

# Introductions + Ice Breaker In the Chat

1. Name
2. Pronouns
3. Organization
4. What song brings back childhood memories?

EVALUATION:

# **CBO Public Health Equity Funding Outcomes**

February 15,  
2024

Workgroup Meeting

A SOCIAL IMPACT COMPANY

# »redegroup

bringing clarity, visibility, and equity  
to complex public health challenges

# Project Team



PROJECT LEAD

Alex Muvua



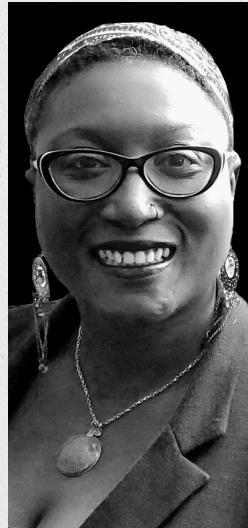
PROJECT COORDINATOR

Elisabeth Castillo



FACILITATOR

Elena Rivera



FACILITATOR

Vashti Boyce



FACILITATOR

Beck Wright



FACILITATOR

Jill Hutson



DESIGN LEAD

Erin Charpentier

# Agenda

## Topic

## Timeframe

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Ice Breaker/Agenda

11:05-11:10

Evaluation Process Overview

11:10-11:15

Key Evaluation Questions

11:15-11:30

Evaluation Methods (with 5 min  
break)

11:30-12:50

Next Steps

12:50-12:55

# Phase 2: Timeline

**1/3-12**  
Draft TOC  
review in  
writing  
(1 hour)

**WE ARE  
HERE**  
↓  
**2/15-26**  
Draft eval plan  
review in  
writing  
(1-2 hours)

**2/27-3/8**  
Define key  
evaluation terms  
in writing  
(1-2 hours)

**3/31**  
Submit  
eval  
plan to  
OHA

JAN

FEB

MAR

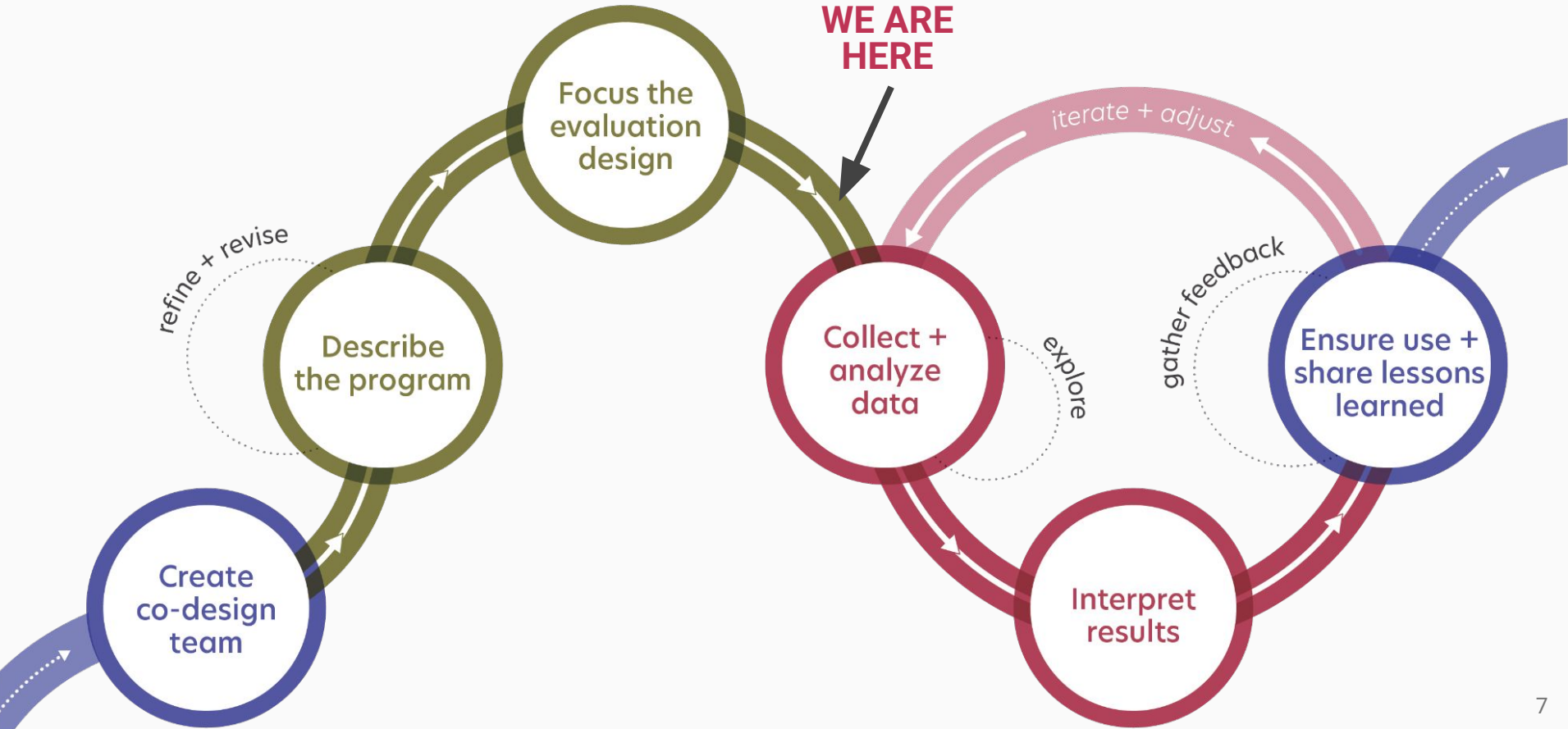


**1/18, 2/1, and 2/15 | 11:00-1:00pm**  
Virtual workshops to develop eval  
questions and methods. (6 hours in  
meetings, 2-4 hours between meetings)

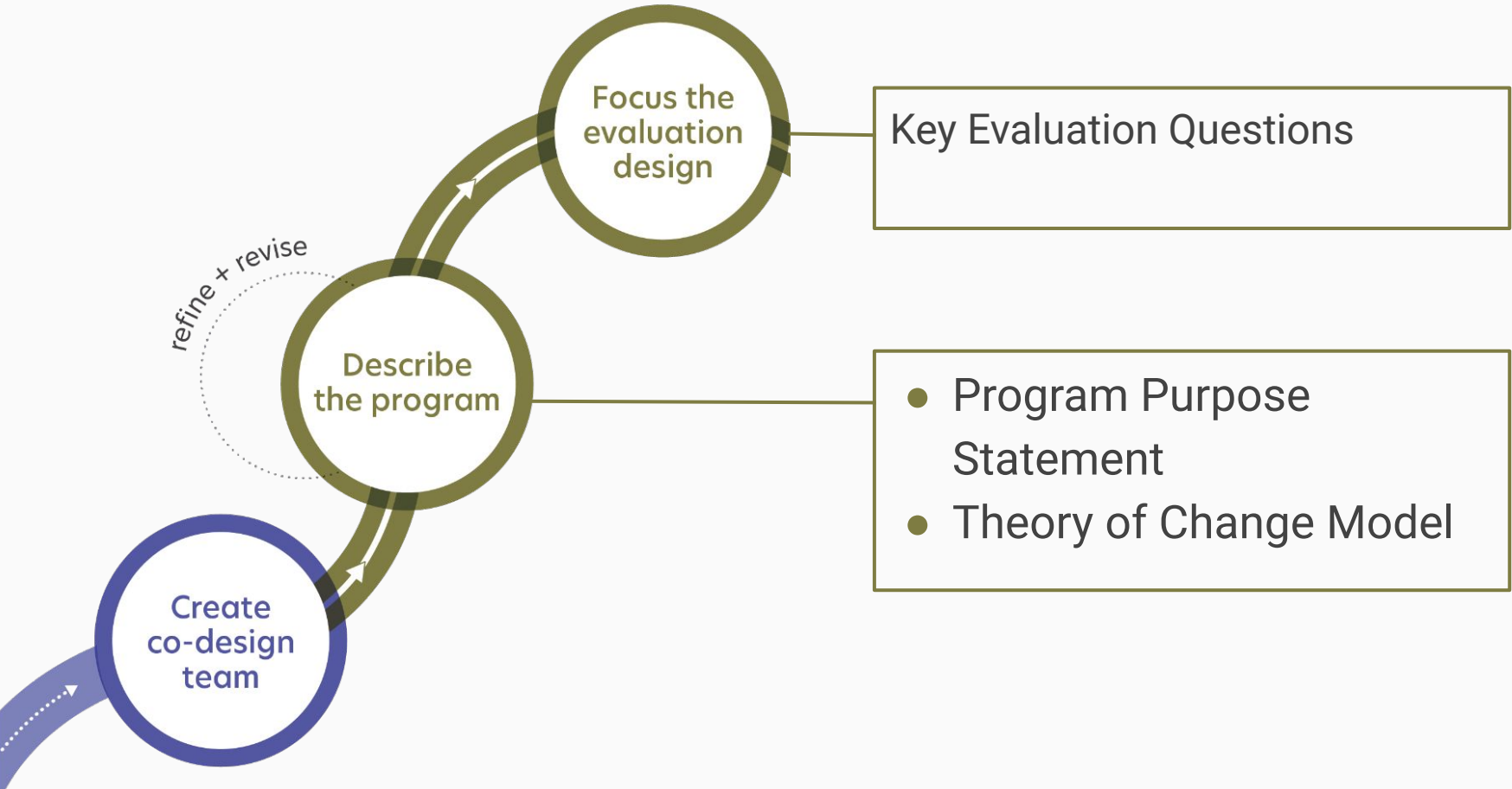
**3/11-3/22**  
CBO grantee reporting  
form adjustments in  
writing (1-2 hours)

# CBO Health Equity Funding Program: Evaluation Framework

Adapted from: Centers for Disease Control and Prevention. A Framework for Program Evaluation



# Work to date





# Today's Tasks

1. Assess consensus on draft KEQs
2. Continue conversation about methods for answering KEQ

# KEQs



# Fist to Five Voting



No way! I strongly object



I see major concerns, we need to discuss further



I still have reservations and would like to discuss some minor issues



I'm not in full agreement but I feel comfortable moving forward



Good idea/plan, I'm happy to move forward with it



It's a great idea, I fully support it and will champion it!



# KEQ Feedback Results:

- A handful of people indicated consensus at our last workshop in the chat
- 10 people completed the feedback survey
  - 8 in consensus to move forward with the draft KEQ
  - 1 still with reservations
  - 1 skipped the first to five question

# Draft KEQs (1/4):

**KEQ 1:** In what ways, if any, has OHA created programs and policies that support CBO participation (throughout the program life-cycle) in the CBO Public Health Equity Fund Program? What are the areas of success or improvement?

**Feedback:** This question is double barreled, which is OK, but it doesn't actually invite room for addressing barriers to access. I propose "**Has OHA created programs and policies that support CBO participation (throughout the program life-cycle) in the CBO Public Health Equity Fund Program? What are the areas of success or improvement?**"

# Draft KEQs (2/4):

**KEQ 2:** How, if at all, has collaboration between OHA, CBOs, and partners changed as a result of the CBO Public Health Equity Fund Program? How, if at all, can collaborations be improved in the future?

**Feedback:** I'm not sure how answers to this question, the way it is currently worded, would give you the information you seek. You are looking to observe changes in collaboration, but if someone responded to this question "there was more communication" we don't know if that is positive or negative (was it more bureaucratic administration or was it resource sharing?). I would propose changing to "**What changes in collaboration have taken place? What has been helpful in outcome achievement, and what can be improved in the future?**"

# Draft KEQs (3/4):

**KEQ 3:** In what ways, if at all, has the CBO Public Health Equity Fund Program increased accessibility and utilization of public health services ~~for all Oregonians~~? What key barriers to accessibility and utilization have yet to be addressed?

**Feedback: Remove “for all Oregonians”** as CBOs are designed to serve specific sub-populations of Oregonians, to serve the underserved through equity-based services.

# Draft KEQs (4/4):

**KEQ 4:** In what ways, if any, has the CBO Public Health Equity Fund Program played a role in shifting power to historically marginalized communities to address social determinants of health? Within what structures are these shifts taking place? What are the lessons learned through these efforts?

**Feedback:** None



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# Data Collection Methods



# Developing Methods for an Evaluation Plan

## Steps:

1. Select methods for gathering evidence to “answer” the key evaluation questions
2. Look for a combination of methods (qualitative and quantitative) and look for added value
3. Estimate the resources needed to implement the methods
4. Refine the plan based on resources

Grant reporting	Document analysis	Surveys
Interviews (individual or group)	Focus groups (in-person, virtual, or asynchronous)	Observations
Case studies	Ripple Effects Mapping	Journey Mapping
Most Significant Change	Outcomes Harvesting	Contribution Analysis

## Notes:

1. Key evaluation questions and methods are not a one-to-one relationship. Sometime there are multiple methods for a KEQ
2. Not everyone involved in a program would participate in all the data collection activities

# Proposed Methods for KEQ 1

KEQ	Method	Who	Example draft questions (work in progress)	When
<p><b>DRAFT KEQ 1: In what ways, if any, has OHA created programs and policies that support CBO participation (throughout the program life-cycle) in the CBO Public Health Equity Fund Program? What are the areas of success or improvement?</b></p>	<p>Survey, interview, focus group to generate content for programs and policies created and areas for improvement (this data collection would be sequenced before questions for grant activity reporting, below)</p>	<p>OHA</p>	<p>What types of programs, policies, and other supports did OHA develop and implement to support CBOs?</p>	<p>Once a year</p>
	<p>Evaluation question on grant activity reporting to respond to the effect of programs and policies created. (with options for method of reporting written or verbal)</p>	<p>All CBOs</p>	<p>Based on a list of policies and programs generated from OHA, grantees would rate “effectiveness” in supporting CBOs and a question about areas for improvement</p>	<p>Once a year</p>

# Proposed Methods for KEQ 2

KEQ	Method	Who	Example draft questions (work in progress)	When
<b>DRAFT KEQ 2: How, if at all, has collaboration between OHA, CBOs, and partners changed as a result of the CBO Public Health Equity Fund Program? How, if at all, can collaborations be improved in the future?</b>	Journey mapping Ladder of engagement questions?	A sample of CBOs	At what level of the ladder of engagement does collaboration between CBOs and OHA typically land for the CBO's that are a part of the Public Health Equity Fund Program?	Once, then TBD if additional Journey Mapping is warranted in subsequent years.
	Survey or interview, depending on participant preference	OHA (required) Program partners (optional)		Once a year

# Proposed Methods for KEQ 3

KEQ	Method	Who	Example draft questions (work in progress)	When
<b>DRAFT KEQ 3: In what ways, if at all, has the CBO Public Health Equity Fund Program increased accessibility and utilization of public health services for all Oregonians? What key barriers to accessibility and utilization have yet to be addressed?</b>	Ripple Effects Mapping	OHA A sample of CBOs	In what ways, if any, did CBOs increase access to and utilization of public health programs and services for their community?	3 times in the five year period
	Focus groups with community members who have engaged with CBO projects	Community members (75-100)	Did you engage in any new [describe specific] services provided by [CBO name] in the last year?	Once or twice in evaluation period
	Regular activity reporting for “increased accessibility and utilization of public health services”	All CBOs	Activity reporting - describe successes in delivering public health programs to communities you serve	Quarterly

# Proposed Methods for KEQ 4

KEQ	Method	Who	Example draft questions (work in progress)	When
<b>DRAFT KEQ 4: In what ways, if any, has the CBO Public Health Equity Fund Program played a role in shifting power to historically marginalized communities to address social determinants of health? Within what structures are these shifts taking place? What are the lessons learned through these efforts?</b>	Ripple Effects Mapping	OHA A sample of CBOs	How has this program created opportunities for people to grow, learn, and practice participating as community decision-makers?	3 times in the five year period



# Resource Estimates

Ripple Effects Mapping: 20-30 CBOs -- 10 hours a year

Journey mapping: 20-30 CBOs -- 10 hours one year

Support for community member focus groups: 8 to 10 CBOs -- 8 to 10 hours

Reporting on evaluation questions in required reports -- varies based on size of organization/grant

# 5-minute Break



# Breakout Room Discussion



# Debrief small groups

“Programs and policies developed by OHA to support CBOs”

“Increased accessibility and utilization of public health services for all Oregonians”

# Next + final steps

1. Rede draft evaluation plan
2. Gather evaluation plan feedback from you
3. Rede finalize + submit evaluation plan



# How would you like to provide feedback on the draft evaluation plan?

Everyone please respond in the chat:

- A. Through writing such as an email/survey/google doc
- B. In-person for one more two hour meeting (tentatively March 21, 10-12)
- C. Other, please offer an alternative method

*Note: compensation provide to CBO participants for both written and in-person feedback*

# Thank you!



Questions?

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