

WELCOME

- ▶ The audience is muted and will remain muted during the webinar portion of the time together.
- ▶ If you are experiencing technical difficulties:
 - Email Deshaune Bailey at djbailey@logicalintegrations.com



We'll begin promptly at the top of the hour!



TOBACCO CONTROL TRAINING COLLABORATIVE

Evaluating Statewide Coalition Health and Impact: Developing a Continuum of Measures and Indicators

Tamatha Thomas-Haase, MPA
Webinar Facilitator

Learning Objectives

After attending this webinar, participants will:

- ▶ Be able to articulate the importance of evaluating statewide coalitions using indicators related to infrastructure and functioning
- ▶ Know what indicators matter most when evaluating coalition health and wellbeing
- ▶ Better understand coalition evaluation efforts happening across the country



Today's Featured Speakers

- ▶ **Jeanette Treiber**, Ph.D., Program Manager/Evaluation, Prevention First/Lifetime of Wellness, Department of Public Health Sciences, UC Davis
- ▶ **Danielle Lippert**, MPH, Evaluation Associate, Public Health Sciences, Tobacco Control Evaluation Center, UC Davis
- ▶ **Robin Kipke**, MS, Evaluation Associate, Public Health Sciences, Tobacco Control Evaluation Center, UC Davis



Housekeeping

- ▶ The audience is muted and will remain muted throughout the webinar.
- ▶ Use the Q&A function to ask questions. Only speakers can see your question.
- ▶ Use the chat function to share resources and experiences related to the topic today.
- ▶ Please take this poll for us today!



Why this topic?

- ▶ Evaluation of coalitions is often overlooked
 - Or it is too expensive; no time; not built in to the process
- ▶ It is complex – where do we begin?
- ▶ Three buckets:
 - Outcome
 - Impact
 - Process
- ▶ Process is where we'll focus today



Coalition Outcome Evaluation

- ▶ **Big-picture** evaluation of what the *coalition* has accomplished
 - Policy adoption/blocking
 - Increased visibility/knowledge of issue
 - Better relationships with policymakers and allies and reduced enemies
 - Writing/testifying on effective policy
 - Overcoming important “sticking” points in moving an agenda/policy
 - Activation of broader constituency
 - Increased public will

(J. Raynor, 2011)



Poll the Audience!

- ▶ Do you routinely conduct outcome evaluations of your coalition?



Coalition Impact Evaluation

- ▶ Measures the **legitimacy and relevance** of the coalition in the work
 - Increased visibility of coalition
 - Increased membership
 - Merging/strategic relationship with other coalitions
 - More rapid and organized ability to respond
 - Number of different “faces” that the coalition could credibly put forward to advance the issue



(J. Raynor, 2011)

Poll the Audience!

- ▶ Do you routinely conduct impact evaluations of your coalition?



Coalition Process Evaluation

- ▶ Considers the degree to which the coalition itself is **functioning optimally** and as intended
 - formal rules/procedures
 - leadership style
 - member participation
 - membership diversity
 - agency collaboration
 - group cohesion



(Butterfoss & Francisco, 2004; Zakocs & Edwards, 2006)

Poll the Audience

- ▶ Do you routinely conduct process evaluations of your coalition?





Formulating Better Coalitions through Evaluation

Jeanette Treiber, Danielle Lippert &
Robin Kipke

University of California, Davis
Public Health Sciences

August 1, 2018





Methods



Lit review * Coalition Survey Analysis * Descriptive Stat. * Factor Analysis
Composite Scores * Correlation * Compile list of performance measures



Lit Review Results

Butterfoss (2004)

Feinberg et al. (2004)

Zakocs & Edwards (2006)

Riggs et al. (2008)

Barns et al. (2014)

- Training (members and/or leadership)
- Funding
- Communication
- Coalition Functioning
- Member diversity
- Cohesion
- Collaboration
- Human and social capital
- Strategic thinking
- Formal structure
- Flexibility
- Member participation



Priority Population Demographics in California versus Survey Percentages

*State-wide demographics are from 2012 census data.

Priority Population	State-Wide Percentage*	Survey Percentage
Black/African American	6.6%	4.6%
Latino/a	38.4%	20.6%
Native American	1.7%	3.1%
Asian/Pacific Islander	14.6%	7.2%
Low-SES	15.3%	11.9%
Rural Resident	13.8%	17.0%
Military Personnel	5.1%	2.6%
Youth	23.9%	10.3%
LGBT	4%	4%
Manual/Clerical Labor	Not Available	2.6%

Saving
Time

Improving
Accuracy



Rotated Component Matrix^a

	Component				
	1	2	3	4	5
logistics	.249	.719	.080	.025	.065
recruitment	.049	.546	.414	-.035	-.064
orientation	.312	.370	.694	-.045	.014
communication	.225	.278	.727	-.006	.112
opinion	.075	.614	.394	-.109	.366
comments	-.612	.028	.081	.273	.287
meetings	-.024	.012	-.307	.629	.269
timeliness	-.099	-.203	.367	.572	-.186
agendadesign	-.003	.025	-.061	.808	-.052
agendafollowed	.095	.096	.005	.768	.014
facilitation	.029	-.041	-.003	.060	.768
cohesiveness	.418	.281	.477	-.265	.483
decisionmaking	.435	.422	.272	-.201	-.029
connectedness	.390	.241	.540	-.261	.399
procedure	.615	.248	.589	.047	-.068
missionclarity	.717	.250	.323	-.161	.165
sharedvision	.536	.277	.540	.041	-.022
activity	.647	.340	.185	.103	.359
useskills	.726	.280	.254	.233	.199
usetime	.727	.287	.208	.193	.077
needs	.243	.780	.225	.030	.094
outcomes	.411	.483	.401	.018	.243
change	.245	.767	.107	.094	-.117
	cohesiveness	achievements	Coalition functioning	Meeting logistics	Facilitation

Example of factor creation: factor 1

4 point scale

(strongly agree to strongly disagree)

- The coalition has a feeling of cohesiveness and team spirit
- The decision making process during coalition meetings is fair
- Operating rules and procedures are respected
- The mission of this coalition is clear to me
- The members of the coalition share a common vision
- The coalition activities are in line with its mission
- The coalition makes good use of what I have to offer
- Serving on this coalition is a good use of my time.

= Cohesiveness

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 10 iterations.

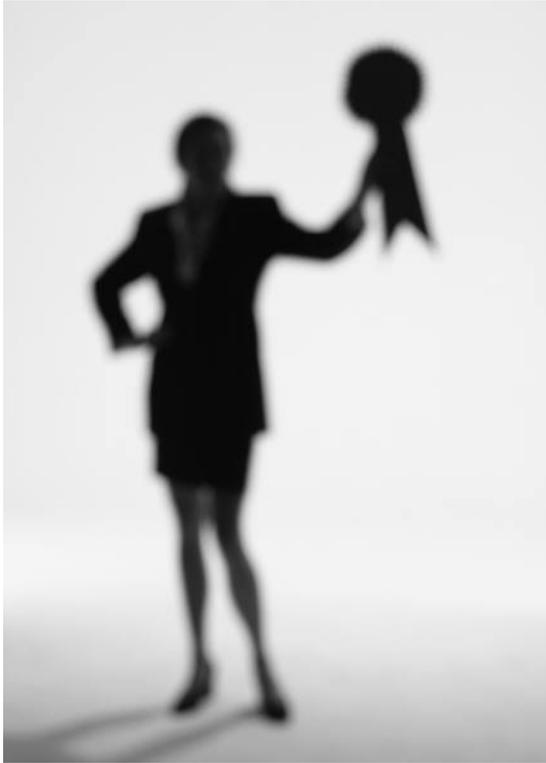
Composite scores

Cohesiveness	Achievements	Coalition Functioning	Meeting logistics	Meeting facilitation	Challenges
Cohesiveness	Perception of outcomes	Orientation	Meetings	Facilitation	Response to challenges
Participation in decision making	Commitment	Communication	Timeliness		
Mission Clarity	Bringing about change	Connectedness	Agenda design		
Shared vision	Logistics	Recruitment	Agenda followed		
Activity	Opinion	Procedure			
Making good use of members' skills					
Making good use of members' time					

“Achievement” correlates with

- Length of time members have been involved with TC
- # of hours/mo member spends on coalition activities
- Cohesiveness
- Coalition functioning





Predictors of Achievement

- Length of time members have been involved with TC
- Response to challenges
- Cohesiveness
(e.g. shared vision, mission clarity, etc.)
- Coalition functioning
(e.g. recruitment, orientation, communication, etc.)



Let's recap

Important variables for measuring coalition functioning and effectiveness

- Training
- Funding
- Communication
- Coalition functioning
- Diversity
- Cohesiveness
- Collaboration
- Human and social capital
- Strategic thinking
- Formal structure
- Flexibility
- Vision
- Member participation

- Achievements/Outcomes
- Meeting logistics
- Meeting facilitation
- Response to challenges
- Length of involvement in the cause

red =
predictors
of success

Lit + TC surveys

TC surveys



Limitations

Thriving Coalitions



Current CA Tobacco Control Coalition Survey

- http://programeval.ucdavis.edu/data-collection/documents/Coalition_Survey_Sample.pdf

A 12 question survey

Youth Coalition Surveys

Danielle Lippert, MPH

UC Davis

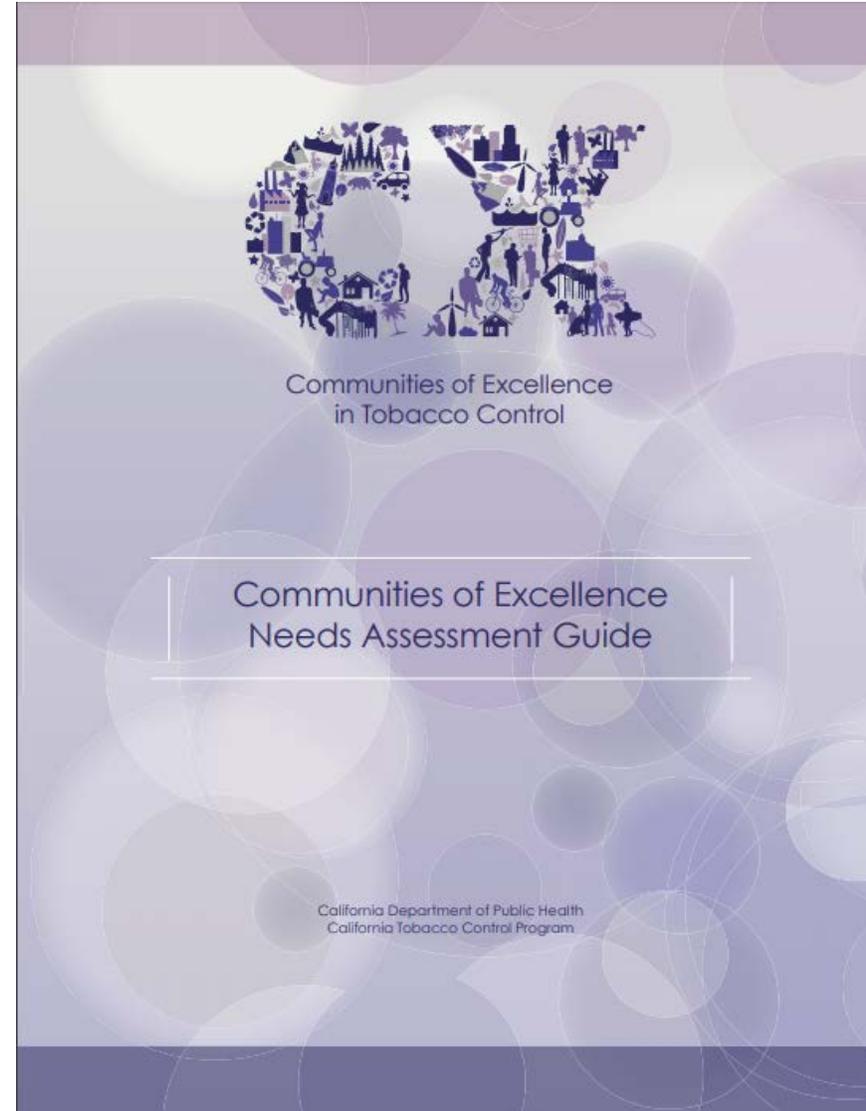
Public Health Sciences

Tobacco Control Evaluation Center



Youth Coalitions

- 40 local lead agencies
- Asset 2.4: Social Capital Asset
 - Participation
 - Collaboration
 - Diversity
 - Engagement



Partnership California Youth Advocacy Network



Metrics of importance

- General coalition functions
- **Individual** knowledge, skills, interests, and opportunity

Two Instruments

- Youth Coalition Satisfaction Survey
 - Anonymous
 - Assess coalition function
- Youth Coalition Intake Survey
 - Individual metrics



What's

NEXT

Coalition Asset Mapping



Photo: Rose Silva



STANLEY TOOLS

Photo: cc Wikimedia



Photo: JGDeadpool91

Template C: Asset Map—Current Assets & Needs

Directions: Use this template and large flip chart pages or butcher paper to create a large asset map for your mapping session. Post it at the front of the room for participants to see and populate during the session. Note that the example provided below is related to a Retail Environment Campaign.

COALITION	Initiative #1: <i>Example</i>		Initiative #2		Initiative #3		Initiative #4	
	<i>Retail Environment Campaign</i>		_____		_____		_____	
	Assets	Needs	Assets	Needs	Assets	Needs	Assets	Needs
Individual Skills & Talents	<i>Member A is an editor and edits the local newspaper; Member C is an excellent public speaker</i>	<i>Coalition needs training on process to pass city or county policies / ordinances</i>						
Relationships / Networks	<i>Member D is a member of the League of California Cities and understands city management</i>	<i>No relationship with the Chamber of Commerce</i>						
Organizational / Programmatic	<i>Public health provides coalition staffing; The ABC nonprofit provides printed materials at no cost</i>	<i>Law enforcement has no money or staffing to implement YTPS</i>						
Cultural Competency	<i>Member G is Hispanic/Latino; Member H speaks Spanish and Vietnamese</i>	<i>No low-SES or LGBT representation on coalition</i>						

You can use this tool to map all of your tobacco control program's objectives, just one objective, or to map an activity within an objective (e.g., developing a relationship with law enforcement). You can also add more categories than the four categories provided here. The tool is flexible; feel free to adapt it to meet your needs.

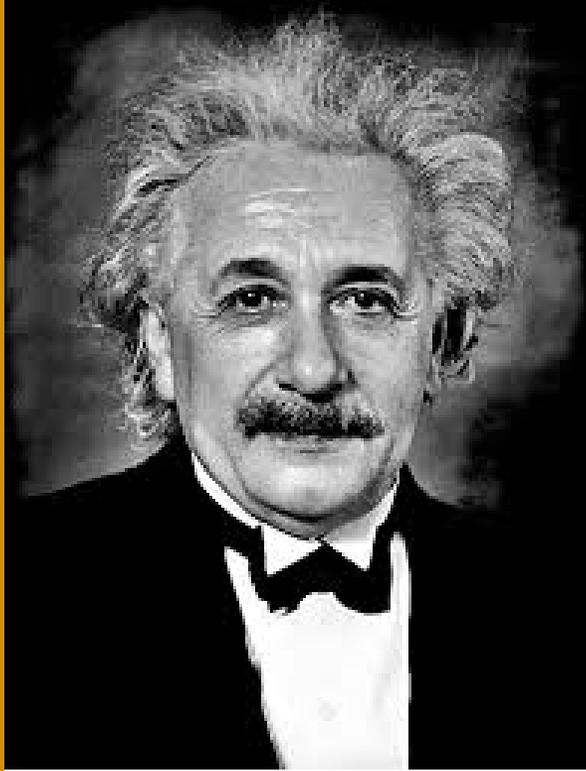
Time, interest / passion, skills, talents, experience, knowledge, personal financial resources, influence

Formal and informal relationships, networks, communication channels, and personal connections; connections with racial/ethnic groups and priority populations

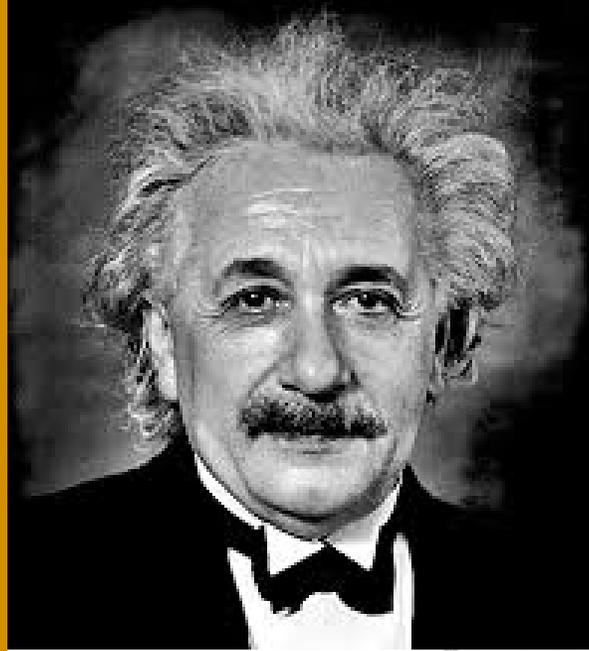
Staff, space, facilities, materials, equipment, programs, services, culturally competent practices, financial resources

Representationally diverse coalition membership, bi-lingual or multi-lingual language skills, knowledge of other cultures, skills / capacity to function effectively with other cultures (e.g., respectful and responsive)

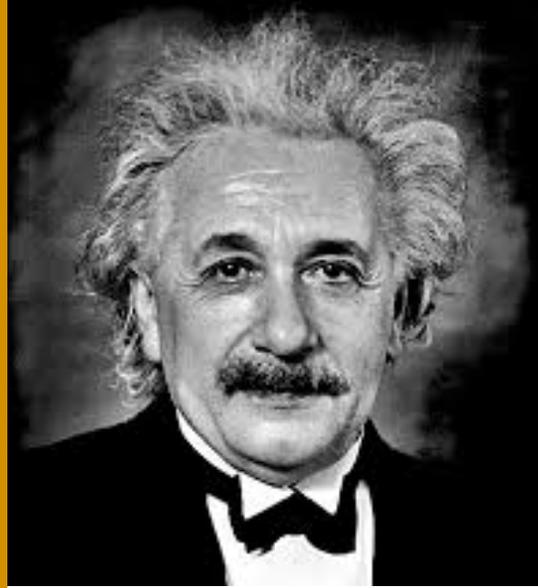
Individual
Skills &
Talents



Individual Skills & Talents



Individual Skills & Talents



Relationships & Networks



Organizational & Programmatic

Photo: cc PxHere



Cultural Competency

Photo: United Nations







<http://tobaccoeval.ucdavis.edu>

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Additional example from practice

- ▶ Wisconsin: Health Equity Assessment
 - new process for evaluating the health equity competence of tobacco coalitions
- ▶ Others?



