

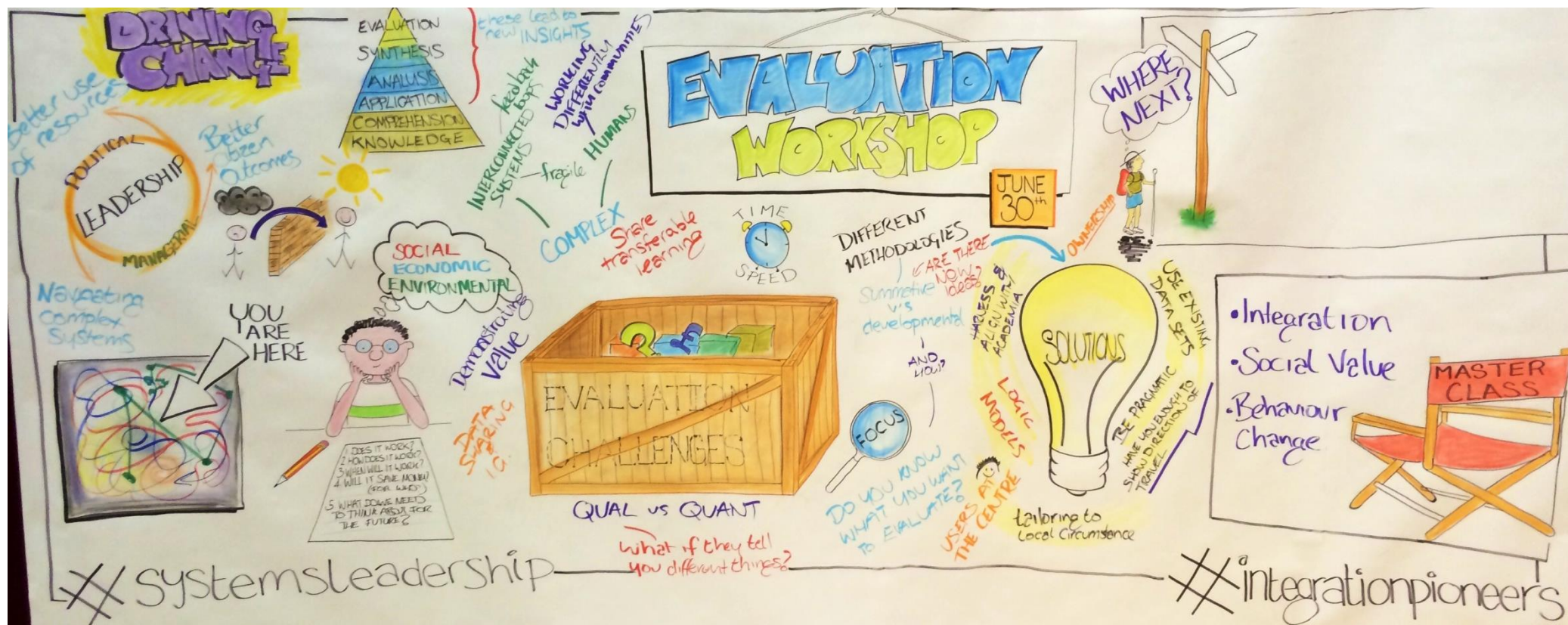


Public Health
England

National Collaboration for Integrated Care and Support



Coventry City Council



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”

**Councillor Alison Gingell,
Coventry City Council**



“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

- 1 Does it work?
- 2 How does it work?
- 3 When will it work?
- 4 Will it save money (and whose?)
- 5 What do we need to think about in the future?

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

- **Planning**
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.”

“design in evaluation right from the start”

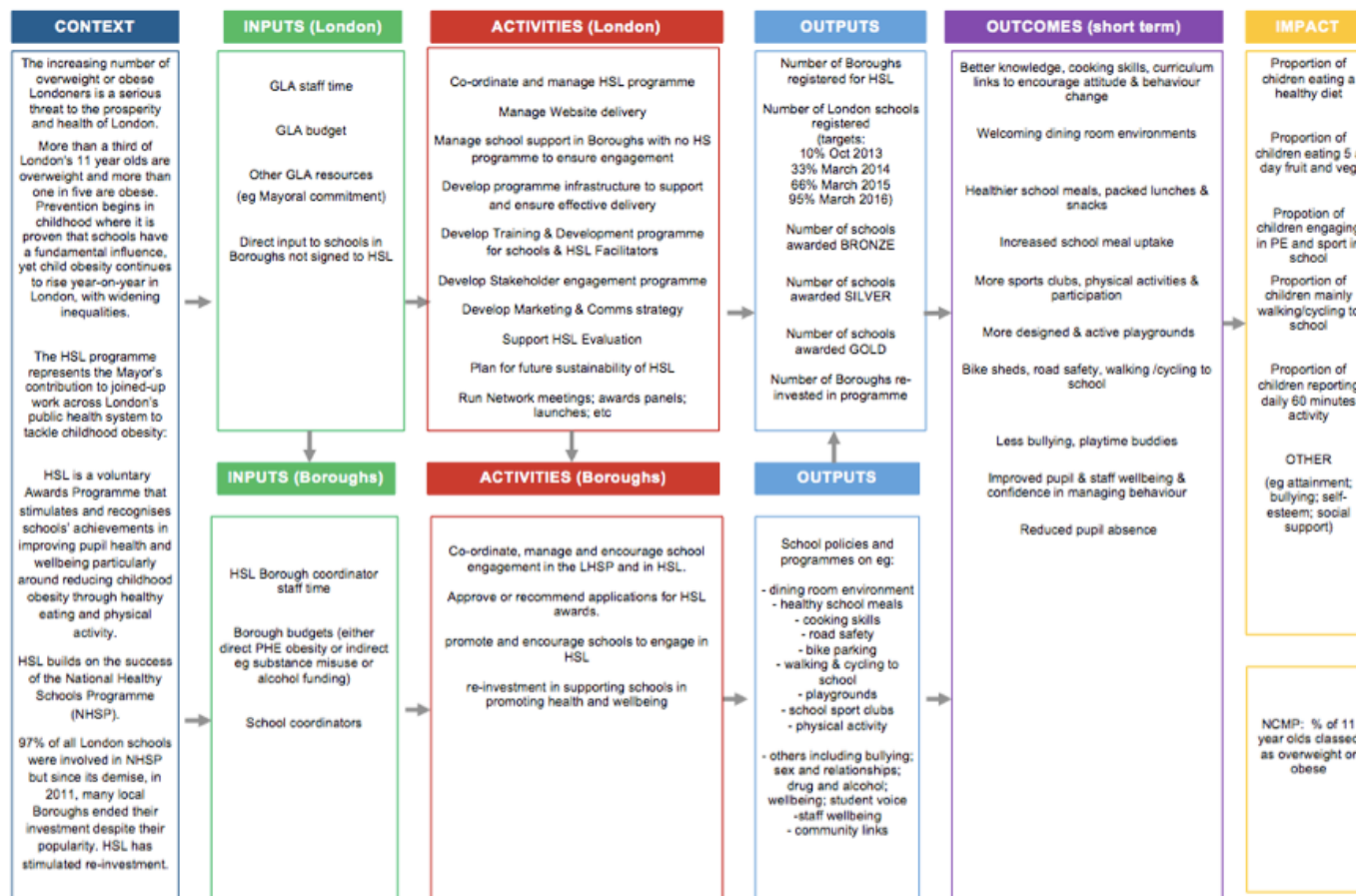
Nick Cavill,

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



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

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 evaluators 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 <http://www.mrc.ac.uk/documents/pdf/complex-interventions-guidance/>
- National Obesity Observatory– Standard Evaluation Frameworks <http://www.noo.org.uk/core/frameworks>
- Policy Innovation Research Unit – Integrated Care and Support Pioneers: Indicators for measuring the quality of integrated care (Final report) <http://www.piru.ac.uk/assets/files/IC%20and%20support%20Pioneers-Indicators.pdf>
- Better Evaluation <http://betterevaluation.org/>
- Nuffield Trust - evaluating integrated and community based care <http://www.nuffieldtrust.org.uk/publications/evaluating-integrated-and-community-based-care-how-do-we-know-what-works>
- New Economics Foundation Social Return on Investment <http://www.neweconomics.org/issues/entry/social-return-on-investment>
- National Institute of Health Research Research Design Service <http://www.nihr.ac.uk/research/Pages/ResearchDesignService.aspx>
- Magenta Book – Guidance for evaluation https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/220542/magenta_book_combined.pdf
- Public Service Transformation: Guide to Evaluation <http://mycommunityrights.org.uk/wp-content/uploads/2014/01/EvaluationGuideFinalv2.0.pdf>

Next Steps ...

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

Watch this space!