# Evaluating Outreach & Enrollment Grant Activities

## Introduction to Evaluation and Tools Used in St. Louis

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Webinar: Integrating Evaluation into Your AI/AN Outreach Enrollment Grant

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# Overview

- Evaluation 101
  - Why evaluate?
  - Evaluation steps

- Example: St. Louis Children's Hospital
  - KEEP objectives & methods
  - Possible outreach & enrollment evaluation tools

# WHY EVALUATE?

# Document Successes (or Problems)

- Did it work?  Provide hard numbers.

- What didn't work?

- Did anything unexpected happen?

- Are needs being met?

# Share Results

- Recognize & advertise strengths

- Attract support for activities

- Attract/retain collaborators and staff

# Make Improvements

- Modify implementation

- Advocate for policy change

- Advocate for retention/increase in funding
  - Continued cycle if available
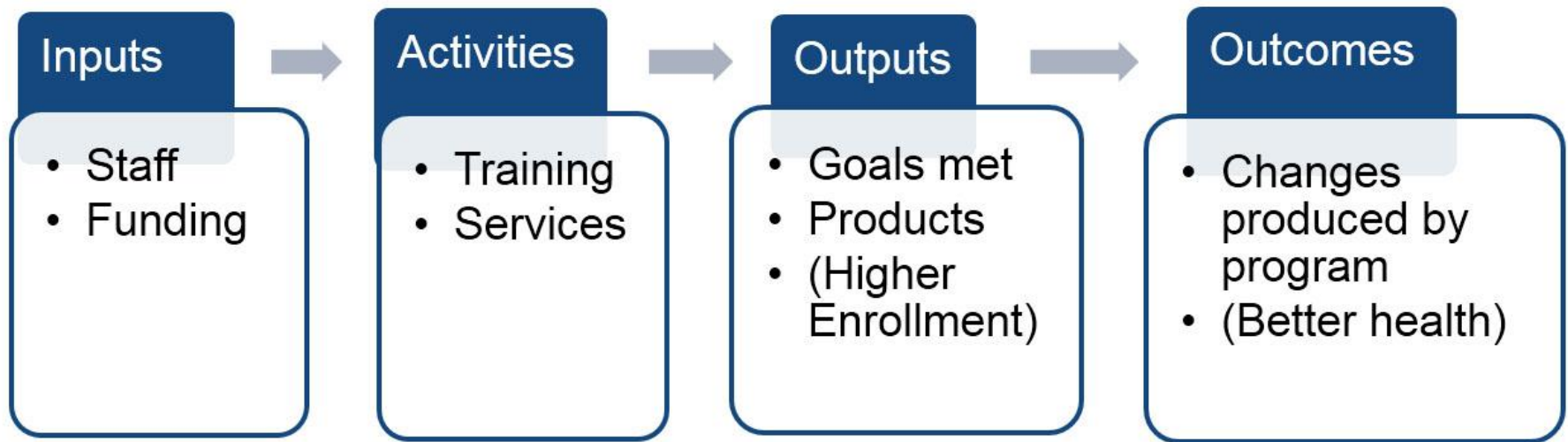  - Sustainability with other sources

# EVALUATION STEPS

# 1. Design

- What do you want to know?
    - Follow grant objectives – stay focused!
    - Logic model

| Inputs | Activities | Outputs | Outcomes |
|---|---|---|---|
| • Staff<br>• Funding | • Training<br>• Services | • Goals met<br>• Products<br>• (Higher Enrollment) | • Changes produced by program<br>• (Better health) |

- Develop methodology
  - Communicate with participants
  - What is feasible to gather?
  - Keep it measurable
    - Quantitative
    - Qualitative

# 2. Collect & Analyze Data

- Monitor data quality as they come in

- Communicate with participants

- Modify collection tools if necessary

- Cleaning

- Conduct appropriate analyses

# 3. Report/Disseminate

- Treat written report as historical document that may get publicly disseminated

- Live presentation(s)

- Possible conversion to research publication

# KEEP

Example of Enrollment & Outreach in St. Louis

# KEEP

- Kids Enrollment Education Project
- Evaluation objective: Compare different outreach methods on
  - Number of enrollment approvals
  - Success rates
  - Cost: dollars per approval
- Outreach methods:
  - Active
  - Passive
  - Mixed

# Active Outreach: MOSES

- Metropolitan Organizations Strengthening and Empowering Society

- Consortium of 35 area churches

- Experience in grassroots activism in low-income and African American communities in St. Louis

- Methods
  - Door-to-door canvassing in targeted communities
  - Telephone & mailings
  - Promotion by church pastors

# Passive Availability: HDCK

- Health and Dental Care for Kids
- Pediatric health & dental clinic serving children from low-income families in St. Louis metro area & surrounding counties
- Methods
  - On-site enrollment specialist assisted families to complete application as children received care
  - Parents could also complete & submit application on their own

# Mixed-Methods: SLCH

- St. Louis Children's Hospital
- Premier children's hospital serving St. Louis area and international patients
- Methods
  - Mobile clinic vans (active/passive)
  - Health fairs (active/passive)
  - School outreach (active/passive)
  - Asthma & Allergy Foundation of America (passive)
  - Healthy Kids in Action (passive)

# TOOLS

# Contact Information Form

- Completed at first contact for active and mixed outreach methods by enrollment specialists/canvassers

- Family identification and demographic information – entered into electronic database later

- Customized for objectives of each method

**Front:**

# Children's
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# KEEP
*Kids Enrollment Education Project*

## MOSES Contact Information Form

| PERSON SPOKEN TO (IF NOT PARENT OR GUARDIAN) | | | RELATIONSHIP TO CHILD/CHILDREN |
|---|---|---|---|

| PARENT/GUARDIAN FIRST NAME | LAST NAME | | # CHILDREN |
|---|---|---|---|

| STREET ADDRESS | CITY: St. Louis | STATE: MO | ZIP |
|---|---|---|---|

| TELEPHONE NUMBER | ALTERNATE NUMBER |
|---|---|

| EMAIL | FAMILY ID |
|---|---|

| CHILD FIRST NAME | CHILD LAST NAME | Child ID | Application Status | Date Received | Approved? |
|---|---|---|---|---|---|
| | | | ☐ New ☐ Returning | | ☐ Yes ☐ No |
| | | | ☐ New ☐ Returning | | ☐ Yes ☐ No |
| | | | ☐ New ☐ Returning | | ☐ Yes ☐ No |
| | | | ☐ New ☐ Returning | | ☐ Yes ☐ No |

Please enter child demographic information on back of page  (CONTINUE ON BACK IF NECESSARY)

Notes:

_____

_____

_____

_____

| First Contact | Application Meeting Location | If application is denied, list reason (Include Child ID): |
|---|---|---|
| ☐ Door (ID:_____) | ☐ Home Visit | |
| ☐ Telephone (ID:_____) | ☐ Church | |
| ☐ Pastor | ☐ Social Worker Office | |
| ☐ Pastor/Door (ID:_____) | ☐ Telephone Completion | |
| ☐ Walk-In   ☐ Mail | ☐ Mail Completion | |
| Date: | Date: | Reason Parent Decided Not to Apply: |

| Parent Approved for Coverage | Application Not Completed Because: | |
|---|---|---|
| ☐ One | ☐ Unable to Contact Parent/Guardian | |
| ☐ Both | ☐ Parent/Guardian Decided Not to Apply | |

4/15/2011

Back:

| Child Name | Race (Check only 1 per child) | | | | | Other Demographics (Check all that apply) | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Asian/ Pacific Islander | American Indian/ Alaska Native | Black/ African American | White-European/ Middle Eastern | Unknown/ More than One | Hispanic/ Latino | English Second Language | Rural | Age 13-18 | Homeless |
| | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |

# Databases

- Maintained by enrollment specialists

- Customized for objectives of each method

- Controlled data entry fields to maximize ease and minimize errors

- Searchable by name and DCN

- Instruction manual provided

# MOSES Data Entry

Name Search: one

Clear Filters

DCN Search:

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| Field | Value |
|---|---|
| Family ID | 171 |
| Casehead First Name | Jane |
| Casehead Last Name | Smith |
| Street Address | 123 main |
| City | St. Louis |
| State | MO |

| Field | Value |
|---|---|
| Zip | 63333- |
| Telephone Number | 314-222-2222 |
| Alternate Number | |
| Parent/Guardian Email | |
| First Contact | Door |
| First Contact ID | 3 |
| First Contact Date | 12/1/2010 |
| Caseworker | Caseworker 1 |
| Caseworker Phone # | 314-999-9999 |
| Load # | asdf 1321 |

| Field | Value |
|---|---|
| Application Meeting Location | Home Visit |
| Application Meeting Date | 12/3/2010 |
| Contact Attempts | 2 |
| Application Not Completed Because | Unable to Contact Parent/Guardian |
| Reason Parent Decided Not to Apply | asdfasdf |
| Parent Approved for Coverage | Both |

<< Previous Family    Next Family >>    Add New Family

| Child ID | Child First Name | Child Last Name | DCN | Application Status | Number of Applications | Date Received (Most Recent) | Approved: | Retention |
|---|---|---|---|---|---|---|---|---|
| 281 | child | one | 11111111 | New | 1 | 12/9/2010 | Yes | Drop Recapture |
| 282 | child | two | 55555555 | Returning | 3 | 12/22/2010 | No | Re-Enrolled |
| (New) | | | | | | | | |

Record: 1 of 2    Unfiltered    Search

Record: 1 of 1    Filtered    Search

View    Num Lock

# Children's

## Introduction to the MOSES Database

Welcome to the MOSES database, where KEEP Medicaid enrollment data and a roster of First Contactors will be kept.

Note that this database houses four different types of objects: forms, tables, queries, and reports. The forms are where you will enter data for enrolling individuals in Medicaid and keep track of the First Contactors. The tables are where the information is stored. Queries tie the information together and may add some calculations; you will be sending one of these queries to CTPR for analysis. Lastly, the report organizes some of the information in a way that is easier to look at.



IMPORTANT: This database contains macros to make it work properly, and they must be enabled before use. Once you open the database, click on the "Options" button above, select "Enable this content," and click "OK."



## Entering MOSES First Contact Roster Information

1. Open the CHIPRAMOSES database and enable content.
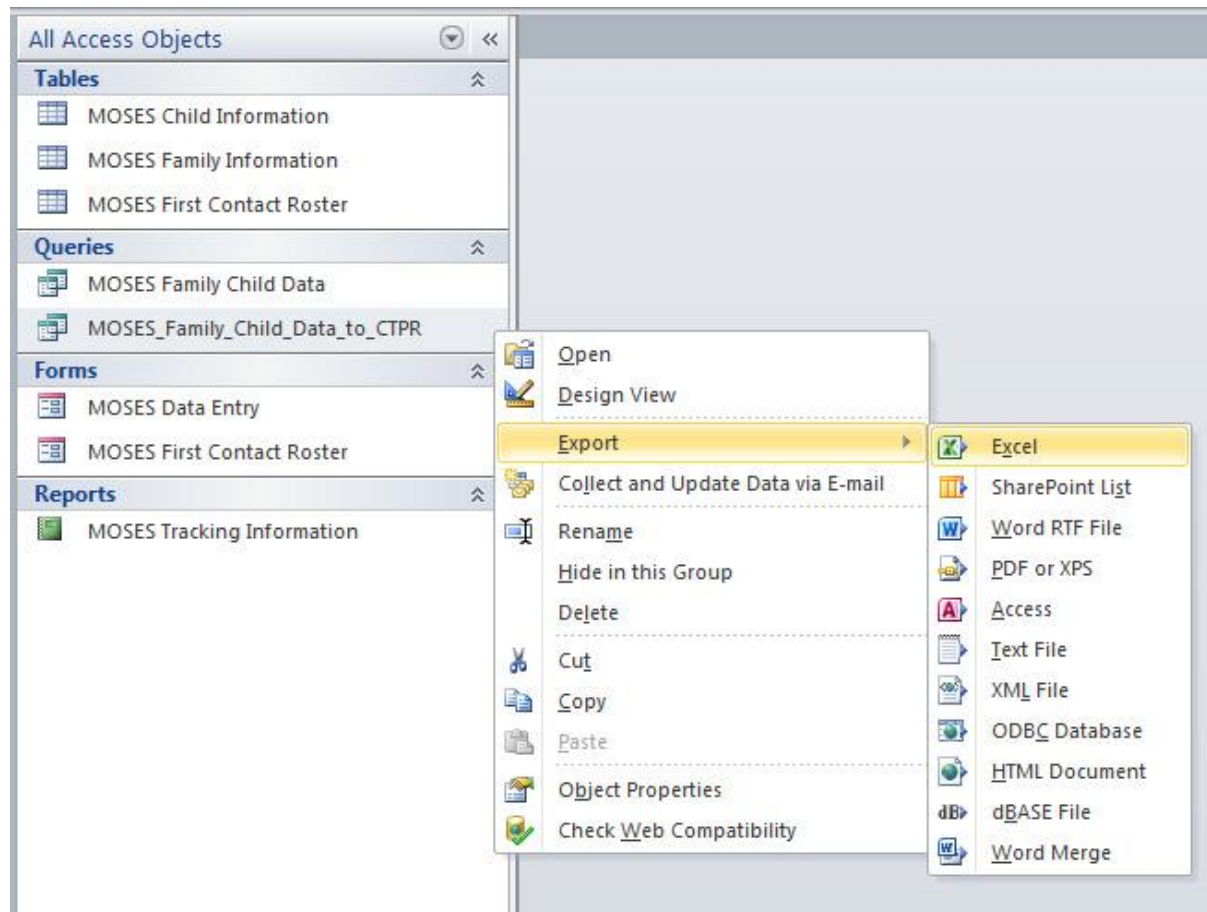2. In the left-hand frame, double-click the "MOSES First Contact Roster" form.



3. Enter the ID, first name, last name, and type for each door-to-door and phone bank employee.
   a. Use the "Tab" key to move to the next field. Hitting "Tab" at the end of entering information for an employee will automatically move you down to the next employee.
   b. Each person needs their own ID #. You will get an error message if you enter an ID that has already been taken. Go ahead and delete it, then enter a new number.
   c. For "Type," you can select "Door," "Telephone," or "Both." Alternatively, typing "d" will automatically complete the field with "Door," "t" for "Telephone," or "b" for "Both."



   d. Access automatically saves data as they are entered.

# Databases

- Built-in capability for exporting de-identified data

# Databases

- Reports for summarized information

# Databases

- Customized time tracking



**SLCH Supervisor Daily Hours Entry**

| Day # | Work Date | Administrative Hours | SLCH Enrollment Hours | MOSES Enrollment Hours | HDCK Enrollment Hours |
|---|---|---|---|---|---|
| (New) | 9/5/2013 | 0 | 0 | 0 | 0 |

**HDCK Social Worker Hours**

| Week # | Week Start Date | Week End Date | Translation Hours | Psychotherapy Hours | Total Hours |
|---|---|---|---|---|---|
| (New) | | | 0 | 0 | 0 |

# Invoices

- Salary/benefits (adjusted for time)

- Computers/postage/supplies

- Rent/telephone/mileage

# Listening to Participants

- Impossible to design standard tool capable of measuring everything

- Provide rich context useful for interpreting results and generating recommendations

# Resources

- Evaluation
  - Mattessich, P.W.  (2003).  *The manager's guide to program evaluation: Planning, contracting, and managing for useful results.*  Fieldstone Alliance: St. Paul, MN.
  - American Evaluation Association: http://www.eval.org/
- Database development
  - Balter, A.  (2007).  *Mastering Microsoft Office Access 2007 Development*.  Sams Publishing: Indianapolis, IN.
  - http://forums.aspfree.com/microsoft-access-help-18/

# Questions?

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