NORTHERN KENTUCKY INDEPENDENT DISTRICT HEALTH DEPARTMENT
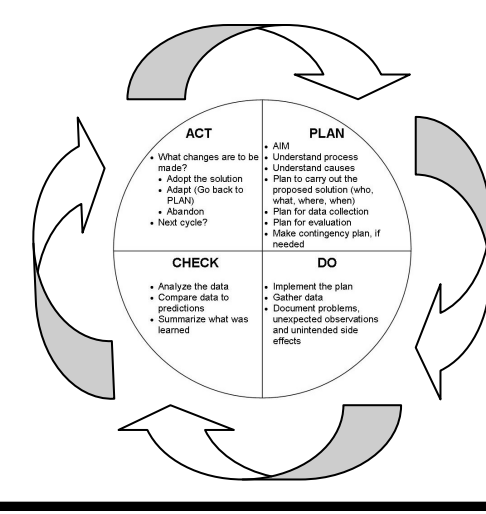
Quality Improvement Story Board
Consistent Evaluation of Program Outcomes

Team Members: Eleshia Scholes, Marsha Bach, Paul Trickel, Megan Folketh, Mary Singler, & Rebekah Duchette

PLAN

Getting Started

Although all staff collect evaluation data, managers and staff were frustrated with a lack of consistent planning and reporting systems. The management team asked for a systematic method of capturing evaluation data for the division that will be centrally housed and non-duplicative. The ultimate goal was to increase efficiency for staff and managers to access and use data.

Problem Statement

In Community Health Promotion (CHP), we do not have a consistent process for the evaluation of program outcomes.

Aim Statement

Develop a written process employed annually by all CHP units that establish program outcomes that can be more effectively evaluated, by March 30, 2011.

Examine the Current Approach

All work groups were asked to diagram their evaluation process. The CQI committee found that all work groups had a process, but the feedback loop, reports and outcome measures were different.
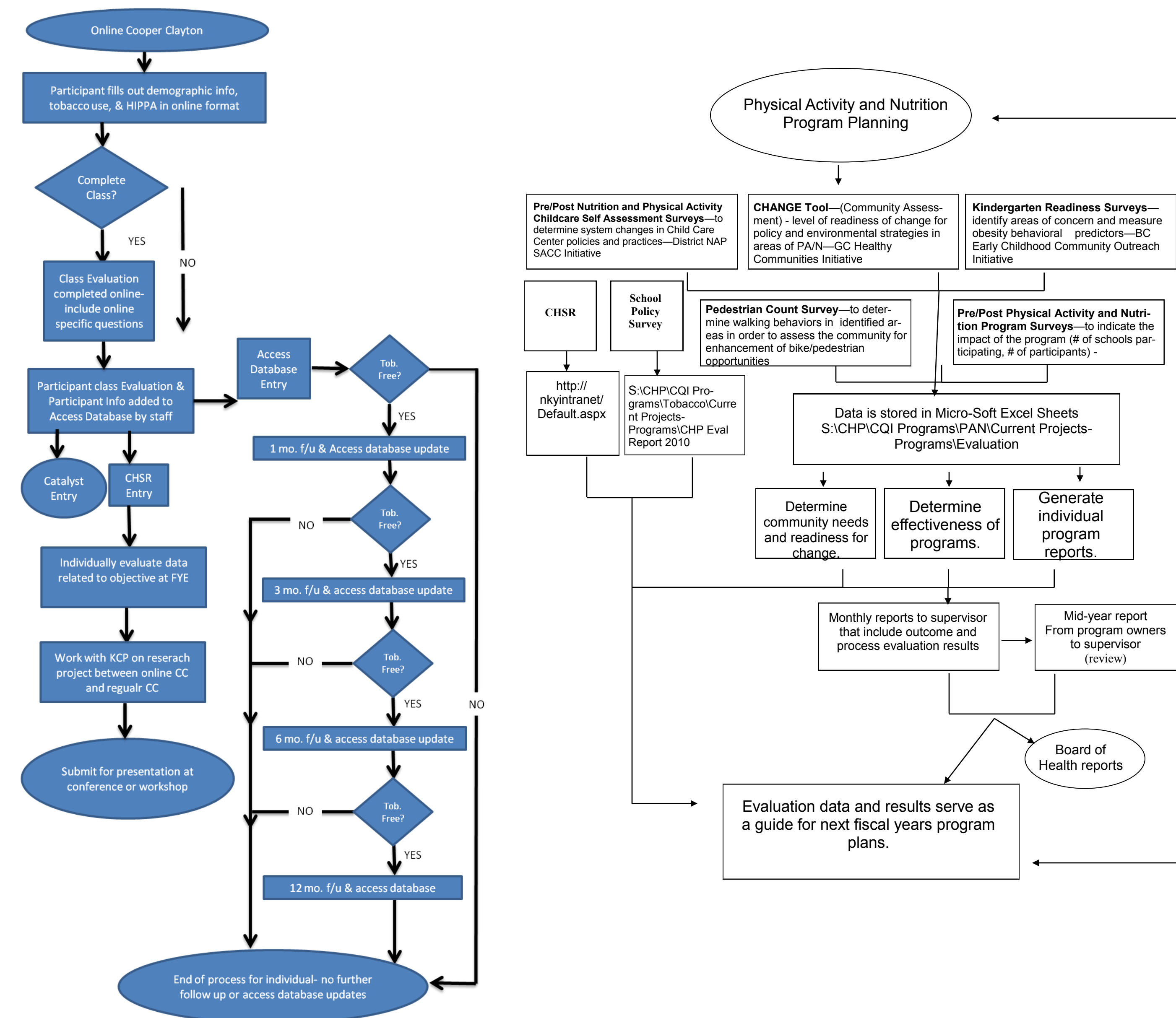
The committee interviewed staff and found that some staff were using logic models to plan their program activities and determine how to measure outcomes. Other models of program planning and outcome measurement were explored. The committee decided that logic models were the best model to use.

Identify Potential Solutions

Since the CQI team determined that logic models were the best approach to planning and determining program outcomes, the team created a logic model to outline the proposed plan of action.
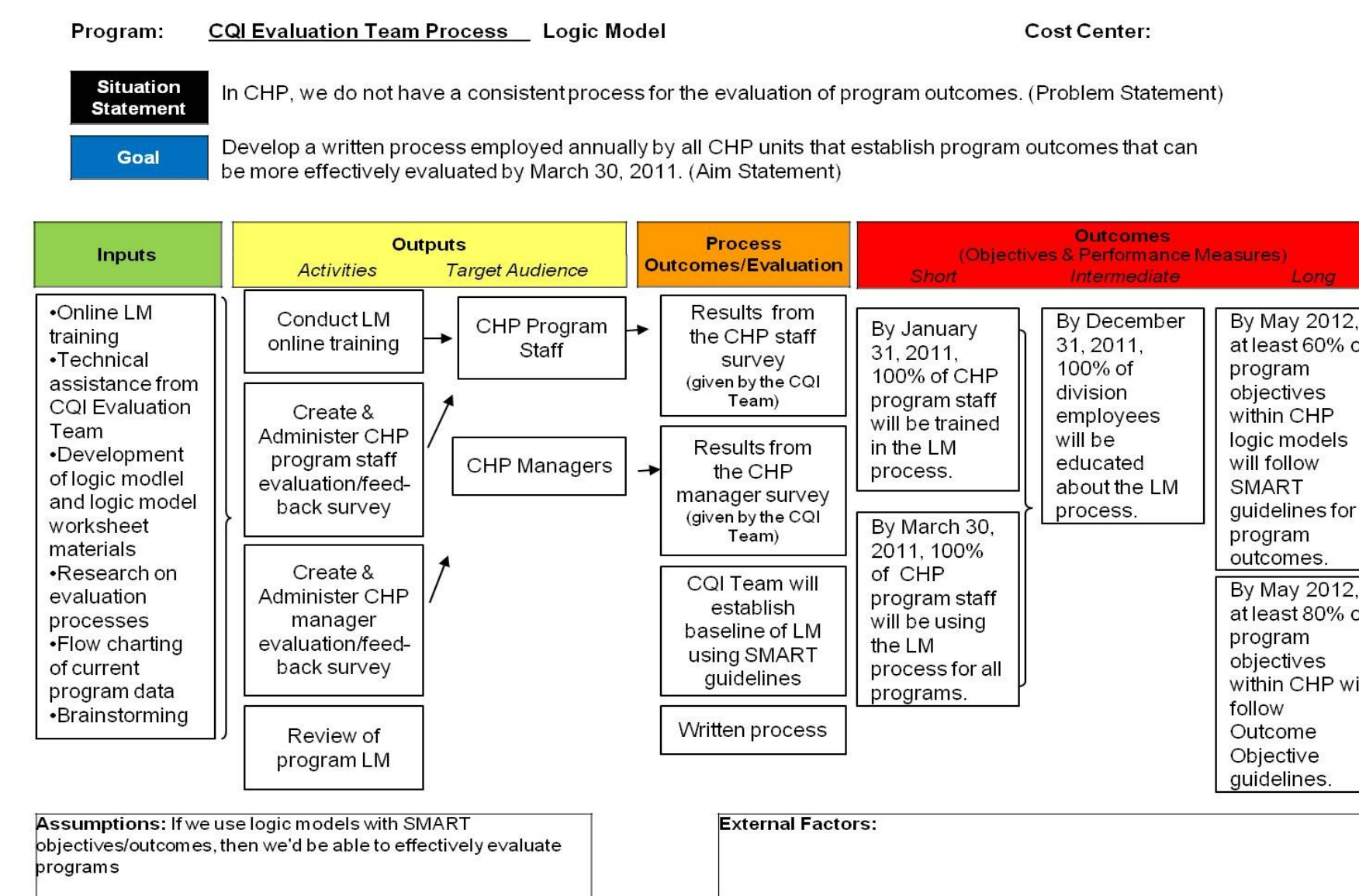
Improvement Theory

If we implement the use of logic models in all CHP units for program planning, then we will see more consistent and measurable evaluation outcomes.

DO

- A Rapid Cycle Improvement (RCI) process was completed with one program in CHP.
  ⇒ The RCI was completed with the Coordinated School Health (CSH) program. The CSH staff completed the online training, logic model worksheet and logic models for two programs, tracked time and provided feedback on the questionnaire. The time frame for this was 1-month and feedback provided influenced the roll out to all CHP staff.
- A larger scale pilot was then rolled out within the entire CHP Division:
  ⇒ Materials given:
    * CQI Evaluation Process
    * Logic Model and Worksheet Templates
    * Logic Model Time Use Record
    * Logic Model Definitions
    * Writing Outcomes Handout
  ⇒ Timeline:
    * Email from CHP Division Director for Logic Model Training– January 13, 2011
    * Online Logic Model Training Completed– January 31, 2011
    * Email from CHP Division Director explaining the process– February 7, 2011
    * Complete logic models and accompanying handouts for all programs in each unit (submit to supervisor)– March 31, 2011
    * Track time to complete logic models and handouts– March 31, 2011
    * Complete follow up survey– April 15, 2011

CHECK

Results of the Pilot

2011 Assessment of Program Outcomes within CHP Logic Models

|	Points Earned	Points Possible	Percentage
CHP Department			
Total Number of Logic Models	33		
Total Number of Objectives	148		
Total Number of SMART Objectives	71	71	148	48.0%
Total Number of Outcome Objectives	99	99	148	66.9%

In order to measure the impact, the team needed to get a baseline. The baseline provided the committee with a quick assessment of whether the majority of the division understood and used the new planning strategy.

Results of the Pilot (cont.)

A 15-question survey was administered to CHP program staff and management requesting their assessment of the logic model process that had recently been incorporated into the program planning process for FY 2011-2012.

The survey was administered via Survey Monkey. Program staff and management received an email requesting them to the complete the survey by a given deadline. Of the staff that completed the survey, 9 were program staff, 2 were management, and 1 chose not to answer. The survey response rate was 85.71%; 12 out of 14 staff completed the survey.

Question 4: How beneficial was the online logic model training? (1=no benefit to 5=very beneficial)
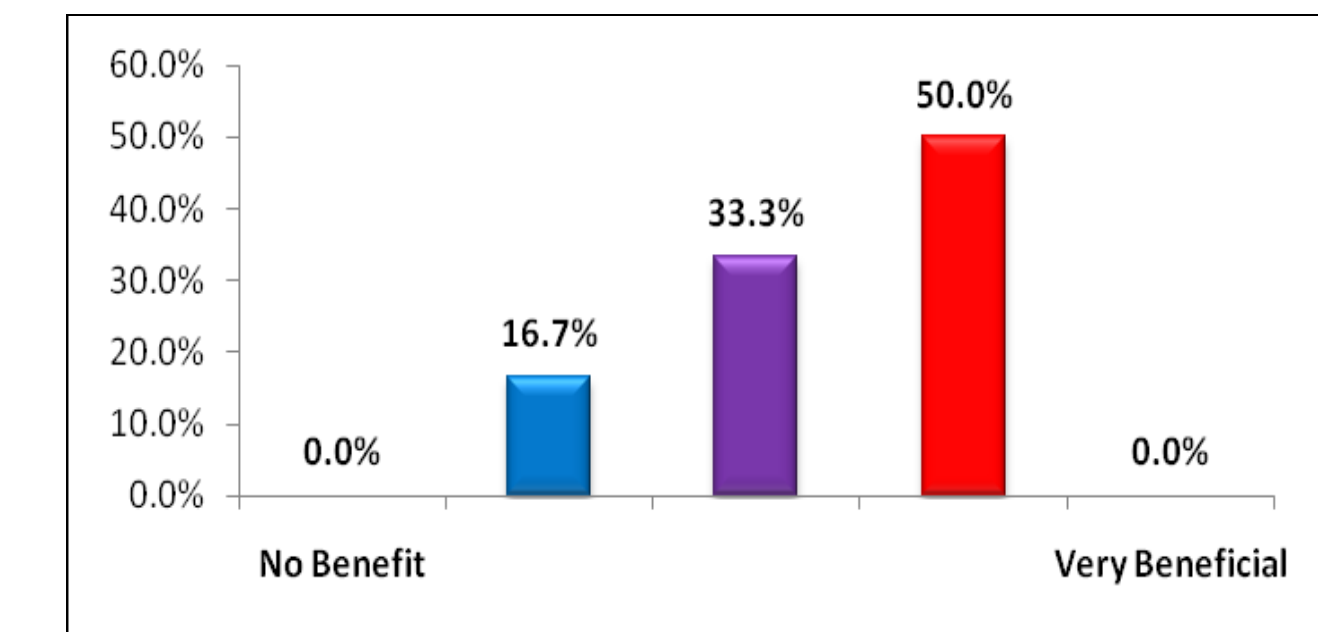
Question 12: Did the implementation of the logic model process help you or your staff to effectively plan in evaluation to your work plan?

Yes	No	Total Answered	Total Skipped
83.3% (10)	16.7% (2)	12	0

Question 13: Do you feel that implementation of the logic models caused the evaluation measures you or your staff wrote into program plans to be more outcome-based when compared with last year's evaluation measures?
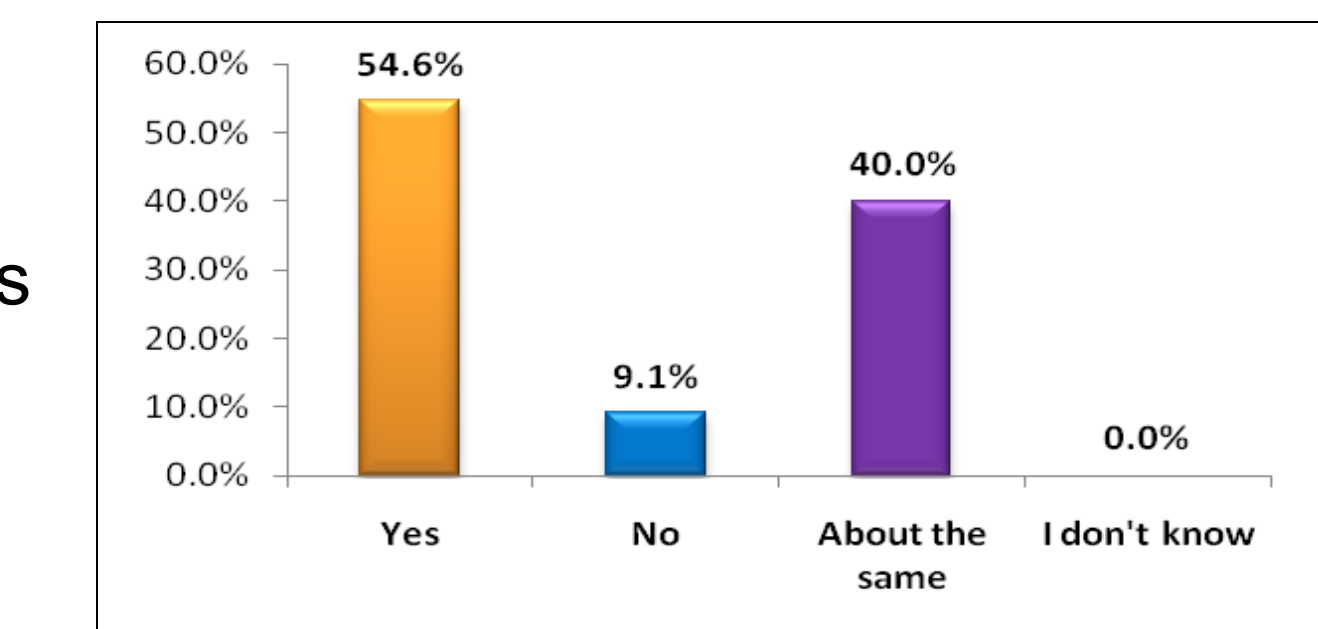
Recommendations

- Continued use of logic models in program planning by incorporating their use within the program planning process.
- Division employees need continued education on the use of logic models and outcome evaluation. Additional education about the logic model process should take place by the end of December 2011.
- Assessment of program objectives within logic models to be completed to determine if objectives are both SMART and outcome-based. The baseline assessment has been completed. A post-assessment will need to be conducted upon completion of the program planning for FY 2012-2013.
- A follow-up survey to be conducted upon the completion of the program planning for FY 2012-2013.
- Managers should keep staff accountable for trainings and completion of logic models per the mid-year and end-of-the-year evaluation process.

ACT

Future Plans

- The Division Director approved the written logic model process, including timeline, and it was added to the revised *CHP Procedure Manual*.
- *In addition, the following actions were implemented:*
  ⇒ Division staff will receive continued Logic Model education by 12/31/2011;
  ⇒ Objectives will be reviewed to ensure that they are both SMART and outcome-based upon completion of FY 12-13 program planning;
  ⇒ A follow-up survey will be conducted upon completion of FY 12-13 program planning;
  ⇒ Managers will hold staff accountable for logic models and training through a minimum of mid-year and end-of-year evaluations; and
  ⇒ Managers will promote staff buy-in to the logic model process.
- A review of the logic model process will be performed after division re-structuring is complete.
- The CQI Team will continue to track the progress of the logic model process.