



Michigan Community Health Worker Alliance (MiCHWA)

Evaluation Plan

For activities through December 31, 2013

Introduction

This evaluation plan, developed by the Lead Evaluator from the Curtis Center Program Evaluation Group, in collaboration with the Michigan Community Health Worker Alliance (MiCHWA) Program Evaluation Advisory Board, describes an evaluation to be conducted for MiCHWA in the year ending December 31, 2013.

Evaluation Overview

A collaborative approach will be used to develop and conduct a process, context, and outcome evaluation of MiCHWA. The evaluation plan is comprised of three components: (1) process evaluation and documentation of the facilitating factors and challenges, (2) context evaluation to examine how the environment surrounding MiCHWA affects the project implementation and goal attainment (examples of context include, but are not limited to: political and fiscal environment in Michigan, employer knowledge and perceptions of CHWs, CHW attitudes and goals, and other initiatives that affect health care delivery and financing), and (3) outcome evaluation of MiCHWA's immediate and intermediate results and participant impacts.

The multiple purposes of the evaluation include, but are not limited to the following:

- to establish a conceptual framework of MiCHWA, its mission, goals, and objectives,
- to document MiCHWA's progress toward its goals and objectives,
- to gather feedback from a wide range of stakeholders to improve the MiCHWA model and enhance its impact,
- to identify positive and negative Michigan community impacts on MiCHWA,
- to identify positive and negative impacts of MiCHWA on the Michigan community, including CHWs and the communities they serve,
- to document the implementation of MiCHWA strategies for purposes of replication and expansion, and
- to use evaluation results to improve the implementation effort and obtain funding for sustainability of MiCHWA and of community health workers in Michigan.

Evaluation Questions

Process and Context Evaluation

- How, and to what degree, did MiCHWA recruit, engage, and cover the key stakeholders?



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- a. To what extent has MiCHWA extended its geographic spread?
- b. To what extent has MiCHWA added additional constituencies (CHWs, policy makers, health systems, etc.)?
 - What were the barriers and facilitators to maintenance and growth of MiCHWA?
 - How, and to what degree, have MiCHWA leaders come together as partners?
 - To what extent have CHWs taken leadership roles in the organization?
 - How, and to what degree, did MiCHWA meet its goals and objectives?

Outcome Evaluation

- How, and to what degree, did MiCHWA meet the outcome expectations articulated in the outcomes matrix¹?

Data Collection

The evaluation will be reviewed by the University of Michigan Institutional Review Board. A census strategy will be used to capture all secondary outcome data, meaning all stakeholders will be included in the evaluation. Sampling techniques are not relevant to this evaluation design. Quantitative and qualitative data collection methods will be employed including surveys (Steering Committee, working groups, workforce survey), document review (contact log, meeting minutes, goals and objectives), interviews (Steering Committee), and focus groups.

Data Analysis

Quantitative data will be entered, verified, managed, and analyzed using Microsoft Excel and SPSS v19. Descriptive statistics such as counts, percentages, means, and standard deviations will be used. As appropriate, bi-variate analyses such as chi-square tests and t-tests will be generated to explore associations and statistical significance. The qualitative data from the interviews, focus groups, and document review will be coded and analyzed manually or with a software application (NVIVO) depending on need.

Evaluation Reporting

Evaluation reports will be developed and distributed to the project management team and steering committee for interpretation, grant monitoring, and course correction. As appropriate, the evaluation results will be used for implementation refinement and

¹ Please note that an outcomes matrix was conceptualized and approved by the MiCHWA Evaluation Team and Steering Committee upon creation of this plan; due to capacity constraints, the evaluation team used outcomes articulated in MiCHWA's logic model as measures to answer the outcome evaluation question.



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sustainability planning. At the end of 2013, an evaluation report will be developed that summarizes the findings for the data collected. The MiCHWA Steering Committee will use the evaluation to determine if the project is achieving its objectives. The MiCHWA Steering Committee will disseminate the evaluation results in accordance with their established dissemination guidelines.

Evaluation Team

The Evaluation Team is comprised of the Lead Evaluator from the Curtis Center Program Evaluation Group and the MiCHWA Program Evaluation Advisory Board, consisting of the management team, project coordinator, a community health worker, and other MiCHWA participants. The Evaluation Team meets monthly via conference call or in person.

Major Deliverables

- Annual program logic model to document the evolution of the program
- Evaluation portfolio, including evaluation collection tools, program documentation and protocols used to collect the evaluation data
- Evaluation database (in SPSS V19 format)
- Evaluation reports and other disseminations (as requested)