

The Use of Evaluation to Inform Coalition Development

New Mexico Department of Health
Asthma Program

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Evaluator



NM Council on Asthma: Background & Accomplishments

- ◆ Came together in Fall of 2010
- ◆ Held/hold meetings every other month.
- ◆ Aimed to become a 501c3 not-for-profit organization
- ◆ Created a mission, vision, logo, and focus
- ◆ Created standard tools to be used by schools and physicians statewide in the diagnosis and management of asthma

NM Council on Asthma: Emerging Tasks

- ◆ Define membership roles and responsibilities
- ◆ Define a structure and working procedures
- ◆ Identify leader and leadership role and responsibilities
 - ◆ Volunteer leadership by DOH AP staff for set time period
- ◆ Create goals, objectives and activities

Evaluation Methods & Tools Used To Inform NMCOA Development

- ◆ **Participant Observation:** Evaluator attended all Council meetings and met with program staff regularly.
- ◆ **Logic Model:** Presented a logic model to Steering Committee to facilitate discussion for evaluation.
- ◆ **Formative Evaluation Plan:** Created Evaluation Plan using a process evaluation approach to guide the development of a Council structure and procedures.

Evaluation



End Result

- ◆ Work directly with DOH AP Coordinator to create an one-year evaluation plan that aims to guide the development of the Council through process evaluation that can be implemented and used by Council members.

Intention

- ◆ Use a participatory evaluation planning process to create a comprehensive, multi-year, multi-method evaluation plan

Timeline of Council Activity w/ Evaluation Method

Participant Observation

Formative Eval Plan

**Fall 2010: Set
Direction & Focus**

**Summer & Fall 2011:
AAP & Guidelines**

**Spring & Summer 2012:
Examine Focus & Structure**

**Spring 2011: Logo,
Mission, Vision**

**Fall 2011: Steering
Committee**

Logic Model

Participant Observation



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Logic Model

A process was documented.

- ◆ Formation of Council and established focus, logo, mission and vision.
- ◆ Creation and dissemination of products created by Council (AAP and Practice Guidelines).
- ◆ Membership and participation
- ◆ Leadership, commitment and direction (goals, objectives, activities)
- ◆ Evaluation focus and application

Logic Model Development



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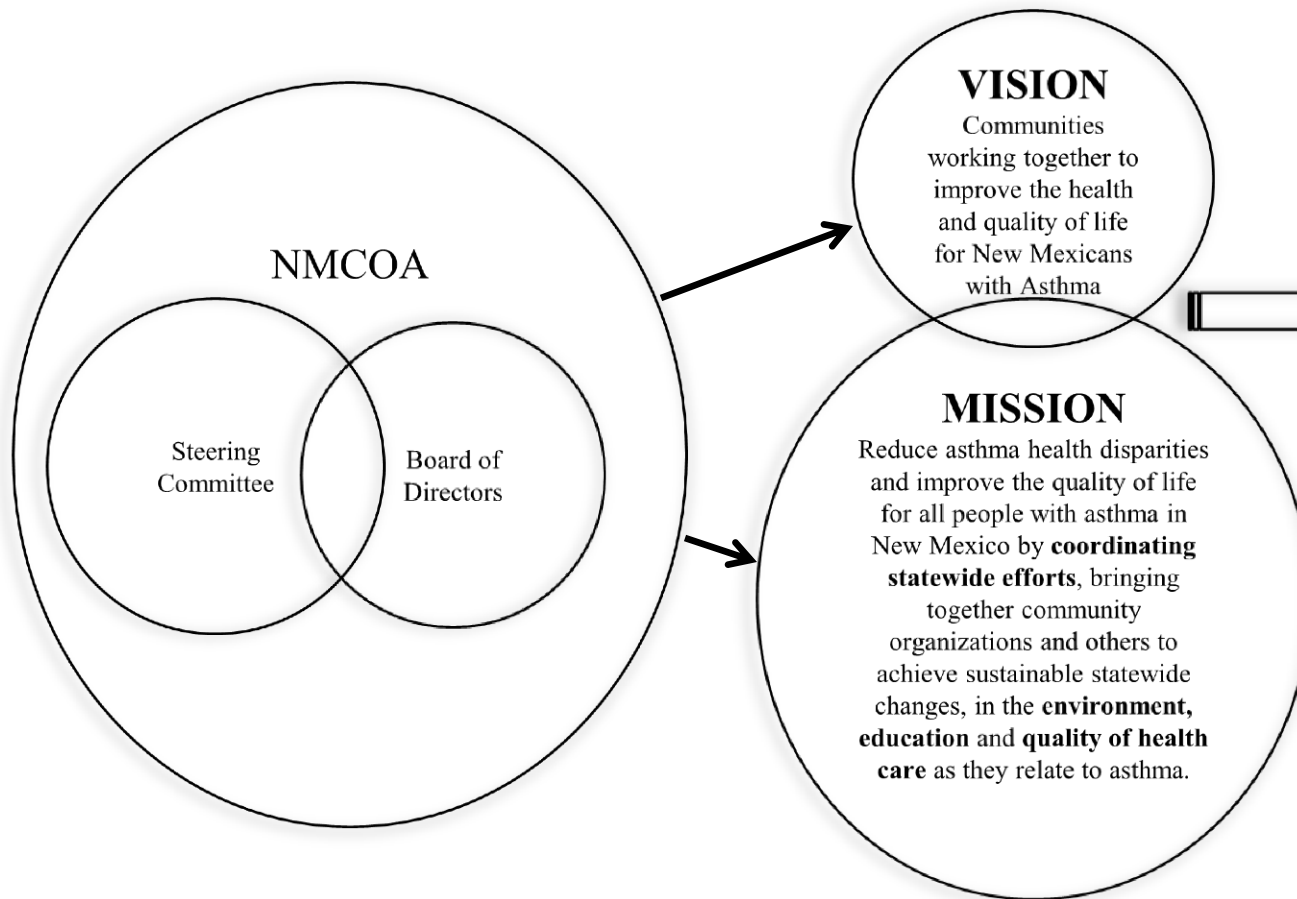
**Spring 2011: Logo,
Mission, Vision**

**Fall 2011: Steering
Committee**

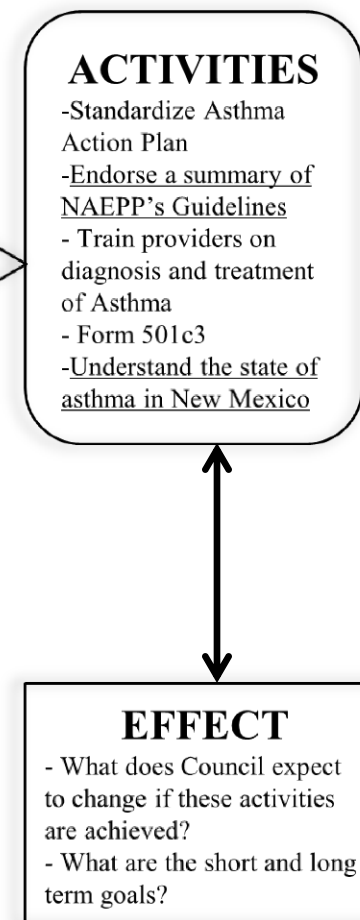
Logic Model

Logic Model_1: Presented to Steering Committee

STRUCTURE



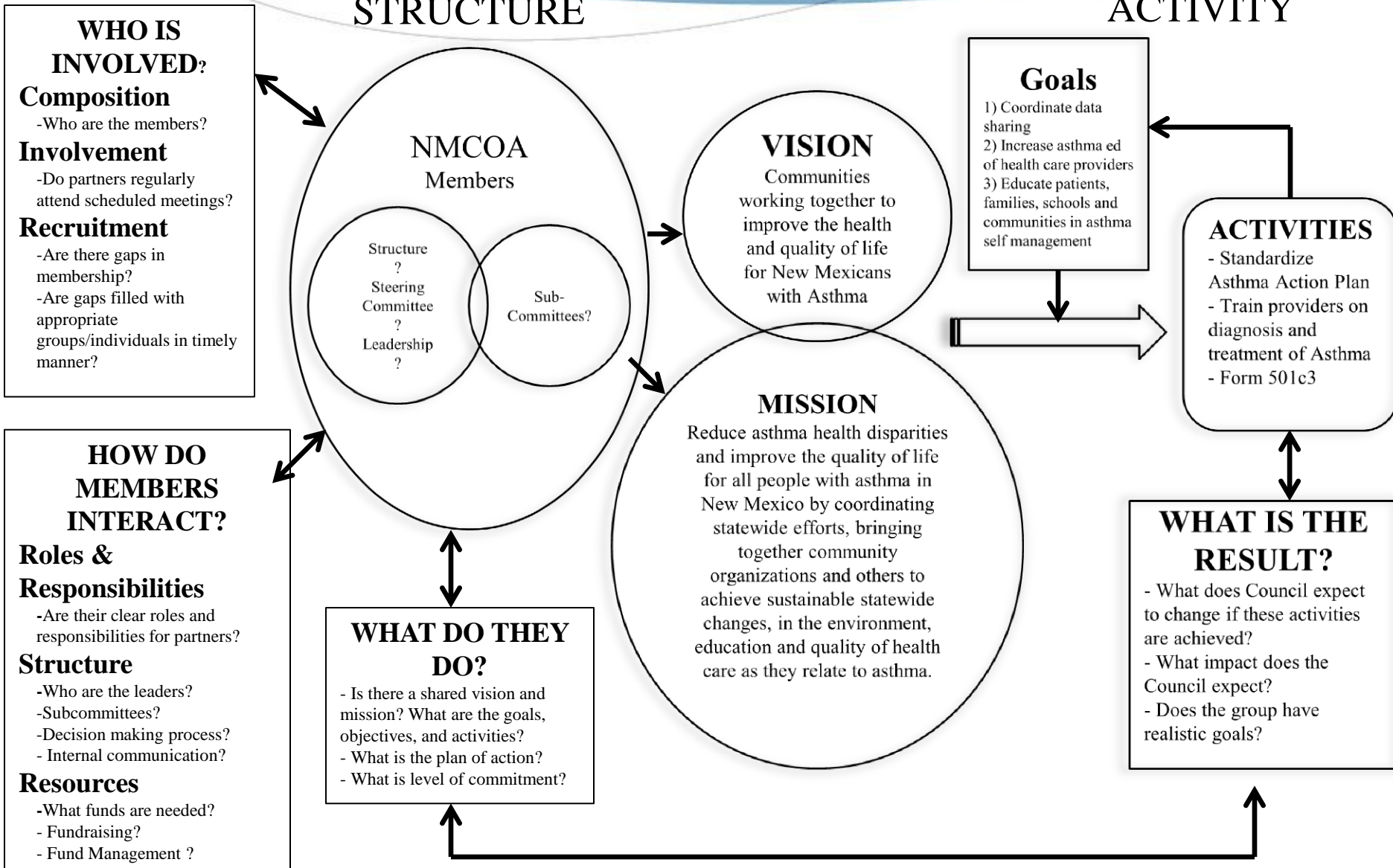
ACTIVITY



Logic Model_2: Guide Development & Use of IEP

STRUCTURE

ACTIVITY



Formative Evaluation Plan

**A Formative Evaluation Plan
to Guide the Development
of the
New Mexico Council on
Asthma**



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Logic Model

Highlighted Components of Evaluation Plan

- ◆ **Purpose:** to provide a framework for the Asthma Program Coordinator and Council members to follow to define a structure and a work plan for the NMCOA.
- ◆ **Design:** Process evaluation that AP staff and NMCOA can implement and use the results without the assistance of a professional evaluator.
- ◆ **Use:** Evaluation questions will guide Council meeting topics and discussion. Meeting Minutes and Action Items will be the main source of documentation for evaluation findings.

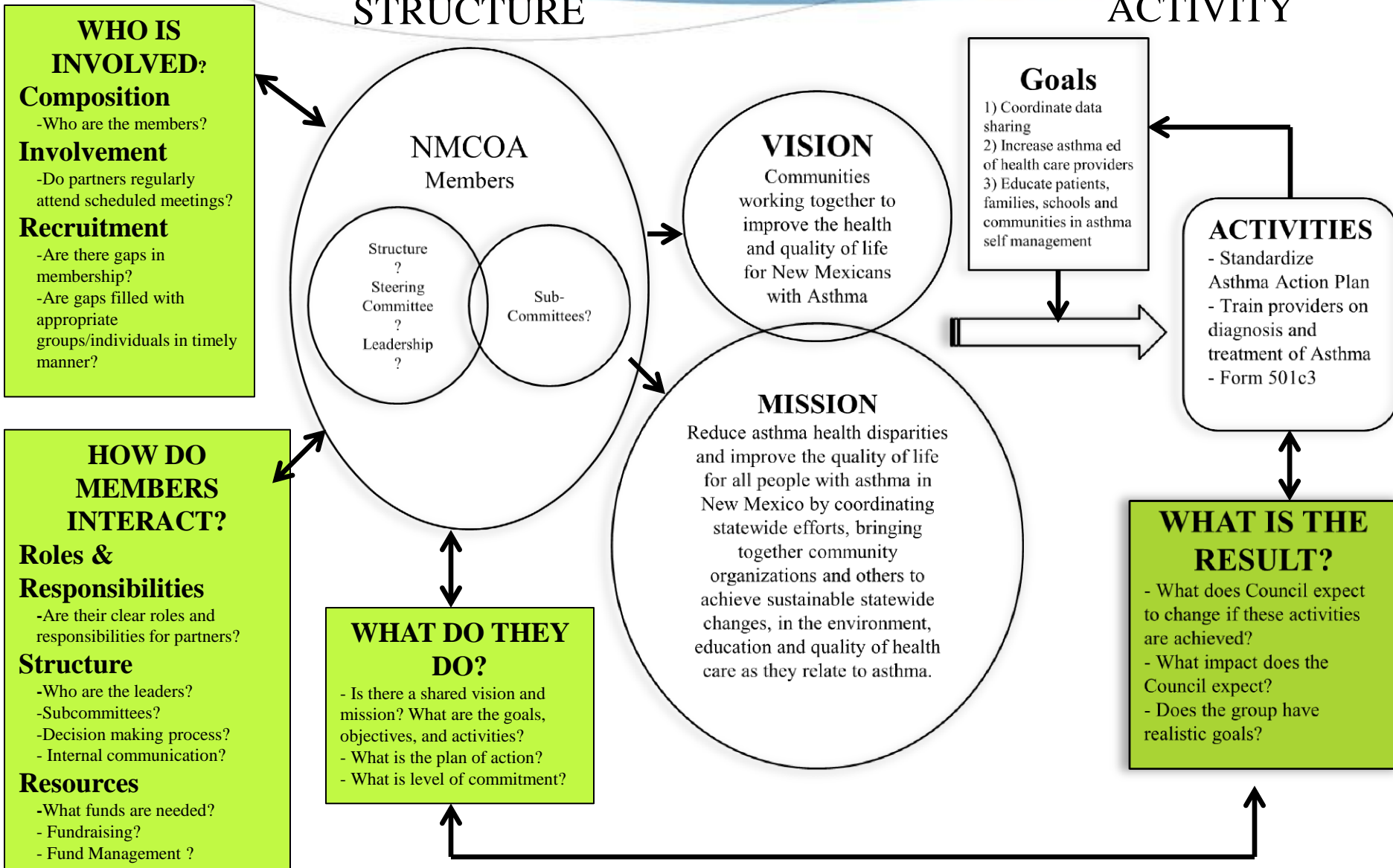
NMCOA Evaluation Questions

Evaluation Focus	Evaluation Questions	Logic Model Component
Council Composition	Who are the members? What power do members have within their organization to influence internal action? What key members are missing?	Who is involved?
Member Recruitment	What is the membership recruitment process?	Who is involved?
Member Involvement	To what extent members regularly attend meetings? What is the role of AP staff in the Council?	Who is involved?
Member Roles and Responsibilities	Are there clear roles and responsibilities for members? What are they?	How do members interact?
Council Structure	What is the leadership structure? What is the decision making process?	How do members interact?
Council Resources	What funds are needed to support the council? Who is responsible for managing funds?	How do members interact?
Council Action	What is the plan of action? Does the group have realistic goals?	What do they do?
<i>Define Success</i>	<i>What constitutes success for each evaluation focus?</i>	

Logic Model_2: Guide Development & Use of IEP

STRUCTURE

ACTIVITY



NMCOA Evaluation Data Collection Plan

Evaluation Focus	Evaluation Questions	Data Source	Method	When
Council Composition	Who are the members?	NMCOA Member List	Document Review	March 2013
Member Recruitment	What is the membership recruitment process?	Council Members/ Leaders	Group Discussion	March 2013
Member Involvement	What is the role of AP staff in the Council?	AP Staff	Self Assessment	Sept. 2012
Member Roles	Are there clear roles and responsibilities for members?	Council Members	Group Discussion	March 2013
Council Structure	What is the leadership structure?	Council Members	Group Discussion	Sept. 2012
Council Resources	What funds are needed to support the council?	Council Members	Group Discussion	January 2013
Council Action	What is the plan of action?	Asthma Plan for NM	Document Review	Nov. 2012



THANK YOU!

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