

# USING DATA TO INFORM PLACE-BASED INITIATIVES

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March 26<sup>th</sup>, 2015, UCLA



# Building Healthy Community (BHC) and the Role of Data

This presentation will share...

- Description of Building Healthy Communities with corresponding learning and evaluation elements
- Rationale for data collection at multiple levels
- Examples of current data collection efforts and challenges, and
- What we're doing with the data

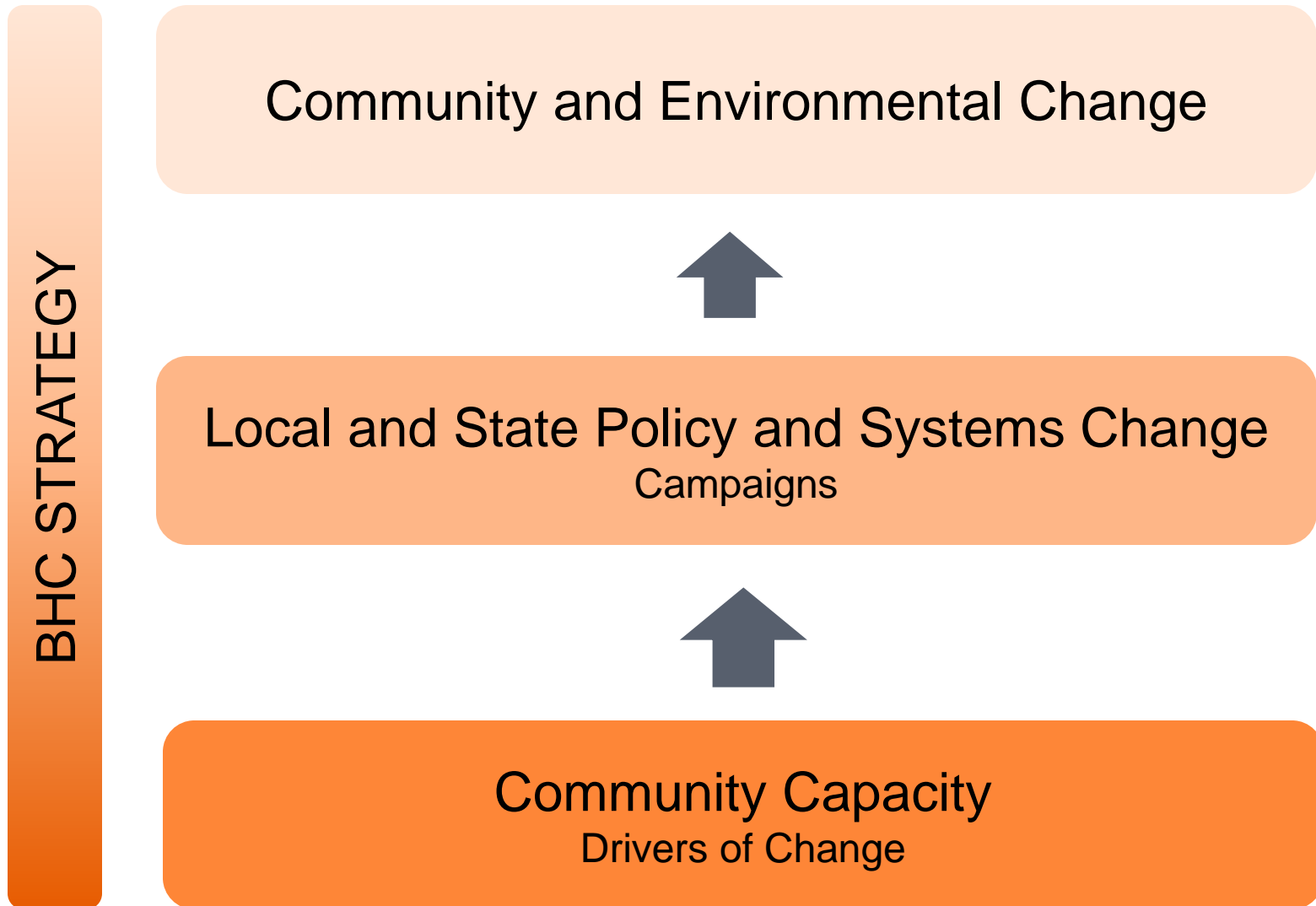
# About Building Healthy Community (BHC)



# Our Community Partners



# Building Healthy Communities

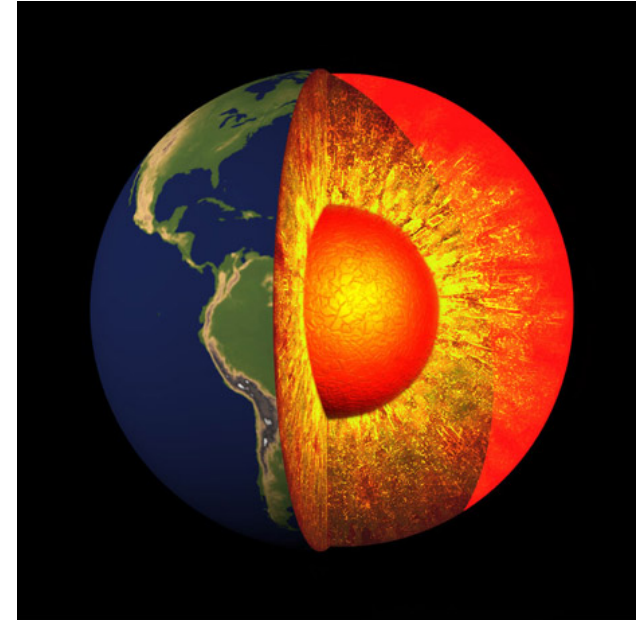


# TCE's Vision for Evaluation

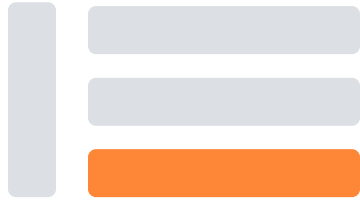
TCE is committed to promoting learning among staff, grantees, partners, and the field through **evaluation**, **research**, and **convenings** that inform strategic decision making, build evaluation capacity, foster adaptive change, and help TCE and its partners achieve impact in Building Healthy Communities.

# Our Core Learning and Evaluation Values Include:

1. Collaboration
2. Adaptation and Iteration
3. Transparency
4. Accessibility/ Ease of Use

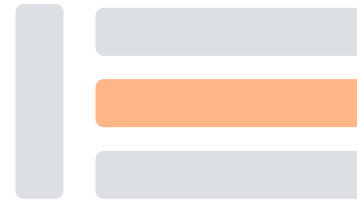


# Learning and Evaluation Focuses on Two Key Areas of the BHC Strategy



## **COMMUNITY CAPACITY** *BHC Drivers of Change*

- People power
- Youth leadership, development, and organizing
- Enhanced collaboration and policy innovation
- Leveraging partnerships and resources
- Changing the narrative

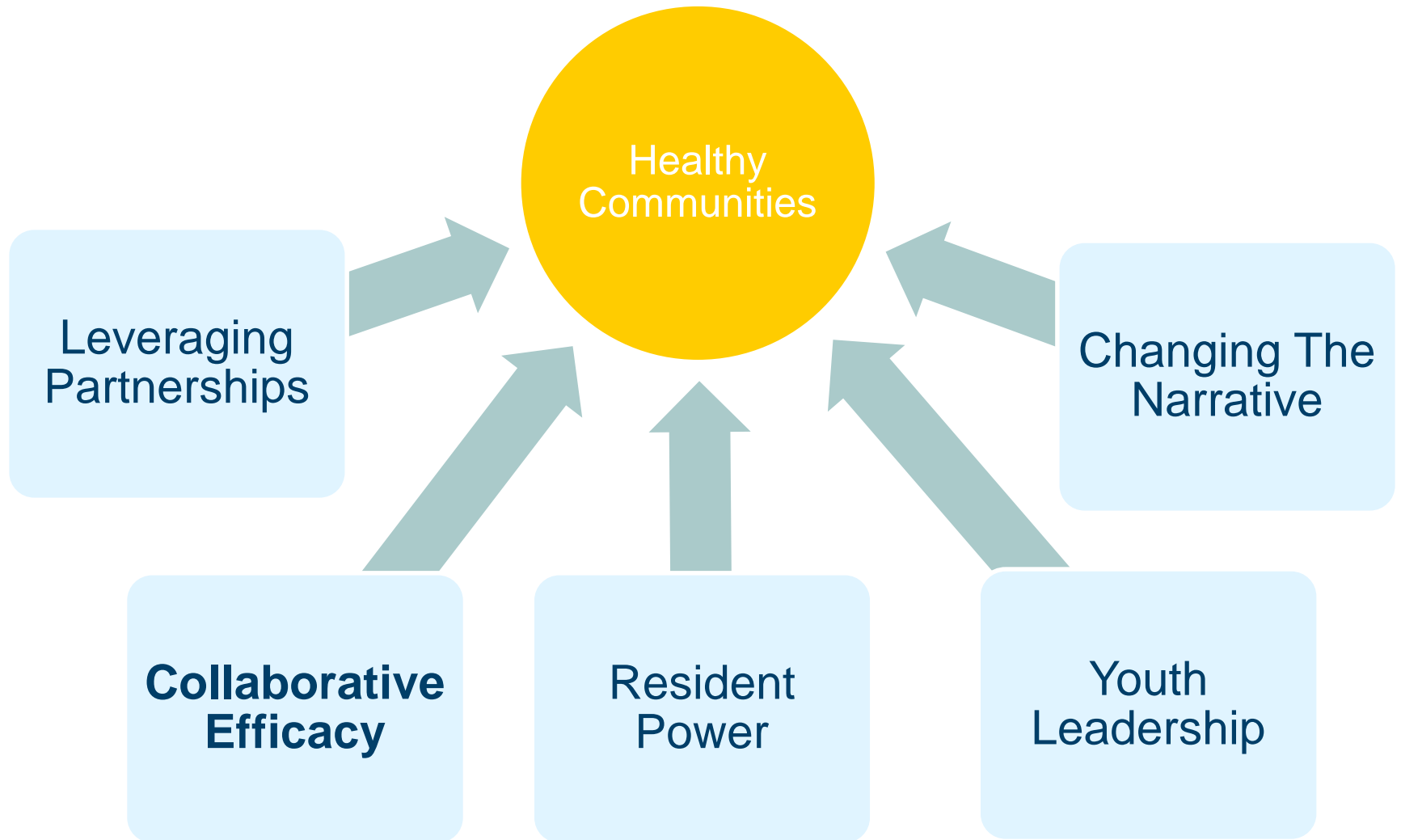


## **POLICY AND SYSTEMS CHANGE** *BHC Campaigns*

- Health Happens in Schools
- Health Happens in Neighborhoods
- Health Happens with Prevention
- Sons & Brothers



# L and E to understand progress from investing in the 5 Drivers of Change



# TCE Invests in L&E to Support Its BHC Campaigns



# Four Areas of L&E Work at TCE Include:

We evaluate the implementation of our **strategies**...

1

BHC Drivers of Change

...to understand our progress and have a greater impact

2

BHC Campaigns

We support learning **across our BHC sites and partners**...

3

BHC Cross-Site Learning

...to foster a culture of learning and inquiry among key partners

We assess **our culture, structures, and processes**...

4

Organizational Learning

...to become a stronger learning organization and better support BHC

# BHC Cross-Site Learning: L&E Activities

1

BHC Drivers of Change

2

BHC Campaigns

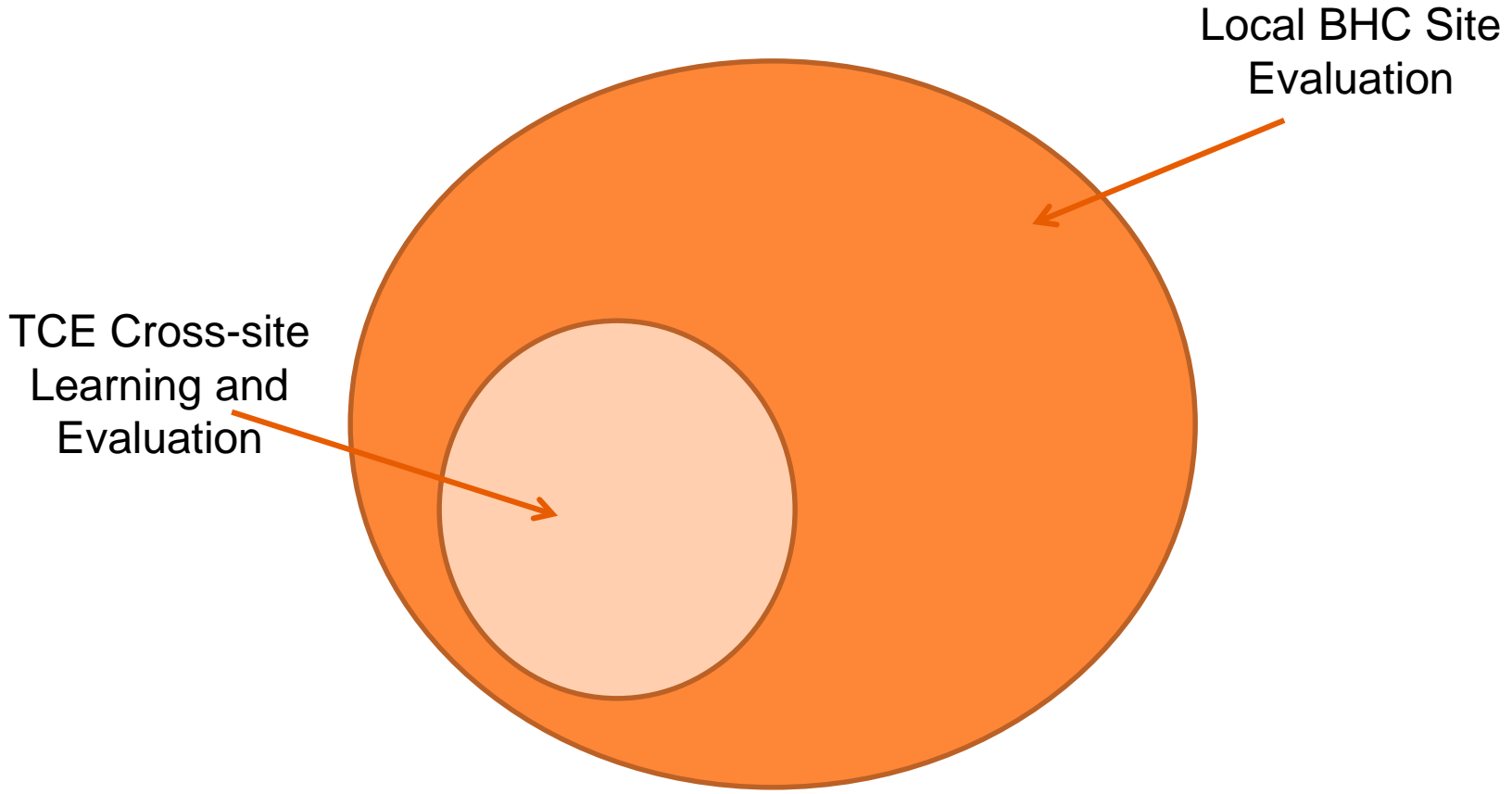
3

BHC Cross-Site Learning

4

Organizational Learning

# Local & Cross Site Evaluation Informs Learning in Sites



# BHC Cross Site Learning and Evaluation Prioritizes

1. Inquiry
2. Reflection and adaptation
3. Intentionally building relationships
4. Furthering collective learning

# Focus of Cross-Site Evaluation Activities

Activities help TCE assess progress in two primary areas:

- **Drivers of Change** -- People Power, Youth Leadership, and Collaboration
- **Policy and systems change**

## LEARNING TOPICS

## LEARNING AND EVALUATION ACTIVITIES

PEOPLE POWER

- Resident organizing inventory

YOUTH LEADERSHIP

- Youth leadership study

COLLABORATION

- Collaboration assessment tool

POLCY AND SYSTEMS  
CHANGE

- Policy progress and tracking tools

STORIES OF MOST  
SIGNIFICANT CHANGE

- Annual reporting template (ART)

# More about the Collaboration Assessment Tool

- The Collaboration Assessment Tool provides a guide for collaborative partners to measure how well they are working together to attain commonly held goals that improve the health & well-being of the community.
- Developed and piloted by community partners, with several versions available
- Developmental tool using appreciative inquiry
- Results shared by local evaluators for local collaborative teams



# Main Challenges

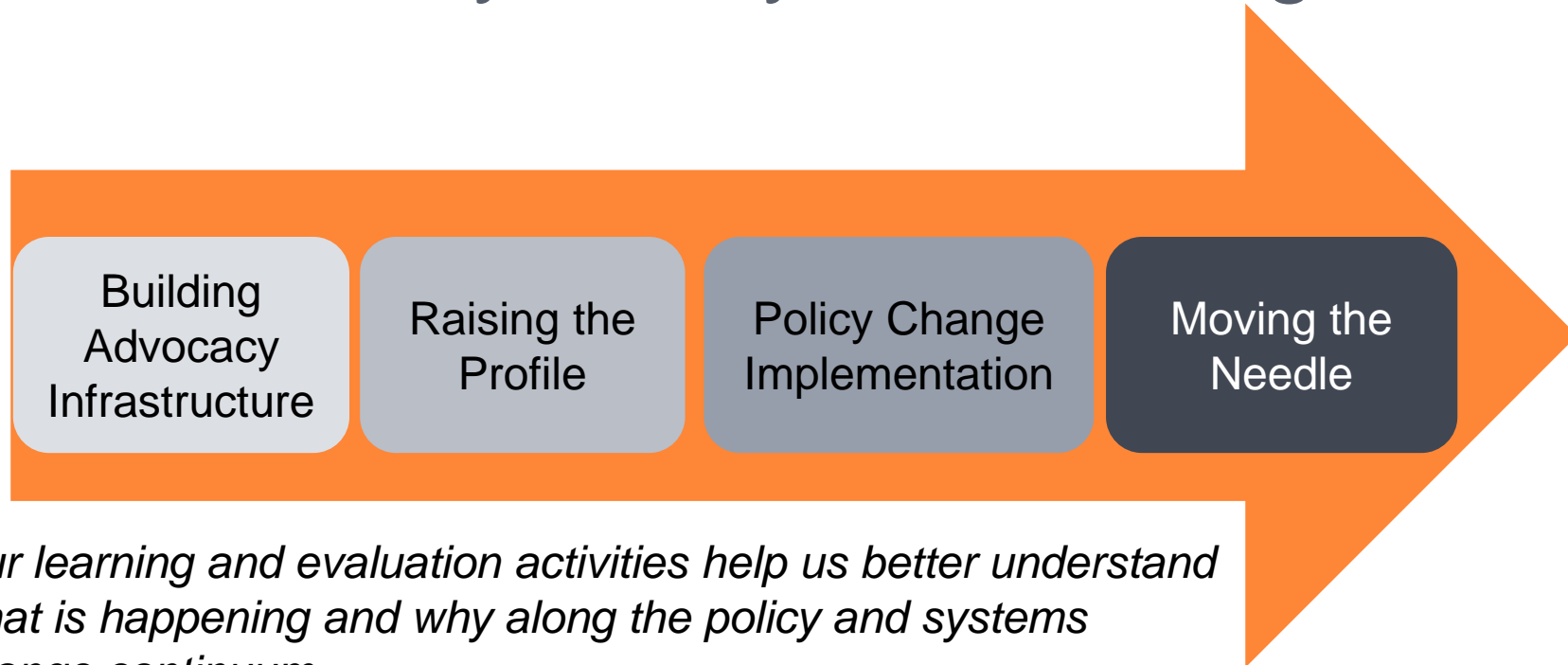
- Concerns about using a common tool that others developed
- How TCE will use the data
- Varying levels of local learning and evaluation staff and capacity in Places
- Collaborative process to develop tool is very time consuming

# How Information is Shared with Key Audiences

<b>How We Share Information with the Board, Leadership, and Staff</b>	<b>How We Share Information with Our Partners and the Broader Field</b>
<b>Verbal communication, mostly in-person</b>	
<ul style="list-style-type: none"><li>• Board meetings and presentations</li><li>• Strategic Learning and Implementation Meetings</li><li>• Individual Implementation Teams meetings</li><li>• Ongoing staff meetings</li><li>• Individual meetings with program officers, local (site) learning staff</li></ul>	<ul style="list-style-type: none"><li>• Learning convenings with partners and grantees</li><li>• Funder conferences, communities of practice, and roundtables</li><li>• Webinars</li></ul>
<b>Written communication</b>	
<ul style="list-style-type: none"><li>• Memos</li><li>• Emails</li><li>• Reports and case studies</li></ul>	<ul style="list-style-type: none"><li>• Website</li><li>• Emails</li><li>• Social media and blog posts</li><li>• White papers or published articles</li></ul>

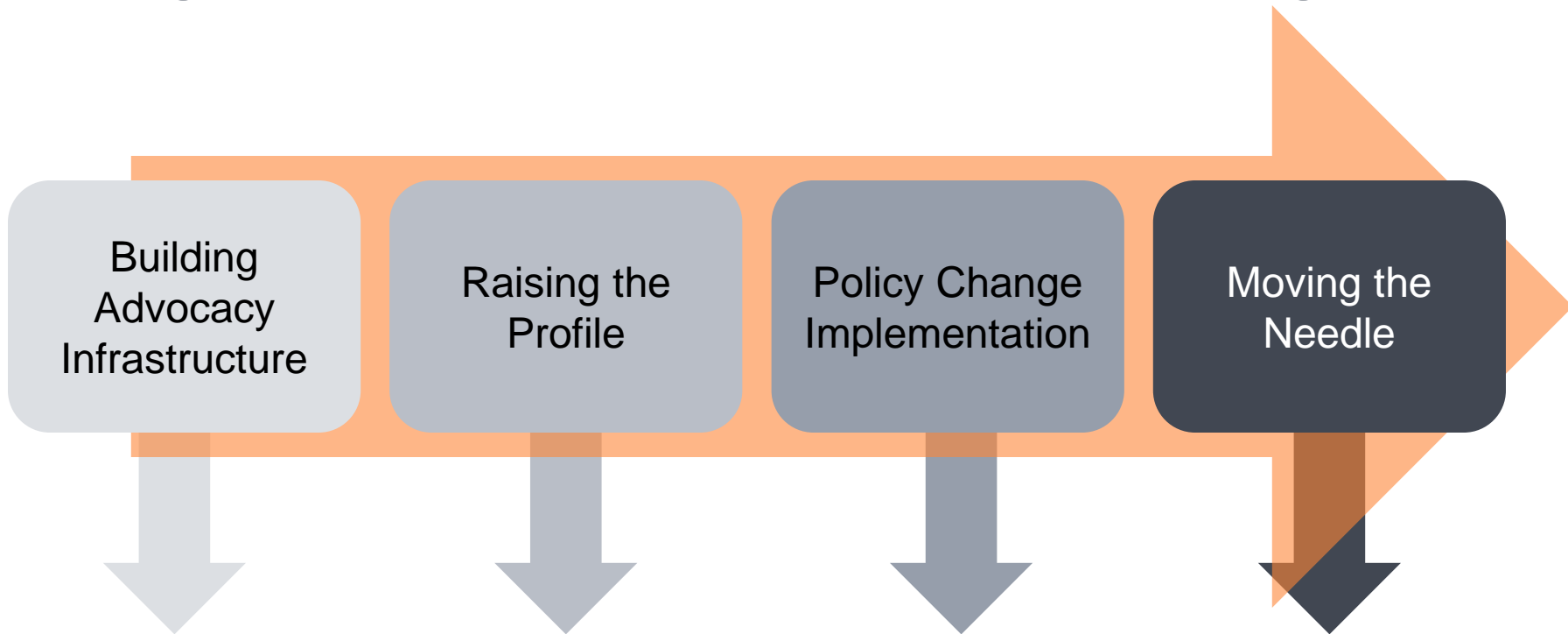
# The Big Picture

## Phases of Policy and Systems Change



*Our learning and evaluation activities help us better understand what is happening and why along the policy and systems change continuum*

# L&E Examines Policy and Systems Change along the Continuum for the Campaigns



*Examples from Prevention Campaign*

Support data-driven methods to improve outreach and engage community partners

Case studies highlighting successful outreach implementation

Tracking effective partnerships and policy implementation

Significant statewide and place-specific health coverage rates in CA

FOR MORE INFORMATION  
VISIT  
[WWW.CALENDOW.ORG](http://WWW.CALENDOW.ORG)

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# Certain L&E Activities Target Key Audiences within and outside of TCE

Learning and Evaluation Activities ( <i>selected</i> )	Board and Executive Team	BHC Program Department	BHC Partners	Broader Field
<b>Evaluation</b>				
2020 Goals Reporting	✓			
Strategic Review	✓	✓		✓
ACA Evaluation	✓	✓	✓	✓
Youth Leadership Study	✓	✓	✓	✓
<b>Convenings</b>				
SLIMs		✓		
Cross-site learning convenings			✓	
<b>Research</b>				
West Ed / CHIS		✓		✓
Statewide polling		✓		
Communications research		✓		

# Health Happens with Prevention

The purpose of L&E related to our **Prevention Campaign** is to understand how TCE investments are effectively ensuring successful ACA implementation and using data to inform strategic grantmaking

## LEARNING TOPICS

## LEARNING AND EVALUATION ACTIVITIES

### 1. ACA IMPLEMENTATION

- Evaluation of Outreach and Enrollment
- Evaluation of Health4All
- Monitoring and tracking of MediCal enrollment
- Selected research and case studies

### 2. SYSTEMS OF PREVENTION

- Monitoring and tracking of Health Home
- Evaluation of Community of Practice
- Research and studies TBD

### 3. WORKFORCE DEVELOPMENT

- Evaluation of health career pathway and frontline worker programs
- Track TCE-supported Song Brown program
- Track TCE-supported Health Professions Education Foundation program

# Outreach & Enrollment



<b>2020 Goals</b> <i>(Source: 2020 Goals)</i>	<b>Strategies</b> <i>(Source: TOA, 2/17/15)</i>	<b>Key Progress Indicators</b> <i>(Source: TOA Select Progress Indicators, 2/17/15)</i>	<b>L&amp;E Data Partners</b> <i>(Source: ACA L&amp;E Partners Overview, 2/18/15)</i>
<p><b>Goal 1</b> Enroll 2 million children &amp; adults in Medi-Cal by 2020</p> <p><b>Goal 3</b> Increase health coverage for justice-involved populations</p>	<p>1. Identify &amp; utilize best practices for O&amp;E (e.g., media campaigns and local outreach grants)</p>	<ul style="list-style-type: none"> <li># of people who enroll in Medi-Cal (State)</li> <li>Grantee O&amp;E strategy outcome reports</li> </ul>	<ul style="list-style-type: none"> <li>DHCS</li> <li>Enroll America/TCE</li> </ul>
<p><b>Goal 1</b> Enroll 2 million children &amp; adults in Medi-Cal by 2020</p>	<p>2. Using data to inform O&amp;E efforts (e.g., using Get Covered data for more targeted BHC outreach)</p>	<ul style="list-style-type: none"> <li># of applications submitted in various languages without assistors</li> <li># of One E-App applications</li> </ul>	<ul style="list-style-type: none"> <li>Enroll America primary data collection</li> <li>Community Science (case study TBD)</li> </ul>
<p><b>Goal 3</b> Increase health coverage for justice-involved populations</p>	<p>3. Documenting &amp; utilizing retention &amp; utilization numbers</p>	<ul style="list-style-type: none"> <li>% covered after 1 yr. among newly insured</li> </ul>	<ul style="list-style-type: none"> <li>Californians for Safety &amp; Justice</li> <li>Nena Messina (UCLA)</li> </ul>