

A decorative graphic on the left side of the slide. It consists of several vertical lines of varying heights and widths in shades of gray. Overlaid on these lines are five teal circles of different sizes. The largest circle is at the top left, with four smaller circles of varying sizes arranged below and to its right.

# **EVALUATING PARTNERSHIPS: AN ILLINOIS EXAMPLE**

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**Illinois Asthma Program**  
**Illinois Department of Public Health**

# DISCLOSURE STATEMENT

- I have no relevant financial relationships to disclose.

# TALK OVERVIEW

- Why Evaluate?
- Asthma Evaluation at the National Level
- Illinois Asthma Partnership
  - Strategic Evaluation Planning Process
  - Partnership Evaluation
  - Evaluation findings

# WHAT IS PROGRAM EVALUATION?

“The **Are we doing the right things?** information about the activities and outcomes of programs is used to evaluate the program, improve program effectiveness, and/or inform decisions about funding.” (Kornbluh, 1997, p. 23)

**Are we doing things right?**

# WHY EVALUATE PUBLIC HEALTH INFRASTRUCTURE?

- Ensures effective, efficient support for public health services and program sustainability
- Partnership evaluation:
  - Assess if partner resources are optimally used
  - Assess workforce capacity & qualifications
  - Ensure data are current
  - Ensure capacity to respond to public health needs
  - Assess capacity to respond to public health needs

# OVERVIEW OF THE NATIONAL ASTHMA CONTROL PROGRAM (NACP)

- 5-year Cooperative Agreement (2009-2014) between:
  - 36 states, Puerto Rico & District of Columbia
  - Air Pollution & Respiratory Health Branch of Centers for Disease Control & Prevention (CDC)
- Aims to reduce asthma burden through:
  - Surveillance
  - Partnerships
  - Interventions



National Asthma Program Grantees

Illinois Department of

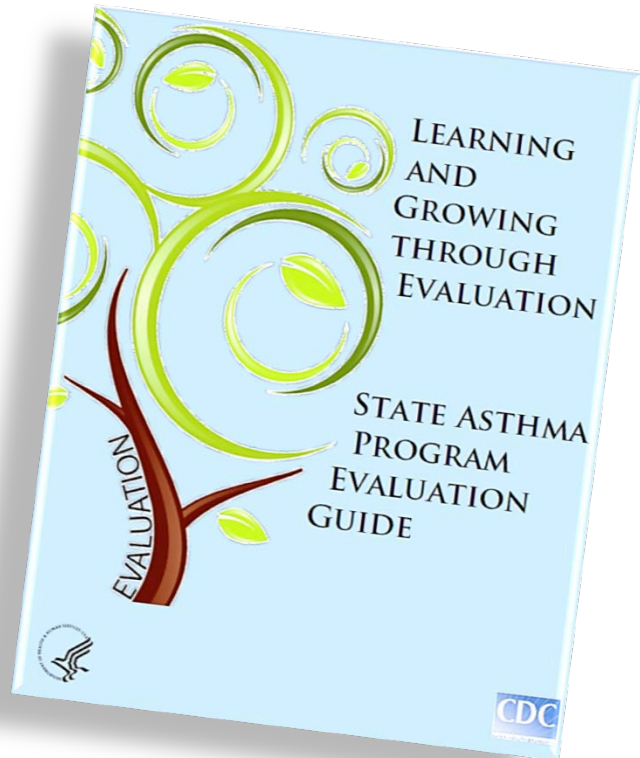
**PUBLIC  
HEALTH**

# ESTABLISHED A NEW VISION FOR EVALUATION

- National level (CDC)
  - Formal evaluation team
  - Evaluation Technical Advisors (ETAs) support state partners in evaluation efforts
    - Provide technical assistance & develop resource materials to build capacity
    - Paired with state evaluators
- States
  - Build evaluation capacity
  - Develop a 5-year Strategic Evaluation Plan
  - Develop and implement Individual Evaluation Plans for core components

# LEARNING AND GROWING THROUGH EVALUATION

Applies CDC  
Framework for  
Evaluation



## Module 1

- Guidance in developing:
  - Strategic Evaluation Plan
  - Individual Evaluation Plan

## Module 2

- Implementing Evaluations

## Module 3

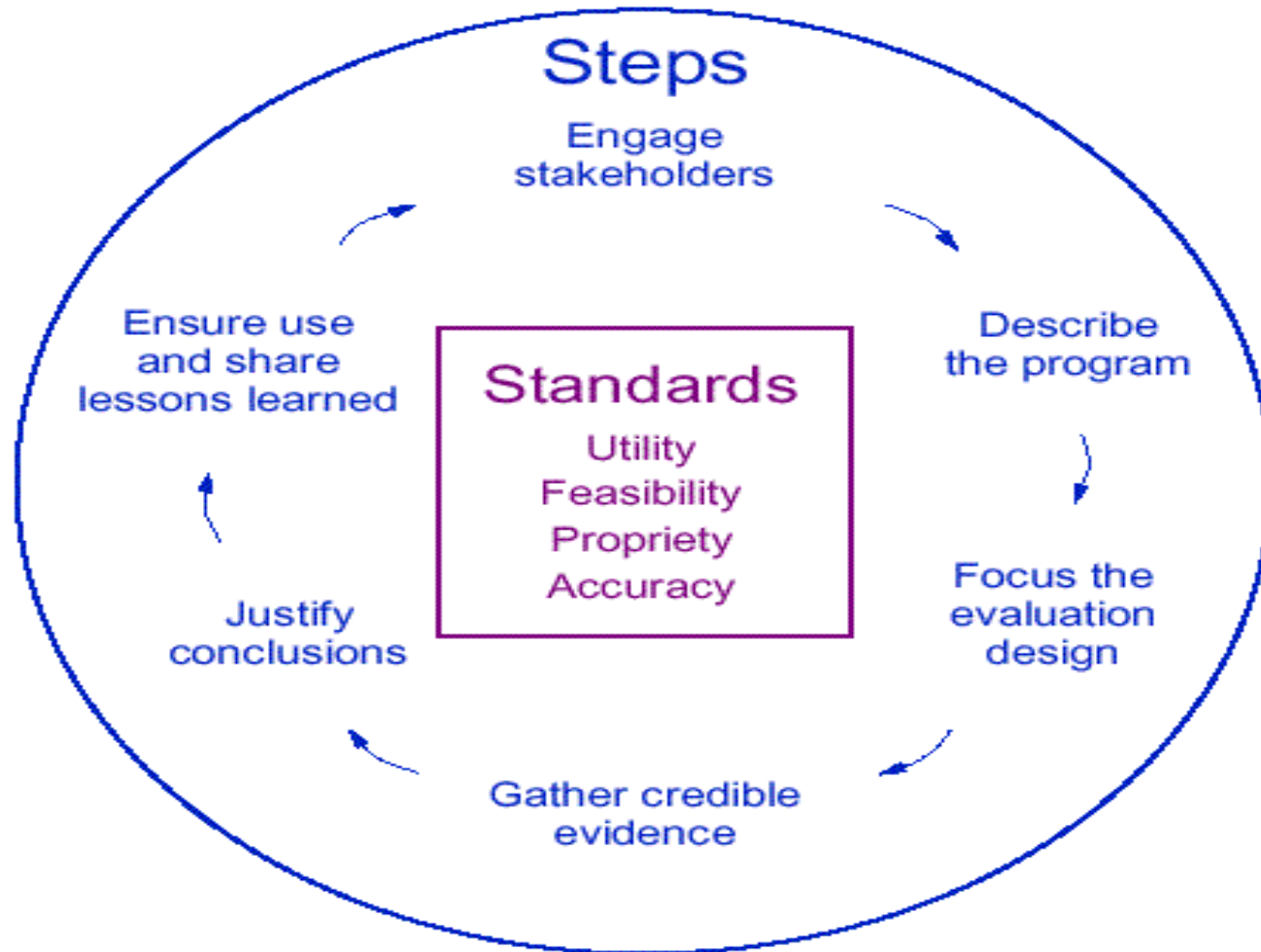
- Partnership Evaluations

## Module 4

- Surveillance Evaluations



# CDC FRAMEWORK FOR PROGRAM EVALUATION



# Illinois Asthma Partnership Timeline

1998

- Illinois Asthma Task Force created

1999

- Illinois Asthma Program funded

2000

- Illinois Asthma Partnership at 50 members

2002

- “Addressing Asthma in Illinois” state plan created

2006

- State Plan Updated

2007

- Illinois Asthma Partnership at 140 members
- Members working towards Smoke-Free Illinois

2009

- State Plan Updated
- “Burden of Asthma in Illinois” released

2011

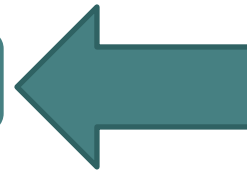
- Illinois Asthma Partnership at 70 members
- Illinois Asthma Strategic Evaluation Plan created

2012

- IAP Partnership Evaluation conducted

2013

- Intervention Evaluation conducted
- Grantee Evaluation conducted





# STAKEHOLDER ENGAGEMENT

## Asthma Evaluation Workgroup

### Member selection criteria:

- At least 3 years work in asthma or related fields.
- Experience with evaluation, data collection, and program implementation.
- Member of a workgroup, with all workgroups represented.
- Can dedicate 2-3 hours per month for work and conference call.

### Objectives:

- Creation of a 5 year strategic evaluation tool to evaluation program in and partner involvement.
- Focus on identifying long term and intermediate outcomes for the program (models) while maintain our process evaluation. (Shift focus from process evaluation).
- Prioritize evaluations.
- Develop evaluation aims and questions, design and methods, and promote the use of evaluation findings.

- Strategically invited members to join the team
- Personal invite
- Outline commitment expectations and objectives

# DESCRIBING THE ILLINOIS ASTHMA PROGRAM

The Illinois Department of Public Health, Asthma Program Logic Model, September 2009-August 2014

State Plan priority area: ADVOCACY and POLICY  
Focus: Identify key advocacy/policy issues to be addressed, strategies to increase policy makers' awareness, and secure legislative support

The Illinois Department of Public Health, Asthma Program Logic Model, September 2009-August 2014

State Plan priority area: EDUCATION  
Focus: Promote asthma education and awareness using the NHLBI asthma guidelines

The Illinois Department of Public Health, Asthma Program Logic Model, September 2009-August 2014

State Plan priority area: OCCUPATIONAL ASTHMA  
Focus: Work with epidemiologist specialists to determine the burden of work-related asthma, provide information to local businesses, partner with business to distribute information, and advocate that people with work-related asthma receive the support and services they need.

The Illinois Department of Public Health, Asthma Program Logic Model, September 2009-August 2014

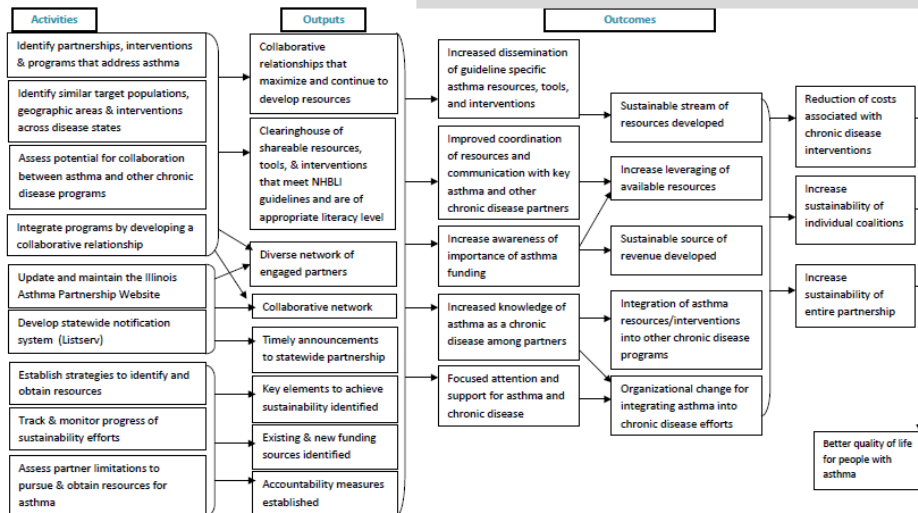
State Plan priority area: DATA, ASSESSMENT, and OUTCOMES  
Focus: Obtain scientific information related to asthma in IL, disseminate and promote this information and provide evaluation and feedback mechanism that will help the IAP assess the usefulness of this information.

The Illinois Department of Public Health, Asthma Program Logic Model, September 2009-August 2014

State Plan priority area: SCHOOLS  
Focus: Provide effective asthma education to child care provider and the school community. Provide school personnel across the education continuum with information and tools to develop strategies and policies for addressing asthma.

The Illinois Department of Public Health, Asthma Program Logic Model, September 2009-August 2014

State Plan priority area: SUSTAINABILITY  
Focus: Develop a framework to sustain the structure and function of the IAP and coalitions



**INPUTS:** IDPH Asthma Program Staff, Illinois State Plan, Burden document; Data Sources: BRFSS, EMS, Hospital discharge, Vital stats; Other State staff: Tobacco, environmental health; Local Coalitions; Illinois Asthma Partnership (IAP) Workgroups: Advocacy and policy, Data, Assessment, and outcomes, Education and School, Occupational, Centers for Disease Control and Prevention (CDC) Asthma Program Staff

**BARRIERS:** Personnel turnover and vacancies, decreasing funding, internal IDPH policies to getting funds dispersed, policies in private sector that are decreasing funding, policies prevent health department based coalitions from raising additional revenue, asthma not recognized by CDC as chronic disease, lack of continuity and uncertainty of funding

*Ultimate Goal:*

To reduce death and disability due to asthma, thereby reducing the costs associated with the disease and improving the quality of life for people with asthma and the people who care for them

# HOW DO YOU MEASURE ENTHUSIASM?



# PARTNERSHIP EVALUATION

- Purpose: Conduct an assessment of the environment in which the Illinois Asthma Partnership and its members operate, as they work towards its goal to reduce the burden of asthma in Illinois.

# How

- Identifying past conditions that either fostered or inhibited stakeholder engagement and partnership productivity.
- Acting on the lessons learned to improve today's IAP.
- Generate list of recommendations and strategies that will be implemented by the state asthma program, the IAP executive committee, the local coalitions, and other IAP workgroups.



# EVALUATION DESIGN

Instrument	Sample	Target Population	Tool
Key informant interviews	Convenience sample	12 interviews will be completed from a list of previous IAP co-chairs.	6 question phone interview tool with prompts
Written assessment—member survey	No sample, using population	All IAP Listserv members	Based on previous CAC evaluation from 10 years ago
Group Interview—SWOT analysis	Convenience sample	All attendees at the Spring IAP face-to-face meeting. Anticipate 25-30 participants.	Worksheet

# OVERARCHING THEMES

- Building strong goals and objectives;
- Building and communicating resources;
- Utilizing media and technology for communication;
- Increasing and maintaining membership; and
- Having leaders facilitate a consistent direction.

# ENSURING USE AND SHARING RESULTS

**Action Plan: Goals/Objectives**-communication around the goal and objectives of the partnership needs improvement. The next iteration of the Illinois State Asthma Plan is due in 2014 and should reflect SMART objectives.

Finding	Action	Who	By When
Lack of progress in meeting the partnership's objectives	<ul style="list-style-type: none"> <li>Key partners and coalitions members will report out at each of the biannual meetings (focus on strategic plan objectives)</li> </ul>	Executive committee; workgroup chairs; partners	September 2012

**Action Plan: Resources**-Partners are identifying a lack of resources and also where resources should be directed and provided to members.

Finding	Action	Who	By When
	<ul style="list-style-type: none"> <li>Dedicate a section on the IDPH website showcasing core resources available from IAP partners and National partners</li> </ul>	IDPH; executive committee; school/education workgroup	January 2013
	<ul style="list-style-type: none"> <li>Showcase core resources at each of the biannual meetings or as new</li> </ul>	IAP workgroup chairs; IDPH	March 2013

**Action Plan: Communication and Media**-The messages of the IAP need to be more widely spread within and outside of the members of the IAP. Technology and media should be utilized.

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**Action Plan: Leadership**- At both the state level and within the executive committee in the IAP, members are seeking more direction and consistency.

Finding	Action	Who	By When
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**Action Plan: Membership**- Though current members are energized around the work of the IAP, the group lacks representation from multiple disciplines and seeks more opportunities to work together and network.

Finding	Action	Who	By When
Use of the "social" media to promote awareness of the partnership's goals, actions and accomplishments	<ul style="list-style-type: none"> <li>Creation of a facebook or additional social media opportunities – connect with partners pages already created (cross promote)</li> </ul>	IDPH; IAP partners	January 2013
Promote IAP among current members with ongoing communication	<ul style="list-style-type: none"> <li>Create monthly digest for</li> </ul>	IDPH	January 2013
Keep past partners in the loop; Make the community more aware of the IAP	<ul style="list-style-type: none"> <li>Update membership form to place on website – electronic format</li> <li>Showcase new members through the Listserv by including in monthly digest</li> <li>IAP members should be given the task to recruit "at least" one new member each year</li> <li>Add recruitment as a standing agenda item to each workgroup meeting</li> <li>Create literature to recruit members (flyer or factsheet)</li> </ul>	IDPH / executive committee; IAP partners IDPH IAP members IAP workgroups IDPH	January 2013 March 2013 September 2013 January 2013 January 2013
Improving the presence of local asthma champions in counties as well as on the IAP to spread IAP messages and goals	<ul style="list-style-type: none"> <li>Lack of the executive committee's ability to recruit membership; Partnership needs a recruitment committee that utilized tools to recruit and retain members from a diverse background of disciplines</li> <li>Develop targeted "recruitment" strategies for key community leaders/agencies</li> </ul>	IDPH ; executive committee IDPH ; executive committee IDPH; executive committee	March 2013 March 2013 March 2013
Asthma prevention and management messages could be spread through media channels	<ul style="list-style-type: none"> <li>Find ways to re-energize members in stagnant times</li> <li>Create awards for partner work</li> </ul>	IDPH Executive committee; IDPH	October 12, 2012 January 2013
Formal dissemination of partner work/successes	<ul style="list-style-type: none"> <li>Institute networking time and partner sharing at bi-annual face to face meetings</li> </ul>	Executive committee; IDPH	September 2012
		IDPH	As needed

# NACP Evaluation Resources

[http://www.cdc.gov/asthma/program\\_eval/guide.htm](http://www.cdc.gov/asthma/program_eval/guide.htm)

## Asthma

### Asthma

Basic Information

Data and Surveillance

Helping Americans with Asthma

Info for Specific Groups

Interventions

National Asthma Control Program

Program Evaluation

#### ► Evaluation Guide

Evaluation Webinars

Other Evaluation Resources

Related Resources

What's New

#### Quick Links

[Asthma Action Plan](#)

[America Breathing Easier](#) [PDF - 1.1 MB]

[ASL Asthma Film](#)

[Asthma Clinical Guidelines](#)

[Air Pollution & Respiratory Health](#)

[What's New](#)

[Asthma](#) > [Program Evaluation](#)

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## Learning & Growing through Evaluation: State Asthma Program Evaluation Guide

CDC's National Asthma Control Program and state asthma programs are mobilizing resources to reduce the burden of asthma in communities. This guide is intended for use by state and territorial public health departments, and groups that focus on improving asthma management practices. Sound evaluation practices can help ensure that we use those resources effectively and efficiently; that we have a means of demonstrating the value of our programs; and that we are developing a body of knowledge that tells us "what works."

Module 1 covers the evaluation planning process and provides plan templates. The strategic evaluation plan describes the rationale, general content, scope, and sequence of evaluations to be conducted during the cooperative agreement; the individual evaluation plan describes the overall approach or design that will be used to guide an evaluation. Module 2 provides guidance, tips, and tools for implementing your evaluations, and Module 3 applies these tools to the evaluation of state asthma program partnerships.

### Module 1: Evaluation and Your State Asthma Program

[Download the Guide in PDF format](#) [PDF - 1.5 MB]

For your convenience, the following tools (appendices) from the guide are available in Microsoft Word to download:

- [Appendix E. Strategic Evaluation Plan Outline](#) [DOC - 86.5 KB]
- [Appendix F. Individual Evaluation Plan Outline](#) [DOC - 111 KB]

### Module 2: Implementing Evaluations

[Download the Guide in PDF format](#) [PDF - 1.69 MB]

### Module 3: Evaluating Partnerships

[Download the Guide in PDF format](#) [PDF - 1.01 MB]

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### Data & Surveillance



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