EVALUATING PARTNERSHIPS: AN ILLINOIS EXAMPLE

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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 systematic collection of information about the activities, characteristics, and outcomes of programs to make judgments about the program, improve program effectiveness, and/or inform decisions about future programming.” (Patton, 1997, p. 23)

Are we doing the right things?

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
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

Steps
- Engage stakeholders
- Ensure use and share lessons learned
- Justify conclusions
- Gather credible evidence
- Describe the program
- Focus the evaluation design

Standards
- Utility
- Feasibility
- Propriety
- Accuracy
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
Illinois Asthma Partnership

- Executive Committee
- School and Education Workgroup
- Policy and Advocacy Workgroup
- Data, Assessments and Outcomes Workgroup
- Occupational Asthma Workgroup
Stakeholder Engagement

- Strategically invited members to join the team
- Personal invite
- Outline commitment expectations and objectives
DESCRIBING THE ILLINOIS ASTHMA PROGRAM
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

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

<table>
<thead>
<tr>
<th>Finding</th>
<th>Action</th>
<th>Who</th>
<th>By When</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of progress in meeting the partnership’s objectives</td>
<td>Key partners and coalitions members will report out at each of the biannual meetings (focus on strategic plan objectives)</td>
<td>Executive committee; workgroup chairs, partners</td>
<td>Sep 2013</td>
</tr>
</tbody>
</table>

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

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<tr>
<td>Dedicate a section on the IDPH website showcasing core resources available from IAP partners and National partners</td>
<td>IDPH; executive committee; school/education workgroup</td>
<td>January 2013</td>
<td></td>
</tr>
<tr>
<td>Showcase core resources at each of the biannual meetings or as new</td>
<td>IAP workgroup chairs, IDPH</td>
<td>March 2013</td>
<td></td>
</tr>
</tbody>
</table>

### 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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<th>By When</th>
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<tbody>
<tr>
<td>Use of the “social” media to promote awareness of the partnership’s goals, actions and accomplishments</td>
<td>Creation of a Facebook or additional social media opportunities - connect with partners pages already created (cross promote)</td>
<td>IDPH, IAP partners</td>
<td>January 2013</td>
</tr>
<tr>
<td>Promote IAP among current members with ongoing communication</td>
<td>Create monthly digest for</td>
<td>IDPH</td>
<td></td>
</tr>
</tbody>
</table>

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

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<td>Keep past partners in the loop. Make the community more aware of the IAP</td>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>

### 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.

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<tr>
<td>Lack of the executive committee’s ability to recruit membership</td>
<td>Update membership form to place on website – electronic format</td>
<td>IDPH / executive committee, IAP partners</td>
<td>January 2013</td>
</tr>
<tr>
<td>Partnership needs a recruitment committee that utilizes tools to recruit and retain members from a diverse background of disciplines</td>
<td>Showcase new members through the Listserv by including in monthly digest</td>
<td>IDPH</td>
<td>March 2013</td>
</tr>
<tr>
<td>IAP members should be given the task to recruit “at least” one new member each year</td>
<td>IAP members</td>
<td>September 2013</td>
<td></td>
</tr>
<tr>
<td>Add recruitment as a standing agenda item to each workgroup meeting</td>
<td>IAP workgroups</td>
<td>January 2013</td>
<td></td>
</tr>
<tr>
<td>Create literature to recruit members (flyer or factsheet)</td>
<td>IDPH</td>
<td>January 2013</td>
<td></td>
</tr>
<tr>
<td>Lack of participation of influential people from key sectors of the community</td>
<td>Develop targeted “recruitment” strategies for key community leaders/agencies</td>
<td>Executive committee</td>
<td>September 2013</td>
</tr>
<tr>
<td>Find ways to re-energize members in stagnant times</td>
<td>Highlight partner work in monthly IAP digest</td>
<td>IDPH</td>
<td>March 2013</td>
</tr>
<tr>
<td>Create awards for partner work</td>
<td>Executive committee; IDPH</td>
<td>January 2013</td>
<td></td>
</tr>
<tr>
<td>Increase networking opportunities, Keep partners involved through collaboration</td>
<td>Institute networking time and partner sharing at bi-annual face to face meetings</td>
<td>Executive committee; IDPH</td>
<td>September 2012</td>
</tr>
</tbody>
</table>

IDPH | September 2012 | As needed |
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
For your convenience, the following tools (appendices) from the guide are available in Microsoft Word to download:
- Appendix E. Strategic Evaluation Plan Outline
- Appendix F. Individual Evaluation Plan Outline

Module 2: Implementing Evaluations
Download the Guide in PDF format

Module 3: Evaluating Partnerships
Download the Guide in PDF format
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