

RESOURCES FOR PUBLIC HEALTH PLANNING AND EVALUATION

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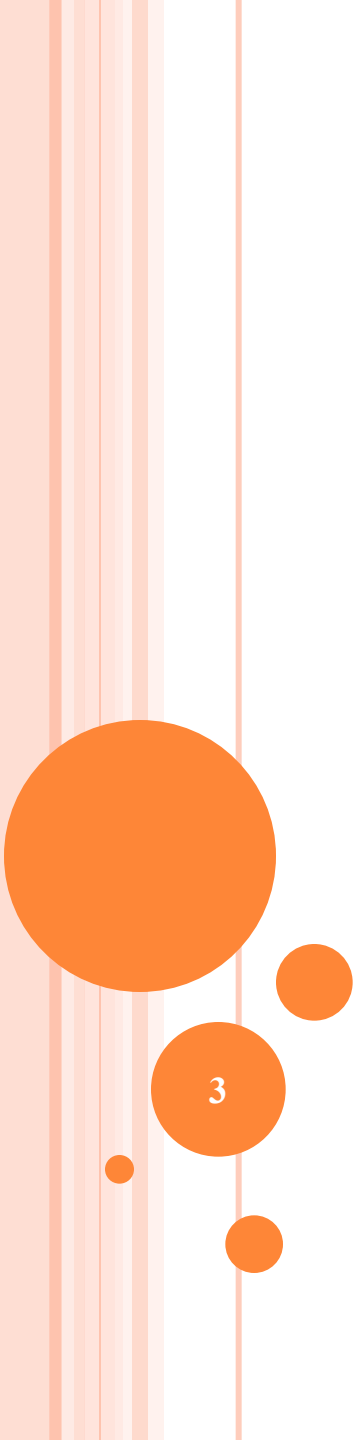
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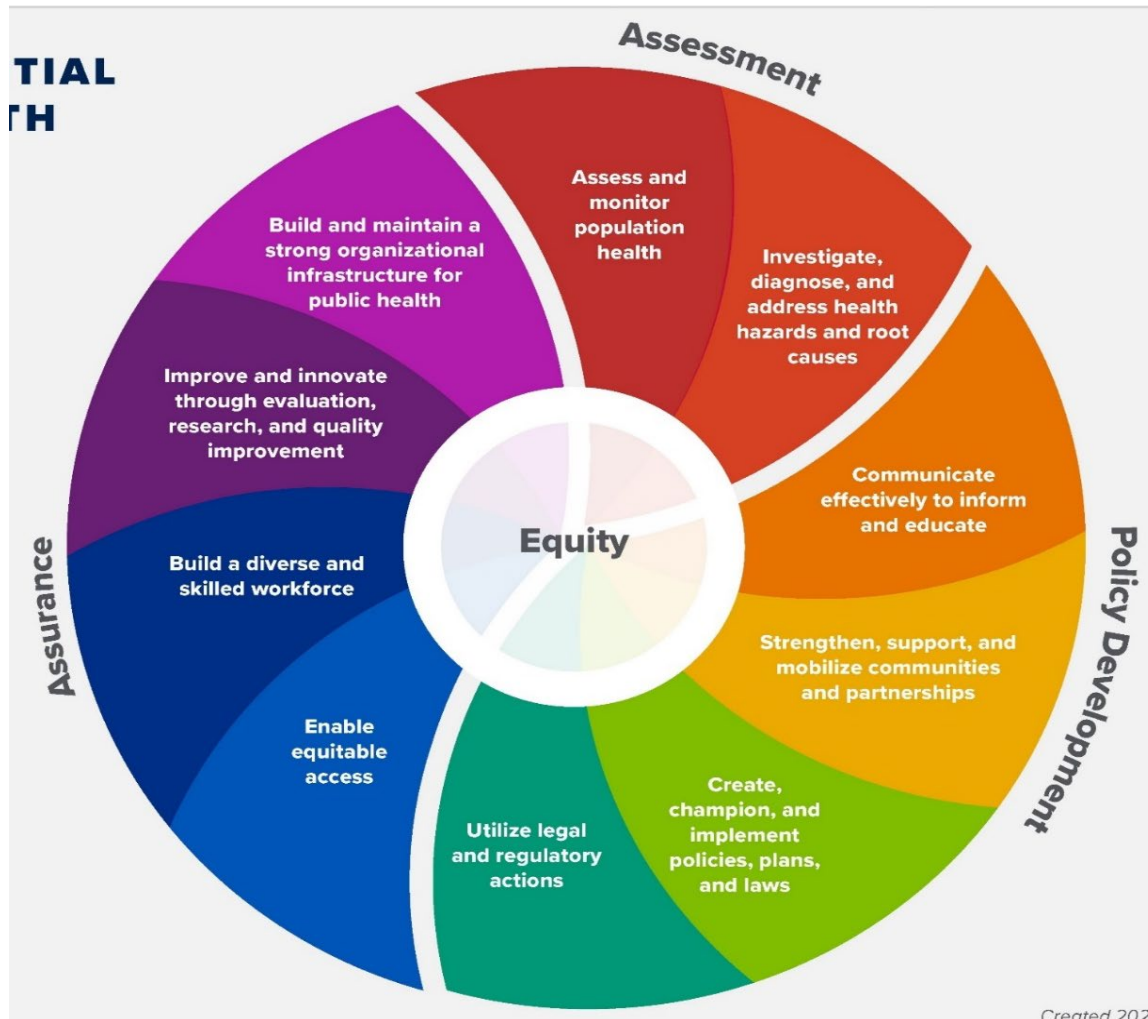
PROGRAM PLANNING AND EVALUATION

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“We must ask where we are and whither we are tending.”

- Abraham Lincoln

TEN ESSENTIAL PUBLIC HEALTH SERVICES (EPHS)



Source: <https://www.cdc.gov/publichealthgateway/publichealthservices/essentialhealthservices.html>

PROGRAM PLANNING

- Program planning is a process that is designed to address questions such as “What is needed?” and “How will the needs be addressed?” - Needs Assessment
- Through a systematic process, the answers to these questions form the basis of an intervention approach
- Healthy People 2030: includes 359 core — or measurable — objectives as well as developmental and research objectives
- <https://health.gov/healthypeople>

MAP-IT: A GUIDE TO USING HEALTHY PEOPLE 2030 IN YOUR COMMUNITY

Mobilize, Assess, Plan, Implement, Track

- Mobilize partners.
- Assess the needs of your community.
- Create and implement a plan to reach Healthy People 2030 objectives.
- Track your community's progress.

Source: <https://health.gov/healthypeople/objectives-and-data/leading-health-indicators>

PROGRAM PLANNING BEGINS WITH NEEDS ASSESSMENT - A CASE STUDY

TITLE V MATERNAL AND CHILD HEALTH (MCH) BLOCK GRANT NEEDS ASSESSMENT

“Needs Assessment is a systematic process to acquire an accurate, thorough picture of the strengths and weaknesses of a state’s public health system that can be used in response to the preventive and primary care services needs for ALL pregnant women, mothers, infants (up to age one), children including children with special health care needs.”

PURPOSE OF A NEEDS / HEALTH ASSESSMENT

- Assess the level of need in the population
- Extent to which current resources are meeting or existing programs meet that need
- Evaluate if new programs might fill a gap of unmet need
- Information is utilized to determine priority goals, develop a plan of action, and to allocate funds and resources.

SO WHAT IS NEEDS ASSESSMENT TRYING TO DO?

- Bridge science and politics
- Identify data sources and values of the community
- Identify needs of the community
- Identify **capacity** and **will** to address needs
- Identify **strategies** to address needs

...All within one comprehensive process

MCH NEEDS ASSESSMENT: CORE ACTIVITIES

- Part 1: Qualitative—Stakeholder input (Focus groups: Consumers, Providers and Agencies)
- Part 2: Quantitative—Epidemiological Analysis of MCH Indicators (MOPHIMS / Vital Statistics)
- Part 3: Capacity—Ability and Support to Address Needs
- Part 4: Identification of state MCH priorities and Performance Measures to Monitor progress

MCH NEEDS ASSESSMENT

- Stakeholder Meetings(In progress) – community partners, health care providers and special health care needs populations
- Existing Services / Resources Needed to address the crisis (MO DHSS Data Sources)
- Program Planning process is multifactorial and not completely driven by data analysis alone

LISTENING SESSIONS



SCAN TO REGISTER

JULY 17

Maryville Community Center
 Large Meeting Room
 1407 N. Country Club Dr. #200
 Maryville, MO 64468

5:30 PM | Meal served
 6 - 8 PM | Maternal & Child Health Listening Session

Free meal and \$25 Visa gift card for attendees!
In-person event only
- REGISTRATION REQUIRED -

REGISTRATION YOUR WAY
 Call (573) 207-2710
 or scan the QR code to register online.



SCAN TO REGISTER

JULY 18

Warrensburg Chamber of Commerce
 Jack Moore Community Room
 100 S. Holden
 Warrensburg, MO 64093

5:30 PM | Meal served
 6 - 8 PM | Maternal & Child Health Listening Session

Free meal and \$25 Visa gift card for attendees!
In-person event only
- REGISTRATION REQUIRED -

REGISTRATION YOUR WAY
 Call (573) 207-2710
 or scan the QR code to register online.

PROVIDER SESSION



SCAN TO REGISTER

JULY 18

Children's Mercy Research Institute
 Conference Room 1
 2401 Gillham Road
 Kansas City, MO 64108

10:30 AM | Maternal & Child Health Listening Session
 12:00 PM | Meal Served

Free meal and \$25 Visa gift card for attendees!
In-person event only.
- REGISTRATION REQUIRED -

REGISTRATION YOUR WAY
 Call (573) 207-2710
 or scan the QR code to register online.

Location	Date	Time	Venue
Pineville (SPANISH)	22-Jul	6-8 PM	Pineville Community Center
Springfield (Provider)	23-Jul	10.30-12 PM	Cox College, Room 4D
Houston	23-Jul	6 PM - 8 PM	Texas County Health Dept.
Milan (SPANISH)	TBD		
Columbia (Provider)	6-Aug	10.30 - 12 PM	University Hospital, Essential Conf. Room
Columbia (Community)	7-Aug	6-8 PM	Columbia Public Library - Friends Room
Macon	14-Aug	6-8PM	Comfort Inn & Suites

PROGRAM EVALUATION

- Program evaluation focuses on addressing whether the intervention is working.
- Evaluation includes questions related to how and if a program is working as it was intended and if there are any unintended consequences
- Types of evaluation:
 - Formative
 - Process
 - Impact
 - Outcomes or Summative Evaluation
- Research seeks to prove, evaluation seeks to improve.

Michael Quinn Patton, Founder and Director of Utilization-Focused Evaluation

RESOURCES FOR PROGRAM PLANNING AND EVALUATION – FRAMEWORK

- The Framework for Program Evaluation in Public Health (Centers for Disease Control and Prevention 1999)
<https://www.cdc.gov/mmwr/PDF/rr/rr4811.pdf>
- CDC Evaluation Resources - Office of Policy, Performance and Evaluation
<https://www.cdc.gov/evaluation/resources/index.htm>
- Research seeks to prove, evaluation seeks to improve. - - -
Michael Quinn Patton, Founder and Director of Utilization-Focused Evaluation
- The Community Toolbox is a comprehensive website for program planners and evaluators that also links users to a variety of helpful resources:
- <https://ctb.ku.edu/en/table-of-contents/evaluate/evaluation>

RESOURCES FOR PROGRAM PLANNING AND EVALUATION – DATA SOURCES

- Multiple state and federal data sources to monitor progress towards identified priorities
- Examples include, but not limited to:

- Missouri Public Health Information System (MOPHIMS) – Centralized Data Dissemination Tool

<https://healthapps.dhss.mo.gov/MoPhims/MOPHIMSHome>

- PRAMS, BRFSS, County Level Study
- Communicable Disease Data (STIs)
- American Community Survey (ACS) – Census Bureau

<https://www.census.gov/programs-surveys/acs>

- National Center for Health Statistics (NCHS)

<https://www.cdc.gov/nchs/nvss/index.htm>

Executive Perspective

CDC's Program Evaluation Journey: 1999 to Present

Daniel P. Kidder, PhD, MS and Thomas J. Chapel, MA, MBA

Keywords

program evaluation, monitoring and evaluation, continuous program improvement, performance measurement, CDC

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In the past decade, government agencies, foundations, community- and faith-based organizations, and others have paid increasing attention to using evidence as a decision-making driver for their programs, with a focus on using evaluation and performance management data for program improvement. At the same time, converging factors have shifted perspectives about program monitoring and evaluation, from merely tolerating program monitoring and evaluation as necessary evils to embracing them as essential organizational practices. These factors can be traced to the mid-1990s and the National Partnership for Reinventing Government initiative, which advocated for an enhanced culture of accountability among government agencies.¹ More recently, a series of developments further accelerated the use of program monitoring and evaluation, particularly within government agencies.

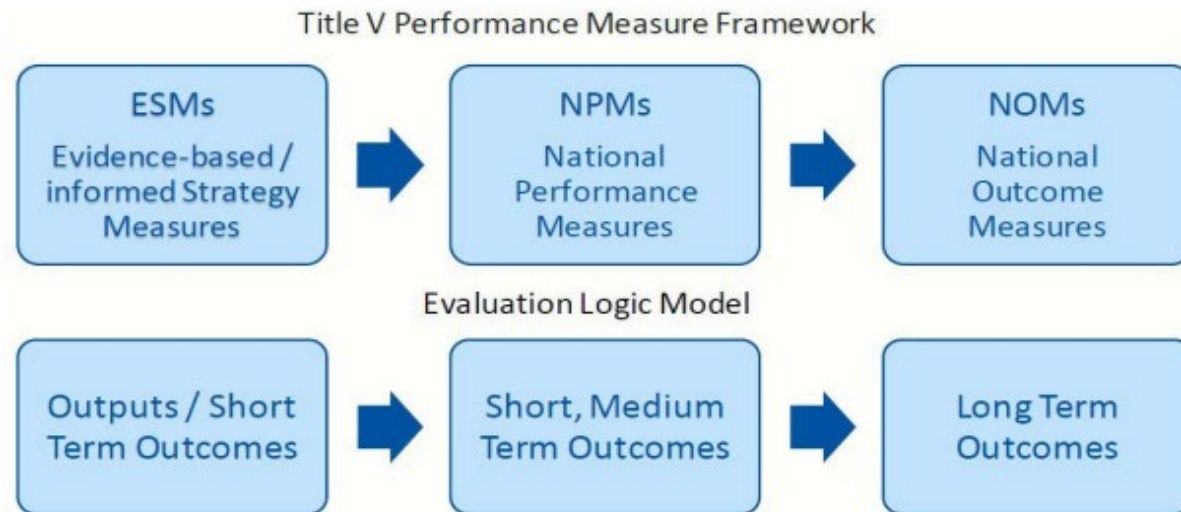


Figure 2. The continuous program improvement cycle, used internally by the Centers for Disease Control and Prevention Program Performance and Evaluation Office. The parts of the cycle operate together to iteratively implement, test, and refine program approaches for maximum effectiveness.

TITLE V MCH PROGRAM EVALUATION FRAMEWORK

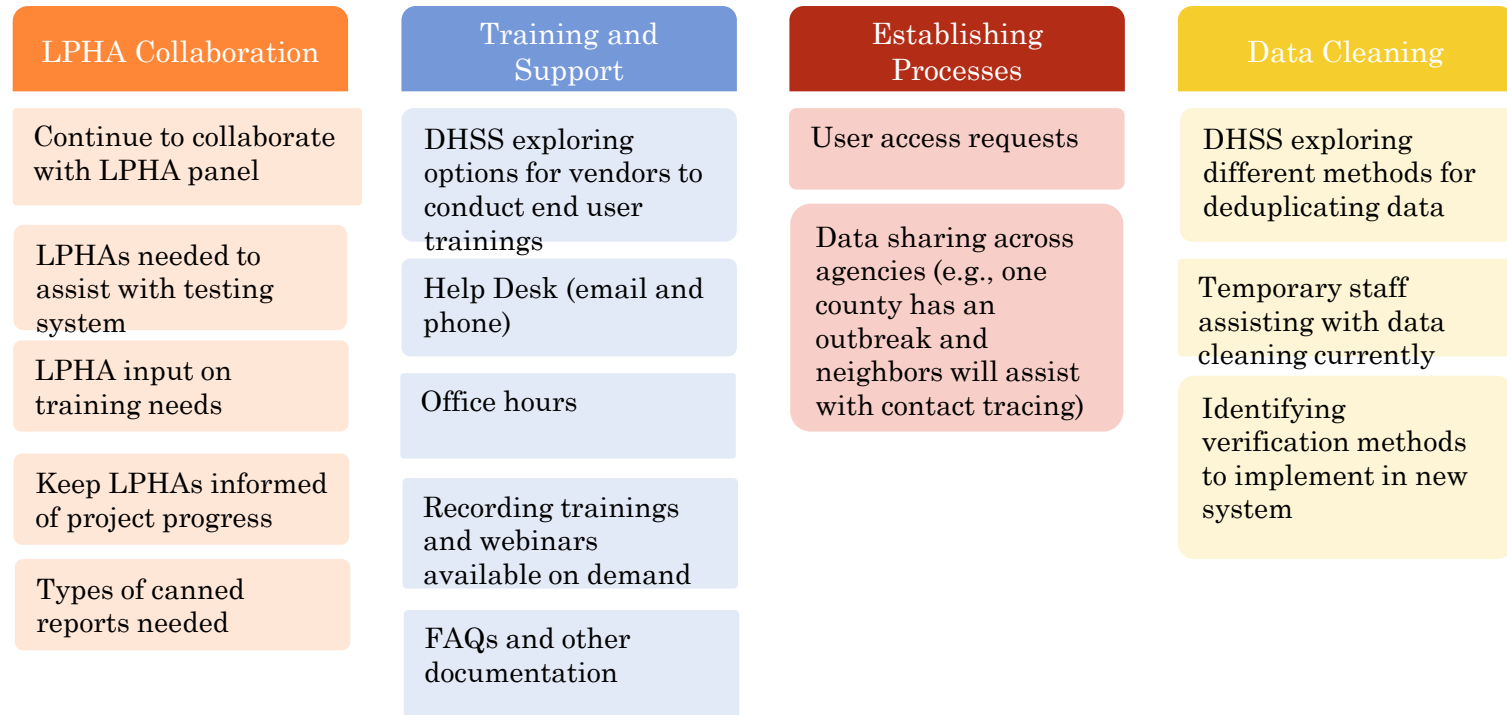
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Figure 2: Performance Measure Framework



<https://mchb.tvisdata.hrsa.gov/Admin/FileUpload/DownloadContent?fileName=BlockGrantGuidance.pdf>

SHOWME WORLD CARE IMPLEMENTATION – PLANNING TO IMPLEMENTATION TO EVALUATION



PUBLIC HEALTH INFRASTRUCTURE GRANT

- Groundbreaking investment that supports critical public health infrastructure needs of health departments across the United States.
- Funding from this grant will help ensure that every U.S. community has the people, services, and systems needed to promote and protect health.
- Three Strategies of this grant program are:
 - A1: **WORKFORCE**: Recruit, Retain, Support, and Train the Public Health Workforce
 - A2 : **FOUNDATIONAL CAPABILITIES**: Strengthen Systems, Processes and Policies
 - A3 : **DATA MODERNIZATION** : Deploy scalable, Flexible, and Sustainable Technologies

EVALUATION – A CORE REQUIREMENT FOR EVERY GRANT APPLICATION

- Strengthening U.S. Public Health Infrastructure, Workforce, and Data Systems Grant (~50% to LPHAs)

“b. Evaluation and Performance Measurement

i. CDC Evaluation and Performance Strategy Evaluation and performance measurement help demonstrate achievement of project outcomes; build a stronger evidence base for specific interventions; clarify applicability of the evidence base to different populations, settings, and contexts; and drive continuous improvement. CDC and recipients will use evaluation results to assess progress and to document program impact, sustainability, and continued program improvement recommendation that can be shared with decision makers and other partners.

To that end, recipients should allocate a portion of their award to support evaluation activities (i.e., including data collection and use of monitoring”

Source: <https://www.cdc.gov/workforce/resources/infrastructuregrant/index.html>

PUBLIC HEALTH INFRASTRUCTURE GRANT EVALUATION (PHIG)-2 COMPONENTS

PHIG Workforce Needs Survey

- Launched to LPHAs 5/13/24; Closes 7/12/24*
- Qualtrics survey link emailed to DHSS LPHA Admin list

PHIG Evaluation Monitoring Assessment

- Link to assessment in RedCAP was emailed 3/18/24 and is available on the LPHA resources webpage and MO LPHA Hub
- First assessment submittal is due by 7/15/24, covers reporting period 1 from 12/1/23-5/31/24



PHIG EVALUATION MONITORING ASSESSMENT

Year	Reporting Period	Dates	LPHA Assessment Submission Date
Year 1	1	12/1/2022-5/31/2023	NA
	2	6/1/2023-11/30/2023	
Year 2	3	12/1/2023 – 5/31/2024	7/15/2024
	4	6/1/2024 – 11/30/2024	1/15/2025
Year 3	5	12/1/2024 – 5/31/2025	7/15/2025
	6	6/1/2025 – 11/30/2025	1/15/2026
Year 4	7	12/1/2025 – 5/31/2026	7/15/2026
	8	6/1/2026 – 11/30/2026	1/15/2027
Year 5	9	12/1/2026 – 5/31/2027	7/15/2027
	10	6/1/2027 – 11/30/2027	1/15/2028



THANK YOU!

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