

## **National Collaboration for Integrated Care and Support**





Evaluation Learning Workshop
30 June 2014, Warwick University

On 30th June, Public Health England ran an evaluation learning workshop in partnership with Coventry City Council. The workshop was designed for integration pioneers, system leadership areas and other interested colleagues to come together, share challenges and learning. Each area has reached a different stage in the development of their integrated approaches; some colleagues have begun to implement their new approaches and are just beginning to plan their evaluations, while others have already designed their approach to measuring the impact of the changes they are making. This short note seeks to identify the key challenges, bring together some of the learning and provide links to resources and further information.

#### "Evaluation matters"





"Evaluation matters to politicians because we want to improve the lives of the people in our community. To do that well we need to know what works. We have to put the people we're trying to help at the heart of what we're trying to do.

Telling a mother of six, who can feed her family for £1 the importance of eating 5 vegetables a day, is meaningless. We have to recognise the situations people live in, and work with them to help improve their lives."

# Five killer questions



# **Evaluation - challenges**



Dr Gemma Pearce @GemmaSPearce · Jun 30

@cavilln 'Not just about reporting what worked but also what didn't work'. #integrationpioneers @PHE\_uk #publichealth pic.twitter.com/Kj3hbiTFGv



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# challenges we face



How to design an intervention incorporating evaluation

#### Funding

How to access resources in a difficult financial climate

#### **Economics**

Financial modelling to understand return on investment

#### Support

Expertise to enable evaluation to happen



"Learn as we go"



Martin Reeves,

**Chief Executive, Coventry City Council** 

"There is a limited evidence base for integrating health and care services. It feels like the right thing to do, intuitively it makes sense. Financially we have no other options - we have to act now."

# **Evaluation - learning**

# "design in evaluation right from the start"

Nick Cavill,

Public health specialist



"it's crucial that we design in evaluation right from the start and focus on our objectives. What are we trying to achieve? And how? Time spent clarifying this before the project begins is worth a million evaluations bolted on at the end. A 'logic model' can help to clarify processes within complex systems and help partners understand how they fit in"

#### Healthy Schools London Evaluation: logic model: activities at London-wide and Borough level **INPUTS (London) ACTIVITIES (London) OUTPUTS** CONTEXT The increasing number of Number of Boroughs registered for HSL overweight or obese Co-ordinate and manage HSL programme GLA staff time Londoners is a serious threat to the prosperity Number of London schools Manage Website delivery and health of London registered GLA budget Manage school support in Boroughs with no HS More than a third of 10% Oct 2013 London's 11 year olds are programme to ensure engagement 33% March 2014 Other GLA resources overweight and more than 66% March 2015 Develop programme infrastructure to suppor one in five are obese. (eg Mayoral commitment) 95% March 2016) Prevention begins in and ensure effective delivery childhood where it is Number of schools Develop Training & Development programme proven that schools have Direct input to schools in awarded BRONZE for schools & HSL Facilitators a fundamental influence Boroughs not signed to HSL yet child obesity continues Develop Stakeholder engagement programme to rise year-on-year in Number of schools London, with widening awarded SILVER Develop Marketing & Comms strategy inequalities. Number of schools Support HSL Evaluation awarded GOLD The HSL programme Plan for future sustainability of HSL represents the Mayor's Number of Boroughs recontribution to joined-up invested in programme Run Network meetings; awards panels; work across London's public health system to tackle childhood obesity HSL is a voluntary **INPUTS (Boroughs) ACTIVITIES (Boroughs) OUTPUTS** Awards Programme that stimulates and recognises schools' achievements in School policies and improving pupil health and Co-ordinate, manage and encourage school programmes on eq: wellbeing particularly engagement in the LHSP and in HSL. HSL Borough coordinator around reducing childhood dining room environment Approve or recommend applications for HSL obesity through healthy healthy school meals eating and physical awards. cooking skills - road safety activity. Borough budgets (either promote and encourage schools to engage in direct PHE obesity or indirect bike parking HSL builds on the success eg substance misuse or walking & cycling to alcohol funding) of the National Healthy school re-investment in supporting schools in playgrounds Schools Programme promoting health and wellbeing school sport clubs (NHSP). School coordinators physical activity 97% of all London schools others including bullying; were involved in NHSP sex and relationships: but since its demise, in drug and alcohol; 2011, many local wellbeing; student voice Boroughs ended their -staff wellbeing investment despite their - community links popularity, HSL has

stimulated re-investment

## **OUTCOMES (short term)** Better knowledge, cooking skills, curriculum links to encourage attitude & behaviour Welcoming dining room environments Healthier school meals, packed lunches & snacks Increased school meal untake More sports clubs, physical activities & participation More designed & active playgrounds Bike sheds, road safety, walking /cycling to Less bullying, playtime buddies Improved pupil & staff wellbeing &

#### Proportion of chidren eating a healthy diet Proportion of children eating 5 a day fruit and veg Propotion of children engaging in PE and sport in school Proportion of children mainly walking/cycling to school Proportion of children reporting daily 60 minutes activity OTHER (eg attainment bullying; selfesteem; social Reduced pupil absence support) NCMP: % of 11 year olds classed

as overweight or

obese

## **Logic Models**

"A logic model demonstrates how an intervention (a project, a program, a policy, a strategy) is understood to contribute to possible or actual impacts. It can include positive impacts (which are beneficial) and negative impacts (which are detrimental)."

Source - http://betterevaluation.org/

"The use of the logic model methodology really struck a chord with a local authority colleague and myself. In fact we used the train journey home to discuss how they could use the model to clarify their local projects with stakeholders."

Debbie Stark, Health Care Public Health Consultant,

PHE

Source: Nick Cavill, evaluation framework for London Health Schools Programme, 2013

## **Evaluation – further information**

## You said ...

During the workshop colleagues were asked 'what would help support local evaluation?'

Here are a selection of the suggestions you made:

#### Leadership

- Training on how to do process evaluation
- Develop a public service wide evaluation academy

#### Resources

- Introduction to evaluation elearning courses
- Examples of logic models and value chains
- Signposting of what data are available

#### **Networks**

- 'Dating' site for academics and projects to be matched
- Local advisor from a PHE centre
- Bring together eveluators with organisational development practitioners

Let us know if you agree with these suggestions, or share your ideas with us.

Send your comments and suggestions to:

ellen.graham@phe.gov.uk

## **Useful information**

- Medical Research Council designing and evaluating complex interventions <a href="http://www.mrc.ac.uk/documents/pdf/complex-interventions-guidance/">http://www.mrc.ac.uk/documents/pdf/complex-interventions-guidance/</a>
- National Obesity Observatory

   Standard Evaluation Frameworks

  <a href="http://www.noo.org.uk/core/frameworks">http://www.noo.org.uk/core/frameworks</a>
- Policy Innovation Research Unit Integrated Care and Support Pioneers: Indicators for measuring the quality of integrated care (Final report) <a href="http://www.piru.ac.uk/assets/files/IC%20and%20support%20Pioneers-Indicators.pdf">http://www.piru.ac.uk/assets/files/IC%20and%20support%20Pioneers-Indicators.pdf</a>
- Better Evaluation <a href="http://betterevaluation.org/">http://betterevaluation.org/</a>
- Nuffield Trust evaluating integrated and community based care <a href="http://www.nuffieldtrust.org.uk/publications/evaluating-integrated-and-community-based-care-how-do-we-know-what-works">http://www.nuffieldtrust.org.uk/publications/evaluating-integrated-and-community-based-care-how-do-we-know-what-works</a>
- New Economics Foundation Social Return on Investment
   <a href="http://www.neweconomics.org/issues/entry/social-return-on-investment">http://www.neweconomics.org/issues/entry/social-return-on-investment</a>
- National Insitute of Health Research Research Design Service <a href="http://www.nihr.ac.uk/research/Pages/ResearchDesignService.aspx">http://www.nihr.ac.uk/research/Pages/ResearchDesignService.aspx</a>
- Magenta Book Guidance for evaluation
   https://www.gov.uk/government/uploads/system/uploads/attach
   ment\_data/file/220542/magenta\_book\_combined.pdf
- Public ServiceTransformation: Guide to Evaluation <a href="http://mycommunityrights.org.uk/wp-content/uploads/2014/01/EvaluationGuideFinalv2.0.pdf">http://mycommunityrights.org.uk/wp-content/uploads/2014/01/EvaluationGuideFinalv2.0.pdf</a>

# **Next Steps ...**

PHE will work in partnership with other system leaders to provide an update shortly.

Watch this space!