Success Measures
Outcome Evaluation Tools

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SUCCESS MEASURES®

NeighborWorks® AMERICA

Session Objectives

1. Engage you in thinking and talking about outcome measurement as it relates to your Invest Health planning

2. Introduce Success Measures Health Tools and how they could be useful to your Invest Health work

SUCCESS MEASURES®

NeighborWorks®
AMERICA

NeighborWorks America is a leading national intermediary in the affordable housing and community development field.
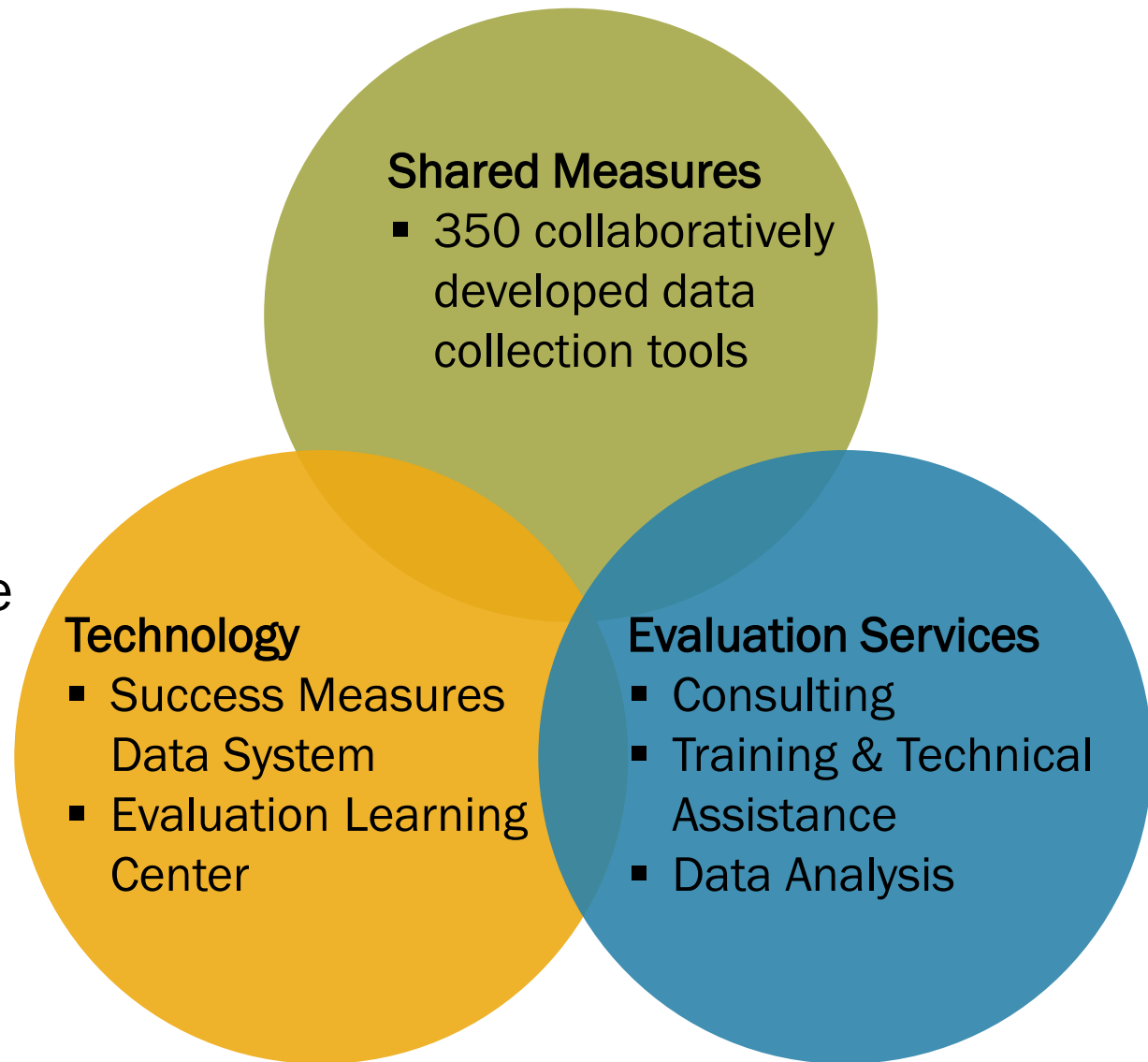
- Network of more than 240 nonprofit organizations
- Training, leadership development, outcome measurement and organizational assessment services for over 4,000 organizations across the community development field

NeighborWorks®
AMERICA

www.nw.org

SUCCESS MEASURES®

Success Measures builds the capacity of organizations to plan and carry out participatory outcome evaluations of their work. .

Shared Measures
- 350 collaboratively developed data collection tools

Technology
- Success Measures Data System
- Evaluation Learning Center

Evaluation Services
- Consulting
- Training & Technical Assistance
- Data Analysis

Organizations Served:
More than 600 Nonprofits and Funders

Number of Organizations per Zip Code

- 1
- 2
- 3+
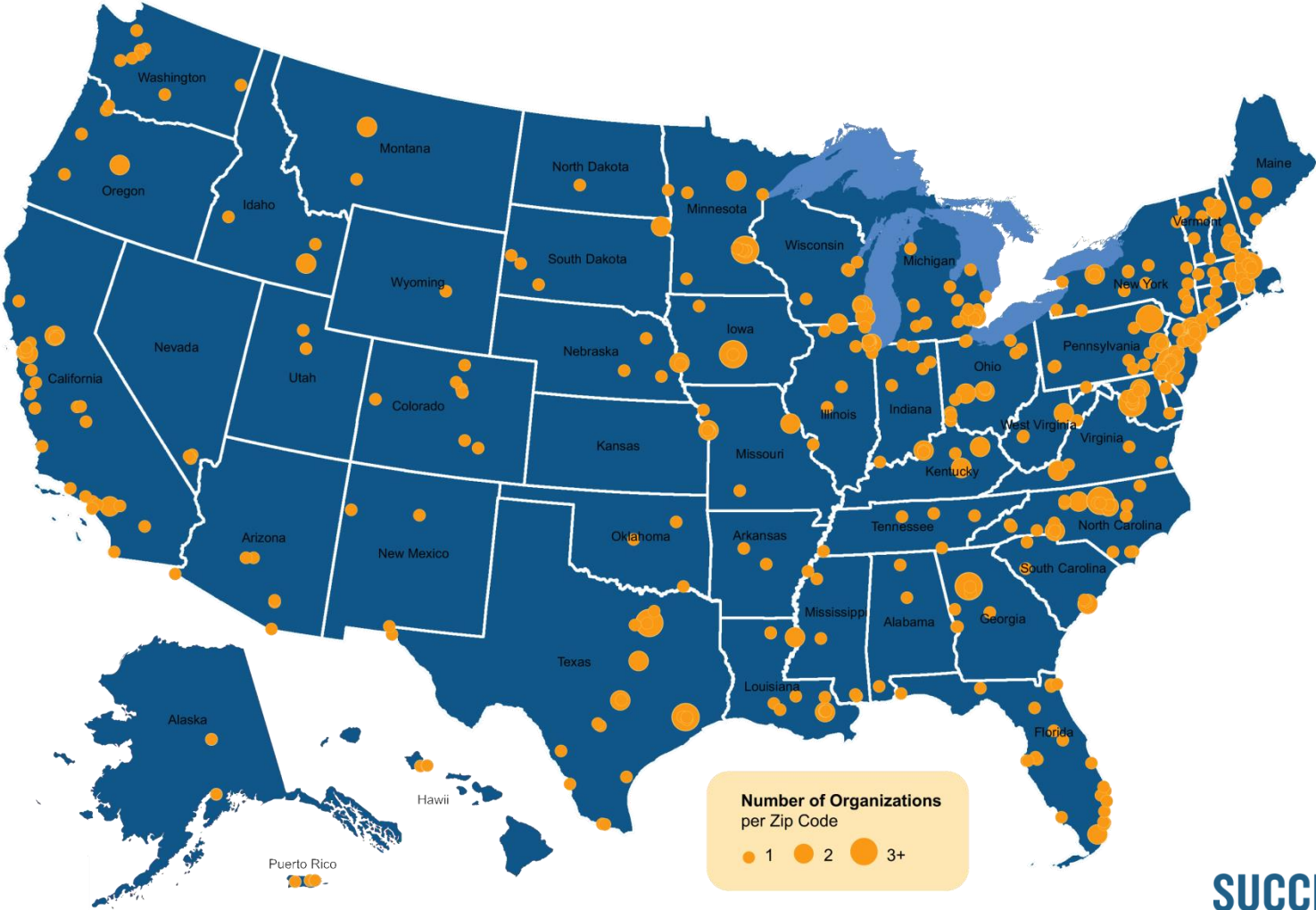
SUCCESS MEASURES®

Success Measures supports organizations through the <u>full evaluation cycle</u>.

We work <u>with practitioners</u> to build capacity for ongoing measurement.

Online platform to manage evaluation data. Contains over 350 shared measures.

Success Measures Evaluation Tools

Housing

Community Revitalization

Community and Resident Engagement

Economic Development

Financial Education and Capability

Green Homes and Communities

Resident Services

Role of Intermediaries

Health

Social Determinants of Health

Purpose & Use of Health Tools

➢ To fill a gap in available measures to evaluate outcomes of upstream programs the effect health

➢ Evaluate health-related outcomes of community development and other SDoH-based programs

➢ Articulate how programs benefit residents' health

➢ Promote the health benefits of programs

➢ Communicate progress to staff, board, partners, community members and funders

➢ Improve cross-sector collaboration

Development of Health Tools

Phase I:
- Literature review
- Working group
- Framework

Phase II:
- 4-step field test
- 9 organizations
- 2 languages

Phase III:
- Test data compiled
- Tools revised
- Tools finalized

Health Tool Categories

HEALTHY PEOPLE

- Individual & Community Health Status
- Individual Health Beliefs & Attitudes
- Individual Health Behaviors
- Individual Factors & Influences Related to Health

HEALTHY PLACES

- Community Environmental Factors Related to Health
- Community Demographics & Social Factors Related to Health
- Availability, Quality & Cultural Sensitivity of Health Care Services

Health Tool Types

Survey

Focus Group

Key Informant Interview

Observation

Tracking

Calculation

Why Measure Outcomes?

➢ As practitioners, we can readily say what we have done and why.

➢ But we are less certain identifying and measuring what has demonstrably changed in the lives of our clients, families and communities as a result of our work.

➢ This also inhibits our ability to accurately ascertain what activities, strategies and approaches work best.

What Are Outcomes?

➢ **Short-Term Outcomes**: describes change in level of awareness, knowledge and skills, and/or availability of resources

➢ **Medium Outcome**: describes change in behavior that leads people and/or a community to take action in order to achieve the long-term outcome

➢**Long-Term Outcome**: describes change in condition (often reflects the organization or projects mission and vision)

Health Project Outcomes

Long-Term Outcome	If successful, less youth will be susceptible to long term illnesses, lung disease and cancer; the local healthcare system will have less incidence of smoking-related issues, and the community will gain healthier, active members.		
Medium Outcome	To reduce the number/percentage of youth aged 15 to 18 that are smoking in community X from 80% to 50% in the next 5 years.		
Short Term Outcomes	Increase the knowledge and accurate education on the dangers of smoking.	Increase accessibility to free or low-priced smoking cessation products.	Increase availability of positive social groups, interactions and peer pressures that oppose smoking.

A Series of "If-Then" Statements

Activities	→	Outputs	→	Outcomes
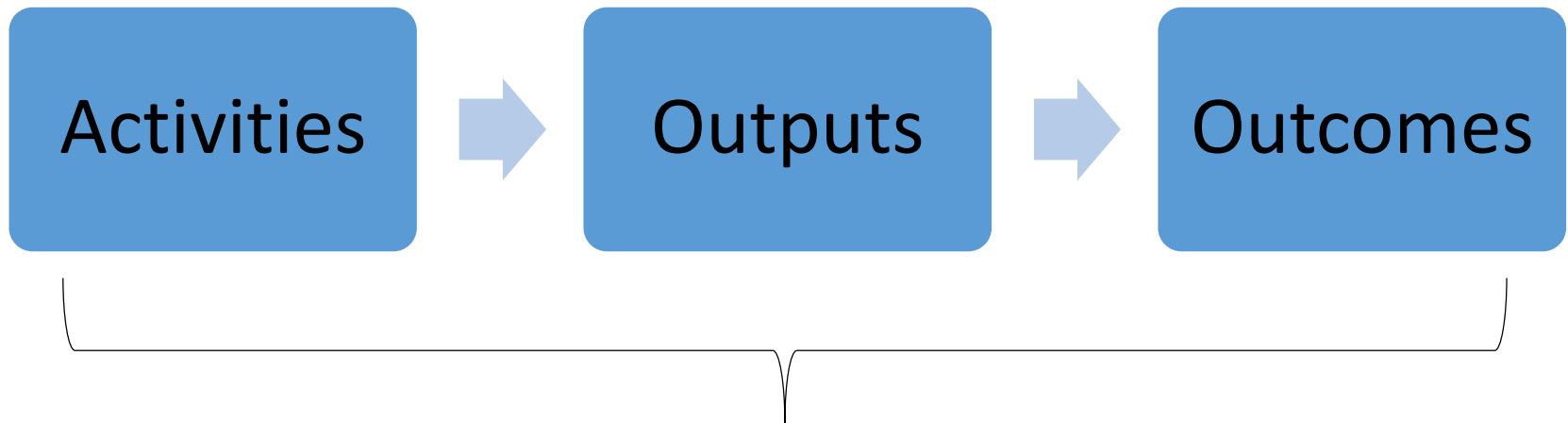
MEASURE!

What Are Indicators?

➢ Indicators are the measures you select as markers of your success.

➢ Example: You want to understand access to health care in your community?
  - ➢ how many people in the community are uninsured
  - ➢ the percentage of uninsured people who are receiving annual checkups
  - ➢ the number people who have a PCP or stable source of ongoing care
  - ➢ the number of families using the emergency room as their primary care
  - ➢ the number of people who have to delay prescriptions because of the costs

Putting It All Together

OUTCOMES	INDICATORS	DATA GATHERING METHOD(S)	SOURCE(S)	TIMEFRAME
Increased knowledge of the long-term consequences of gang membership	• difference between pre- and post-test scores • ability to correctly ID long-term consequences	• survey (intake & exit forms; annual survey) • Focus group discussion	• Youth • Youth	Intake Annual survey Program exit

| **Program Components** | → | **What change will occur in the short term and long term, that contribute to Community Level Outcomes** | → | **Community Level Outcome** |

Neighborhood organizing – neighborhood watch, fire prevention and drug awareness workshops, block dance/picnic.

People will get to know each other.
Neighbors will form a stronger, supportive community.
People will gain skills to be better neighbors – fire prevention, drug prevention.

- People will feel safe in the neighborhood.
- Residents will have a positive perception of the neighborhood.

Park infrastructure improvements, gazebo and fountain

The park will look better.
The park will look like people in the neighborhood care about it.
The park will be an appealing place to go and enjoy.

- People will feel safe in the neighborhood.
- Residents will have a positive perception of the neighborhood.
- Non-residents will have a positive perception of the neighborhood.

Landlord association – peer pressure on absentee owners, tenant screening

Landlords will have better tenants.
Tenants will be better neighbors.
Structures will look like people care about the neighborhood and are proud to live here.

- People will invest in their property (residential and commercial).
- People will feel safe in the neighborhood.
- Housing conditions will improve.
- Property values will increase.

Owner-occupied rehab

Homeowners will maintain their homes better.
Houses will look better and look like people are proud to live here.

- People will invest in their property (residential and commercial).
- Residents will have a positive perception of the neighborhood.
- Property values will increase.
- Housing conditions will improve.
- Non-residents will have a positive perception of the neighborhood.

Rehab of commercial and mixed use properties along Liberty Street

Mental Health Services building rehab

Commercial district will be more appealing.

- People will invest in their property (residential and commercial).
- Property values will increase.
- Non-residents will have a positive perception of the neighborhood.
- The business district will look inviting.
- Residents will have a positive perception of the neighborhood.

Bath's downtown neighborhood will be a desirable place to live.
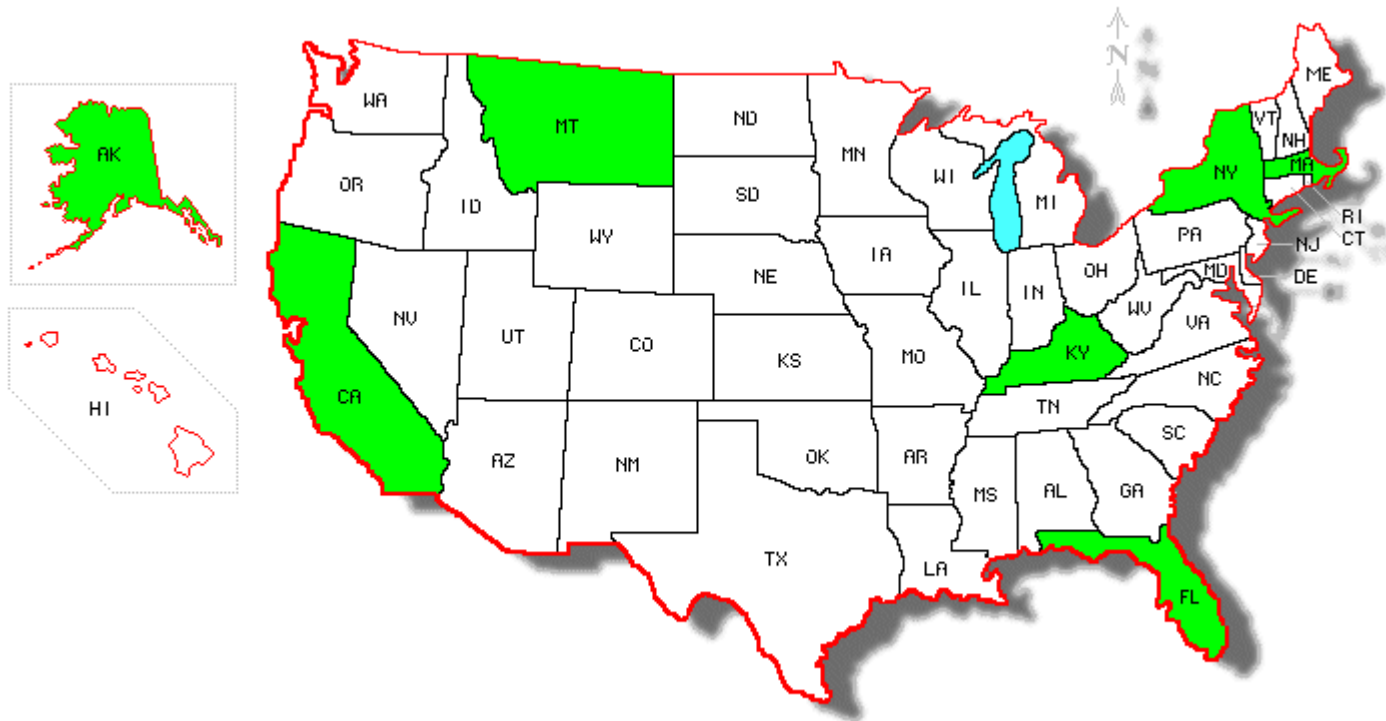
Give It a Try!

➢ With your teams/tables, identify one or two short- or medium- term outcomes

➢ Determine a few measurements or indicators that will help you determine success in your program/project goals

➢ List some innovative ways to get that information

➢ Open discussion on the process and findings

Examples From the Field

Measurement Doesn't Have to Be a Lonely Exercise

➢ Local partnerships can be highly valuable

➢ Don't have to reinvent the wheel

➢ Invest in tools and capacity for measurement early in the process

➢Sharing and using measurement can be FUN too

Community Harvest: Adelaide Residents Talk Gardens

NeighborWorks® ALASKA

58% of surveyed residents have gardening experience

57 % would use a community garden close to the Adelaide

What we've grown

POTATOES TOMATO CARROTS GREEN BROCCOLI RADISHES PEAS BEANS CORN CHARD BASIL HERBS BEETS CHILI CUCUMBER SQUASH KALE ONION WINTER TURNIPS PUMPKINS KOHLRABI PARSLEY CABBAGE PEPPERS PARSLEY VEGETABLES LETTUCE STRAWBERRIES ONION ZUCCHINI SNOW PEAS MUSTARD RYE RASPBERRIES GOATS MINT BARLEY CHICKENS COLLARD SPINACH CAULIFLOWER BLUEBERRIES FLOWERS WATERMELON AVOCADOS SUMMER BEETS

66% desire to have a garden at their home

79% do not utilize the local farmers markets

NeighborWorks® ALASKA

Why Community Gardens? >>>> High Commercial Food Costs Convenient Access to Fresh Produce

Want to learn more?

➤ Join us for a free webinar
   Tuesday, October 11
   2:00PM ET
   Look for email to register

➤ Check out materials

➤ Contact us by email at:
   Successmeasures@nw.org

Want to learn more?

QUESTIONS ?????

THANK YOU !!!!!!