

WHAT'S THE RIGHT MIX? LESSONS LEARNED USING A MIXED-METHODS EVALUATION APPROACH



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Presentation Overview



- Our challenge
- Healthy & Active Communities Initiative
- Evaluation Plan
- Lessons learned

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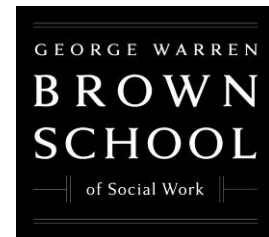
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 Washington University in St. Louis

Our Challenge

- How do we provide a realistic picture about the H&AC Initiative while accounting for:
 - ▣ Long length of Initiative
 - ▣ Large Initiative scope
 - ▣ Highly diverse set of grantees

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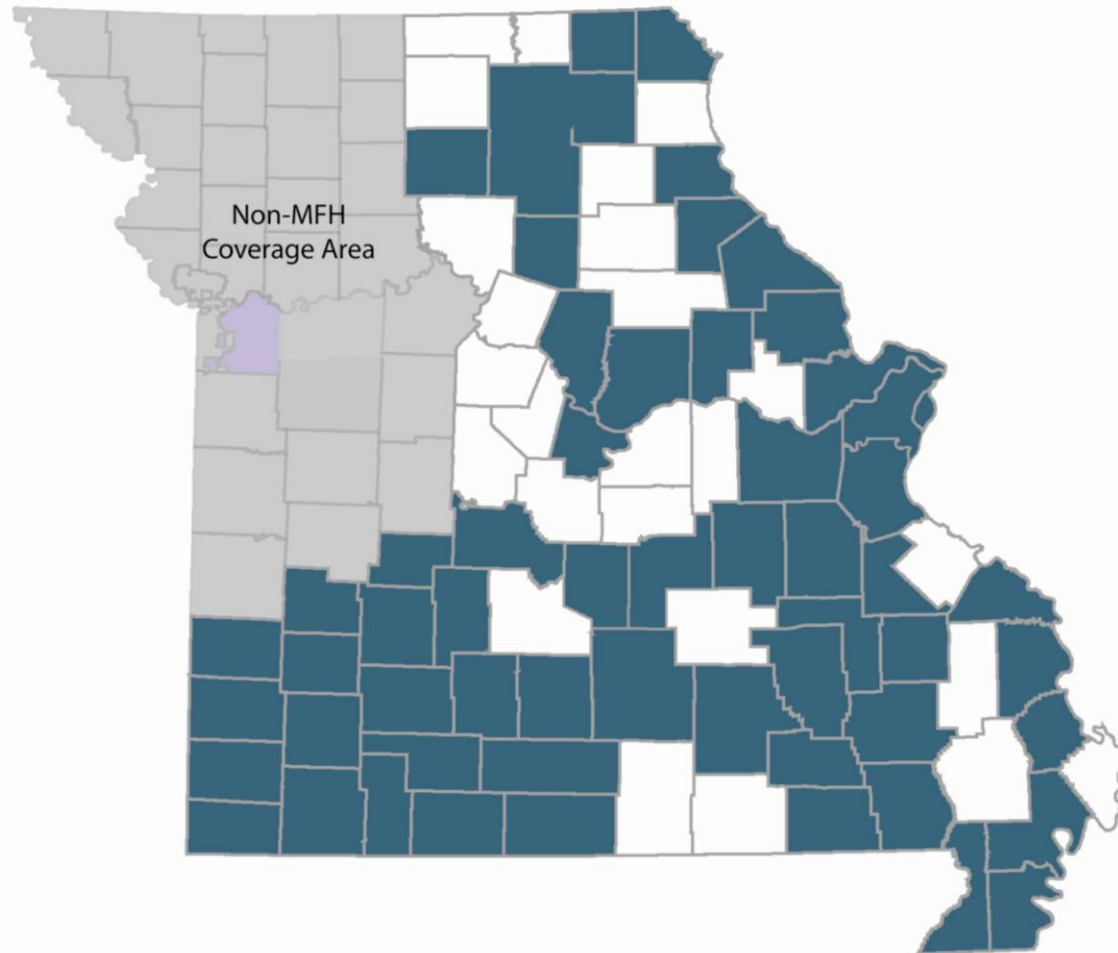
Healthy & Active Communities Initiative

Overview

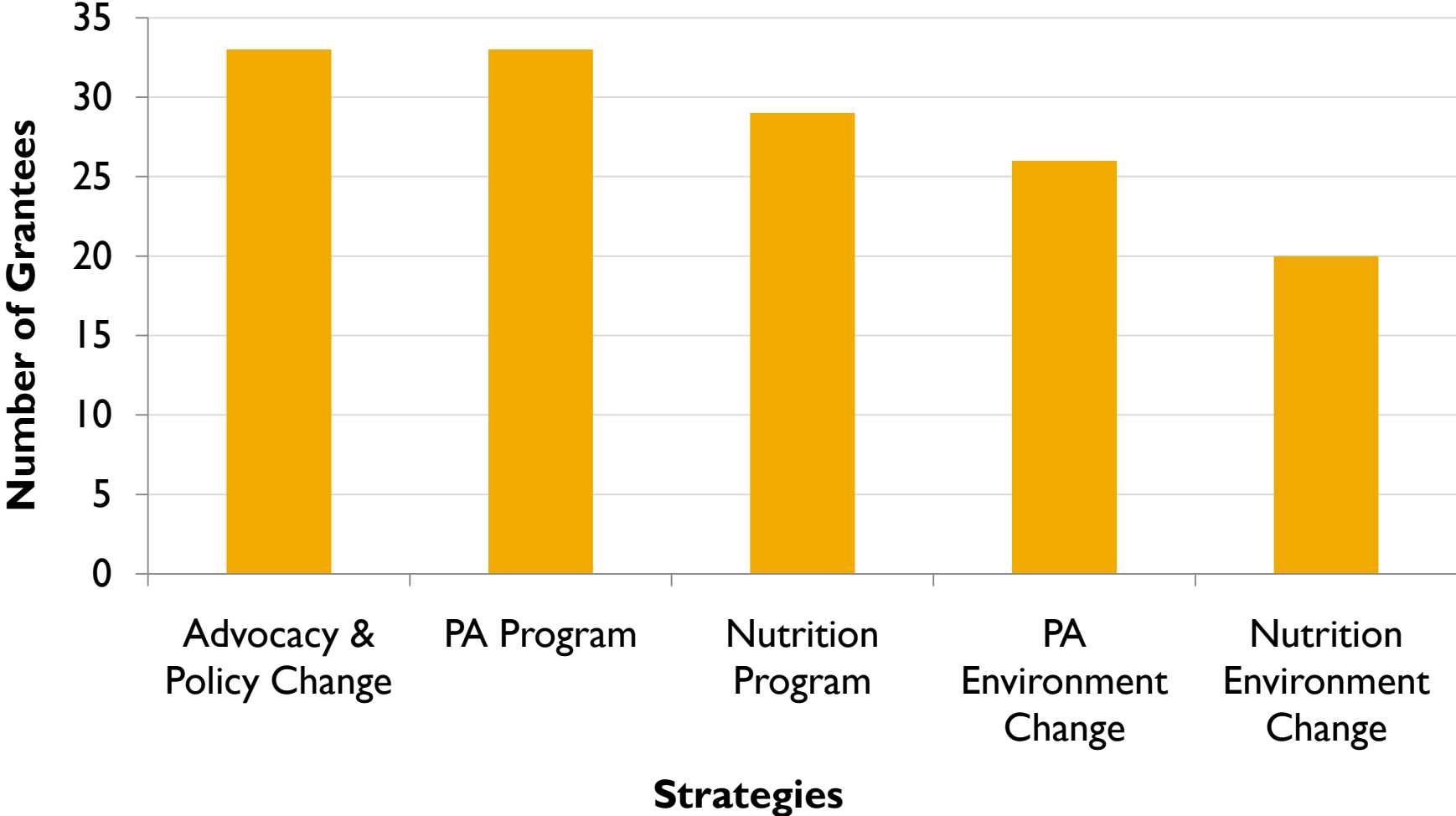
Healthy and Active Communities (H&AC) Initiative

- 2005 – Missouri Foundation for Health launched nine-year initiative to reduce obesity rates in Missouri
- Initiative goals:
 - ▣ Sustainability
 - ▣ Partnerships
 - ▣ Leadership

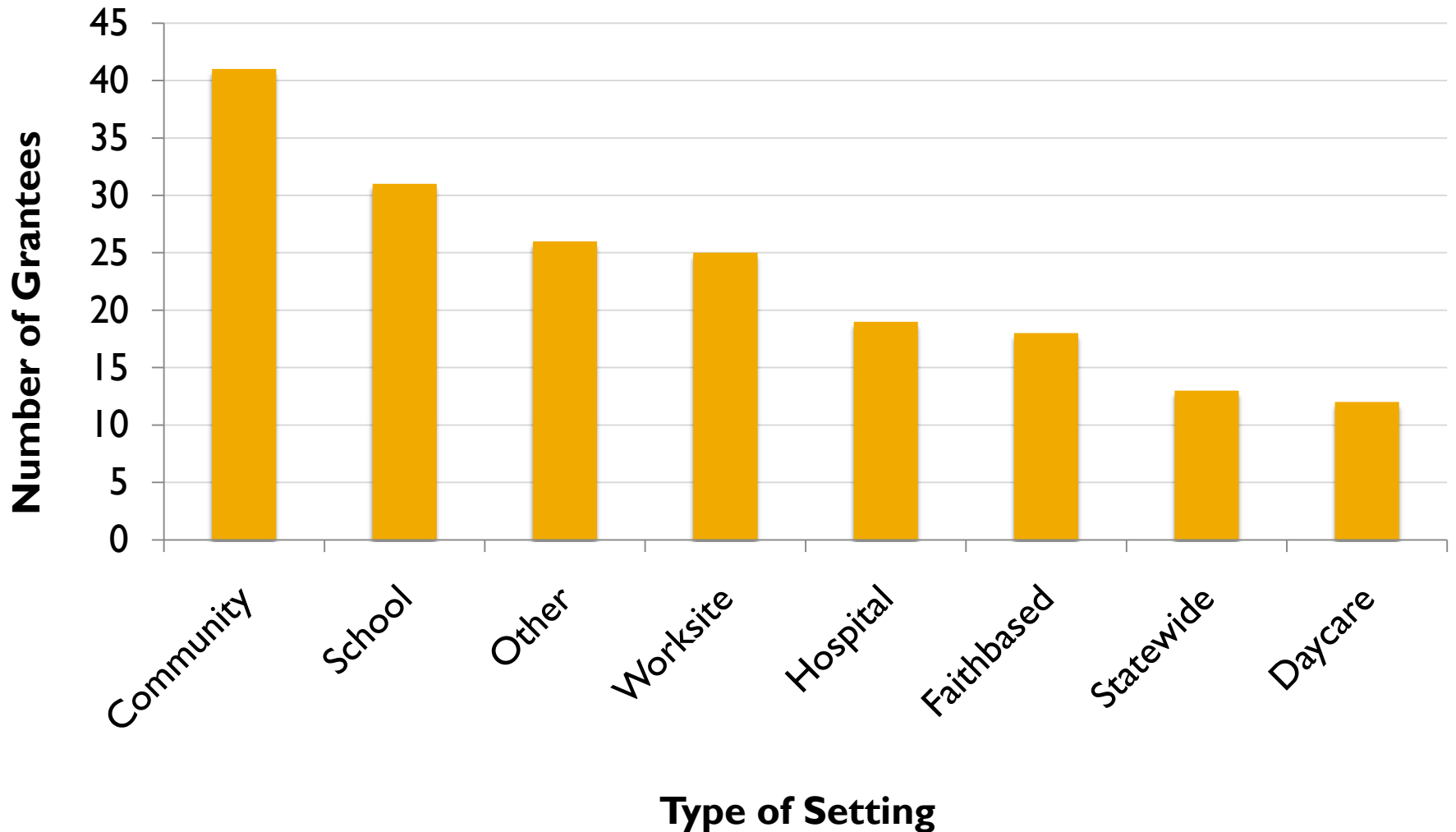
H&AC Initiative – State Coverage



Diverse Focus of Projects



Variety of Settings

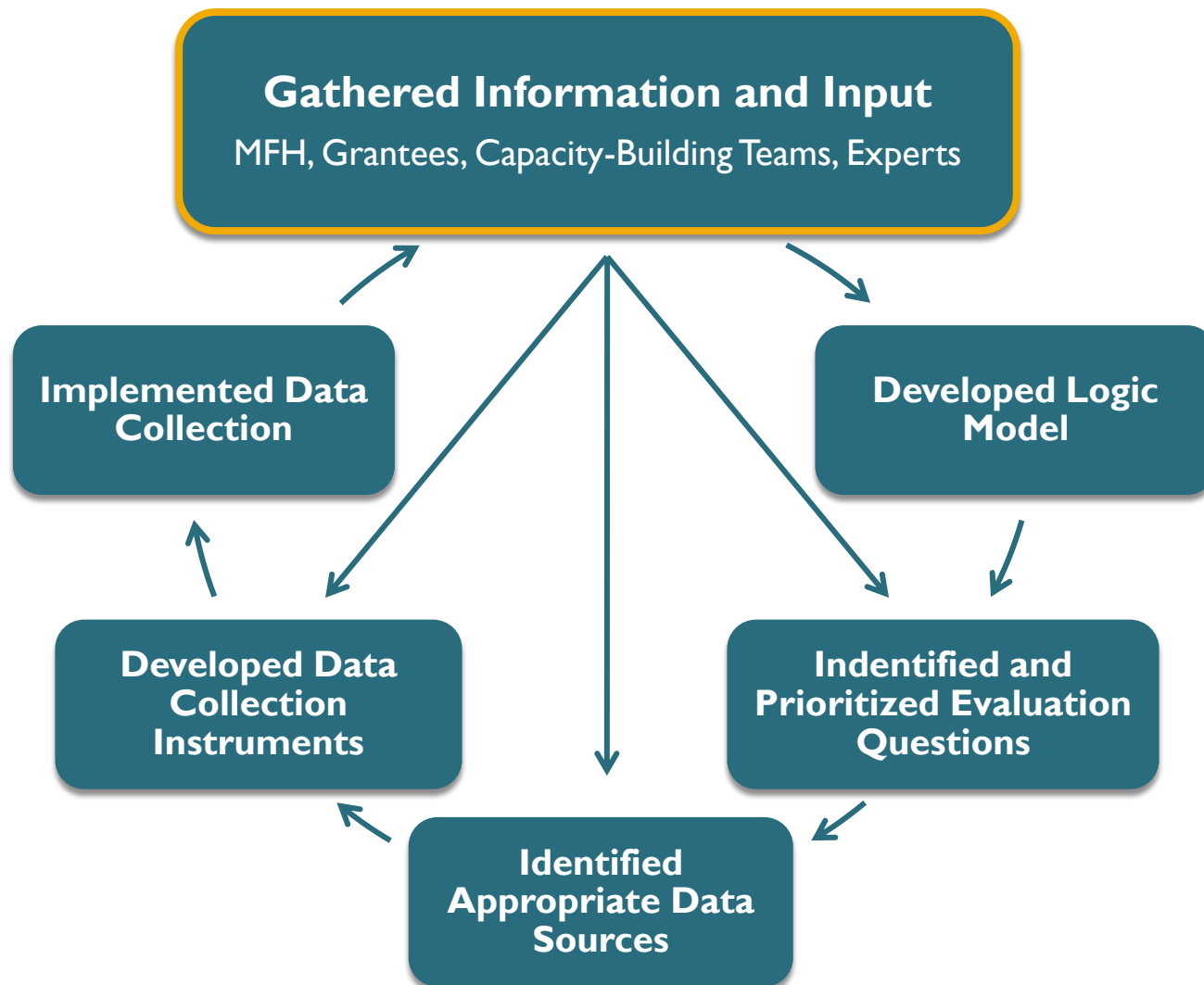


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Healthy & Active Communities

Evaluation Plan

Evaluation Plan Development



Evaluation Focus

- Program capacity
- Program reach
- Partnerships
- Policy and environmental changes
- Sustainability
- Behavior Change

Mixed Methods Approach

- Quantitative Data
 - ▣ Web-based monitoring system
 - ▣ County-level surveillance data
- Qualitative Data
 - ▣ Semi-structured interviews
 - ▣ Policy assessments

H&AC Core Data Set

Data Source	Indicators
Quantitative Web-based data collection system	<ul style="list-style-type: none">• Program reach<ul style="list-style-type: none">• Settings• Geographical areas• Populations affected• Program partnerships (partner type, contributions)• Organizational capacity (staffing, training, funding)
Qualitative Semi-structured interviews	<ul style="list-style-type: none">• Capacity of organizations• Extent of partnerships• Essential skills needed to implement program• Sustainability• Lessons learned

The Monitoring System

- Centralized location for grantees to:
 - ▣ Submit their program data
 - ▣ Monitor their progress over time
 - ▣ Generate reports to meet their program needs
- Allows for collection of data across all H&AC grants
 - ▣ Monthly and quarterly data collection

The Monitoring System

Healthy & Active Programs and Policies Evaluation System

Monthly Data Set

Sample Grantee, November 2010

Add or Update Activity

Activity Detail

Setting

Populations



PARTNERSHIP DEVELOPMENT ACTIVITIES: *St. Louis Partnership Development*

A partnership is a relationship between you and another organization or individual that exists in the interest of achieving a common goal. Partners can share expertise, funding, staff, technology, or other resources. (e.g., recruited new partner, participated in action planning with partner)

Please select the appropriate boxes below that best describe the partnership development activities conducted this month.

Choose all that apply

- Recruited new partner [Edit Existing Partners](#)
- Provided opportunities for partner(s) to receive training
- Conducted Train-the-Trainer activities
- Provided technical assistance **to** partner(s)
- Received technical assistance **from** partner(s)
- Provided informational or financial resources **to** partner(s)
- Received resources **from** partners(s)
- Participated in action planning with partner(s)
- Implementation of program activities by a partner
- Conducted program evaluation activities with partner(s)
- Worked with partner(s) to establish formal agreements (e.g., **maintenance agreement** or **memorandum agreement**)
- Worked with partner(s) on advocacy or policy issues related to physical activity and/or nutrition
- Other

The data set contains unsaved changes. Click the "Save" button to update the database.

[Previous](#) [Next](#) [Save](#) [Exit](#)

Semi-structured Interviews

- Goal: provide more depth to data
 - ▣ Key project stakeholders
 - ▣ Administered twice within 3-year grant period
 - ▣ Average about one hour in length

Example: The Partnership Picture

- Through the collection of both quantitative & qualitative data, we know:
 - ▣ Types of partnerships
 - ▣ Role and contributions
 - ▣ Most critical partners
 - ▣ Missing partners and resources
 - ▣ Changes over time



Lessons Learned

Lessons Learned

- Evaluation Planning
 - ▣ Stakeholder participation is critical
 - ▣ Keep plan focused and realistic
- Mixed methods approach
 - ▣ Identify core data set & most appropriate method
 - ▣ Realistic in scope of data collection
 - ▣ Keep in mind that each type of data only provides one perspective

Lessons Learned

- Implement a continuous feedback loop
 - ▣ Obtain stakeholder feedback throughout every step
 - ▣ Get grantee buy-in
 - ▣ Share data in a timely manner

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