

Successful Local Public Health Improvement Plans: Keeping the Momentum Going through Monitoring & Evaluation

September 17, 2015



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“As you work to improve the health of
the whole community,
**measuring & sharing your progress
along the way is critical.**”



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Source: County Health Rankings (1)

Agenda

- Welcome and introductions
- Setting the stage:
 - *Shaping a State of Health Update*
 - Results of CHAPS formative evaluation
 - Success factors for implementation
- Panel discussion
- Small group discussions
- Report-outs and closing



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Statewide Public Health Improvement Plan Update



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Healthy Colorado: Shaping a State of Health

- Released Jan 2015
- Flagship priorities:
 - healthy eating, active living and obesity prevention
 - mental health and substance abuse
- Winnable Battles with refreshed metrics
- Marijuana, Access to Care
- Recommendations for PH infrastructure building



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Infrastructure Recommendations

Communications:
Develop a CDPHE strategic communications plan for management of public health communications

Resp Agencies:
CDPHE, LPHAs

Organizational Capacity and Partnerships:
Develop a blueprint for the future of public health in rural Colorado

Resp Agencies:
CDPHE, LPHAs,
CSPH, others

Financing and funding:
Develop a system of yearly review of resource allocation, with a plan to fund local public health equitably and strategically

Resp Agencies:
CDPHE, LPHAs

Shaping a State of Health Updates Since Release

- Implementation schedule approved by state BOH
- Implementing communication plan
- Implementing strategies for all priorities
 - Local networking calls in obesity and MH/SA structured around state plan strategies
- Establishing system for online reporting and monitoring
- Financing and funding workgroup is forming and beginning to meet



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New LPHA Website

<https://www.colorado.gov/pacific/cdphe-lpha>



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CHAPS Formative Evaluation



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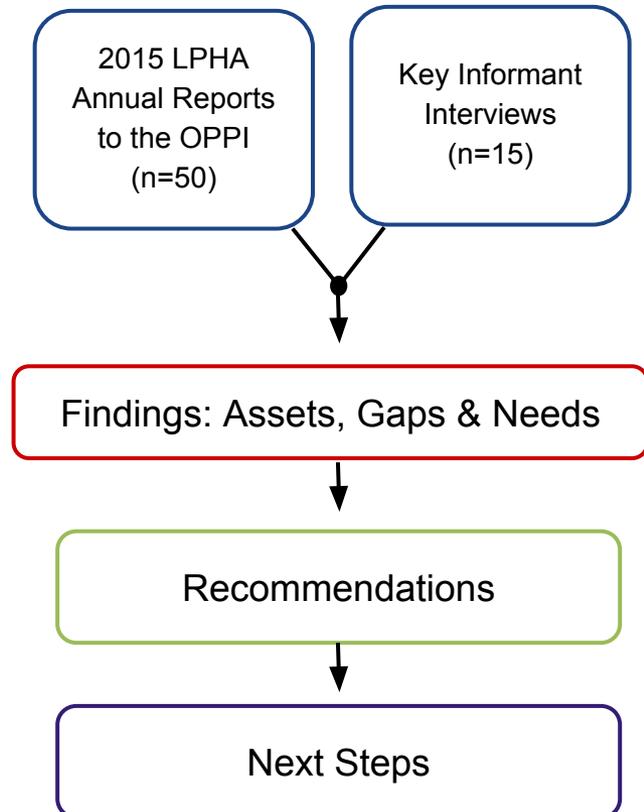
Colorado Health Assessment & Planning System (CHAPS)

Formative Evaluation - 2015

Purpose:

- To inform the focus of CHAPS technical assistance and resources provided by the OPPI for the next cycle by identifying strengths, weaknesses and LPHA needs.
- To understand the how the CHAPS process has impacted LPHAs' capacity to carry out assessment and planning activities.

Methods:



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Evaluation Results: Resources & TA

Strengths

- Templates are scalable
- CHAPS Framework is divided into accessible phases
- Resource materials are comprehensive
- CDPHE Health Statistics and OPPI staff were personable

Weaknesses

- TA is a place to offer feedback, not just resources
- Need for TA contacts
- Website [was] not intuitive
- Different methodologies to choose priority issues, which weakens the comparison across agencies and counties

“I just really appreciate the ability to make a one-size-fits-all [process] - from an El Paso size health department down to Hinsdale...it is so scalable regardless of the size of the health department.”



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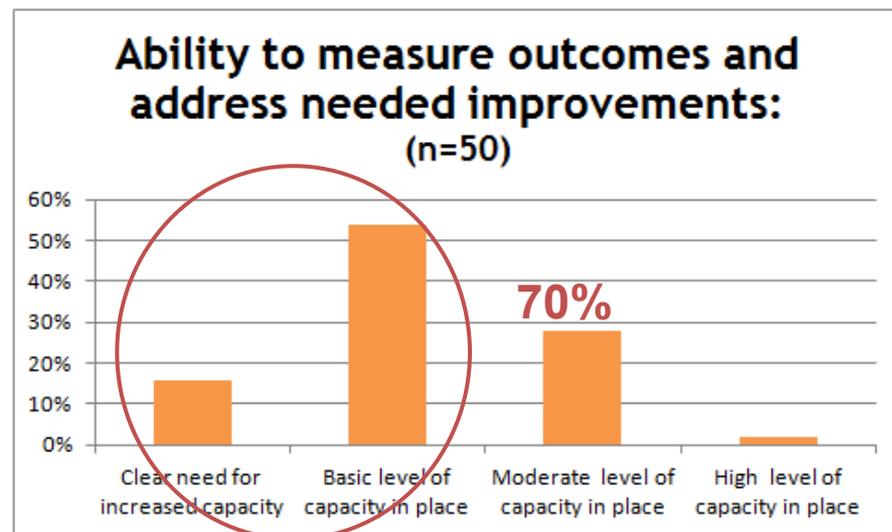
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Evaluation Results: Capacity

- 94% of LPHAs were implementing their public health improvement plans AS INTENDED

- **Identified common challenge:** PHIP monitoring and evaluation

“[CHAPS] is an evidence-based approach to doing community health assessment and planning.”



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Evaluation Results: Needs & Recommendations

LPHA Perceived Needs:

- Non-profit hospital CHNA & CHAPS crosswalk
- Quantitative & qualitative data collection, analysis, and interpretation
- Funding
- PHAB Accreditation & CHAPS alignment
- Evidence-based resources & strategies inventory
- Work and workforce management tools and strategies



Top Recommendations

PHIP Evaluation and Monitoring support, training & resources

Categorized technical assistance from the OPPI

CHAPS support for alignment between LPHA and non-profit hospital community health needs assessment processes

Environmental Health inclusion in CHAPS



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More?

Poster Presentation: **Friday 8:45-9:45am** in the Garden Tents
Full poster and report available! haley.stewart@state.co.us

“Evaluation
allows you to be sure the strategies
you’re implementing are working in
the way you intended & that your
**efforts are as effective and efficient
as possible.”**

Source: County Health Rankings (2)



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Why focus on monitoring & evaluation now?

- We are nearing the end of the first CHAPS cycle, most agencies are implementing their plan & evaluation is a pivotal activity
- Evaluation and monitoring has been identified as a key need for local public health
- Building off of the 2013 PHiR Evaluation skill-building session
- We have an opportunity to connect & share *in-person*



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Success Factors for Implementation

- **A clear planning process with specific end date**
 - Decisions through consensus
 - Flexible structure
 - Accountability
 - **Monitor progress**
- **Have the right organization/people involved**
 - Community focus, driven and owned
 - Shared goals, objectives, strategies, activities, and performance measures

Source: Adapted from NACCHO (3)



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Phase VII: Implement, promote and monitor

| |
|--|
| CHAPS: Getting started |
| Phase I: Plan the process |
| Phase II: Engage stakeholders |
| Phase III: Assess community health |
| Phase IV: Assess capacity |
| Phase V: Prioritize issues |
| Phase VI: Develop the plan |
| Phase VII: Implement, promote and monitor |
| Phase VIII: Inform the state plan |

Step 1: Determine organizational structure and process for implementing, evaluating and communicating the work

Step 2: Review and refine your action plan (s)

Step 3: Prepare for implementation

Step 4: Prepare for evaluation

Step 5: Make mid-course corrections based on evaluation results

Step 6: Develop a plan to communicate about implementation and evaluation



Public Health Improvement Plan



Source: Adapted from NACCHO (4)



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Public Health Improvement Plan



Source: Adapted from NACCHO (4)



Evaluation Readiness & Expectations

- What do you expect from monitoring and evaluating your PHIP?
- Do your Action Plans have clear objectives and outcomes that address a need?
- Are the indicators accurate and adequate enough to provide credible evidence of change?



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The CHAPS logo, consisting of a dark grey rectangular box. On the left side of the box are three small orange squares arranged in a vertical column. To the right of these squares, the word 'CHAPS' is written in white, bold, uppercase letters.

Readiness continued

- Do you have a monitoring system in place to track progress of your PHIP strategies and activities?
- How do external factors, such as policy, capacity & resources, affect your Agency's capacity to carry out PHIP strategies?
- What resources do you have to carry out monitoring, evaluation, and to take action on results?

Source: CHAPS (5)



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 **CHAPS**

The CHAPS logo consists of a dark grey rectangular box. On the left side of the box, there is a 3x3 grid of small yellow squares. To the right of this grid, the word 'CHAPS' is written in a bold, white, sans-serif font.

Evaluation Usability

Potential changes

- Objectives - actual aim or reach?
- Strategies - if what you are doing is not working, will you change it?
- Indicators - will you change indicators if you realize that is not measurable or indicator is not appropriate?

Source: Adapted from NACCHO (4)



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Usability continued

Criteria for changes

- Numeric data or feedback?
- Who is responsible for carrying out changes?
- How will changes be communicated to your agency and community?

Timelines for changes

- When is it appropriate to make changes based on program, grant, and yearly timetables?

Source: Adapted from NACCHO (4)



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“Evaluation can measure
how well you implement actions &
determine whether your
actions have an impact.”

Source: NACCHO (6)



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Evaluation Reminders

- Evaluations can be big or small, simple or complex.
- Your evaluation is only as strong as your data sources.
- Consider multiple data sources and mixed methods.
- Think outside of traditional data sources or methods.
- Be objective.
- Engage stakeholders- who will use your evaluation, what do they want to know?
- **All evaluations have limitations. That's OK as long as you understand them and recognize them.**

Source: Adapted from NACCHO (7)



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Panel Discussion

- Weld County: Cindy Kronauge, Health Data Analyst
- Broomfield: Jason Vahling, Public Health Director
- Eagle: Becky Larson, Disease Prevention & Control Mgr



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Thriving Weld Dashboard

A Very Very Quick Tour!
Cindy Kronauge

www.weldhealth.org or www.maketodaycount.org

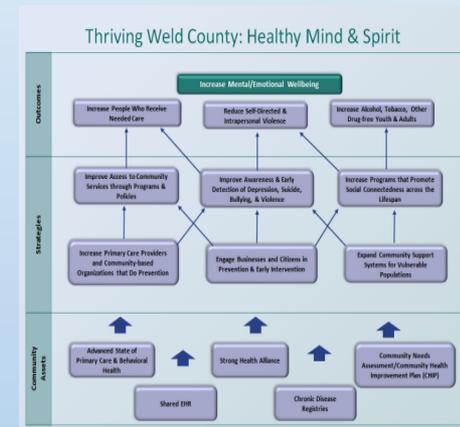
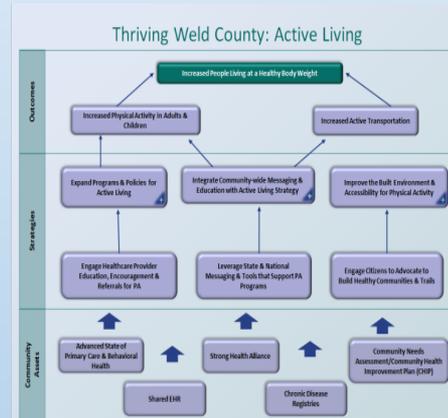
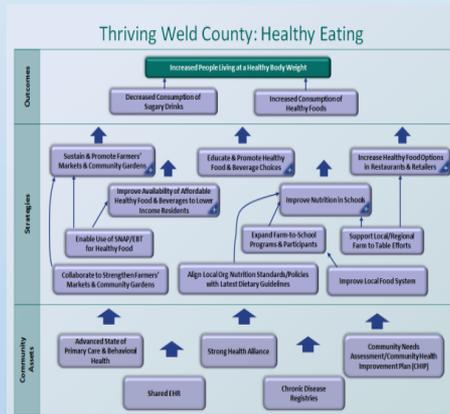
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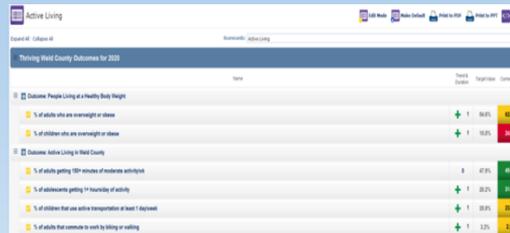
Shared Measurement System

- Calendar-driven community targets
- Actual values updated depending on when data is available
- All partner organizations participate

Strategy Maps



Scorecards



Mutually Reinforcing Activities

- Efforts and resources coordinated through a mutually reinforcing plan of action

PI-HE: Educate & Promote Healthy Food & Beverage Choices Print to PDF

Description **Activities & Ideas** Evidence From-To Gap Obstacles Organizations

Educate & Promote Healthy Food & Beverage Choices
 A number of strategies aimed at reaching diverse community residents are being implemented in school, child care, community, and clinical settings across Weld County. They include:

1. The 5-2-1-0 Education Campaign
2. Promoting increased duration of breastfeeding
3. Increasing healthy food labeling in stores and point-of-purchase prompts restaurants
4. Educating retailers on healthy food purchasing
5. Providing nutrition & cooking education, nutrition counseling, and cooking demonstrations

Lead Advocate - Carlee Rosen, (North Colorado Health Alliance, crosen.alliance@nocoha.org, 970-346-2505)

Action Team:
 Randeel Morris, (AIMS Community College, randee.morris@aims.edu, 970-339-6259)
 Katie Castillo, (UC Health Healthy Kids Club, katharine.castillo@uchealth.org, 970-313-2792)
 Mike Schwab, (Weld County Health Maternal Child Health Program, mschwab@weldgov.com, 970-304-6420 ext 2343)
 Janine Reid, (High Plains Library District, jreid@highplains.us, jreid@highplains.us)
 Carlee Rosen, (North Colorado Health Alliance, crosen.alliance@nocoha.org, 970-346-2505)
 Ellie Dudley, (Integrated Nutrition Ed. Prgm., ellie.dudley@ucdenver.edu, 970-352-5243)

Return to Healthy Eating Strategy Map
Return to Educate & Promote Healthy Food & Beverage Choice Strategy Map here



Measures Select

Actions ▼

| <input type="checkbox"/> Name | Trend & Duration | Target Value | Current Value | Prior Period | Most Recent Period | Comments/Initiatives |
|--|------------------|--------------|---------------|--------------|--------------------|----------------------|
| <input type="checkbox"/> PI-HE: # of community organizations implementing SSB & PA plans & messaging for youth | 0 | 30 | 35 | N/A | Sep 14 | |
| <input type="checkbox"/> PI-HE: # of Youth receiving SSB & PA messaging & survey | N/A | N/A | N/A | N/A | N/A | |

Related Objectives Select

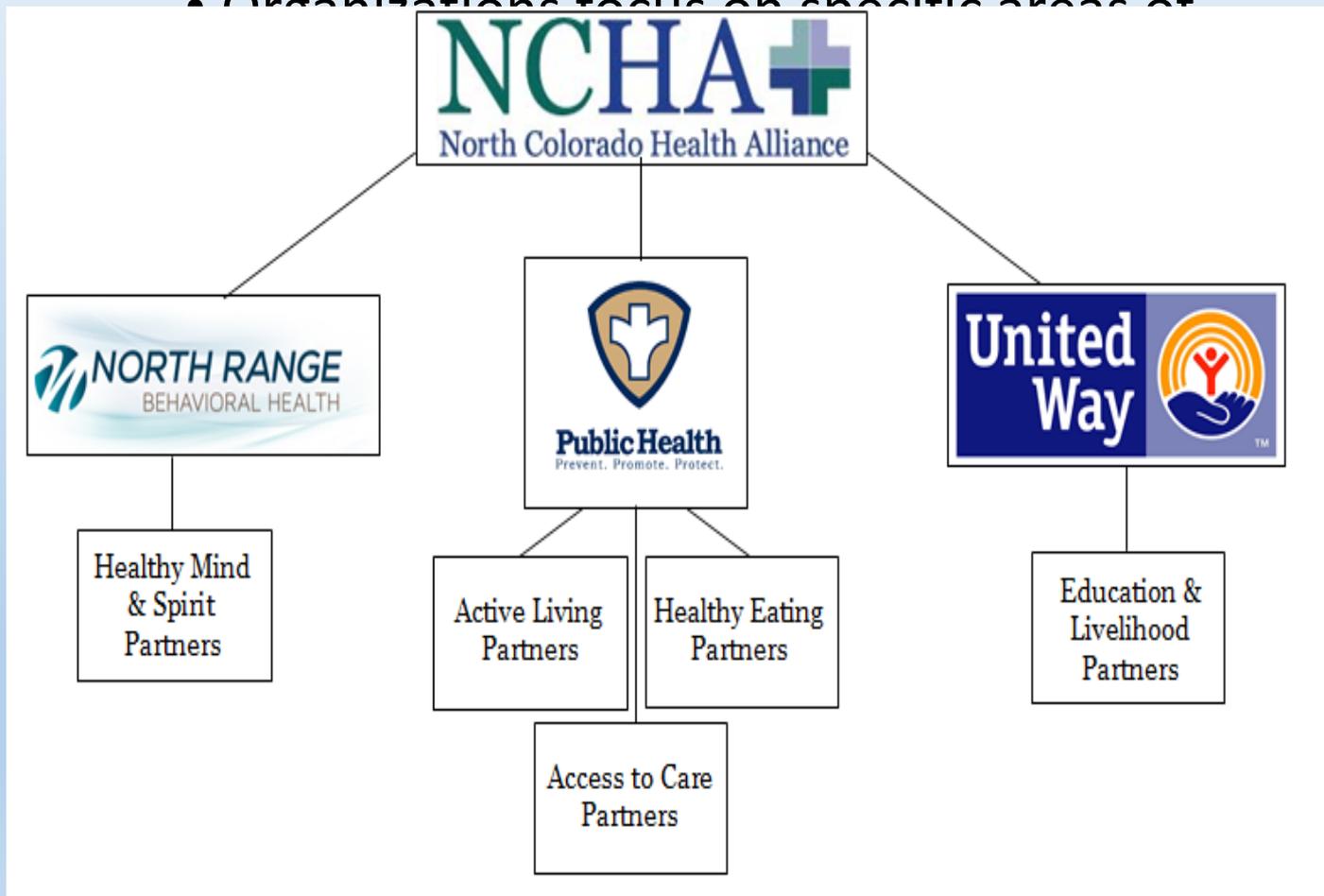
Actions ▼

| <input type="checkbox"/> Prefix | Name | Description | Actions ▼ |
|---------------------------------|---|-----------------------------------|-----------|
| <input type="checkbox"/> PI-HE | Align Local Org Nutrition Stds/Policies with Dietary Guidelines | Align Local Org Nutrition Stds... | Actions ▼ |
| <input type="checkbox"/> PI-HE | Educate on Healthy Food Purchasing at Retail Stores | Educate on Healthy Food Purcha... | Actions ▼ |
| <input type="checkbox"/> PI-HE | Implement Nutrition & Cooking Education, Counseling & Demos | Implement Nutrition & Cooking ... | Actions ▼ |
| <input type="checkbox"/> NCHA | Implement Summer Children's Initiative to Reduce Sugary Drinks & Increase Physical Activity | The Make TODAY Count! campaign... | Actions ▼ |
| <input type="checkbox"/> PI-HE | Increase Healthy Food Labeling | Increase Healthy Food Labeling... | Actions ▼ |
| <input type="checkbox"/> PI-HE | Promote Increased Duration of Breastfeeding | Promote Increased Duration of ... | Actions ▼ |
| <input type="checkbox"/> PI-AL | Promote 5-2-1-0 Messaging in Communities & Schools | Promote 5-2-1-0 Messaging in C... | Actions ▼ |
| <input type="checkbox"/> PI-HE | Expand/Improve Point of Purchase Info in Restaurants | Expand/Improve Point of Purcha... | Actions ▼ |

Continuous Communication & Support

- Frequent communication among key players

• Organizations focus on specific areas of





PHIP EVALUATION PLAN

September 17, 2015

Public Health in the Rockies

Jason Vahling, MPH, Public Health Director

1

Overview of the PHIP

2

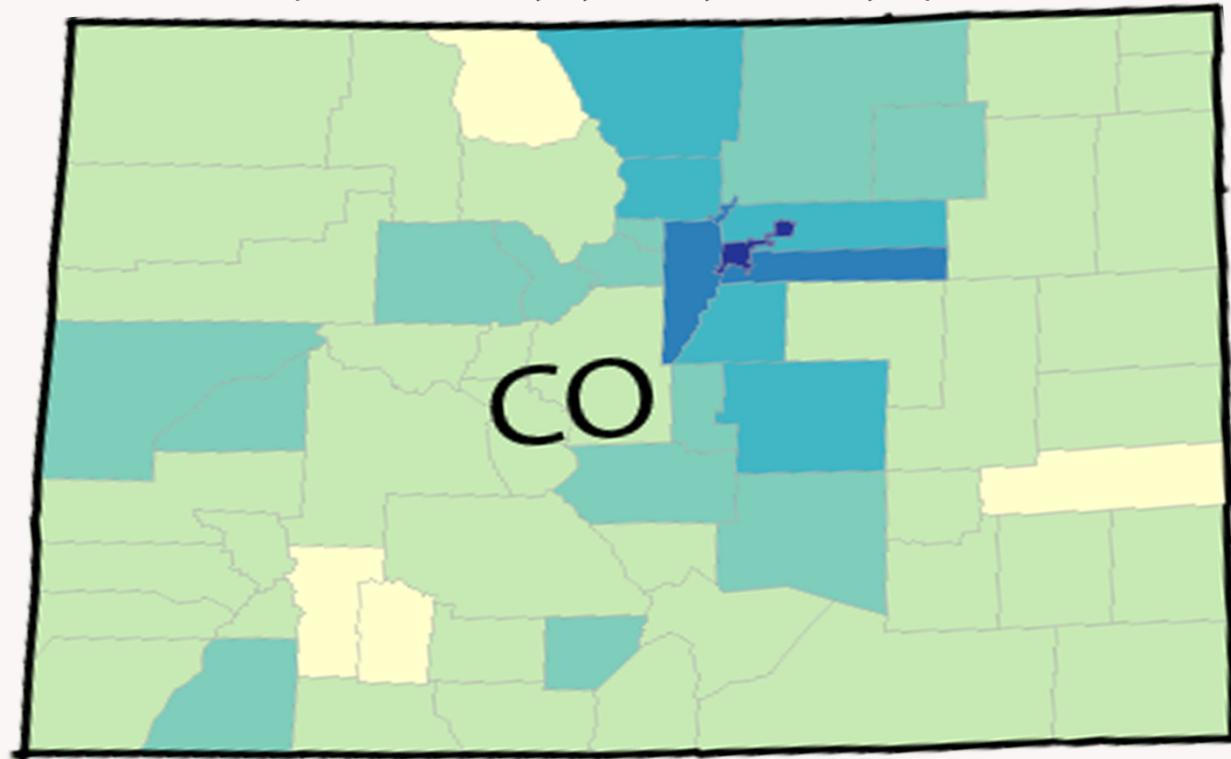
Evaluation Approach

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Evaluation Indicators and Data Collection

Data - Demographics

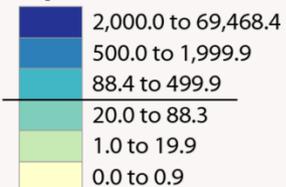
2010 Census Results - United States and Puerto Rico
Population Density by County or County Equivalent



United States[™]
Census
Bureau

Source: U.S. Census Bureau, 2010 Census Redistricting Data Summary File
For more information visit www.census.gov.

**People per
Square Mile**



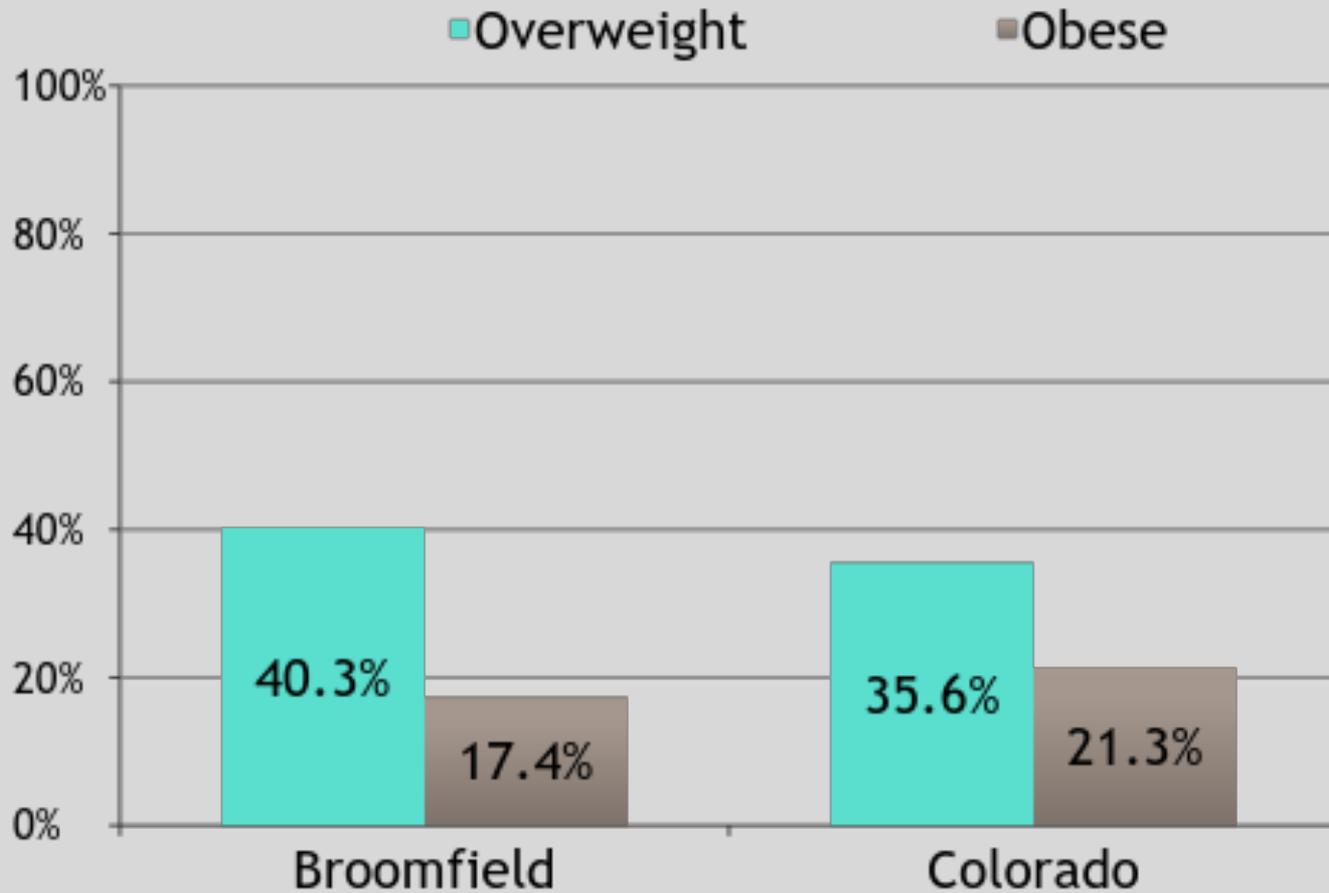
Overall density 88.4

Data - Demographics

| Report | Broomfield | Colorado |
|--|------------|-----------|
| Total Population, 2013 | 57,171 | 5,119,329 |
| Female | 50.49% | 49.83% |
| Male | 49.51% | 50.17% |
| Median Age | 35.9 | 36.1 |
| Families with Children | 34.11% | 32.1% |
| Linguistically Isolated Population | 2.32% | 3.6% |
| Population Age 5+ with Limited English Proficiency | 4.7% | 6.53% |

Problem

Adult Overweight and Obesity



Broomfield PHIP

PUBLIC HEALTH IMPROVEMENT PLAN
2014-2019



Sector Approach



- Childcare
- Schools
- Worksites
- Health care
- Community
- Media and public awareness

GOAL 1: Community Awareness

BHealthy Broomfield - One Small Change to a Healthier You!



BHealthy
BROOMFIELD

Show us one small change you made using **#BHealthyBroomfield**
or **YourBroomfield@Broomfield.org**



BHealthy
BROOMFIELD
ONE SMALL CHANGE

- Form a PHIP Advisory Team
- Create Media and Marketing Materials
 - Articles in the Broomfield Enterprise and B in the Loop
 - Billboards, radio broadcasts, videos, and Channel 8
- Establish a social media presence

Goal 2: Promote HEAL Programs

Enterprise
LIFESTYLES

News - Sports - Business - Entertainment - Lifestyle - Obituaries - Opinion - Co

Home - Lifestyles - Home Life - Story

Broomfield offers a healthy dose of fun and games

Library, HHS host 'Neighborhood Games' session

By Kimberli Turner
Staff Writer

POSTED: 06/19/2015 10:11:43 PM MDT



BEST 2: Nisha Bnu, 7, at right, Branna Goodman, a nurse with the City of Broomfield Public Health Dept., and Maya Anderson, 6, lock arms as they try to tag others in a game of tag during the Eeny, Meeny, Miney, Mo childrens event at the Mamie Doud Eisenhower Public Library in Broomfield on ...

If you go

What: "Eeny Meeny, Miney, Mo: Neighborhood Games"

When: 3 to 4:15 p.m., July 23

Where: Mamie Doud Eisenhower Public Library, 3 Community Park Road.

"Last one to the light pole is it."

"One Mississippi, two Mississippi, three Mississippi ..."

"Ready or not, here I come!"

Adults can recall such phrases from their childhood, and also that whistle that came every summer night, hours after the sun went down — the one that indicated it was too late to be playing neighborhood games and your mom wanted you home.

- Expand the Healthy Hearts Program
- Train child care facilities
- Promote *Let's Move!*
- Offer classes at the Library
- Enhance the WIC program
- Implement classes in

Goal 3: Enhance Worksite Wellness



- Promote wellness in the employee newsletter
- Display signage
- Provide wellness classes
- Increase physical activity in the workplace

Goal 4: Integrate in HHS Programs



- Provide physical activity and nutrition education during clinic visits
- Distribute wellness packets through public health clinics

1

Overview of the PHIP

2

Evaluation Approach

3

Evaluation Indicators and Data Collection

Evaluation Approach



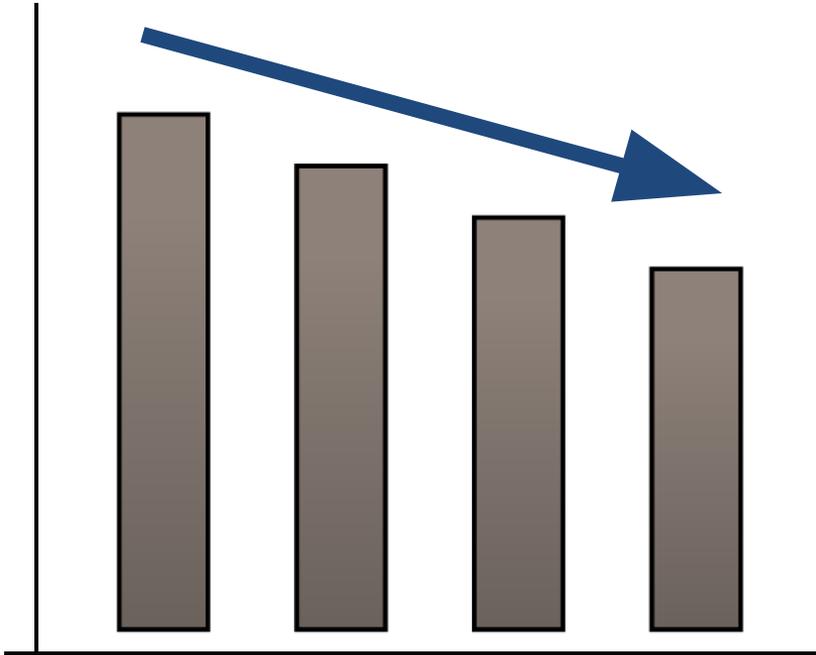
Evaluation Approach

| Steps | Activity |
|--------------------------------------|--|
| Engage Stakeholders | PHE will convene and facilitate an evaluation subcommittee biannually with 4-5 representatives from the HBC and PHE staff. |
| Describe the Program | PHE developed the Broomfield PHIP Logic Model. |
| Focus the Evaluation Design | On an annual basis, PHE will review the evaluation questions, methods of data collection, and indicators to effectively assess reach, implementation, and effectiveness. |
| Gather Credible Evidence | To measure the impact of activities, objectives, and outcomes, PHE will monitor the process evaluation methods along with population changes in key indicators, using established surveillance systems. |
| Justify Conclusions | PHE will document and report progress on activities, objectives, and goals to the evaluation subcommittee and HBC. In addition, PHE will develop progress reports to present to the HHSAC and BOH on a biannual basis. |
| Ensure Use and Share Lessons Learned | To keep local stakeholders and the community engaged, PHE will publicize reports summarizing its evaluation findings through CCOB's traditional media and marketing channels. |

Evaluation Approach

| Inputs | Outputs | Outcomes - Impact | | |
|--|---|---|--|---|
| | | Short-Term | Intermediate | Long-Term |
| Collaborators: <ul style="list-style-type: none"> · CCOB staff · Broomfield community members and organizations Financial resources: <ul style="list-style-type: none"> · Local and state funding Capacity Needs assessments | Increase community mobilization Form the Healthy Broomfield Team Increase media promotion and education outreach Promote evidence-based nutrition and active programs Enhance the existing Healthy Hearts and WIC programs Implement healthy eating and active living classes within the community and with City and County employees Promote healthy eating and active living strategies and practices Enhance and develop partnerships Provide consistent messaging and evidence-based information Monitor and conduct ongoing surveillance and evaluation | Increase partnerships with communities and organizations Increase policy and/or environmental changes in various settings that promote physical activity and healthy nutrition choices | Increase consumption of fruits and vegetables in adults, teens, and children Increase physical activity in adults, teens, and children Increase breastfeeding initiation, duration, and exclusivity Decrease screen time Improve built environment | Decrease the prevalence of Broomfield residents who are overweight or obese |
| Assumptions | External Factors | | | |
| Broomfield residents and employees want information about healthy eating and active living; funding will be secure throughout the project's life; people will be motivated to participate. | The capacity of partners and programs to implement obesity prevention efforts varies widely; although significant momentum exists in Colorado and nationally to address this issue, each sector experiences unique barriers in making sustainable and effective systems changes. | | | |

Evaluation Approach



- Process Evaluation
- Outcome Evaluation
- Impact Evaluation
- Real Time Learning

1

Overview of the PHIP

2

Evaluation Approach

3

Evaluation Indicators and Data Collection

Evaluation Indicators



- Internal data collection, documentation
- BRFSS
- Healthy Kids CO Survey
- CHS
- PRAMS
- BMI, CHORDS Data

City and County of Broomfield Public Health and Environment PHIP Evaluation Plan



Jason Vahling, MPH
Public Health Director
jvahling@broomfield.org

Eagle County Public Health and Environment



Becky Larson, Disease Prevention & Control Manager

<https://magic.piktochart.com/output/4539679-community-health-improvement-p>

Small Group Discussion



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Small Group Discussions

Small
Agency
~1-15
staff

Medium
Agency
~15-50 staff

Large Agency
~50+ staff

Small Group Discussions

- Introduce yourself and share some info about your:
 - **County:** population, rural/urban, characteristics of the area,
 - **PH Dept:** number of staff, number responsible for implementing, monitoring and evaluating the plan
 - **PHIP or CHIP:** years of the plan, where you are in implementation
- Timeline:
 - 5 min- Introductions
 - 25 min- Discussion Topics
 - 10 min- Share takeaways at your table
 - 5 min- Share some takeaways with the large group



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Acknowledgements

We would like to thank the the contributions of our local public health agency panelists & the small group discussion participants for sharing your evaluation experiences and ‘lessons learned’ in the spirit of continuous public health improvement.



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CDPHE Office of Planning, Partnerships and Improvement: www.colorado.gov/pacific/cdphe-lpha

Colorado Health Assessment and Planning System: www.colorado.gov/pacific/cdphe-lpha/chaps-getting-started



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