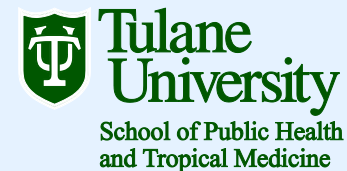


ASSESSING THE IMPACT OF A PUBLIC HEALTH CAPACITY BUILDING PORTFOLIO: THE GULF REGION HEALTH OUTREACH PROGRAM

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DISCLAIMER

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OBJECTIVES

- Briefly explain the Gulf Research Health Outreach Program (GRHOP)
- Illustrate how enterprise evaluation was used to assess the impact of GRHOP
- Review activities undertaken in the three phases of EE:
 - Collective creation
 - Individual data collection
 - Collective analysis
- Discuss insights from applying EE to GRHOP

GULF REGION HEALTH OUTREACH PROGRAM (GRHOP)

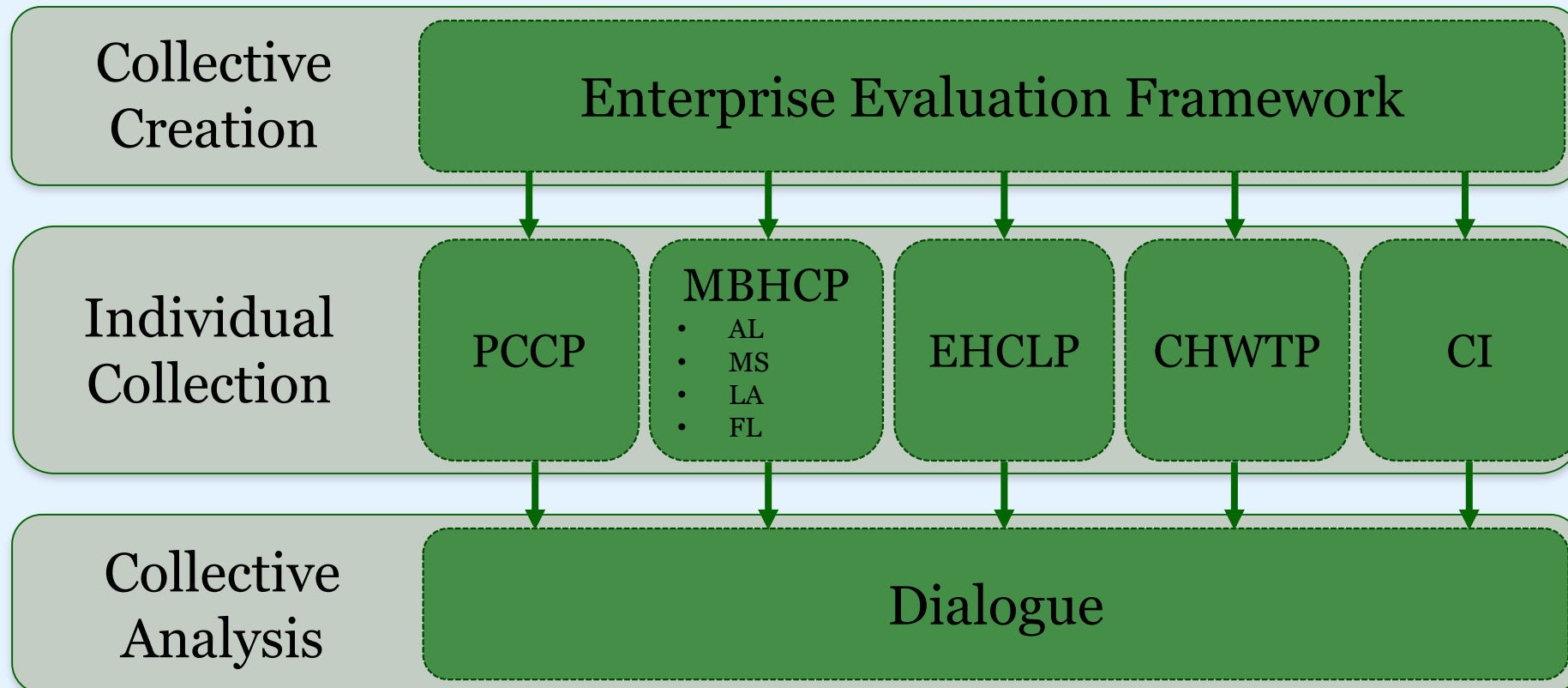
- Funded from the Deepwater Horizon Medical Benefits Class Action Settlement approved by the US District Court in New Orleans on January 11, 2013 and made effective on February 12, 2014
- Carried out in 17 oil spill-affected coastal counties/parishes in Louisiana, Mississippi, Alabama, and the Florida Panhandle
- 6-year projects designed to strengthen healthcare in Gulf Coast communities, total of \$105M granted to 7 organizations



GRHOP PROJECTS

- Primary Care Capacity Project (LPHI)
 - Build the capacity of primary care community health clinics in the region
- Mental and Behavioral Health Capacity Project (LSU, USA, USM, UWF)
 - Provide and enhance mental and behavioral health services and educational opportunities
- Community Health Workers Training Project (USA)
 - Train community health workers
- Environmental Health Capacity and Literacy Project (Tulane)
 - Build environmental health capacity to deliver coordinated specialty medical care
 - Place community health workers in CBOs and FQHCs
 - Strengthen environmental health literacy in high schools

ENTERPRISE EVALUATION APPLICATION: GRHOP



TIMELINE

April – July 2010

Deepwater Horizon oil spill

Spring 2012

GRHOP projects begin implementation

Spring 2013

Project-specific evaluation efforts start

Summer 2013

GRHOP quarterly evaluation subcommittee meetings commence

Spring 2014

Collective Creation of enterprise evaluation framework

Summer 2015

Individual Data Collection starts using enterprise evaluation "zoom-in" models

Spring 2017 -
ongoing

Collective Analysis of mid- and long-term outcomes

COLLECTIVE CREATION: ENTERPRISE LOGIC MODEL

- GRHOP projects were designed interdependently and had overlapping objectives, partners, and sites
- Evaluation subcommittee met 3 times per year in-person
- Evaluation consultant assisted with developing a joint enterprise logic model

Short-term Outcomes

- Project-specific outcomes
- Typically at individual and clinic site level

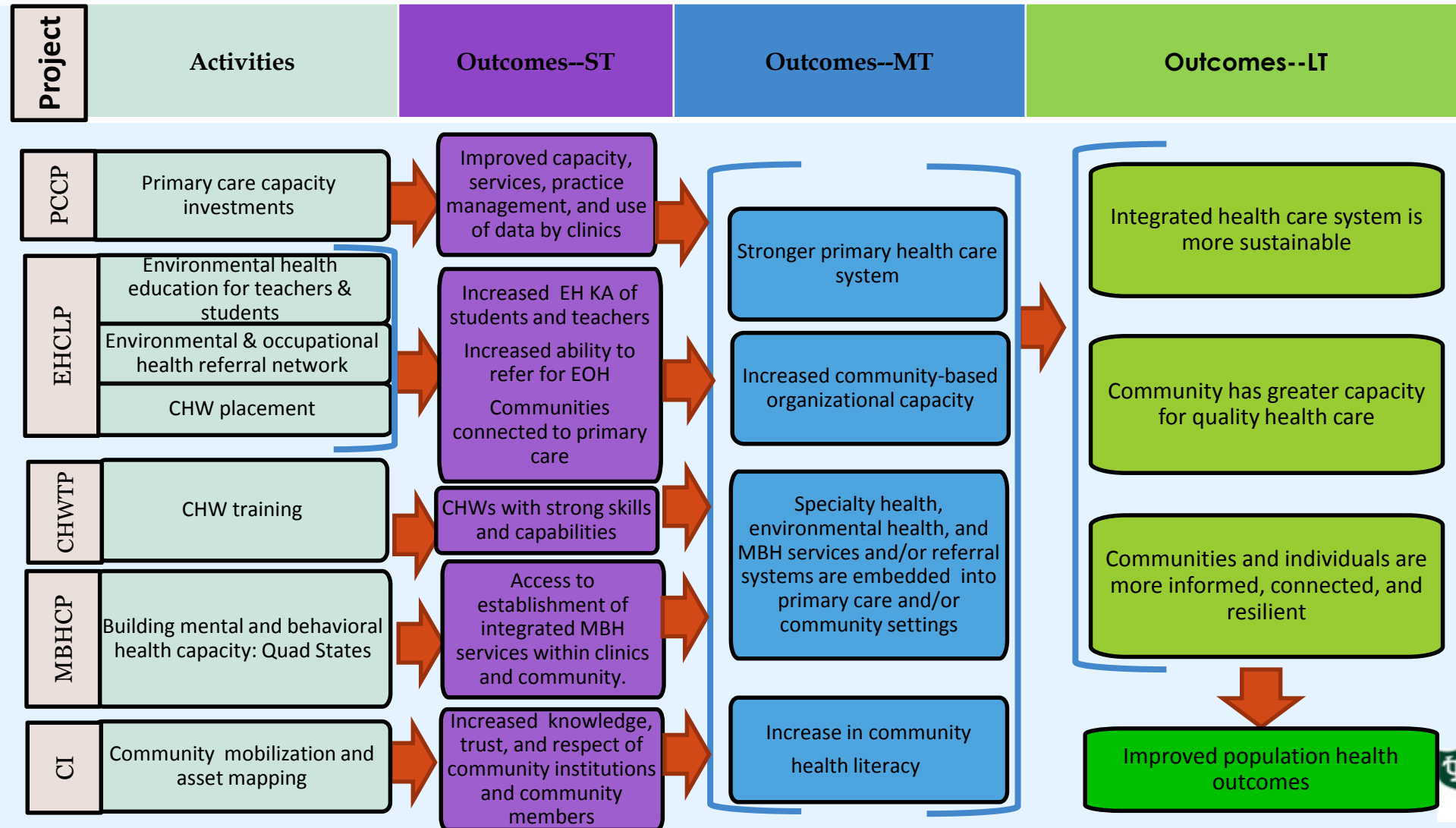
Mid-term Outcomes

- First level of joint outcomes
- Not all projects contributed to all mid-term outcomes
- Typically at clinic system or community level

Long-term outcomes

- Second level of joint outcomes
- Not all projects contributed to all long-term outcomes
- Typically at population or clinic systems level

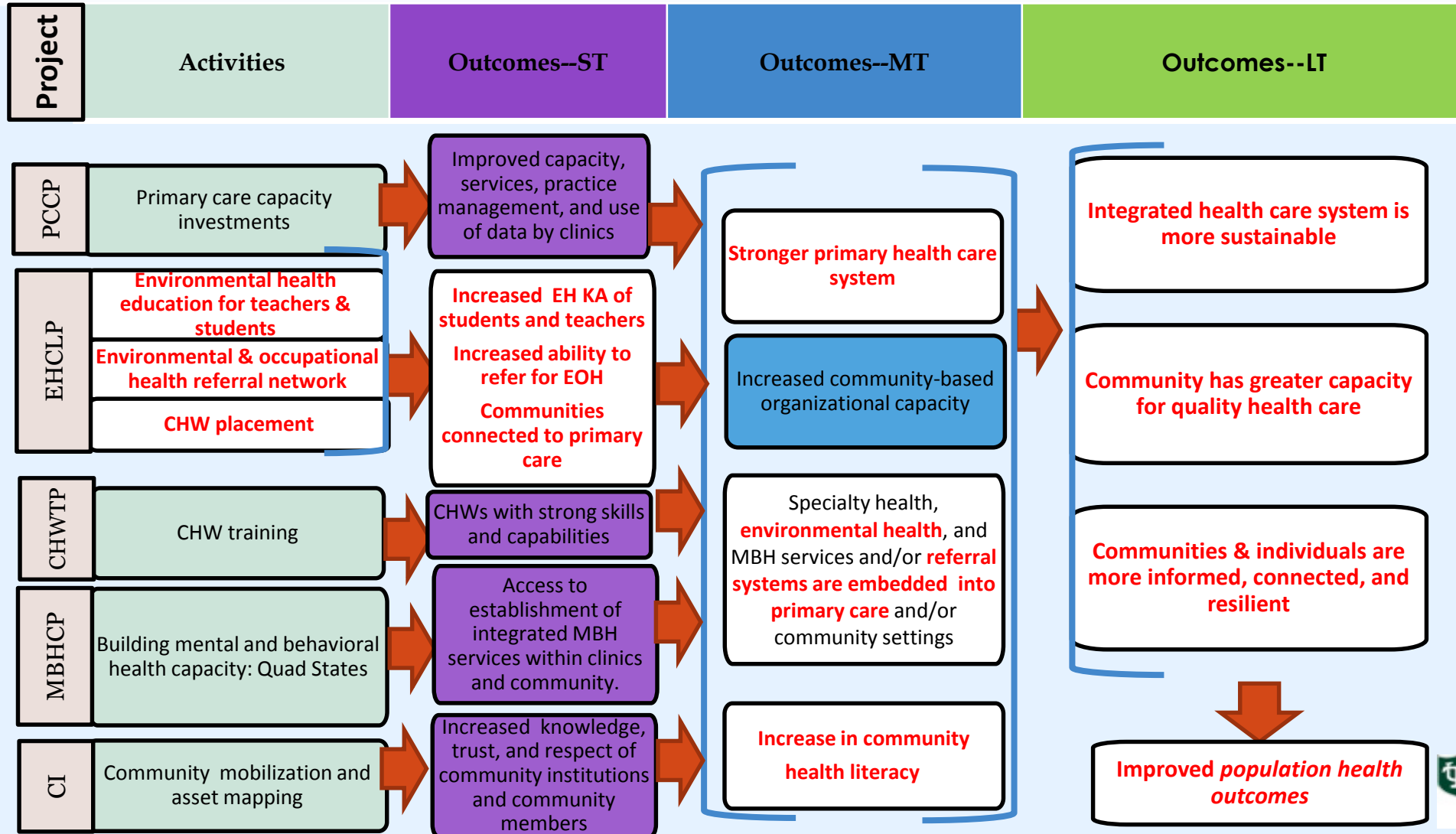
ENTERPRISE EVALUATION LOGIC MODEL



COLLECTIVE CREATION: ZOOM-IN MODELS

- Project-specific “zoom-in models” were developed to understand how projects contributed to joint mid- and long-term outcomes,
- Each zoom-in model had the same MT and LT outcomes as the enterprise logic model, but ST outcomes were project-specific

ENTERPRISE ZOOM-IN MODEL: EHCLP



INDEPENDENT DATA COLLECTION

After logic models were completed, individual projects collected their own evaluation data

- Projects were most familiar with stakeholders and had expertise to select or create data collection tools
- Allowed for intra-project coordination of resources and scheduling
- Took into account the scope of project objectives and diversity within and across states and clinic systems
- Measurement of outcomes completed according to zoom-in models, and thus data collection was informed by overall effort to measure GRHOP's impact

COLLECTIVE ANALYSIS: MID-TERM OUTCOMES

Examine how data collected by individual projects contribute to collective impact

- Multiple projects contributed to same mid-term outcomes
- Analyzed measures across projects for each mid-term outcome
- Gained multi-dimensional understanding of impact
 - PCCP and EHCLP each collected complementary data related a stronger healthcare system
 - PCCP data relates to utilization, while EHCLP data relates to access

INDIVIDUAL DATA COLLECTION EXAMPLE

COLLECTIVE MID-TERM OUTCOME: stronger healthcare system

Individual Project Activity	Data Source	Results
PCCP: Primary care capacity investments	Uniform Data System measures for 12 clinic operators in LA, MS, AL, and FL that were part of PCCP from 2012-16	<ul style="list-style-type: none">• 22% increase in # of medical visits• 32% increase in # of patients
EHCLP: CHW placement in Federally Qualified Health Centers (FQHCs) and community-based organizations (CBOs)	Semi-structured interviews (n=42) with CHWs and CHW supervisors conducted in 2017 in 18 organizations where CHWs were placed in LA, MS, AL, and FL	<ul style="list-style-type: none">• Participants reported health care access improved among clients• CHWs improved access

COLLECTIVE ANALYSIS: LONG-TERM OUTCOMES

- Unlikely that long-term outcomes will be achieved within time frame of 6 years, but still important to assess progress and to identify barriers and enablers to achievement of outcomes
- Undertake cross-project analysis of contributions to common long-term outcomes
- Host a program-wide workshop after program activities finish for in-person reflection on GRHOP's long-term collective impact and paths for sustainability
 - Employ strategies to facilitate reflective discussion of impacts, lessons learned and best practices
 - Involve project leaders, staff and key community and clinic partners

INSIGHTS

- Streamline data collection efforts with existing data systems
- Mandate and fund collective evaluation efforts
- Create enterprise logic model early in the process
- Engage an outside evaluation expert/facilitator
- Leverage existing evaluation expertise among partners

Measuring collective impact requires intentional effort and strong partnerships among practitioners and institutions

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Reference:

Sherman, Covert, Brown, Langhinrichsen-Rohling, Hansel, Rehner, Buckner, & Lichtveld. (2018). Enterprise evaluation: A new opportunity for public health policy. *Journal of Public Health Management and Policy*.