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present today's webinar:

TOWARDS HEALTH EQUITY **MEASURING HEALTH** **OUTCOMES IN COMMUNITY-** **BASED PROGRAMS**



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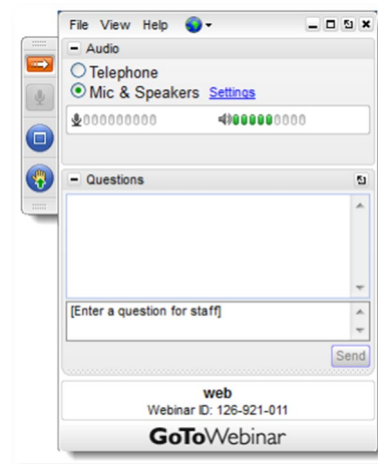


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INTRODUCTIONS

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EILERS**



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Measuring Health Outcomes: Results of National Demonstration Project



The Health Outcomes Demonstration Project (HODP)



Goals for Today's Discussion

- Provide an overview of the Health Outcomes Demonstration Project.
- Discuss what it takes to evaluate health outcomes across a range of community-based programs.
- Highlight how standardized measurement practices help us advance health equity, advocate for cross-sector partnerships, and improve health outcomes for neighborhood residents.

Overview of the Health Outcomes Demonstration Project

The Health Outcomes Demonstration Project

A three-year national collaboration that provided comprehensive **capacity building** support to 20 **affordable housing and community development organizations**, enabling them to complete an evaluation demonstrating how their programs create **positive health outcomes** for residents and their community.

Health Outcomes Demonstration Project Goals

- Invest in housing and community development organizations committed to addressing community health needs
- Build organizational capacity
- Contribute to a national body of evidence
- Pilot the Success Measures Health Outcome Measurement Tools

Strong Partnerships for Project Success



National partnership between:

- Enterprise Community Partners
- Success Measures at NeighborWorks America



Funding partners include:

- Robert Wood Johnson Foundation
- The Kresge Foundation
- The Hearst Foundation
- Federal Reserve Bank of San Francisco (in-kind)
- U.S. Department of Housing and Urban Development
- Enterprise Community Partners
- NeighborWorks America



20 committed affordable housing and community development organizations



Building Capacity for Evaluation

- Two lead staff per organization participated in monthly webinars, technical assistance meetings, and in-person convenings
- TA providers offered I-I coaching throughout the project
- \$45k in grant funds over the project period to support the evaluation
- Use of the Success Measures Health Outcome Measurement Tools and the online Success Measures Data System



**Evaluating Health Outcomes Across Community-Based
Programs:
Key Lessons**



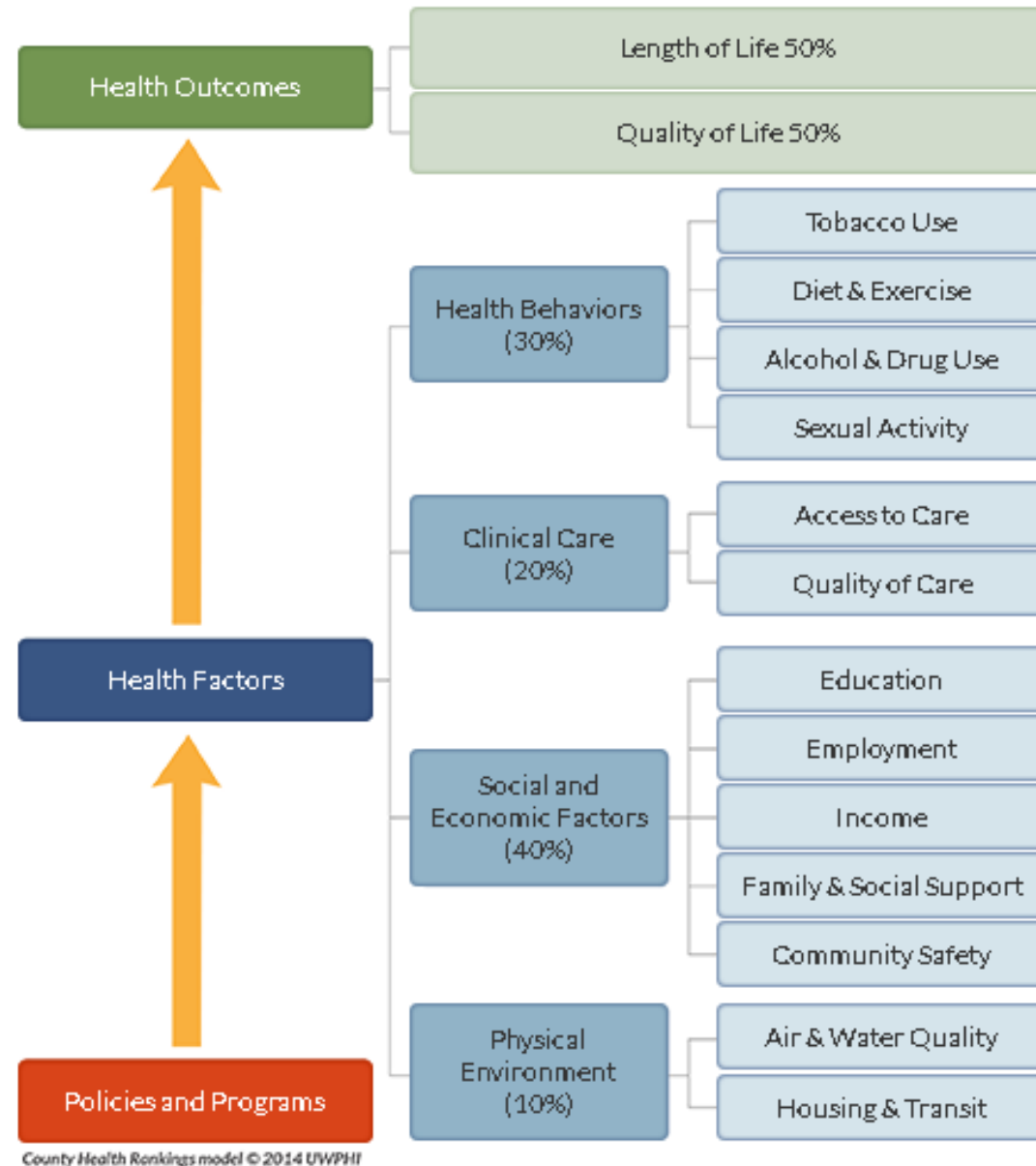
Community Development + Health = Healthy Residents in Vibrant



Social Determinants of Health:

“The conditions in which people are born, grow, live, work and age.”

— *World Health Organization*



Health Tool Categories



- Health Status
- Health Beliefs & Attitudes
- Health Behaviors
- Factors & Influences



- Environmental Factors
- Demographics & Social Factors
- Quality & Cultural Sensitivity
- Collaborations & Partnerships

Key Lessons: From Understanding to Action



- Expanded understanding of contribution to health using the SDOH framework, and that health goes beyond clinical data



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- Learn more about client populations served and modify programming in response.



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- Learn more about client populations served and modify programming in response



- Expand evaluation capacity to shape future work



- Engage strategically in health partnerships.

Key Takeaways:
**Using Standardized Measurement Practices
to Advance Health Equity**

Summary of Key Takeaways

- **Build** the case for community development's contribution to health by supporting evaluations that build the evidence base.
- **Recognize** the role of community development and affordable housing organizations in the community eco-system.
- **Embed** evaluation within ongoing programmatic support, helping to build a culture of learning and scaling solutions, recognizing that this requires resources.

Takeaway: Build the Case

- It is necessary to build the case for community development's contribution to health outcomes as an entry point for cross-sector collaboration.
- Participants developed language and collected data that enables communication across sectors more effectively. As a result, they can clearly discuss their work in relationship to health outcomes.

Takeaway: Recognize the Role of Community Development

- Provide support for community development organizations to bring their programs, expertise, and evidence to the table.
- Move beyond community development organizations as service providers to experts engaged in planning initiatives.
- HODP participants discovered the depth of their contributions to health outcomes and realized their important point of view as experts within the community ecosystem.

Takeaway: Embed Evaluation in Ongoing Programmatic Support

- Embed evaluation in existing programs to create a learning structure.
- Evaluation is a critical tool for identifying and scaling effective solutions to improve health outcomes, if it is coupled with existing programs and technical assistance support.
- Evaluation takes time and resources, and is difficult to conduct on programs with short life cycles reliant on short-term grant funding.
- Aligning around shared outcomes is an important catalyst for cross-sector partnerships.

Questions?

CHRISTI BAKER



LINDSAY EILERS



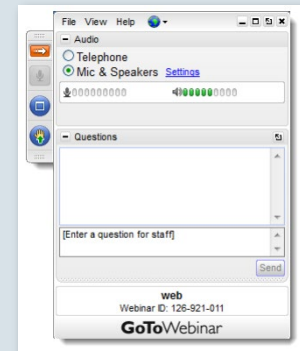
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QUESTIONS

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