

Getting Serious About Sustainability: Using Evaluation to Plan, Monitor, and Celebrate



coalitionevaluation



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A Webinar Series

Hosted by
Global Evaluation
Solutions



Andrea de la Flor, MA, ICPS

Today's Agenda

- Introduction
- Key Themes of Research
 - Defining sustainability?
 - Identifying Predictors
 - Assessing and Prioritizing
- Role of Evaluation



Research Support

- Scheirer, Mary Ann & Dearing, James W. (2011). “An Agenda for Research on the Sustainability of Public Health Programs.” American Journal of Public Health. November; 101(11): 2059-2067
- Savaya, Riki & Shimon, Spiro (2012) “Predictors of Sustainability of Social Programs.” American Journal of Evaluation 33(1): 26-43.
- Stoll S, Janevic M, Lara M, Valencia GR, Stephens TB, Persky V, et al. A Mixed-Method Application of the Program Sustainability Assessment Tool to Evaluate the Sustainability of 4 Pediatric Asthma Care Coordination Programs. Prev Chronic Dis 2015;12:150133.

Why THIS Research?

- All involve community health
- Each addresses specific predictors of sustainability
- Each provides a solution for understanding sustainability
- They all summarize general findings
- They are all scholarly articles.



Key Questions

- What is sustainability?
- What correlates with sustainability?
- How do I prioritize what needs sustaining?
- How can evaluation enhance the ability to sustain our efforts?

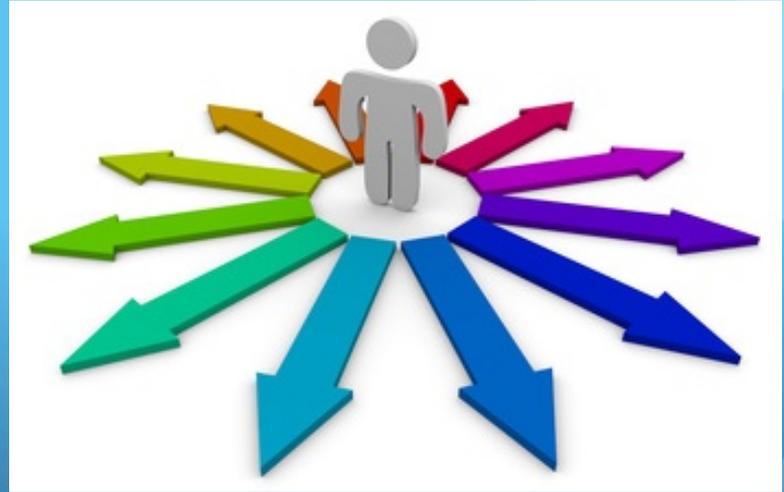


Process



What Is Sustainability??

- No clearly accepted definition in the literature.
- Can refer to multiple goals and concepts.



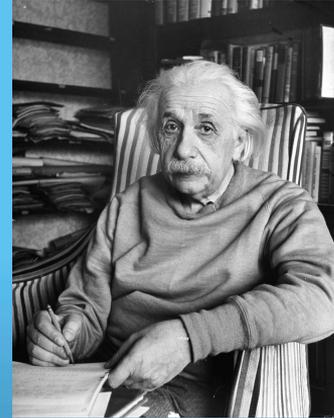
DIAPER: Sustainability Elements

- Diffusion
- Institutionalization
- Adaptability
- Partnerships
- Enthusiasm
- Reach



What Should I Sustain?

- Applying these elements helps us focus on strategies and strategy components to decide:
 - What to sustain or not.
 - Why we should sustain or not.



- *Research Indicates: Most “sustained” projects give up either reach or quality.*

Worksheet Walk-Through



Coalition Evaluation

Planning Worksheet: Is It Worth Sustaining?

This worksheet is designed to help you determine if an overall strategy is worth sustaining. For those strategies made up of multiple components, this worksheet may be useful for groups to use about each specific component as a second step in this assessment process. If used to assess specific components, please skip the first item marked with an (*).

Strategy or Strategy Component: _____

Use the ratings below to indicate how much you agree or disagree as to whether the strategy fulfills each element.

	Response Categories							Not able to answer
	Strongly Disagree	2	3	4	5	6	Strongly Agree	
*Specific components can be adapted or revised while maintaining the original goals of the overall strategy.	1	2	3	4	5	6	7	N/A
Reaches all or most community members.	1	2	3	4	5	6	7	N/A
Contributes to important community-level partnerships.	1	2	3	4	5	6	7	N/A
Contains organizational practices, policies and procedures that can be formally institutionalized.	1	2	3	4	5	6	7	N/A
Keeps the community and/or stakeholders interested in the issue it was created to address.	1	2	3	4	5	6	7	N/A
Elements of the strategy can be diffused to address different levels of the population.	1	2	3	4	5	6	7	N/A

Total Sustainability Score: _____

Scheirer, M.A. & Dearing, J.N. (2011). An agenda for research on the sustainability of public health programs. *American Journal of Public Health*, 101(11), 2059-2067.

- This worksheet is designed to help you determine if an overall strategy is worth sustaining. For those strategies made up of multiple components, this worksheet may be useful for groups to use about each specific component as a second step in this assessment process. If used to assess specific components, please skip the first item marked with an (*).

Identify the Strategy or Strategy Component

Use the ratings below to indicate how much you agree or disagree as to whether the strategy fulfills each element.

	Response Categories							
	Strongly Disagree	2	3	4	5	6	Strongly Agree	Not able to answer
*Specific components can be adapted or revised while maintaining the original goals of the overall strategy.	1	2	3	4	5	6	7	N/A

Score Each Element...

Reaches all or most community members.
Contributes to important community-level partnerships.
Contains organizational practices, policies and procedures that can be formally institutionalized.
Keeps the community and/or stakeholders interested in the issue it was created to address.
Elements of the strategy can be diffused to address different levels of the population.

Assessing the Climate



Planning Worksheet: Creating a Climate that Supports Sustainability

This worksheet is designed to assess the degree to which the climate of your coalition and partnering organizations is ideal to support the sustainability of strategies. This tool may be paired with the planning worksheet 'Is It Worth Sustaining'. For example, once you identify overall strategies worth sustaining, this worksheet will help you determine what needs to be done to create, or maintain a climate needed for sustainability.

Strategy:

Use the ratings below to indicate the extent to which each statement is true. Respond to as many items as possible. If you truly feel you are not able to answer an item, select "N/A".

Characteristics of the Strategy: "The Strategy..."	Response Categories							
	Not at all	2	3	4	5	6	To a great extent	Not able to answer
Is flexible/adaptable to a wide range of audiences.	1	2	3	4	5	6	7	N/A
Can be implemented with little training or expertise.	1	2	3	4	5	6	7	N/A
Is based on sound scientific research on effectiveness.	1	2	3	4	5	6	7	N/A
Is currently supported by a wide range of funding sources.	1	2	3	4	5	6	7	N/A

Organizational Capacity of Lead Partners: "The organization primarily responsible for the strategy has..."	Response Categories							
	Not at all	2	3	4	5	6	To a great extent	Not able to answer
Internal champions that will fight for the strategy.	1	2	3	4	5	6	7	N/A
A mission and procedures that closely align with the tasks associated with the strategy that they oversee.	1	2	3	4	5	6	7	N/A
Key staff or volunteers that believe in the strategy.	1	2	3	4	5	6	7	N/A

Organizational Capacity of Lead Partners: "The organization primarily responsible for the strategy has..."	Response Categories							
	Not at all	2	3	4	5	6	To a great extent	Not able to answer
Strong organizational capacity and leadership.	1	2	3	4	5	6	7	N/A
A strong sense of ownership for the strategy.	1	2	3	4	5	6	7	N/A
Enthusiastic supporters not directly linked to the strategy.	1	2	3	4	5	6	7	N/A
Key staff that will take risks for the strategy.	1	2	3	4	5	6	7	N/A

Community: "The community has..."	Response Categories							
	Not at all	2	3	4	5	6	To a great extent	Not able to answer
Existing partnerships that can be leveraged for nonmonetary resources to support the strategy.	1	2	3	4	5	6	7	N/A
Monetary funding potential to support the strategy.	1	2	3	4	5	6	7	N/A
Professionals, not directly involved with the strategy, who see the strategy as appropriate.	1	2	3	4	5	6	7	N/A
Sympathy for the issue or cause the strategy is addressing.	1	2	3	4	5	6	7	N/A
Overall support for the strategy.	1	2	3	4	5	6	7	N/A

Primary Funders: "The current primary funder(s):"	Response Categories							
	Not at all	2	3	4	5	6	To a great extent	Not able to answer
Promote cooperation between current and potential funders that might offer resources to support the strategy.	1	2	3	4	5	6	7	N/A
Help to actively promote the importance of the strategy to the community and stakeholders.	1	2	3	4	5	6	7	N/A

Primary Funders: "The current primary funder(s):"	Response Categories							
	Not at all	2	3	4	5	6	To a great extent	Not able to answer
Provide assistance for increasing the capacity of the coalition to carry out the strategy.	1	2	3	4	5	6	7	N/A
Make the coalition accountable for sustainability of the strategy over the funding cycle.	1	2	3	4	5	6	7	N/A
Make an effective sustainability plan a requirement for funding to support the strategy.	1	2	3	4	5	6	7	N/A

The Coalition: "The coalition currently..."	Response Categories							
	Not at all	2	3	4	5	6	To a great extent	Not able to answer
Is involved in lobbying (or advocacy) efforts to influence (or educate) local, state, and/or federal public policy to support the strategy.	1	2	3	4	5	6	7	N/A
Actively engages in building partnerships to carry out the strategy.	1	2	3	4	5	6	7	N/A
Promotes the use of public pressure to promote the strategy.	1	2	3	4	5	6	7	N/A
Actively pursues formal commitments for future funding of the strategy.	1	2	3	4	5	6	7	N/A
Uses reliable evaluation findings as a communication tool to promote broad support for the strategy.	1	2	3	4	5	6	7	N/A

Total Sustainability Score:

This tool was adapted from the Program Sustainability Assessment Tool (PSAT), developed by the Washington University, St. Louis, Missouri by Global Evaluation Solutions as part of its ongoing free webinar series. The original document can be accessed here: https://www.gdc.gov/food/issues/2015/docs/15_0132_Appendix.docx

Worksheet Walk-Through

Planning Worksheet: Creating a Climate that Supports Sustainability

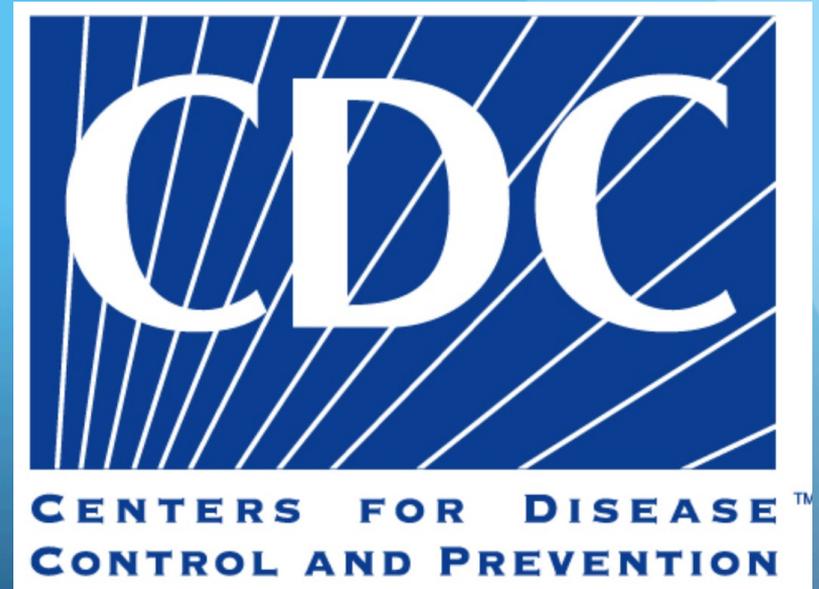
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Role of Evaluation

- Working with your evaluator:
 - Determine the conversations your coalition should have:
 - Introductory level = “Is It Worth Sustaining” only
 - Medium level = “Is It Worth Sustaining” + “Climate That Supports Sustainability”
 - Higher level = ”Program Sustainability Assessment Tool”

PSAT

- Based on previous research
- Contains 40 Likert Items
- “Probing” Questions
- Takes an average of 80 minutes
- Interview NOT self administered.



Role of Evaluator

- Use this research to help identify indicators you are already collecting for sustainability
- Help identify key missing indicators and develop a data collection plan
- Help determine the level of assessment needed, based on capacity indicators
- Design reports that can be used as tools to enhance organizational capacity, lobby or advocate for institutionalization, develop partnerships, etc...



Example (DFCMe and Funding Sources)

What dollar amount of your total operating budget comes from each of the following funding sources?	Percentage Amount	Dollar Amount
Source of Funding/Resources	Note: The system will automatically calculate percentage for you. You will not enter this data.	Note: Be sure the amounts below total to the amount submitted as your current total annual operating budget provided above.
DFC Grant	50.00 %	\$ 125,000.00
STOP ACT Grant	0.00 %	\$
SPF-SIG funding	0.00 %	\$
Other federal government funding	0.00 %	\$
Other state government funding	0.00 %	\$
Other local government funding	0.00 %	\$
Foundation/Non-profit organizations	0.00 %	\$
Private/Corporate entities	0.00 %	\$
Individual donations/Funding from fundraising events	0.00 %	\$
In-Kind contributions	50.00 %	\$ 125,000.00
	0.00 %	\$

Now What??

- Evaluator/Staff Conversation
 - What kind of data do we have?
 - More data on certain strategies?
 - How can we use existing data?
 - Adapt templates?
- Gather Coalition/Community Views
 - Use “Is It Worth Sustaining” to prioritize strategies.
 - Use “Creating A Climate...” to prioritize strengths.



Tips

- Start NOW!
 - Never too late or too early.
- Sustainability is an easy “sell” IF you can demonstrate impact or value.
- Consider a decentralized approach- seeking “champions”.



What We Did...

- Introduction
- Key Themes of Research
 - Defining sustainability?
 - Identifying Predictors
 - Assessing and Prioritizing
- Role of Evaluation



Thank you!

- Upcoming Webinar Wednesday, January 11 @ 12-1:15PM EDT
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