

## Evaluation Series: Part 4

# Leveraging the Evaluation: Making the Case and Promoting Sustainability

**Million Hearts Webinar**  
**October 20, 2021**

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Measuring with Purpose and Alignment to Achieve Impact

MHLC  
(July 21, 2021)

Nuts and Bolts of Measurement and Evaluation Design

Recorded Webinar  
(August 2021)

Assessing Your Results and Overcoming Challenges

MHLC  
(September 15, 2021)

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- ❑ What to communicate: know your value
- ❑ Make your case: know your audience
- ❑ Evaluation report
- ❑ Data visualization techniques
- ❑ Next Steps: **putting learning to work**

## DISCUSSION

WHAT DOES SUSTAINABILITY OF YOUR  
MILLION HEARTS PROJECT LOOK LIKE?

WHAT DOES IT REQUIRE?

What is your level of confidence in the sustainability of Million Hearts activities after the grant ends?

- Not confident at all
- Slightly confident
- Somewhat confident
- Fairly confident
- Completely confident

YOUR ORGANIZATION HAS A  
VALUE STATEMENT, AND  
**YOUR MILLION HEARTS PROJECT  
HAS A VALUE STATEMENT.**

- **WHAT ARE YOUR GOALS** for your individual organization/project's growth/delivery system involvement/partnerships?
- **HOW CAN YOUR OWN ORGANIZATION CONTRIBUTE** to community and population health improvement?



**Who?**

- Who are you? (and why are you uniquely prepared to meet a need?)

**What?**

- What will you do? (what intervention?)

**Where?**

- Where will your impact occur? (the geographic and population target; number to be served)

**Why?**

- Why is this intervention or these services necessary?

**How?**

- How will you know you've made a difference in addressing the problem?





**<Practice Name/Million Hearts Program> provides <what services> to <what target population> in <what geographic area> that are impacted by <what conditions>, resulting in <specific outcomes>.**

## UNDERSTAND THEIR PRIORITIES

- Who are your stakeholders?
- What are they accountable for?
- How can your programming help them be accountable?

## UNDERSTAND WHAT MESSAGE THEY NEED

- Communication channel
- Desired action
- Technical expertise or comprehension
- Culturally appropriate
- Interest in the evaluation
- Experience and context



WHAT DOES SUCCESS OF YOUR  
MILLION HEARTS PROJECT *LOOK*  
*LIKE?*

- For your funders, or payers?
- For your leadership?
- For you?
- For your team?
- For your patient population?

**COMMUNICATION STRATEGY:**

Stakeholder	Information Needed	Best Format	Timeline	Who will prepare/ deliver	Costs

Are you already sharing your Million Hearts results with stakeholders? Check all that apply.

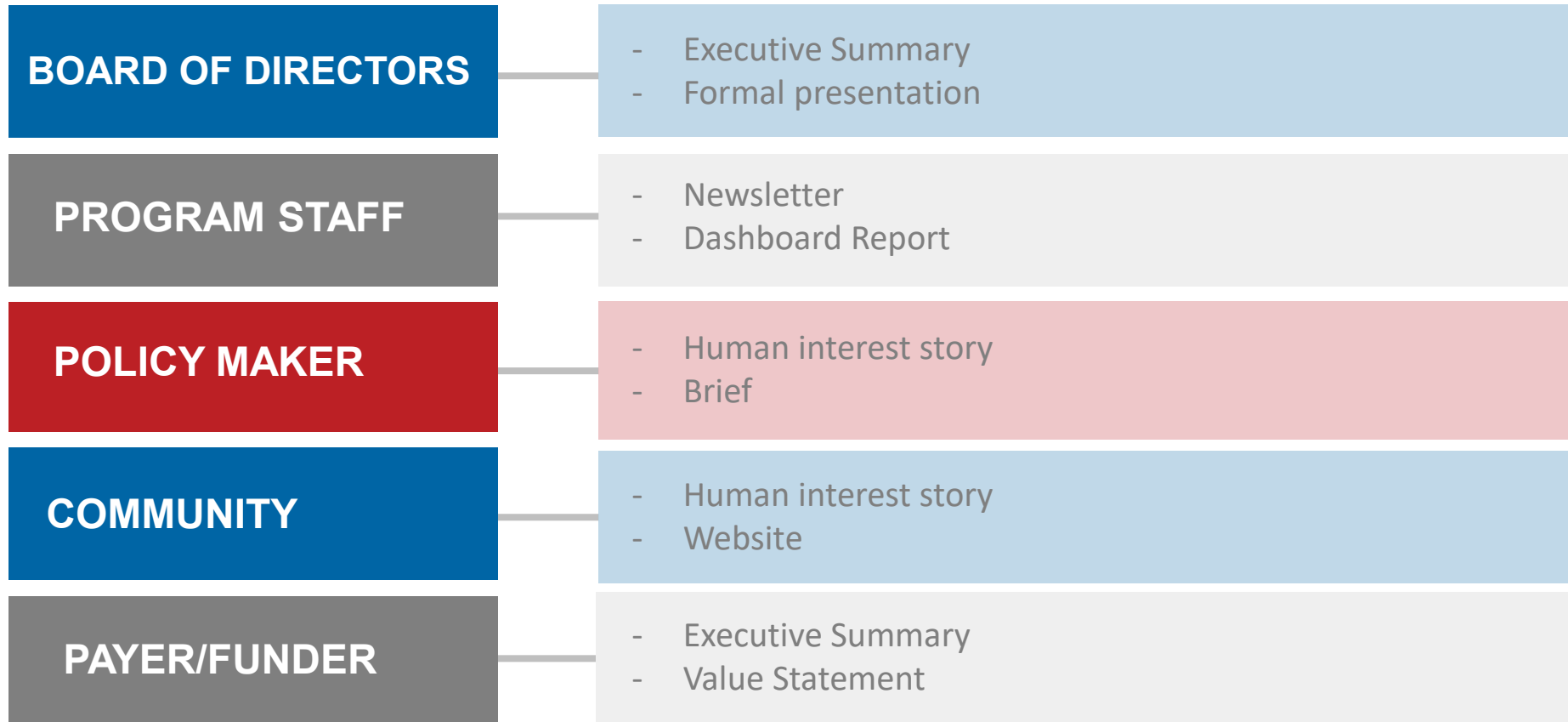
- Care team (e.g., team meetings, internal newsletter)
- Patients (e.g., website, promotional materials)
- Leadership (e.g., board meetings)
- Funders/payers (e.g., MCOs, other potential grants)
- Not sharing results yet



- Summary
- Background
- Methods
- Results/Findings
- Implications (i.e., “so what?”)
  - Recommendations
  - Lessons Learned
  - Action Steps

- Activity from Work Plan; Evaluation Question; Indicators; Annual Target
- Results/Findings (calculations): Annual Results; % of Target Completed; Variance
- Discussion/Interpretation:
  - Facilitators and challenges encountered
  - How implemented activities have impacted desired outcomes

Activity from Work Plan	Evaluation Question	Indicators	Annual Target	Annual Results	% of Target Completed	Variance (Annual)	Challenges Encountered (Y/N)	Please briefly explain facilitators and regarding this me
<b>Goal 1:</b> Expand the availability of health care transition (HCT) training to school-based health centers (SBHCs) and to community-based mental health providers using evidence-informed HCT interventions and tested quality improvement (QI) methodologies.								
<b>Objective 1:</b> By the end of month 12, partner with School-Based Health Centers and move from customizing and piloting the Six Core Elements of HCT to full implementation in routine preventive and primary care.								
EXAMPLE: Activity A: Parent Navigation or participation in a training	Activity A: Parent Navigation or participation in a training	Numerator: # of families Denominator:	23	21	91.30434783	-2	N	
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## KEY TENETS:

- Understand the data you're trying to picture
- Determine what you're trying to visualize and what you want to communicate
- Know your audience
- Keep visualization simple





## Compare values

- Column – Bar – Pie – Line – Scatter Plot – Bullet

## Show composition

- Pie – Stacked Bar – Mekko – Stacked Column – Area – Waterfall

## Show distribution

- Scatter plot – Mekko – Line – Column – Bar – Maps with Multiple Indicators

## Analyze trends

- Scatter plot – Line – Column

## Understand alignment

- Scatter plot – Bubble – Line – Maps with Multiple Indicators





**Discussion**

1. To what extent did the session address agenda items? *(1 not at all to 5 addressed all items)*
  - What to communicate: know your value
  - Make your case: know your audience
  - Evaluation report
  - Data visualization techniques
2. How would you rate the session overall? *(from 1-5, where 1 is poor and 5 is excellent)*
3. How would you rate the entire 4-part Evaluation Planning Series? *(from 1-5, where 1 is poor and 5 is excellent)*

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## Bring it back to your team:

- Evaluation and sustainability
- Try the tools: Value Statement Worksheet, Evaluation Report

## Discuss with us/your fellow grantees

- Individual technical assistance: available on request
- Review these (and other) tools, best practices

## Million Hearts Evaluation Report

- Evaluation plan: updates due October 31, 2021
- Evaluation report: due annually, July 15, 2022

# You've got this!!

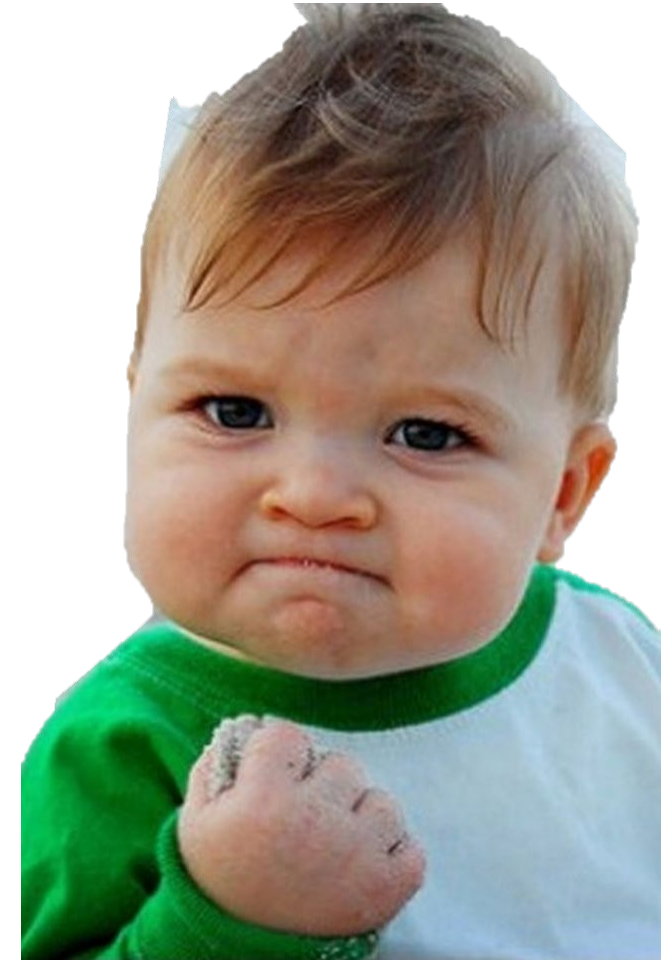
**PLUS - YOU CAN ALWAYS CONTACT US WITH ANY  
QUESTIONS OR COMMENTS**

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## *Thank you!*



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