

# ***Strengthening Communication/Marketing Strategies: Launching Evaluation Results – What Next?***

**Making an Impact: Healthy Start  
Convention 2015**

# Overview

- Brief Historical overview of ACCESS and Westside Healthy Start (WHS)
- Outline Strategies to Developing Your Dissemination Plan
- Sample of Male Involvement Dissemination Plan

# Who We Are

- One of the largest federally-qualified health center (FQHC) organizations in the country
- Focus is on patient- and family-centered, community-based health care to:
  - Eliminate racial and ethnic health disparities
  - Engage patients in prevention and screening
  - Provide cutting-edge information technology to improve and extend patient care beyond our walls

# Our History

- Roots on Chicago's west side in the mid-1980s
- Established in 1991 as a Federally Qualified Health Center
- ACCESS operates 32 community health centers with OB services in Chicago and suburban Cook and DuPage counties
- Healthy Start grantee since 1997

# Who We Serve

- This year, ACCESS will serve more than **175,000** low-income individuals and families, including more than **37,000** uninsured patients.
- Last year alone, ACCESS provided care to **7,377** pregnant women, **22,492** patients with hypertension, **13,065** patients with diabetes and **9,348** asthmatic patients.
- We also provided primary care, mental health services, and care management for more than **850** men and women with HIV/AIDS, primarily in urban and suburban communities with few other resources for support and services.

# Who We Serve

- ACCESS understands the needs of today's working families. Most ACCESS patients come from working families that are struggling to make ends meet.
- Our centers are open extended hours both on weekdays and Saturdays, and our treatment professionals are available during off-hours.
- ACCESS recently received the highest level of recognition for its adoption of a patient-centered medical home (PCMH) model by the National Council on Quality Assurance (NCQA)

# Who is Westside Healthy Start?

- Westside Healthy Start (WHS) is a national Healthy Start leader with a well-established model for integrating medical care, social supports, and community action to improve birth outcomes and reduce infant mortality on Chicago's west side.
- The area has a legacy of poverty that has perpetuated health disparities with an infant mortality rate more than double the national rate.
- WHS has a 17-year history of collaborating with safety net hospitals and other community service providers to address this inequity and improve maternal and child health (MCH).

# What's Working for WHS: Innovative Strategies

- WHS serves approximately 800 women annually and uses multiple strategies to engage families in care and improve health outcomes. Examples include:
  - Anchored in Federally Qualified Health Centers using a patient centered medical home model
  - WHS “House Parties” that provide health education, in community-based settings, on MCH topics including early entry into prenatal care.



# What's Working for WHS: Innovative Strategies Continued ...

- An **evidence-informed** breastfeeding initiation and duration approach including:
  - Prenatal education and Best Start Three Step Counseling
  - Hospital partnership to implement Baby-Friendly Hospital Initiative
  - Weekday hospital rounds to provide lactation support at time of delivery
  - Routine contact to six months postpartum

# WHS Partnership Model

- ACCESS is the lead agency with two additional FQHC partners on Chicago's Westside
  - Lawndale Christian Health Center
  - PCC Community Wellness Center



# 1<sup>st</sup> Consideration

## **WHAT DO YOU INTEND TO DISSEMINATE?**

# What Do You Plan To Disseminate?

- An Educational Curriculum
- Data Collection Tool
- The Process of developing, implementing, or evaluating your program
- Does it support or contradict current practice?

# What Do You Plan To Disseminate?

- Is your research ready for dissemination?
- How strong is the evidence for your research findings?
- What is needed before launching a dissemination effort?

# 2<sup>nd</sup> Consideration

**WHO IS THE TARGET AUDIENCE?**

# Who Is The Target Audience?

- Try to be specific.
  - Social workers; nurses; colleagues; community
- How is the information useful to the audience?
  - How they may improve their programs; hidden barriers to successful outcomes; what is happening within the organization
- What is the best way to present information to the intended audience been involved?
  - Articles; oral presentations; newsletter; website, etc.

# 3<sup>rd</sup> Consideration

## **EVALUATING YOUR DISSEMINATION SUCCESS**



# Evaluating Your Success

- How will you know you have met your goals?
  - Visitors to your website; media inquiries; abstracts submitted; posters/presentations.
- How will you accommodate feedback?
  - Peer comments; community voices; web page comments.
- How will you incorporate feedback?
  - Program changes; workflow and/or process changes; dissemination changes.

# CPI Dissemination Plan

## Year 1

Objective	Source of Submission	Submission Form	Submission Deadline	Next Steps	Staff
To Present information critical to the development of program intervention, and initial program implementation.	APHA	Presentation for OAPP Panel	2-11-11 (APHA)	Submitted	CPI Staff and partners
	Society of Social Work and Research	Presentation & Manuscript	4-30-11 (SSWR)	Continue researching potential sources for dissemination, and deadlines for each identified source.	
	National Assoc. of Social Work NASWIL Chapter	Manuscript Presentation	ASAP 4-15-2011 (NASWIL Chapter)		
	Journal of Marriage and Family				
Increase program visibility and awareness within the Access Community Health Network, in addition to external partners.	Access Community(Internal), MCH all staff meeting, Providers & Nurse's all staff meetings, Marketing & Media relations meetings,Community partners; community based organizations in areas served by the intervention, or with similar demographics of intervention communities; community clubs, schools, churches, and universities	quarterly meetings;all staff meetings; community presentations; program briefs; program promotional materials; flyers; newsletters, website, facebook, twitter	On-going  Status: Developing program content and format for community engagement	complete the development of promotional flyer; develop format and agenda for external partner meetings and community presentations; develop program briefs	ACHN, CPI Staff
	Policy Makers	program briefs; press releases; articles; flyers; newsletters	TBD	target policy makers with an interest in this type of intervention, or an interest in the communities served by the intervention	CPI staff
	Local media; Chicago Tribune, Chicago Sun-Times, Chicago Defender, community newspapers and magazines	Articles, flyers, briefs, press releases; social media platforms	On-going Status: reach out to editors; identify appropriate platforms for future use	Locate papers and magazines with mutual interest in the intervention; develop internet platforms that is engaging and interactive	ACHN, CPI Staff and partners

# CPI Dissemination Plan

## Year 2

Objective	Source of Submission	Submission Form	Submission Deadline	Next Steps	Staff
Disseminate program intervention; program implementation; initial data on recruitment, participation, and engagement of initial participants	APHA	Presentation or Poster	2/11/2012 (APHA)	TBD	CPI Staff and partners
	Natrional Association of Black Nurses	Presentation & Manuscript	11/15/2012 (NABN)		
	National Hispanic Medical Society	Poster	2/14/2012 (NHMS)		
	National Mental Health Association	Presentation or Poster	11/2012 (NMHA)		
	National Medical Society/National Association of Black Social Wrkers	Presentation or Poster	11/1/2012 (NMS)/6/20/11(NABSW)		
Increase program visibility and awareness within the Access Community Health Network, in addition to external partners.	Access Community(Internal), MCH all staff meeting, Providers & Nurse's all staff meetings, Markerting & Media relations meetings.Community partners; community based organizations in areas served by the intervention, or with similar demographics of intervention communities; community clubs, schools, churches, and universities	flyers; newsletters; program briefs; bulletins	On-going	TBD	CPI Staff and partners
	Policy Makers	research briefs; relevant policy implications from initial data collected	On-going	TBD	ACHN Team, CPI Staff and partners
	Local media; Chicago Tribune, Chicago Sun-Times, Chicago Defender, community newspapers and magazines	flyers; newsletters; program briefs; bulletins	On-going  Status: reach out to editors; identify appropriate platforms for future use	Continue to foster current collaboration efforts, while researching more opportunities.	CPI Staff and partners

# Evaluation Plan

## Year 3

Objective	Source of Submission	Submission Form	Submission Deadline	Next Steps	Staff
Disseminate years 1 & 2 with more data on program recruitment, engagement and retention; initial evaluation of years 1-2 data regarding program outcome objectives.	Ebony/Jet, National, state, and local organizations with interest in male involvement interventions.	Article	JFSW: TBD	Work on abstract, continue gathering data	CPI Staff
			JAH: TBD		
Program Updates	Access Community, Community partners; community based organizations in areas served by the intervention, or with similar demographics of intervention communities; community clubs, schools, churches, and universities.		On-going	Meet with partners to formulate ideas	CPI and Staff
			Status:		
	handout	On-going	TBD	CPI and Staff	
			(New every 3 <sup>rd</sup> Wed of month)		
	Local media; Chicago Tribune, Chicago Sun-Times, Chicago Defender, community newspapers and magazines	Internet, and social media sites	On-going	TBD	CPI and Staff
			Status: Updating info.		

# Evaluation Plan

## Year 4

Objective	Source of Submission	Submission Form	Submission Deadline	Next Steps	Staff
Disseminate program intervention, and continued impact evaluation	National, state, and local organizations with interest in male involvement interventions	Presentations	APHA:TBD	Gather data	CPI and Staff
Program Updates	Access Community, Community partners; community based organizations in areas served by the intervention, or with similar demographics of intervention communities; community clubs, schools, churches, and universities.	Articles	On-going	Gather Data	CPI and Staff

## Year 5

Objective	Source of Submission	Submission Form	Submission Deadline	Next Steps	Staff
Disseminate Summative Research & Evaluation	National, state, and local organizations with interest in male involvement interventions	Articles, abstract, presentations	On-going	Gather Data	CPI staff and partners
Program conclusion	Thank You letter to clients who participated in the study	Thank You letters	TBD	TBD	CPI staff and partners
	Community partners; community based organizations in areas served by the intervention, or with similar demographics of intervention communities; community clubs, etc.			TBD	CPI staff and partners

# Acknowledgements

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