

Community Asset Mapping Evaluation Resources

The purpose of this document is to provide process and outcome evaluation resources to community groups using the Community Asset Mapping (CAM) process. Ideally, CAM groups would integrate these activities into their day-to-day work. Just as the CAM process is different in every community, each community's evaluation will be different.

The activities referenced in this document range from requiring minimal time and quality improvement and evaluation experience (e.g., surveying coalition members, writing a success story), to intermediate or advanced evaluation skills (e.g., developing an evaluation plan, collecting original data, or network analysis). There is no perfect way to do an evaluation; given time and resource constraints, you may choose to focus on only one or two key activities. There are many good resources available about program evaluation; however, the resources provided in this document focus on the **evaluation of coalitions**.

While the Great MINDS grant does not require CAM sites to do evaluation activities, we strongly recommend it. Information you collect can be used to make improvements to CAM, educate stakeholders, and when seeking additional funding. In addition, some counties may use CAM as part of the developmental screening work in the MCH Consolidated Contract. These evaluation resources may be useful for meeting the Universal Developmental Screening (UDS) objectives.

<http://www.doh.wa.gov/PublicHealthandHealthcareProviders/PublicHealthSystemResourcesandServices/Funding/MCHBlockGrantResources/ConsolidatedContractsAdministration.aspx>

We'd like to hear about any evaluation activities you do, tools you create, what you learned and how you used this information. We'd also like share your CAM evaluation findings with the Great MINDS funders.

We welcome feedback on this list of resources.

1. SURVEY OF COALITION MEMBERS

Activity: Survey member(s) regularly on coalition effectiveness, suggestions for new direction, etc. Surveys are summarized quickly, shared with members, and used in planning, discussion, and quality improvement.

Resources and skills needed: A dedicated person who will design the survey (examples below) and determine how often it will be administered, hand out and pick up surveys (can be paper survey at end of every meeting), enter survey responses into Excel or Word, summarize responses, and integrate information into coalition planning and discussion.

How to develop a member survey: The Community Tool Box
http://ctb.ku.edu/en/tablecontents/sub_section_main_1366.aspx

Examples of member surveys: Below are some examples of member surveys, which should give you ideas on questions to use for your coalition's survey.

Autism Coalition Performance Rating Scale, Lewis County CAM

Word and pdf versions of the tool are available on the Washington Medical Home website (bottom of the page). http://www.medicalhome.org/leadership/autism_cam_templates.cfm

Coalition Member Survey, CoalitionsWork

http://coalitionswork.com/wp-content/uploads/coalition_member_survey.pdf

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Internal Coalition Effectiveness Instrument (a validated tool, however it is copyrighted; you can use it to get ideas for questions)

<http://train.cites.fsu.edu/Publications/files/UNMCEval-MeasuringEffectivenessofCo-623.pdf>

Sample Coalition Self-Assessment Tool, Underage Drinking Enforcement Training Center

<http://www.udetc.org/surveyandcommunity.asp>

Collaboration Assessment Tool, Prevention Institute

<http://www.preventioninstitute.org/component/jlibrary/article/id-193/127.html>

Meeting Effectiveness Inventory, CoalitionsWork

http://coalitionswork.com/wp-content/uploads/meeting_effectiveness_inventory.pdf

2. COALITION EVALUATION MATERIALS

In addition to surveying coalition members, there are a number of other coalition activities for quality improvement and evaluation. Most of those described in this section would benefit from having a staff or member with previous program evaluation training or experience, or an analytic background.

Many of the evaluation resources below suggest using a typical program evaluation framework to evaluate your coalition: identifying and engaging evaluation stakeholders, creating a logic model, designing the evaluation plan, gathering data, analyzing and interpreting findings, and sharing findings with stakeholders.

CDC Summer Evaluation Institute

Evaluating Community Coalitions & Partnerships: Challenges, Approaches & Methods

<http://comm.eval.org/EVAL/Resources/ViewDocument/?DocumentKey=f513f632-d358-4107-b14c-8de16bd51f04>

- This link contains the slides (55 in total) and handout (13 pages) from a session in the 2012 CDC Summer Evaluation Institute
- The materials are brief in length, but contain a lot of information.

CoalitionsWork

<http://coalitionswork.com/resources/tools/>

- This website contains 32 tools related to coalition start-up, planning, building, evaluation, and sustainability.

The Community Tool Box, University of Kansas

<http://ctb.ku.edu/en/default.aspx>

- This site has a wealth of information on all aspects of coalition building.
- To access the evaluation section, Click on *toolkits*, then click on *12-Evaluating the Initiative*.

Prevention Institute

<http://www.preventioninstitute.org/tools/partnership-tools.html>

- Includes tools such as ***Developing Effective Coalitions: An 8-Step Guide*** (29 pages), ***Tension of Turf*** (10 pages), and a ***Collaboration Assessment Tool***.

National Community Anti-Drug Coalition Institute (CADCA)

Webinar: ***Evaluation 101: The Fundamentals of Coalition Evaluation*** (90 minutes)

<http://www.cadca.org/events/detail/evaluation-101-fundamentals-coalition-evaluation>

Webinar: ***Got Outcomes? Building the Case for Your Coalition's Contributions to Change*** (90 minutes)

<http://www.cadca.org/events/detail/got-outcomes-building-case-your-coalition%E2%80%99s-contributions-change>

Evaluation Primer: Setting the Context for a Community Anti-Drug Coalition Evaluation

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<http://www.cadca.org/resources/detail/evaluation-primer>

- While created for CADCA, the evaluation framework presented in this 36-page manual can apply to any coalition.

3. USING COALITION ACCOMPLISHMENTS TO DEMONSTRATE WORK TOWARDS OUTCOMES

This method of coalition evaluation doesn't require previous experience in evaluation, and does not use the typical program evaluation framework (e.g., creating a logic model, designing the evaluation, gathering data). It involves regular and detailed recording of coalition accomplishments, which, when summarized, describe the quantity and quality of the work of the coalition and the contribution towards key outcomes.

Activity: On a regular basis (e.g., weekly, bi-weekly), a key member of the coalition logs and codes coalition accomplishments and activities. This information is summarized and communicated to stakeholders and used for CQI: by regularly reviewing accomplishments, the group determines if their activities and accomplishments are aligned with the goals of the coalition. Combined with a simple logic model, this method can demonstrate the contributions the coalition has made toward their long-term outcomes.

Resources and skills needed: The coalition needs a key member knowledgeable about coalition activities with initiative and time to become familiar with coding tools. They would dedicate time on a weekly or bi-weekly basis to record accomplishments, and share this list with the coalition to determine if any accomplishments are missing. Every six to twelve months (or more frequently, depending on the coalition), the same or another individual summarizes the data that was collected, and both graphically and through text describe the accomplishments of the coalition (see examples in the Evaluating Community Coalitions Workbook). They present and distribute this information to the coalition, partners, media, funders, and others.

Tools: PowerPoint slides and workbooks from a presentation by Dr. Paul Evensen are available at the Athena Forum (link below). The materials include both coalition building and evaluation. The **Evaluating Community Coalitions PowerPoint** contains a brief overview of how accomplishments or activities of your coalition are categorized (e.g., community change, providing services, media coverage, generating resources). The **Evaluating Community Coalitions Workbook** provides the precise definitions and coding needed to record the accomplishment, sample logs for recording, and case studies on how other coalitions have used this information for evaluation.

Materials are available at http://www.theathenaforum.org/training/pri_trainings (under General PRI Trainings, click on Enhancing Community Building and Measuring Coalition Success with Dr. Paul Evensen). Note: you do **not** need to login to this site to access these materials.

4. OTHER EVALUATION AND RELATED TOOLS

Network Analysis using *Partner*, a free web-based tool

<http://www.partnertool.net/>

- Network analysis measures and describes changes in connections between individuals, groups, and organizations over time. The analysis uses data collected regularly through surveys of coalition members about their partnerships and collaboration. Survey data are entered into the on-line Partner tool, which creates a visual representation of the network and quantitatively assesses the connections.
- The site contains tutorials and examples of findings from other organizations.
- **Recommended skills:** A basic understanding of research methods, limitations, and data interpretation.

Community Asset Mapping Evaluation Resources

***How to Develop a Success Story*, Center for Disease Control and Prevention**

http://www.cdc.gov/healthyyouth/stories/pdf/howto_create_success_story.pdf

- A concise, 10-page manual.

***Impact and Value: Telling Your Program's Story*, Center for Disease Control and Prevention**

http://www.cdc.gov/OralHealth/publications/library/pdf/success_story_workbook.pdf

- Created for oral health programs, but appears to be broadly applicable. 47 pages.

***The Role of Paid Staff in Your Coalition's Daily Work*, CADCA**

<http://www.cadca.org/files/staffroles.pdf>

- A tool to assess the level of member involvement in your coalition.

Needs Assessment using *ACHI Community Health Assessment Toolkit*

Association for Community Health Improvement

<http://www.assesstoolkit.org/>

- From the website: *"The ACHI Community Health Assessment Toolkit is a guide for planning, leading and using community health needs assessments to better understand – and ultimately improve – the health of communities. It presents a suggested assessment framework from beginning to end in six steps, and provides practical guidance drawn from experienced professionals and a variety of proven tools."*
- If your coalition is incorporating a needs assessment into your work, this could be a useful tool.

Strategic Planning using *Mobilizing for Action through Planning and Partnerships (MAPP)*

National Association of County and City Health Officials

<http://www.naccho.org/topics/infrastructure/mapp/framework/index.cfm>

- From the website: *"Mobilizing for Action through Planning and Partnerships (MAPP) is a community-driven strategic planning process for improving community health. Facilitated by public health leaders, this framework helps communities apply strategic thinking to prioritize public health issues and identify resources to address them. MAPP is not an agency-focused assessment process; rather, it is an interactive process that can improve the efficiency, effectiveness, and ultimately the performance of local public health systems."*
- The evaluation material is under the *Action Cycle* tab. A link to the 14-page *Action Cycle At-A-Glance* is at the bottom of the page.