

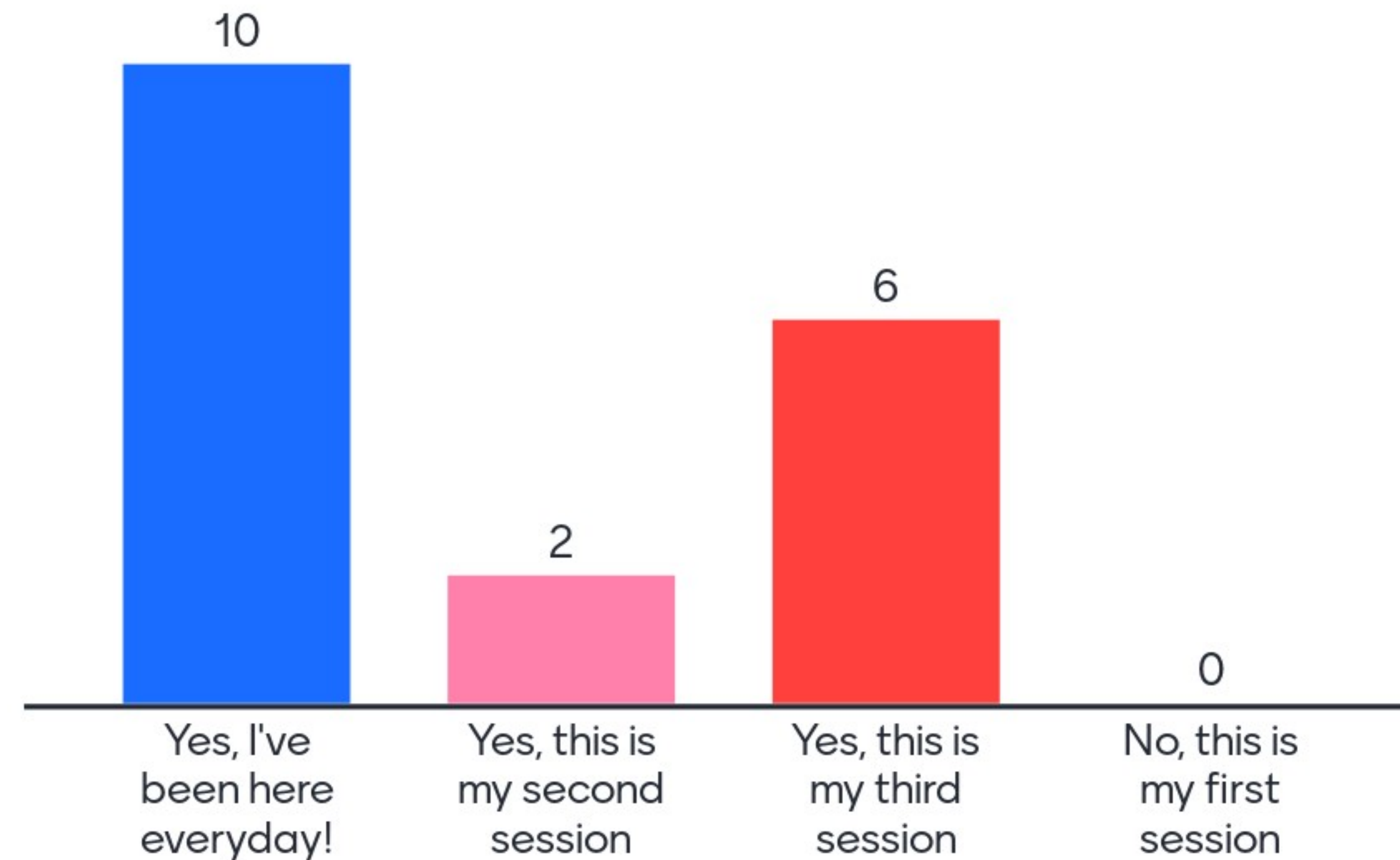


ADVANCING HEALTH EQUITY THROUGH THE STRATEGIC PREVENTION FRAMEWORK SERIES

Session 5:
Evaluation and Health Equity



I've attended previous sessions in this series:



Learning Objectives

- Summarize Step 5 (Evaluation) of the Strategic Prevention Framework (SPF).
- Evaluate the effectiveness of prevention efforts and their impact on health equity.
- Describe how to assess the cultural appropriateness of evaluation tools, use data to monitor progress, evaluate outcomes, and adjust prevention efforts as needed.

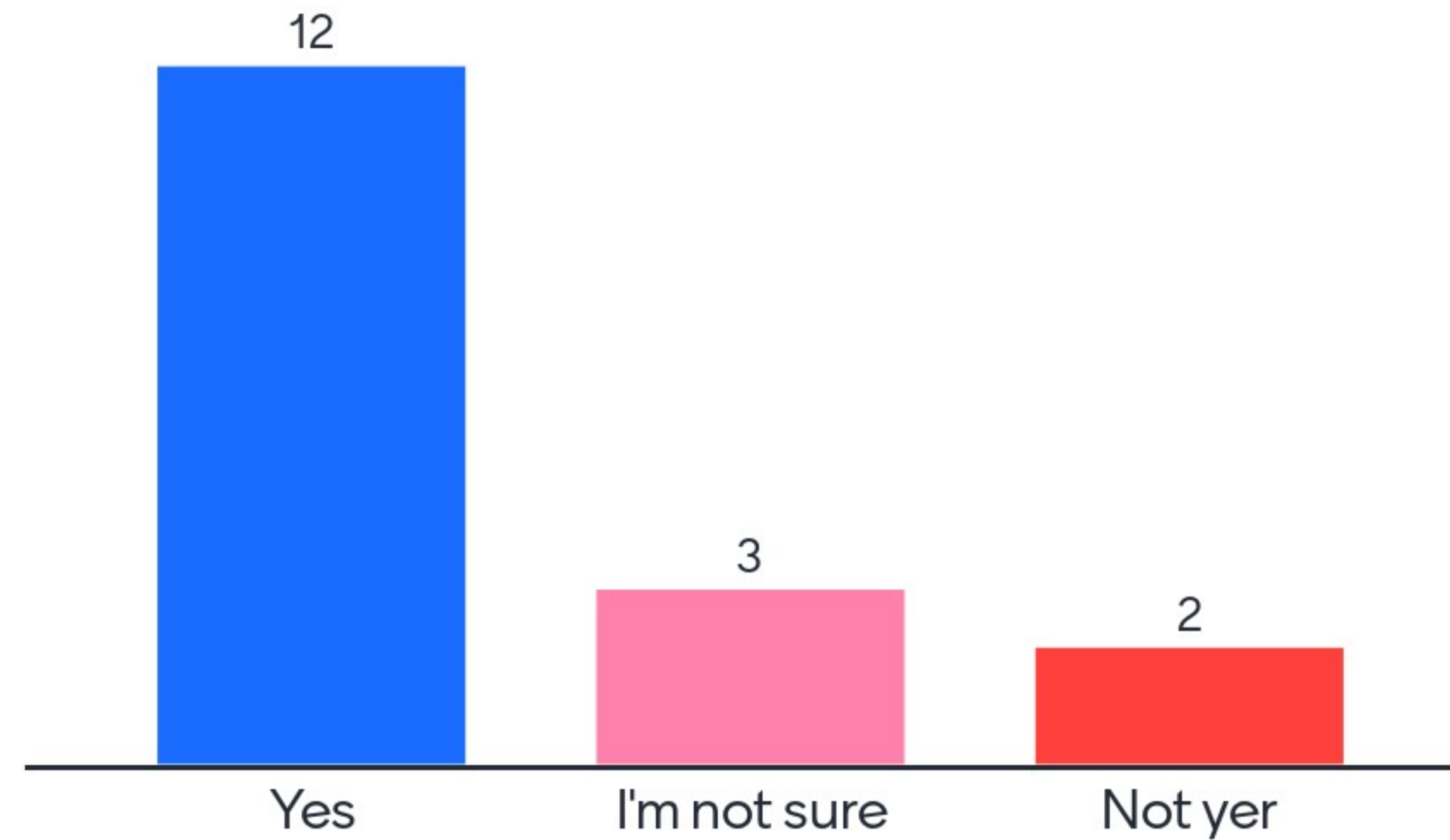
EVALUATION

Evaluation

- Mission
- Improvement
- Coordination
- Accountability
- Celebration
- Sustainability



We plan for evaluation before implementing.



How is evaluation helpful?

**Conduct process
evaluation**

**Conduct outcome
evaluation**

**Recommend
improvements and
make mid-course
corrections**

**Share and report
evaluation results**

Advantages of involving diverse stakeholders in the evaluation process:

- Demonstrate respect for the many individuals and groups connected to your efforts.
- Obtain the help and support needed to conduct a thorough evaluation.
- Enhance understanding of the evaluation process among those involved in data collection and analysis.
- Ensure the cultural relevance and appropriateness of the evaluation design, tools, and findings.
- Increase the credibility of prevention programming, evaluation process and findings.
- Increase the likelihood that evaluation findings will be disseminated and used.
- Garner support for any efforts to expand and/or sustain programs and practices that have been shown to be effective.

Evaluation principles

1

Utility

2

Feasibility

3

Propriety

4

Accuracy

What stood out to you in that video?

Not to identify anyone by color palettes.

Use inclusive language! Data should be done WITH the population studied, not FOR them

Practice Empathy

Making things worst how we represent

People first language

Consider missing groups, hierarchy labels!, color and icons

Visualization of data can reinforce biases.

it confirmed so many things for me regarding data collection and why it is important for accurate identifying information

What stood out to you in that video?

How to tell the data story,
making sure data is
credible.

Item 8 - connect with people
Item 10 - understand needs of the
audience
This suggests or might
imply relationships are integral to
developing evaluations

The language we use with
people

Health Equity Questions

Are members of the focus community involved in the collection, interpretation and dissemination of information?

Does your evaluation include various qualitative methods as needed?

Have you applied an equity awareness to your data visualization?

How you share your program success and outcomes with the community you serve?

Community presentations

Not really doing it. So focused on funder.

Newsletters and reports shared at quarterly meetings

Newsletter

Through company's newsletter and community presentations

Newsletters are available
Events also

Written reports on a website.

QR codes

How you share your program success and outcomes with the community you serve?

Social media

We give a monthly report during Tribal Council meetings, create a large report for our bi-annual General Council meetings, and we share some of our successes on our social media.

Community luncheons

Local news media

Partner recognition
luncheons

Showing compassion when sharing my data, being mindful that the data represents actual PEOPLE and not just numbers

Actionable steps for applying an Equity lens to the Strategic Prevention Framework – Evaluation Phase

- Nothing About Us Without Us: Reach out and connect with the people at the center of your efforts
- When developing your reports:
 - Label people, not skin color
 - Order labels in purposeful ways
 - Consider missing groups
 - Use color with awareness and care
 - Consider the impact of icons and shapes
 - Always use people-first language

What's circling in your mind?

23 responses



What are you taking away from this session?

Hierarchy adjustment

I'm a new SMARTIE Fan!

Look at the way we
portray our data in our
documents

Sharing with team and
incorporating into the
work.

Sharing successes

Data visualization as a tool to
promote inclusivity and reduce
stereotypes!

Understanding needs of
audience

Understanding the
importance of using
People First language

What are you taking away from this session?

Perceived equality



THANK YOU