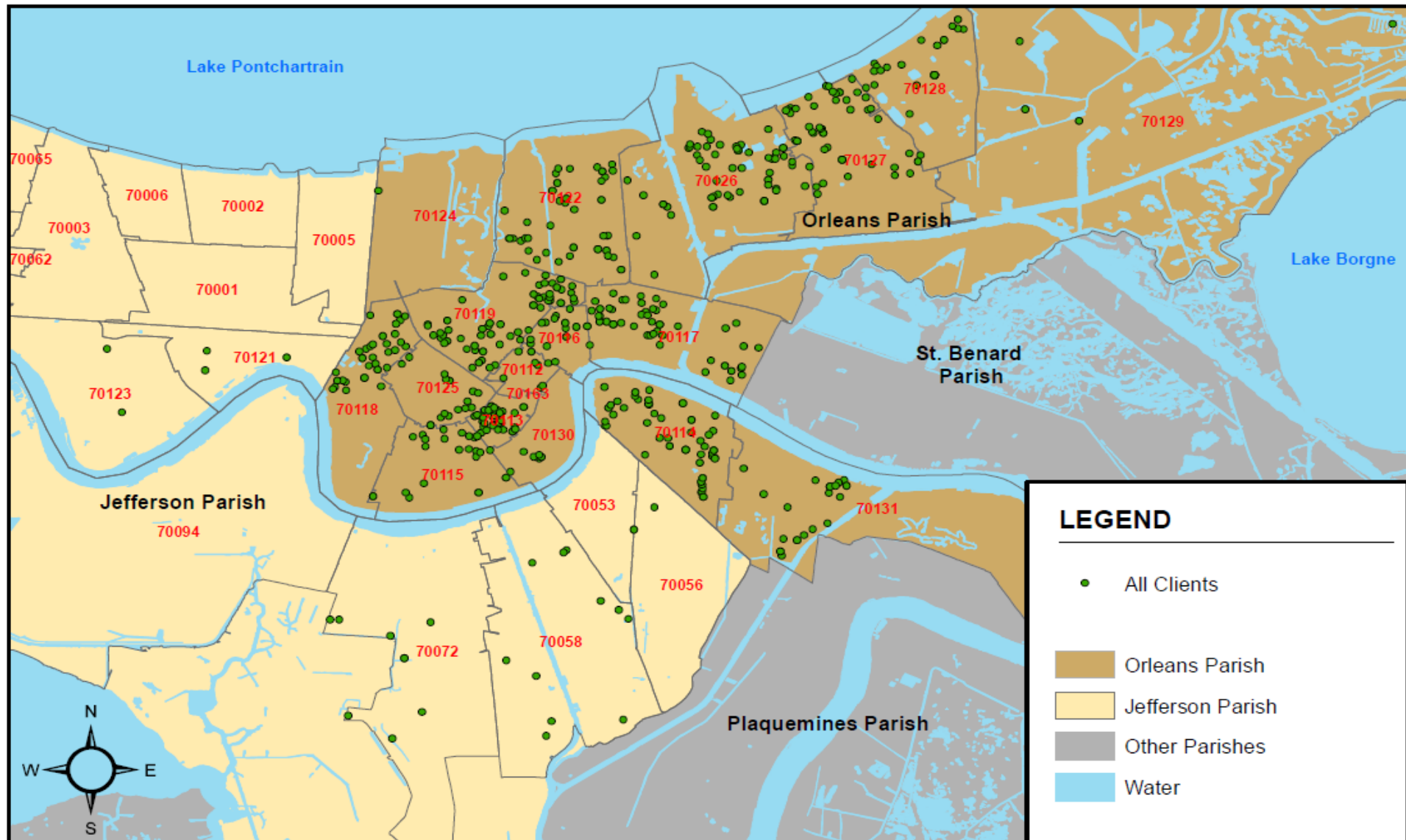
# **Orleans Parish & Jefferson Parish Post-Hurricane Katrina, 2007**

# Healthy Start New Orleans (HSNO) Prenatal & Interconceptional Clients: 2007



# Healthy Start New Orleans (HSNO), 2013

## Prenatal and Interconceptional Clients



# Dissemination and Feedback

- Information Packaging
- HS Service/System Alignment
- Staff Engagement
- Community Engagement
- Continuous Quality Improvement
- Data Sharing and MCH Program Development



# Program Data Sharing

- Why Share Healthy Start Data?
- Process Process Process
- Establish a Committee: CAN
- HIPAA
- Identify Common Agenda
- Asset Mapping (Healthy Start New Orleans Example)
- Local MCH Gap Analysis
- Develop New Collaborations and Grant Opportunities

# Breakout Session

- Identify Recorder
- Identify Key Indicators By 3 Groups
  - Improve Women's Health
  - Promote Quality
  - Strengthen Family Resilience

# Breakout Session Reporting

- Achieve Collective Impact
- Accountability, Quality Improvement and Evaluation

# Q&A

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