

Healthy Start Cohort Artifact

Fall 2023 Evaluation Cohort



INTRODUCTION

The Healthy Start TA & Support Center (TASC) hosted its third Evaluation Cohort from November 2023 through February 2024. Cohorts provide a space and place for Healthy Start (HS) grantees to come together to learn about what others are doing, document promising practices, and co-create tools and resources for the broader community around a specific topic (e.g., Evaluation, Fatherhood, Breastfeeding).

COHORT OBJECTIVE

The Evaluation Cohort focused on the following objective:

Identify strategies HS evaluators can use to include all project staff in the evaluation process and develop an outline/plan for the creation of a HS repository containing useful evaluation tools, strategies, and resources for use by HS projects.

COHORT DELIVERABLE

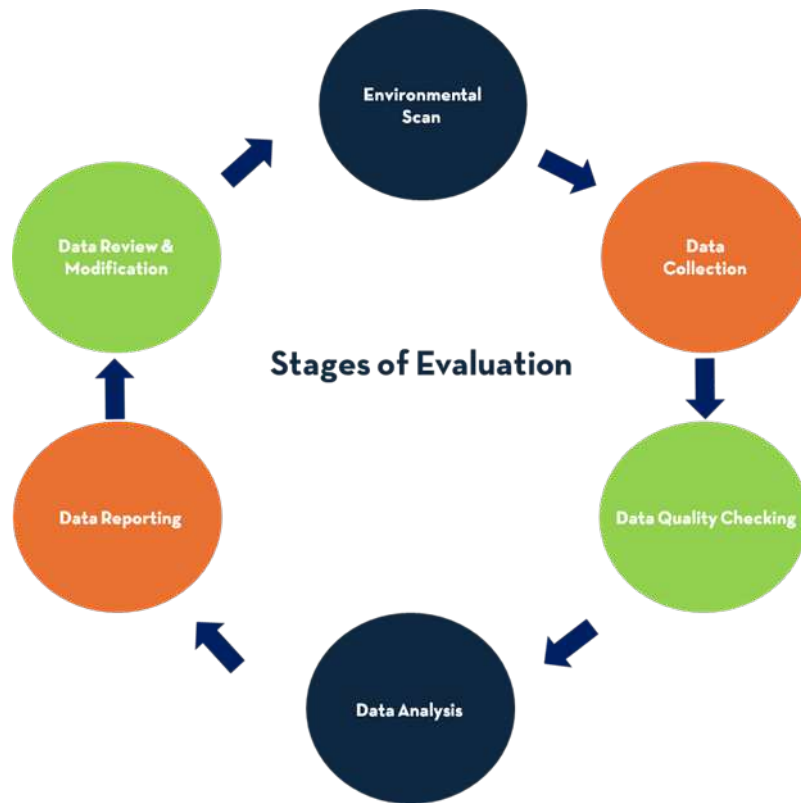
During the cohort, members worked toward developing deliverables that could be shared with the broader HS community. Through activities and discussions that were connected to the objective, the cohort gathered information for the following:

- **Deliverable 1:** Stages of Evaluation
- **Deliverable 2:** Framework for Engaging Project Staff in the Evaluation Process
- **Deliverable 3:** HS Evaluation Resources

These deliverables can be found on the following pages. Thank you to the 10 cohort members for their work and commitment to developing these documents for their fellow HS staff members. A full list of the cohort participants can be found on page 16. We encourage all readers to share this information with their fellow HS staff and any others who contribute to HS service delivery.

Deliverable 1: Stages of Evaluation

This deliverable was created as the result of an activity where cohort members discussed and defined the stages of evaluation that an HS evaluator should take into consideration.



- **Environmental Scan, Document Review, and Landscape Assessment** - Before starting data collection, consider the following:
 - Clearly identify what data needs to be collected, when it should be collected, and how it should be collected.
 - Are there requirements from the Division of Healthy Start and Perinatal Services (DHSPS) or other funders?
 - Data protocols:
 - **What benchmarks need to be met?**
 - **Are the questions on the data collection forms clear?**
 - **What is the plan for disseminating data internally and externally?**
- **Data Collection** - Ensure project staff are collecting data through assessments and entering it into the data collection system.
- **Data Quality Assurance** - Ensure data is accurate, complete, and ready for analysis.
- **Data Cleaning Feedback Loop (ongoing)** - Conduct regular check-ins during the evaluation period to determine which data needs to be cleaned and to develop and/or improve procedures for collection moving forward.
- **Data Analysis** - Communicate on an ongoing basis about data quality and cleaning, and a shared understanding of how forms or questions are interpreted.
- **Data Reporting** - Ensure there is clarity around when and how data is reported.
- **Data Review and Modification** - Based on the evaluation results, make decisions about which program features/components may need to be modified.

Deliverable 2: Framework for Engaging Project Staff in the Evaluation Process

This deliverable was created as the result of an activity where cohort members discussed how HS evaluators can include all project staff in the evaluation process.

WHO SHOULD BE ENGAGED IN EVALUATION

The chart below outlines the roles that different individuals within HS play in the evaluation process. Included in the fourth column is MOCHA – a tool that teams can use to establish clear roles on projects and provide an understanding of the balance of the roles. MOCHA stands for:

- **Manager:** Supports and holds the owner accountable through delegation and serves as a resource, provides feedback, and intervenes if work is off-track.
- **Owner:** Is responsible for driving the project forward and coordinating steps to accomplish the goal. This work can be done directly or with helpers. There should only be one owner.
- **Consulted:** Provides input and perspective and may share resources or referrals.
- **Helper:** Implements aspects of the work and actively contributes to project success.
- **Approver:** Signs off on the final product or key decisions. This can be the owner or manager, or a person or group with a clear decision-making role on the project.

This template can be adjusted according to the structure of your project team.

Role	Activities	MOCHA
Clients/participants/patients	Provide data, feedback on data collection tools and process, and referrals	Consulted
Community Health Worker (CHW)	Collects data, contributes to data quality through the accuracy and precision of questions asked, fields notes, and advocates for clients	Helper
Care Management Coordinator/Case Manager	Collects data, contributes to data quality through the accuracy and precision of questions asked, fields notes, advocates for clients, and serves as a conduit between clients and administration	Helper
Data manager/quality control analyst	Conducts data entry and ensures data is of high quality	Helper
Group Facilitator	Facilitates group education, contextualizes data, and provides feedback on fidelity	Helper
Project Director/Project Manager	Provides leadership and support to the team, provides feedback to team, and uses data to ensure the services delivered to clients are of high quality and effective	Manager/Consulted
Evaluation Specialist	Oversees the evaluation process and analyzes, interprets, and disseminates data	Owner

Deliverable 2: Framework for Engaging Project Staff in the Evaluation Process (Continued)

STRATEGIES FOR ENGAGING STAFF IN EVALUATION

Below are strategies that HS evaluators can utilize to communicate with and engage other HS staff in the evaluation process.

Communication

- Connect evaluation to the broader strategic plan for the project (e.g., reviewing benchmarks, work plans, evaluation).
- Provide data reports to staff to inform and support their work (e.g., case management).
- Provide routine quality assurance reports that staff can use to easily identify and fix data errors.
- Present data at staff and Community Consortium meetings.
- Simplify the data collection process to get buy-in from staff.

Engagement

- Gather staff input on:
 - The data collection process (e.g., what works best for staff, what works best for the community, ideal timeframe for data entry).
 - What is important to include in the evaluation (e.g., what would be useful for evaluators to know about the program)?
- Host a data retreat for all project staff, including evaluators, to discuss the evaluation process and provide incentives for attendance.
- Determine ways for evaluators to take part in staff/client interactions, if possible, in order to collect stories.
- If available, use your data system's tickler feature to help remind staff when data should be updated.
- If possible, add data checking features to your data system to help prevent human error in data entry. For example, you can format date fields to prevent entry of dates that are in the future or past (if appropriate), or dates that do not exist (e.g., 11/31/2024, 2/29/2025).



Deliverable 3: HS Evaluation Resources

The Evaluation Cohort members compiled a list of evaluation resources, which will serve as the foundation of a resource repository, which will be housed on the Healthy Start TASC website. Resources are categorized by type, including data/datasets, analytical tools, research article access, and research tools. The list also includes networks/professional groups, which evaluators can use to access information about what is happening in the field in connection to the data they are analyzing.

ANALYTICAL TOOLS

Resource	Free? (Y/N)	Notes
SPSS	N	A software that allows you to easily manage and analyze large datasets, gaining actionable insights for fact-based decisions.
R	Y	A free software environment for statistical computing and graphics, including R Studio.
Excel	Y	A spreadsheet editor that features calculation or computation capabilities, graphing tools, pivot tables, and a macro programming language and can be used for mapping and heatmapping.
Tableau	N	A visual analytics platform that makes it easier for people to explore and manage data, and faster to discover and share insights.
Power BI	Y	Allows you to turn data into visuals with advanced data analysis tools, AI capabilities, and a user-friendly report-creation tool.
Google Sheets	Y	In addition to excel features, has assistive features like Smart Fill and formula suggestions that help you analyze data faster with fewer errors and can provide insights quickly through questions about data entered.



DATA/DATA ANALYSIS

Resource	Free? (Y/N)	Notes
US Census Bureau's American Community Survey	Y	Data can be useful for needs assessments and environmental scans. Users can create easy-to-read graphs/tables for community, staff, leadership, and reports. Navigation assistance tools available here .
Centers for Disease Control and Prevention (CDC) Wonder	Y	Provides data on mortality, births, environment, and demographics down to the county level.
Map the Meal	Y	Provides data on food insecurity, food budget shortfalls, cost-of-food index, hunger facts, etc. Data is maintained by Feeding America.
Robert Wood Johnson (RWJ) County Health Rankings & Roadmaps	Y	Provides health rankings / comparisons by county. Users can search by state, county, or ZIP code.
Census Reporter	Y	Provides data facts and summaries by ZIP code.
Integrated Public Use Microdata Series (IPUMS)	Y	Provides variety of data (some spatial), including health/behavior surveys.
California Vital Data (Cal ViDa)	Y	This query tool allows users to create custom reports of California's birth and death data.
California Health Interview survey (CHIS)	Y	This query system allows you to quickly search for health statistics on your county, region, and state.
Health Resource and Services Administration (HRSA) Data Warehouse	Y	Provides dashboards, data reports, and maps by HRSA program areas.
Maternal & Infant Health Mapping Tool	Y	This interactive online tool allows users to create and customize county-level maps on maternal and infant health.
CDC PLACES	Y	Provides model-based, population-level analysis and community estimates of health measures for all US counties, places (incorporated and census designated places), census tracts, and ZIP Code Tabulation Areas (ZCTAs).
Big Cities Health	Y	This easy-to-use platform pulls in data (e.g., chronic health conditions, access to health services, maternal and child health, etc.) from multiple sources.
US Census	Y	Users can explore and retrieve data in different formats from US Census Bureau.

NETWORKS/PROFESSIONAL RESEARCH GROUPS

Resource	Free? (Y/N)	Notes
American Evaluation Association	N	Local American Evaluation Association affiliate groups are professional development groups dedicated to professionals interested and working in evaluation. These groups support the broad and diverse evaluators in local communities.
American Public Health Association	N	Serves as a convenor, catalyst and advocate to build capacity in the public health community.
Lactation	Y	The Academy of Lactation Policy and Practice is a non-profit organization that provides a national certification program in breastfeeding and human lactation for nurses, physicians, dietitians, WIC personnel, peer counselors, independent lactation counselors and others.
American Academy of Pediatrics	Y	The largest professional association of pediatricians in the U.S. that provides access to educational resources.
International Childbirth Education Association	Y	Provides access to resources such as position papers about perinatal mood and anxiety disorders, safe infant sleep, harmful environmental substances, etc.

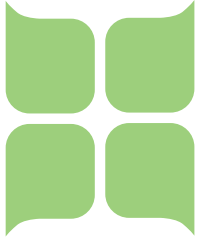
RESEARCH ARTICLE ACCESS

Resource Name	Free? (Y/N)	Notes
USC Sol Price Center for Social Innovation	Y	Provides access to Price Center research on social innovation, inequality, housing instability, education, and criminal justice.
PubMed	Y	Provides access to biomedical literature.
Google Scholar	Y	Allows users to search for scholarly literature across multiple disciplines.
Journal of American Medical Association (JAMA)	Y	Provides access to articles on the latest information in medicine and medical research. Users must sign-up to receive regular emails.
Maternal and Child Health (MCH) Library	Y	Provides access to resources that contain recent, high-quality materials for staying abreast of new developments and conducting further research.

RESEARCH TOOLS

Resource	Free? (Y/N)	Notes
Measures for Clinical Practice and Research: A Sourcebook, Volume 1: Couples, Families, and Children, 6th Edition	N	<ul style="list-style-type: none"> Serves as the definitive reference volume on assessment measures for both practice and research in clinical mental health Includes hundreds of standardized measures for use in clinical practice and in research Features instruments that are cross-indexed by problem area
Measures for Clinical Practice and Research: A Sourcebook, Volume 2: Adults, 6th Edition	N	See notes above
Handbook of Tests and Measurements in Education and Social Sciences	N	<ul style="list-style-type: none"> Part I provides an introduction to basic quantitative research methods, including analysis and interpretation of statistical tests associated with each method. Part II of the Handbook includes over 130 instruments organized under 40 topics, extracted from the research literature.
Blueprint Programs	Y	The interactive search enables users to identify Blueprints-certified interventions based on specific criteria and then browse a wide range of interventions that match those criteria.
AHA - MCH Tools and Resources	Y	Provides access to models, tools, and other educational resources hospitals and health systems can use to improve outcomes for mothers and babies.
APA - Finding Info about Psychological Tests	Y	Provides access to educational content (e.g., peer-reviewed journals, books, etc.) about mental health, behavior and psychology's scientific basis.
Health and Psychosocial Instruments (HaPI) (EBSCO)	Y	A bibliographic database abstracted from leading journals in the health and social sciences. Provides comprehensive information about behavioral measurement tools.

Fall 2023 Evaluation Cohort Participant List



Name	Title	Site	State	Site Type	Services
Afia Bediako	Project Manager	Fund for Public Health in New York, Inc./Healthy Start Brooklyn	New York	Urban	Community-based
Carol Gagliano	Program Evaluator	The Center for Health Equity, Inc.	Florida	Rural	Community- and home-based
Joe Andre	External Evaluator	City of Cleveland	Ohio	Urban	Community- and home-based
Kimberley Broomfield-Massey	Local Evaluator	The Center for Black Women's Wellness, Inc.	Georgia	Urban	Community-based
Maddy Kameny-Pacheo	Associate Director of Research & Evaluation	Maternity Care Coalition, Inc.	Pennsylvania	Urban	Community- and home-based
Michele McCay	Qualitative Evaluator	University of Illinois	Illinois	Urban	Clinic- and community-based
Phillip Nunn	Evaluator	SHIELDS for Families	California	Urban	Community- and home-based
Ronee Wilson	Evaluator	REACH UP, Inc.	Florida	Urban	Community-based
Toni Daugherty	Government Analyst II	Florida Department of Health	Florida	Urban	Clinic -, community-, and home-based
Tricia Amonette Bonee	Lead Evaluator	Centerstone of Tennessee, Inc.	Tennessee	Rural	Community-based