

Evaluation of the National Chlamydia Coalition: Processes and Lessons Learned From a National-Level Coalition

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Purpose

- To evaluate the effectiveness of the National Chlamydia Coalition (NCC), including its internal operations and impact on members and stakeholders

About the National Chlamydia Coalition

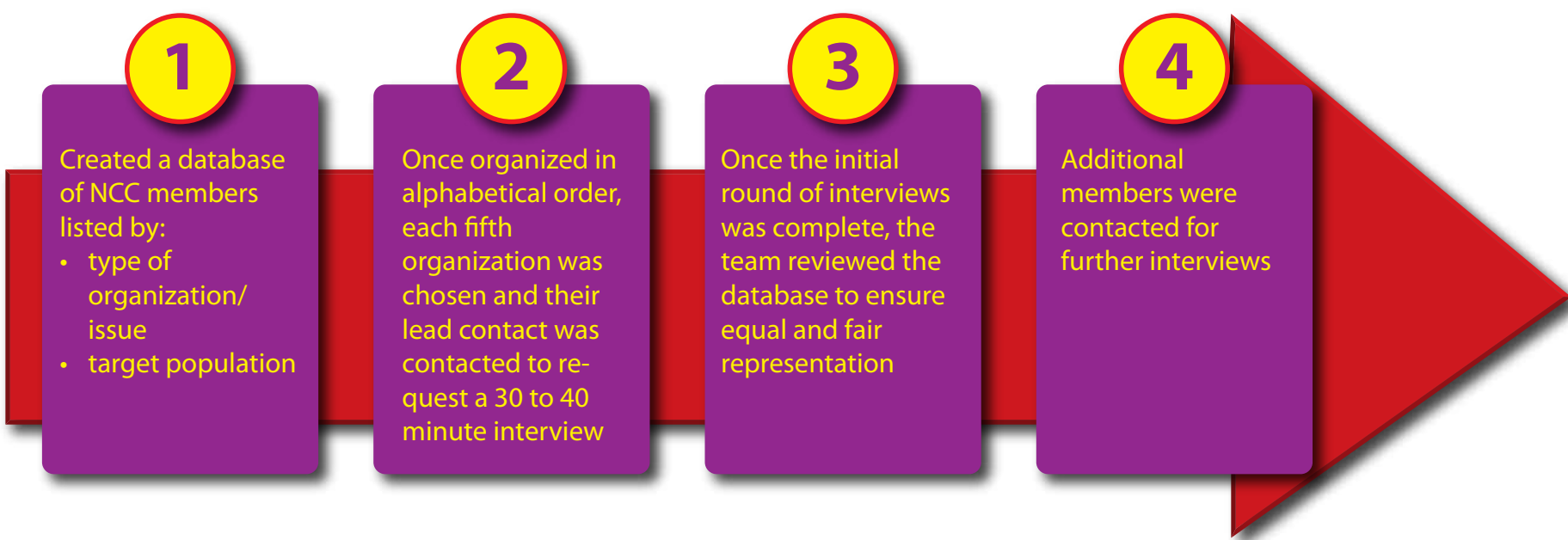
- Definition of coalition:** a strategic partnership among individuals, groups, and organizations that work together to achieve a common goal
- Goal of the NCC is to reduce the rates of chlamydia and its sequelae among sexually active adolescents and young adults
- The coalition has over 40 representatives from a variety of national organizations
- Made up of four committees: Provider Education; Public Awareness; Policy and Advocacy; and Research
- Work is based in part on the Socio Ecological Theory (See Reference Sheet.)

Methods

- Used CDC Evaluation Framework to frame the design and implementation of the evaluation



Figure 1. Recruitment Process for Identifying NCC Members for Key Informant Interviews

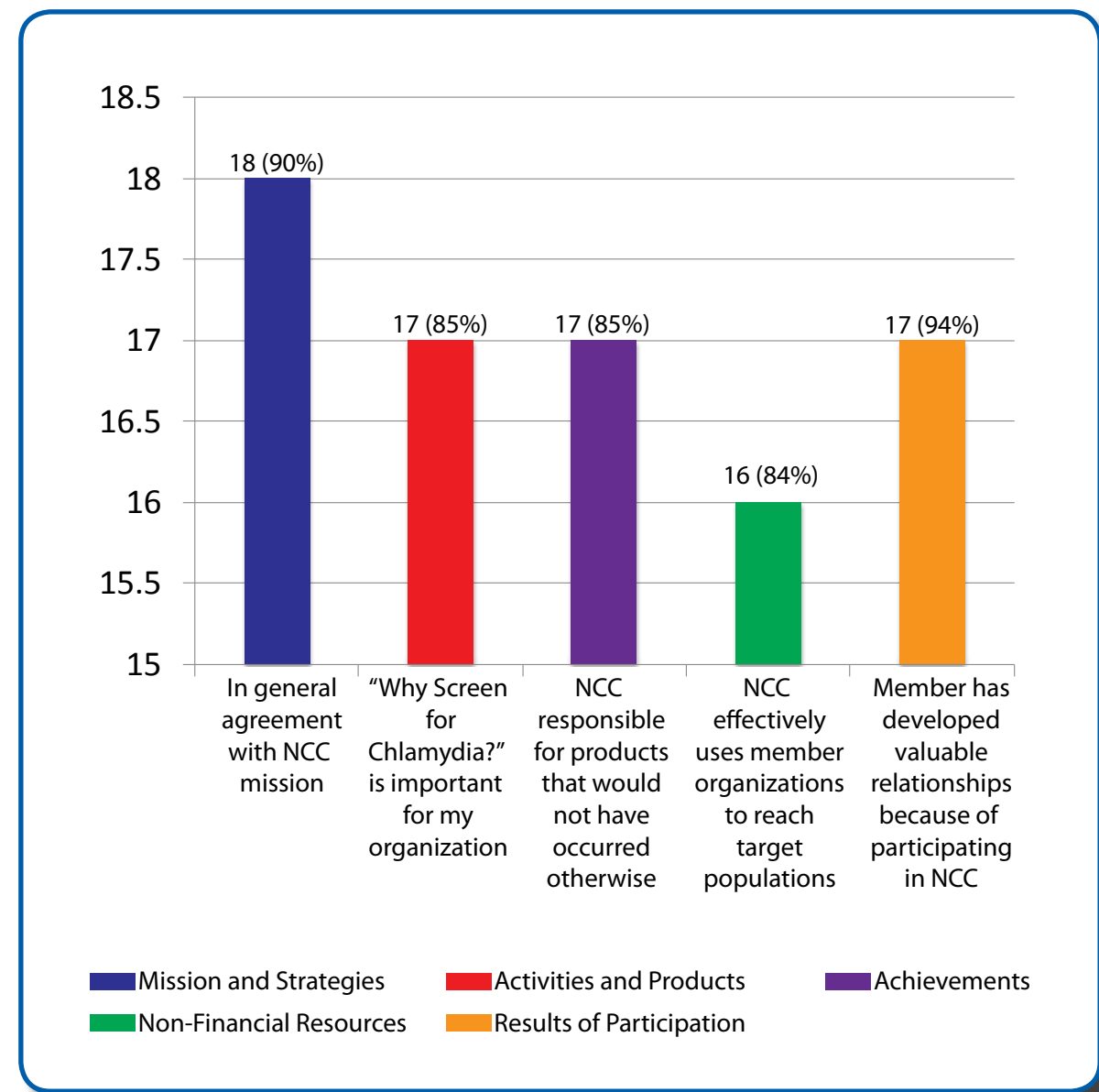


Findings

Member Survey

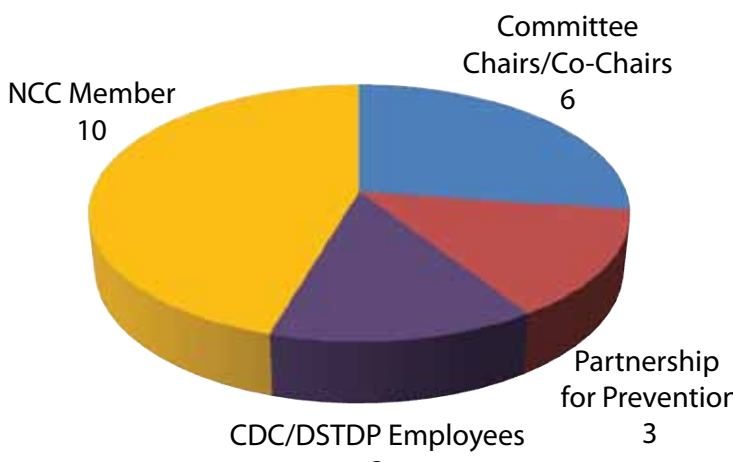
- In October 2010, survey link was sent to 73 individuals; 24 surveys were completed, with a response rate of 33%

Figure 2. Sample Member Survey Data, Organized by Category of Questions (Strongly Agree/Agree Responses)



Key Informant Interviews

Figure 3. Key Informant Interview Participants, by Type (N=22)



"I think I'd like to put another plug for Partnership for Prevention. I've been in a lot of coalitions, and so many of them fall flat and they become coalitions where you're just sharing information and you're not actually doing the projects. With their leadership and because of their involvement, we've been able to do a lot more than we could have, speaking for the Provider Education committee."

Conclusions

- Participants stated key factors crucial for sustainability of a coalition:
 - Funding to support the coalition;
 - A funded entity, like Partnership for Prevention, to maintain daily operations, management, and coordination activities;
 - A mutually agreed upon set of goals/strategies to accomplish the mission

Limitations

- A major limitation in evaluating coalitions is the inability to directly measure long-term health outcomes; these evaluations have a difficult time pinpointing exact time of behavior or health change as it relates to coalition efforts

Recommendations

- NCC should develop a strategic plan that addresses the future, expansion of the coalition, structural changes, member expectations, governance issues, and diversification of funding for sustainability

Table 1. Significant NCC Achievements Identified by Key Informant Types

By Group					
	Provider Toolkit	Communication materials (includes newsletters, guides and briefs)	Increase Awareness	HEDIS Measure to NCQA	Engagement of Others
Committee Chairs	✓	✓	✓	✓	✓
Membership	✓	✓	✓	✓	✓
CDC Staff	✓	✓	✓	✓	✓