Together

Consumer Advocacy Funding Initiative: Evaluation Webinar
Welcome!

Presenters:

• Kelci Price, Director of Research and Evaluation, The Colorado Health Foundation
• Jewlya Lynn, CEO, Spark Policy Institute
Webinar Objectives

• Provide a clear understanding of the Consumer Advocacy Funding Initiative Evaluation purpose and content
• Clarify grantee role and expectations
• Share evaluation timeline
Evaluation Needs

• Adaptive capacity
• Systematic collection and use of information to guide adaptations
Evaluation Design

• Informed by the Scenario Mapping (Spring 2014)
• Includes a Theory of Change focused on the five policy targets
• Uses an advocacy evaluation approach
Scenario Mapping: Scenarios of the Future Colorado Health Policy Environment
<table>
<thead>
<tr>
<th>Blue State</th>
<th>Red State</th>
<th>Purple State</th>
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<tbody>
<tr>
<td>Unlikely</td>
<td>Reverse course!</td>
<td>Epic Failure</td>
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<tr>
<td>We can fix it, yes we can!</td>
<td>Lingering demise of health reform!</td>
<td>Tried, but Missed the Target</td>
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<tr>
<td>Health care for all!</td>
<td>Health care for everyone who has it!</td>
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Epic Failure

Think big or go home!

Reverse course!

Unlikely
Tried, but Missed the Target

We can fix it, yes we can!

We can fix it, so we hope!

Lingering demise of health reform!
Healthcare Transformed

Health care for all!

Health care for everyone who has it!

Unlikely
Policy Priorities

- Cost containment
- Healthcare literacy
- Convergence on reforms
- Protection of successes
- Integration of care
Theory of Change and Advocacy Evaluation Approach
<table>
<thead>
<tr>
<th>Strategies</th>
<th>Interim Outcomes</th>
<th>Policy Outcomes</th>
<th>Policy Targets</th>
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<tbody>
<tr>
<td>TCHF strategies</td>
<td>• Increased salience of policy targets</td>
<td>• Incremental policy changes that can lead to achieving the policy targets</td>
<td>• Convergence on payment and delivery reform solutions</td>
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<td></td>
<td>• Number and political diversity champions</td>
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<td>• Protect current successes</td>
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<td></td>
<td>• Increased number of advocates with skills to do this work</td>
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<td>• Decrease healthcare costs</td>
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<td>• Improved public opinions about health reform success</td>
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<td>• Expand health literacy</td>
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<td></td>
<td>• Media framing of policy targets aligned</td>
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<td>• Integration of care modalities (primary, specialty, oral, behavioral health)</td>
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<td>Grantee strategies</td>
<td>• Expanded diversity and increased participation of consumer/constituent voices</td>
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<td></td>
<td>• Sustained/increased coalition activities</td>
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Evaluation Activities and Timeline
Grants Timelines

• **General Operating Grants (2nd round):** Due October 15, 2016
• **Program Grants:** Due June 15 each year
• **Rapid Response Grants:** Rolling
Evaluation and Convening Timeline

- **Every May 2015 – 2018:** Advocacy Strategy and Learning Convening
- **Each November 2015 – 2017:** Advocacy Strategy and Learning Convening
- **January 2016:** General Operating Grantee Survey
- **Within one month of grant completion:** Rapid Response and Program Grant Surveys
Grantee Surveys: Focuses on…

• Work to advance one or more policy targets and any barriers
• Supports needed
• Ways you've adapted your work
• Deployment of one or more types of advocacy strategies:
  – Reframing an issue
  – Building salience of the issue among decision-makers
  – Engaging decision-makers in taking action
  – Engaging consumers/constituents as advocates
  – Building public will
  – Strengthening existing coalitions or building new ones
  – Capacity building with advocates and advocacy organizations
Other Evaluation Activities

- **Every Fall:** Bellwether interviews
- **Every Spring/Summer:** Other data collection to explore the interim outcomes and policy outcomes, likely to include interviews with key informants (some advocates, but also policymakers, media champions, etc.), document review, media tracking, observations of key policy activities and more
Evaluation Deliverables

- **December/June Yearly**: Post-convening brief sharing key learnings from the convenings and previous six months of data collection

- **Ongoing debriefing/reporting** with the Foundation, helping to inform their learning process
Evaluation Learning Cycles
Winter/Spring Learning Cycle

Learning Cycle 1 (Jan - May)

- Analysis of grantee surveys
- Follow-up learning related to interim outcomes/policy targets most frequently identified by grantees

May/June Strategy and Learning Convening
Summer/Fall Learning Cycle

Learning Cycle 2 (June - Nov)

- Bellwether interviews to understand the policy landscape
- Rapid-response learning based on asks coming from the May/June convening
Together

Questions? Contact:
Erica Snow, Senior Program Officer
esnow@coloradohealth.org
303.953.3656