



## Michigan Community Health Worker Alliance (MiCHWA)

### Evaluation Plan

*For activities through December 31, 2014*

#### Introduction

This evaluation plan, developed by the members of the Michigan Community Health Worker Alliance (MiCHWA) Evaluation Advisory Board, describes an evaluation to be conducted for MiCHWA in the year ending December 31, 2014.

#### 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?
  - a. To what extent has MiCHWA extended its geographic spread?



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- 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 or near the outcome expectations articulated in MiCHWA's logic model?

### **Data Collection**

All stakeholders will be included in the evaluation. The University of Michigan Institutional Review Board will be involved when needed, though the majority of activities will be exempt. 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), and interviews or other qualitative data collection techniques.

### **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, surveys, 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 sustainability planning. At the end of 2014, 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.



## Michigan Community Health Worker Alliance (MiCHWA)

### Evaluation Advisory Board

The Evaluation Advisory Board is comprised academic and community members, including representatives from health systems, health organizations, the state health department, and universities. MiCHWA staff including members of its management team and its project coordinator also sit on the board. When available, an evaluator from the Curtis Center Program Evaluation Group will join. The Evaluation Advisory Board will recruit at least one community health worker to serve on the board in 2014. The Evaluation Advisory Board 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)