



The Colorado Health Foundation™

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

Blue State

Unlikely

We can fix it,
yes we can!

Health care for
all!

Purple State

Think big or go
home!

We can fix it, so
we hope!

Health care for
everyone who
has it!

Red State

Reverse
course!

Lingering
demise of
health reform!

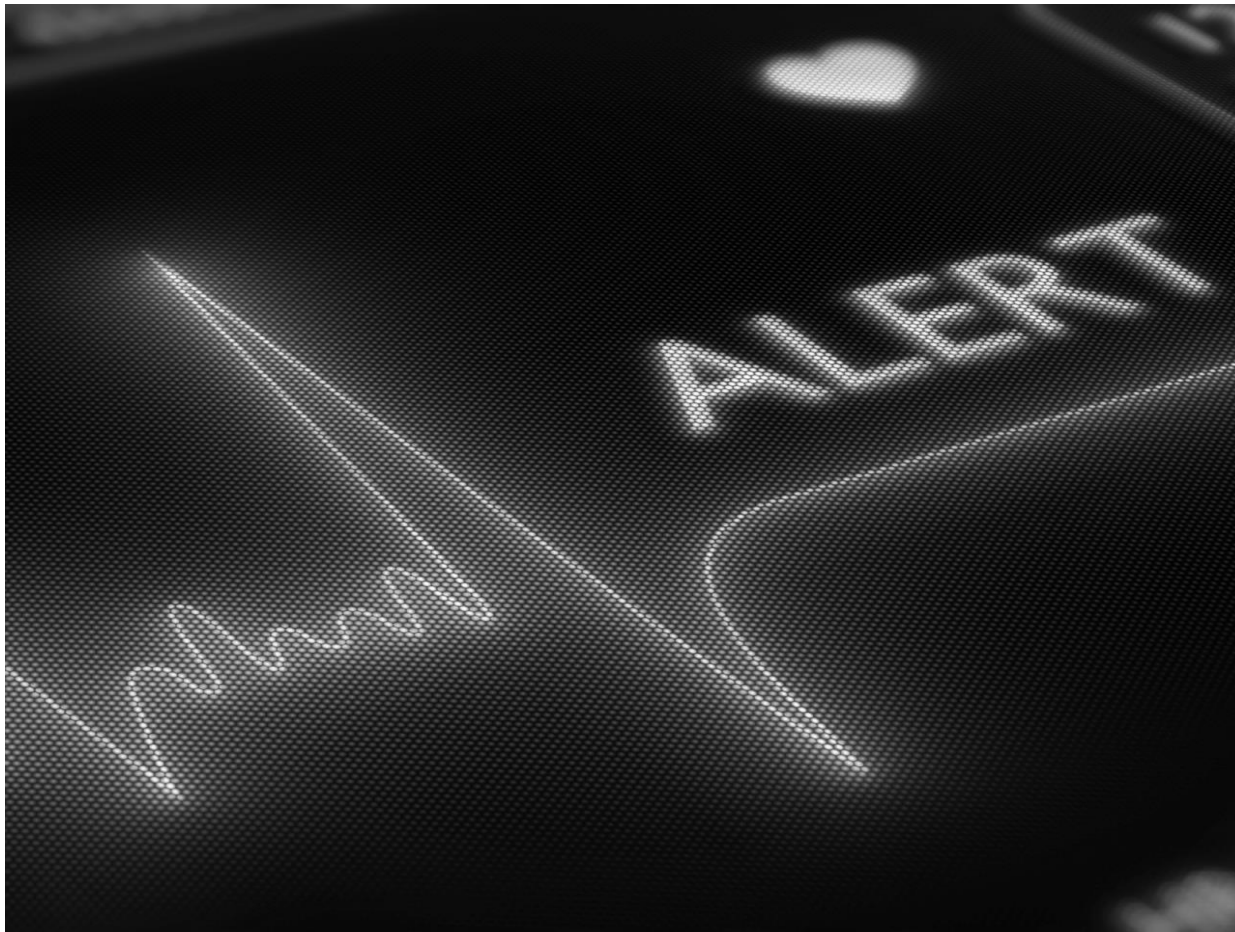
Unlikely

Epic Failure

Tried, but Missed
the Target

Health Care
Transformed

Epic Failure

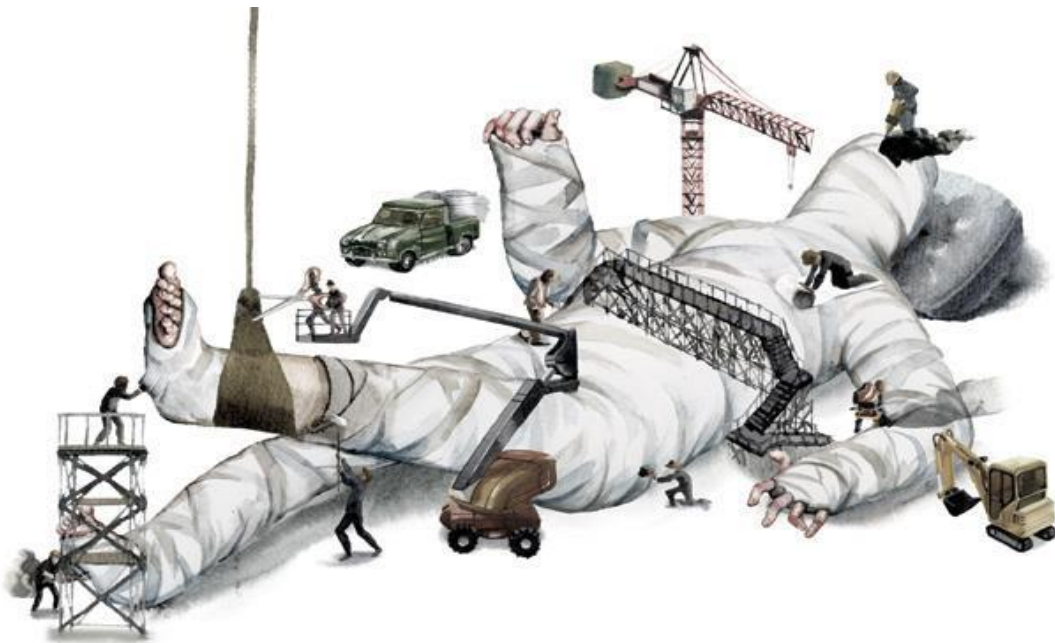


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Policy Priorities

- | Cost containment
- | Healthcare literacy
- | Convergence on reforms
- | Protection of successes
- | Integration of care



Theory of Change and Advocacy Evaluation Approach

Strategies	Interim Outcomes	Policy Outcomes	Policy Targets
<p>TCHF strategies</p> <p>Grantee strategies</p>	<ul style="list-style-type: none"> • Increased salience of policy targets • Number and political diversity champions • Increased number of advocates with skills to do this work • Improved public opinions about health reform success • Media framing of policy targets aligned • Expanded diversity and increased participation of consumer/constituent voices • Sustained/increased coalition activities 	<ul style="list-style-type: none"> • Incremental policy changes that can lead to achieving the policy targets 	<ul style="list-style-type: none"> • Convergence on payment and delivery reform solutions • Protect current successes • Decrease healthcare costs • Expand health literacy • Integration of care modalities (primary, specialty, oral, behavioral health)



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

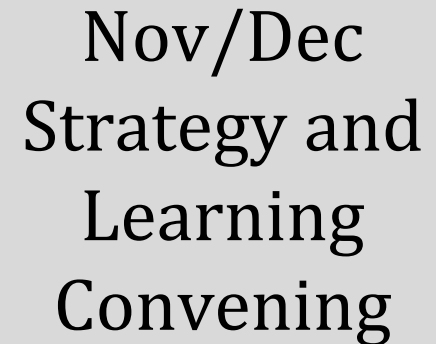
May/June
Strategy and
Learning
Convening

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



Nov/Dec
Strategy and
Learning
Convening



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Questions? Contact:

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