present today’s webinar:

TOWARDS HEALTH EQUITY
MEASURING HEALTH OUTCOMES IN COMMUNITY-BASED PROGRAMS

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Working Together to Achieve Economic Security for All

As the only membership organization for grantmakers focused on advancing economic security, the Asset Funders Network connects philanthropic leaders to drive greater impact where it’s needed most.
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 1-1 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 Communities
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
- 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?
Thank you for attending today’s Asset Funders Network presentation

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