

Evaluating the Quality of State Partnerships

Frances D. Butterfoss, PhD
Center for Pediatric Research
Norfolk, Virginia



Discussion Question

- **Why is evaluation of your state partnerships important?**



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Center for Pediatric Research

Why Evaluate Partnerships?

- **Builds capacity within partnership & community**
- **Determines whether objectives are achieved**
- **Improves partnership interventions**
- **Provides accountability to community, funding agencies & stakeholders**
- **Increases community awareness & support**



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Discussion Question

- **What has gone well with your evaluation efforts involving partnerships?**
- **What have been your significant challenges?**
- **What would you do differently the next time you evaluate?**



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Discussion Question

- How have you involved partnership members in evaluation?
- How have you involved members of the priority population (statewide stakeholders in evaluation?)



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Discussion Question

- **What questions would you like to have answered about the way your partnership functions? About your partners? About your outcomes?**



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Evaluation Questions

- **Did we meet our members' needs?**
- **Did our work groups function well?**
- **Which strategies were effective?**
- **Did we accomplish goals & objectives?**
- **Did we influence policies & practices?**
- **Did we build community capacity?**
- **Could we improve? Did we make a difference?**
- **What unintended outcomes occurred?**



Seven Steps to Successful Partnership Evaluation

- 1. Establish evaluation plan from onset of program**
- 2. Obtain buy-in from community & coalition partners to build commitment to evaluation**
- 3. Allot staff time to make evaluation a priority**
- 4. Match methods to your evaluation questions**
- 5. Engage priority population to help create measures that generate reliable data**
- 6. Report results clearly & often to community**
- 7. Be flexible & creative**



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Discussion Question

- **What methods and measures have you used to evaluate your partnership?**



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Methods to Collect Data

- **Written or telephone surveys**
- **Structured interviews**
- **Activity logs**
- **Document review & abstraction – minutes, records, rosters, medical records**
- **Focus groups**
- **Observation**
- **Existing (extant) data**



Levels of Partnership Outcomes

- **Process measures of partnership effectiveness**
- **Impacts from specific projects implemented by partnership**
- **Outcomes related to changes in community policies, practices & environment (e.g., community buy-in, linkages, coordination of services, empowerment, capacity-building, institutionalization of programs)**
- **Outcomes related to health status indicators (e.g., decreased stroke rate)**



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Short-term (process) Outcome Measures

- # of partnership meetings in past year
- # members from priority population attending training
- # of staff members certified in communication or media training
- Level of satisfaction of coalition members
- # hours contributed by volunteers



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Intermediate Outcome Measures

- Increased knowledge about cardiovascular health
- Improved cultural awareness of priority population
- Increased self-efficacy of preventive care
- Improved skill
- Improved nutrition (e.g., decrease fat & cholesterol consumption)



Long-term Outcome Measures

- **New policies or enrollment procedures for health insurance**
- **New clinic referral practice, adoption of partnership program by community group, increased screening**
- **Decreased incidence of heart disease, increased prevention visits**



Partnership Evaluation Tools

- **Coalition Effectiveness Inventory (CEI)**
- **Meeting Effectiveness Inventory (MEI)**
- **Teamwork surveys**
- **Collaboration & Inclusivity Checklists**
- **Member Satisfaction Surveys**
- **Member & Leader Interviews**



Parting Tips

- You may be collecting evaluation data & not know it
- Verify partner roster to maximize response rates
- Start small – plan 1 or 2 evaluation activities/year
- Use & adapt existing tools
- Reduce respondent burden by using short instruments/interview frameworks
- Enlist partners to help – builds their buy-in and cooperation for evaluation



Discussion Question

- **What else do you need as far as technical assistance or tools to accomplish successful evaluation?**



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Evaluation Resources

- Berkowitz, B. (2001). Studying the outcomes of community-based coalitions. American Journal of Community Psychology, 29(2), 213-227.
- Butterfoss, FD & Francisco, VT. Evaluating community partnerships & coalitions with practitioners in mind. *Evaluation to Practice Department, Health Promotion Practice, in press, April 2004.*
- *The Community Toolbox* - <http://www.ctb.edu>



Contact Information

Fran Butterfoss, PhD
Center for Pediatric Research
855 W. Bramble Ave.
Norfolk, VA 23690
757-668-6429
ButterFD@evms.edu



Frances D. Butterfoss, Ph.D
Center for Pediatric Research