MCH Evidence Office Hours

Session 2:
Completing Your State Action Plan
Office Hours Sessions

Session 1:
Selecting Strategies and Ensuring Programs
Address Your Priorities
Archive available:

Session 2:
Completing Your State Action Plan
Friday, 08/07/20 3-4PM Eastern

Session 3:
Choosing Meaningful, Measurable, and Moveable ESMs
Friday, 08/21/20 3-4PM Eastern
Agenda

Completing Your State Action Plan

Introductions

Questions and Peer-To-Peer Discussion (50 minutes)
Responses from submitted and chat box questions
Peer to Peer sharing and learning

Review of Tools (10 minutes)

Feedback
Now that you are working on your State Action Plan...

**Remember... Priority Needs**
- Refer back to your needs assessment data, ensuring that these priority needs align with what was identified through your needs assessment work and identified by your partners

**Strategies**
- Utilize Evidence Center Resources (and other available resources) to identify strategies are evidence-based or -informed and align with your priority needs

**Objectives**
- Ensure these objectives are directly linked to your Title V activities
- Objectives should be directional (increase/decrease), measurable, time-bound
Questions and Peer-to-Peer Discussion

Guiding Questions:

- Where in the process are you?
- What tools are you using?
- Areas of difficulty?

Enter questions in the chat box
– or –
ask via your microphone
Submitted Question (multiple agencies asked similar questions):

What are some ways we can ensure our SAP incorporates health equity considerations?

Where do we find resources and data on incorporating health equity into our state action plan? And understanding what other states are doing (and how they are measuring it) would be very helpful.

Specific Tools:
- HEIA
- REIA
(see ESM Development Guide)

Your strategies can specifically address disparities

Harvard’s Science-Based Intervention Approach
How are we Incorporating Health Equity?

Common Strategies from the Field

- Getting data from organizations that focus on health equity (RI)
- Partnering with organizations that focus on health equity (CA)
- Establishment of direct Priority Needs (FL):
  - Focus on systems development (HI)
- Using specific tools/trainings (IL) – either health-equity focused or a resource that includes as a component
- Internal capacity-building: Including health equity/SDoH in activities (e.g., meetings)
- Including health equity/SDoH into programs (NPM activities) (e.g., safe sleep programs)
- Special shout-out to RI’s Health Equity Zone Initiative

Harvard’s Science-Based Intervention Approach

*For whom does it work, and for whom does it not work?* When we know who is and isn’t responding, we can make targeted adaptations to improve outcomes.

Think about the program life cycle:
- Precision
- Fast-cycle iteration
- Co-creation
Health Equity

Title V Agency Examples

Evidence-based/informed Strategy Measures (ESMs):
- SDoH: 5/760
- Health Equity: 7/760 (many from RI)

State Action Plans: Use TVIS to Search SDoH:
- 5 Priority Needs (NC is a good example)
- 1 Objective (NM)
- 0 State Performance Measures (SPMs)
- 7 Strategies (many from IL)

Health Equity:
- 17 Priority Needs (NY, WA good examples)
- 7 Objectives
- 1 SPM (IL)
- 34 Strategies (many from NY)

IL and RI have measures that address both

Just-In-Time Resource:
https://www.mchevidence.org/tools/briefs/
Questions

Submitted Question:

Do you have any preferred resources for communications evaluation frameworks?


ODI Communications Evaluation Framework

Questions to address when looking at communications strategy:
1. Did we identify clear objectives?
2. Did we identify target audiences?
3. Did we identify audience-focused key messages?
4. Did we identify a realistic set of outputs and activities?
5. Did we consider what success would look like?

Questions to address when looking at communications management:
1. Did the communications work go out on time and to the right people?
2. What was achieved with what budget and time?
3. What did we learn from the process and what might we do differently?

Dimensions of communications outputs:
1. Reach
2. Quality and usefulness
3. Uptake and use
Questions

Many Resources Exist:
Other Resources for Evaluating Communication

- WHO: Guide to Evaluating Principles of Effective Communication
  https://www.who.int/about/communications/evaluation/principles-evaluation

- Lumina Foundation: A Communications Evaluation Guide (provides a step-by-step guide to developing a communication evaluation strategy; supported by the David and Lucile Packard Foundation)

- AMEC (International Association for the Measurement and Evaluation of Communication): Integrated Evaluation Framework
  https://amecorg.com/amecframework/framework/interactive-framework/

https://www.mchnavigator.org/trainings/evaluation.php
https://www.mchlibrary.org/toolkits/evaluation.php
Submitted Question:

We have all this great data from our Needs Assessment. How do we ensure this gets added to our SAP in a meaningful way?
Submitted Question:

In your Population Turn the Curve tool that was distributed by the Evidence Center, I was wondering if you could provide some clarification re. what is meant by “Sharp Edges?”
**Population Turn the Curve tool**

**Sharp Edges:**

Are your strategies “sharp” enough to advance the NPM and/or SPM?

**Does Your SAP Address/Include:**

1. What you ultimately hope to achieve?
2. How you’ll know if you have reached the result (your indicator)?
3. How you want your data to be changing?
4. The partners that you can rely on?
5. Specific strategies that address your priority needs and objectives.
Chat Box and Peer-to-Peer Discussion

SiLVeR Test

When looking at your State Action Plan, ask yourself if it is SiLVeR?

Does it have:

1. Specificity
2. Leverage
3. Values
4. Reach

In prioritizing, begin with activities that rate highest in the first three areas. Build up to strategies where “reach” is a question.
Resources: ESM Development Guide


Evidence

- **Strategy Shortcuts.** MCHbest database and Innovation Station.
- **Equity Lens.** Science-Based Intervention Approach (Harvard University): What about it works? How does it work? For whom does it work (and not work)? In what contexts does it work?

Planning Process: Results-Based Accountability (RBA)

- **Turn the Curve Approach**
- **MCH Turn the Curve Population-Level Tool**

Implementation Tools

- Health Equity:
  - **Collaborating for Equity and Justice Toolkit**
  - **Race Equity Impact Assessment (REIA)**
- **At-A-Glance: Ten Essential Public Health Services and How they Can Include Addressing SDOH**
- **Hexagon Tool**
Next Session

Choosing Meaningful, Measurable, and Moveable ESMs

Friday, 08/21/20 3-4PM Eastern

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Feedback

This session and what types of T/TA you need now and over the next six months

https://www.surveymonkey.com/r/Technical-Assistance