

A National Evaluation of Community Outreach and Training Efforts: The Application of a Web-Integrated Database

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Overview

- **Project Background**
 - Purpose
 - Evaluation Questions
- **Evaluation Plan**
 - Methods
 - Database Development
- **Lessons Learned**
 - Strengths
 - Challenges

EDIPPP Sites

- **Maine Medical Center, Portland, ME**
- **Mid-Valley Behavioral Care Network, Salem, OR**
- **University of California, Davis, Sacramento, CA**
- **Washtenaw Community Health Organization, Ypsilanti, MI**
- **Zucker Hillside Hospital, Glen Oaks, NY**

Outreach Efforts

■ Community Outreach Includes:

- Formal trainings
- Informal meetings
- Advertisements
- Other community events

Key Audiences



Evaluation Focus Areas

Process

An assessment of community outreach and training efforts across sites

Outcomes

Intentions and characteristics of referrers
Referrals

Context

An assessment of factors that may impact implementation and outcomes

Timeline

Contract Began:
August, 2007

Contract Ends:
August, 2011

Evaluation Questions

Outcome

- What are the characteristics and background of referrers?
- As a result of outreach, did awareness and intentions to refer increase?
- What factors are positively associated with intentions to refer to EDIPPP?

Evaluation Questions

Process

- Are the sites implementing outreach strategies as planned?
- Have the outreach strategies reached the intended audiences?

Context

- What external factors have influenced the implementation and outcomes of the community outreach efforts?

Methods

- **Qualitative**
 - Key Informant Interviews
 - Focus Groups
- **Quantitative**
 - Surveys (Participant and Trainers)
 - Web-based Outreach Database

Why use a database?

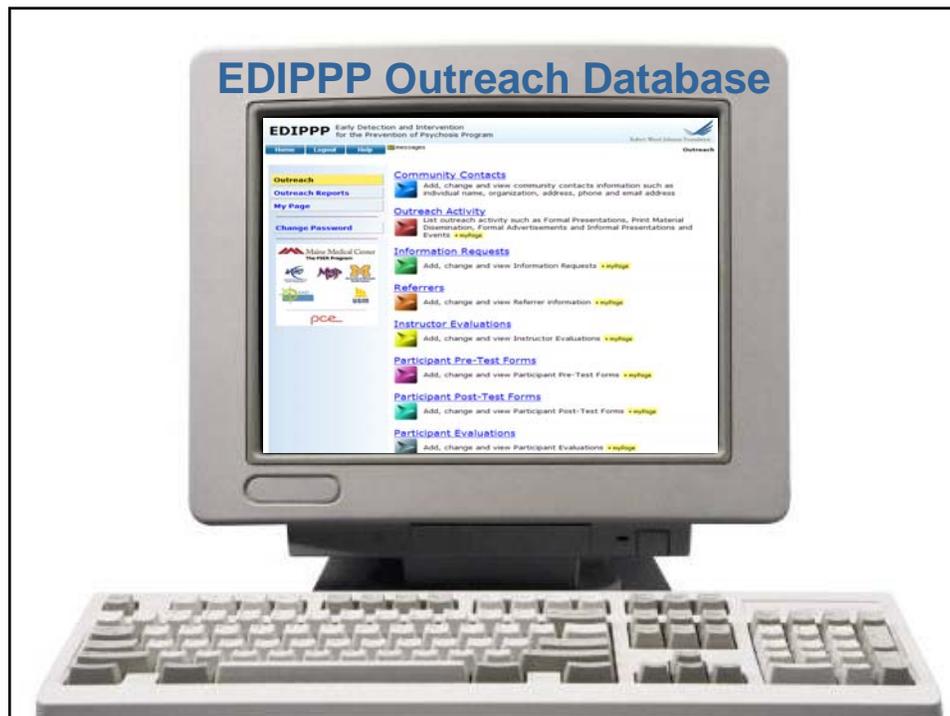
Evaluation Forms

- Referrer
- Information Request
- Outreach Activity Log
- Community Contacts
- Participant Evaluation

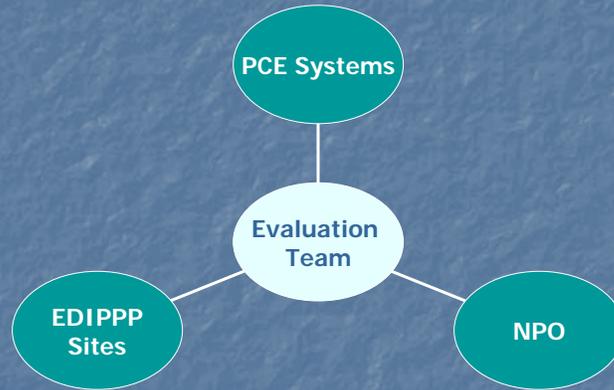
Why use a database?

Outreach Activities:

- 5 EDIPPP sites
- 3 time zones
- 6,551 square miles
- 2,990,346 residents
- 707 schools and universities



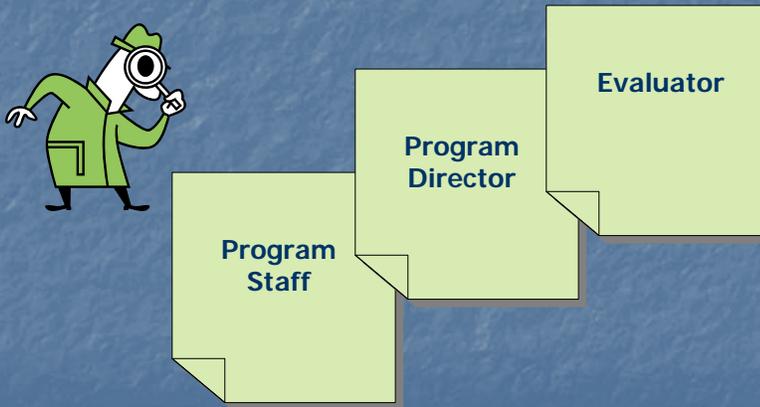
Database Development



Reports & Downloads

- Outreach Activity
- Referrer Characteristics
- Evaluation Tracking
- Excel Downloads for Every Screen

Data Screen Views



System Strengths

- User Friendly
- Multi-Purpose
- Data Input Formatting
- Unique ID
- Real-time Reporting

Preliminary Findings

Data Collection Results (Mar. 08 – July 09)

Evaluation Tools	Total
Instructor Forms	184
Participant Evaluations	1678
Formal Presentations	307
Informal Activities	92
Referrer Forms	793
Information Requests	135

Lessons Learned

- **Good Communication Is Key**
 - Careful selection of programmers
 - Allow extra time for review
- **High Response Rates Are Not Guaranteed**
 - Database should ideally replace and not supplement existing systems
 - Monitor and provide regular feedback
 - Design incentives

Lessons Learned (cont.)

■ Evaluator vs. Provider Needs

- Data entry preferences
- Data compatibility with analysis software
- Data codebook development

■ Expect Surprises

- Even good systems go offline
- Develop a communication plan
- Assign a point person

Questions?

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