# The Use of Evaluation to Inform Coalition Development

New Mexico Department of Health Asthma Program

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# NM Council on Asthma: Background & Accomplishments

- 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
- - 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.

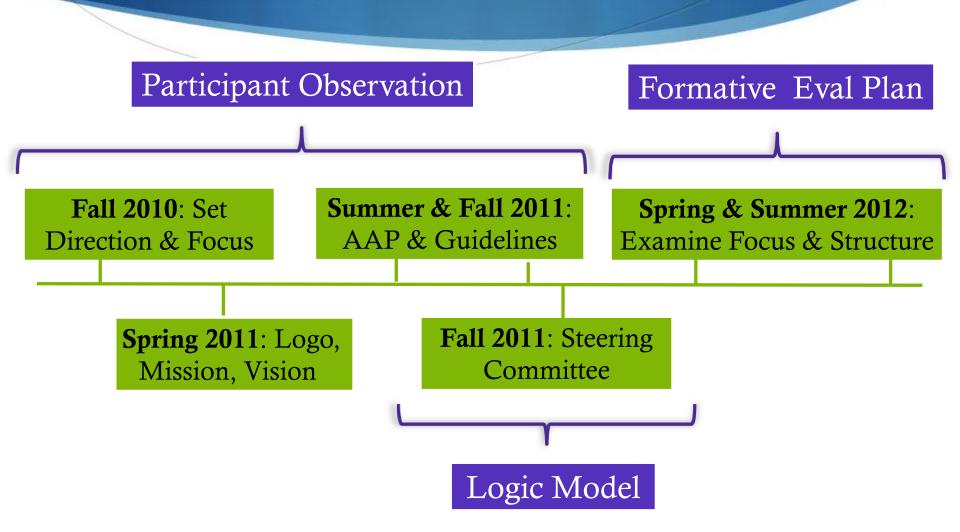
### Evaluation

### **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.

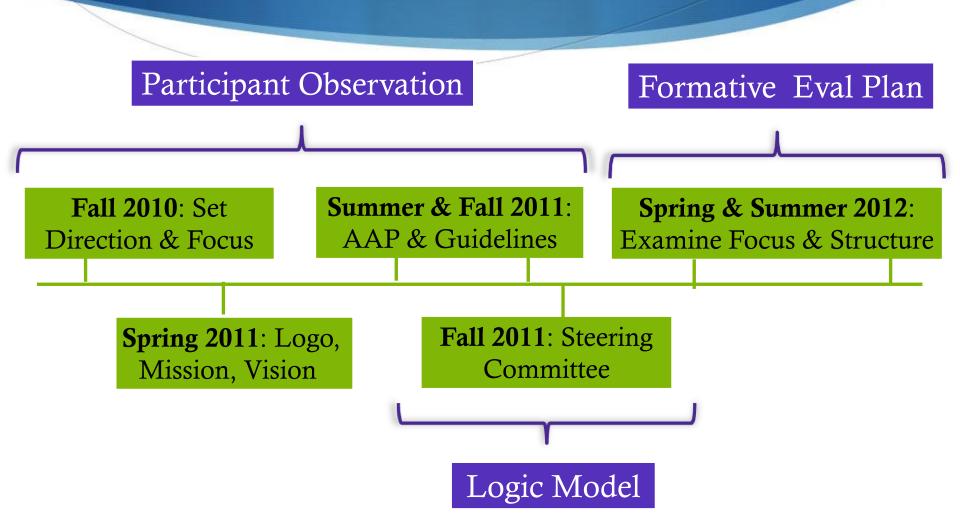
### Intention

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



### Participant Observation



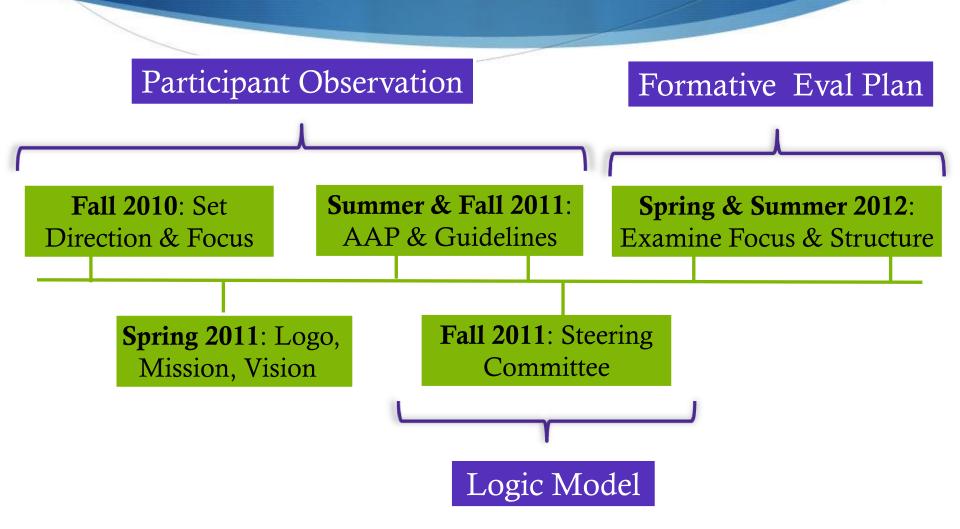


### A process was documented.

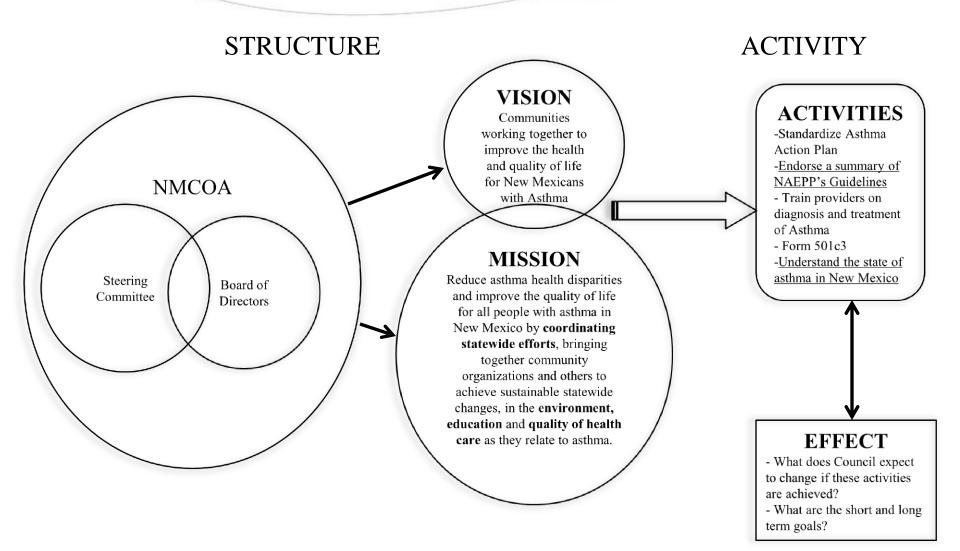
- ♦ Formation of Council and established focus, logo, mission and vision.
- Creation and dissemination of products created by Council (AAP and Practice Guidelines).
- Membership and participation
- Evaluation focus and application

### Logic Model Development





### Logic Model\_1: Presented to Steering Committee



### Logic Model\_2: Guide Development & Use of IEP

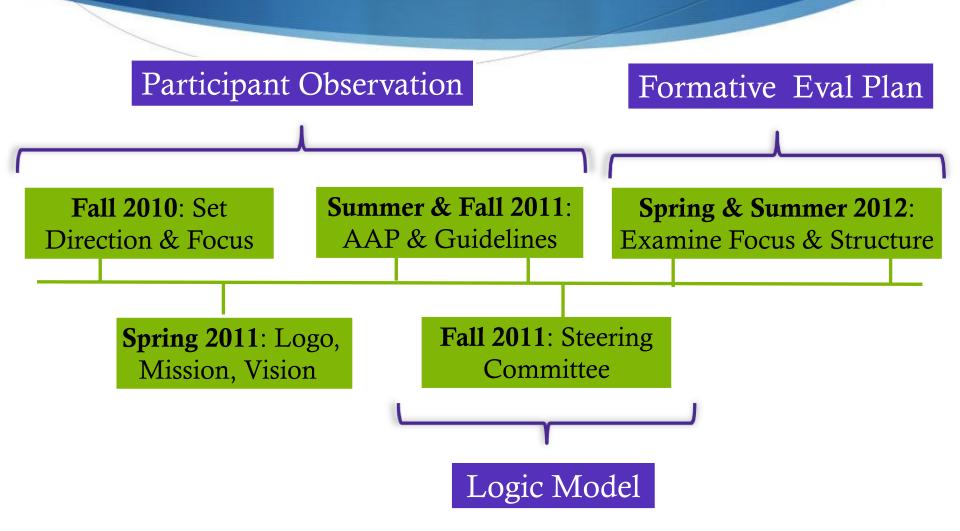
#### **ACTIVITY STRUCTURE WHO IS INVOLVED?** Goals **Composition** 1) Coordinate data -Who are the members? sharing **NMCOA** VISION 2) Increase asthma ed **Involvement** of health care providers Communities -Do partners regularly Members 3) Educate patients. attend scheduled meetings? working together to families, schools and improve the health communities in asthma Recruitment **ACTIVITIES** self management and quality of life Structure -Are there gaps in - Standardize for New Mexicans membership? Asthma Action Plan Steering Subwith Asthma -Are gaps filled with - Train providers on Committee Committees? appropriate diagnosis and groups/individuals in timely Leadership treatment of Asthma manner? - Form 501c3 **MISSION** Reduce asthma health disparities **HOW DO** and improve the quality of life for all people with asthma in **MEMBERS** New Mexico by coordinating WHAT IS THE **INTERACT?** statewide efforts, bringing Roles & together community **RESULT?** organizations and others to Responsibilities - What does Council expect achieve sustainable statewide to change if these activities -Are their clear roles and changes, in the environment, WHAT DO THEY responsibilities for partners? are achieved? education and quality of health Structure DO? - What impact does the care as they relate to asthma. Council expect? **-**Who are the leaders? - Is there a shared vision and - Does the group have -Subcommittees? mission? What are the goals, -Decision making process? realistic goals? objectives, and activities? - Internal communication? - What is the plan of action? - What is level of commitment? Resources

-What funds are needed?

Fundraising?Fund Management ?

# Formative Evaluation Plan

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



# 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.

### NMCOA Evaluation Questions

<b>Evaluation Focus</b>	<b>Evaluation Questions</b>	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?		
Define Success	What constitutes success for each evaluation focus?			

### Logic Model\_2: Guide Development & Use of IEP

#### **WHO IS INVOLVED?**

#### **Composition**

-Who are the members?

#### **Involvement**

-Do partners regularly attend scheduled meetings?

#### Recruitment

- -Are there gaps in membership?
- -Are gaps filled with appropriate groups/individuals in timely manner?

#### **HOW DO MEMBERS INTERACT?**

#### Roles &

### Responsibilities

-Are their clear roles and responsibilities for partners?

WHAT DO THEY

DO?

- Is there a shared vision and

mission? What are the goals,

- What is the plan of action? - What is level of commitment?

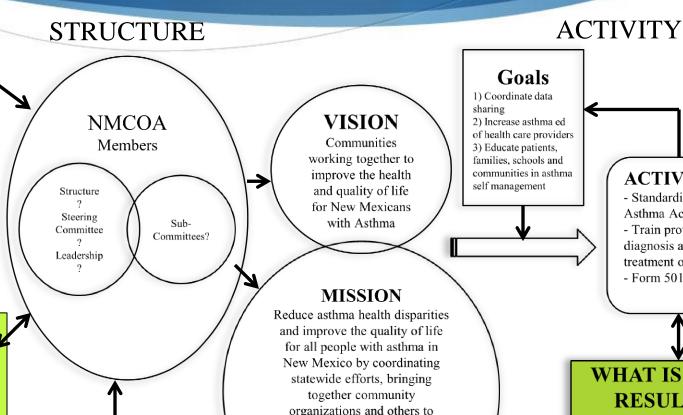
objectives, and activities?

#### Structure

- **-**Who are the leaders?
- -Subcommittees?
- -Decision making process?
- Internal communication?

#### Resources

- -What funds are needed?
- Fundraising?
- Fund Management?



achieve sustainable statewide

changes, in the environment,

education and quality of health

care as they relate to asthma.

### WHAT IS THE **RESULT?**

**ACTIVITIES** 

Asthma Action Plan

- Train providers on

treatment of Asthma

- Standardize

diagnosis and

- Form 501c3

- What does Council expect to change if these activities are achieved?
- What impact does the Council expect?
- Does the group have realistic goals?

# NMCOA Evaluation Data Collection Plan

<b>Evaluation Focus</b>	<b>Evaluation Questions</b>	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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