Building Evaluation Capacities in the Americas

Marilyn Rice, MA, MPH, CHES
Regional Adviser in Healthy Municipalities and Communities
Healthy Settings Unit
Area of Sustainable Development and Environmental Health
PAHO/WHO
OVERVIEW OF PRESENTATION

- PAHO Working Group since 1999
  - Policy document – advocacy
  - Participatory Evaluation Guide: tools and resources for countries. Support for applied research in various countries through Working Group.
- Methodology for Rapid Evaluation in HP (COL, CDC)
- Methodology for HP Economic Evaluation (CANADA, COLOMBIA, CUBA, CDC)
- Next steps: advocacy activities, capacity building materials and workshops, & construction of data base
PAHO WORKING GROUP ON HP EFFECTIVENESS

- 1999 initial PAHO meeting on evaluation of HMCs in the Americas
- Goal of the initiative: measure effectiveness of HMC strategy and contribute to global evidence of effectiveness of HP
- Evaluation working group established in 2001
- Annual meetings and continual communication
WHAT IS THE HEALTHY MUNICIPALITIES AND COMMUNITIES (HMC) STRATEGY?

- Promote health, together with people and communities, in settings where they study, work, play, love, and live
- Establish and strengthen a social pact among local authorities, community organizations, and public and private sector institutions
- Use local planning and social participation in management, evaluation, and decision-making

A municipality begins the process of becoming healthy when its political leaders, local organizations, and citizens commit themselves to improving the health and quality of life of all of its inhabitants
ESSENTIAL ELEMENTS

● Build public commitment to improve quality of life
● Ensure and strengthen community participation during the planning, implementation, and evaluation phases
● Develop a strategic plan to overcome obstacles and threats
● Build consensus and form partnerships through various networks and projects
● Encourage Leadership and Participation of all social sectors including the health sector
● Formulate healthy public policies at the local, regional, and national levels
● Conduct ongoing monitoring and evaluation to track and assess the progress of the initiative
BASIC VALUES OF PAHO HMC EVALUATION INITIATIVE

- Equity in health
- Empowerment
- Diversity
- Solidarity
TWO MAIN PRODUCTS OF PAHO WORKING GROUP ON HMC EVALUATION

- Advocacy document for decision makers to include evaluation of HP among their priorities and in their budgets (up to 10%)
- Guide for Participatory Evaluation of HMC initiatives
Objective: Develop recommendations that are geographically relevant and that advocate for HP

Content:

● Five recommendations for political leaders (i.e. recognizing that HP is fundamental to achieving health for all and equity)

● Five recommendations for HP practice (i.e. support for multiple evaluation methods, designation of 10% of HP resources to evaluation)
ADVOCACY (2)

- **Audience:** National, regional and local decision-makers and policy-makers.
- **Evaluation:** Solicitation of feedback on the materials as they are utilized in countries.
PARTICIPATORY EVALUATION GUIDE

● **Objectives**: Offer a simple and easy-to-use guide to support people working in HMC initiatives in the Americas in their evaluations

● **Content**: A participatory evaluation framework to evaluate HMC initiatives; a process with steps and activities, tools and support resources; link to PALTEX PLP guide; focus on changes in 5 basic HMC pillars, physical and material conditions, community conditions and individual results
PARTICIPATORY EVALUATION GUIDE

- **Audience**: People working with HMCs that are interested in evaluating their activities and initiatives

- **Evaluation**: The working group has defined a three-tiered evaluation strategy to evaluate the usefulness and efficacy of the Resource Kit
  - Let all flowers bloom, with questionnaire
  - Facilitated introduction
  - Research protocol and follow-up
FIVE MAIN HMC PILLARS

- Building healthy public policies
- Promoting social participation from all sectors and walks of life
- Creating sustainable initiatives
- Incorporating collaboration from multiple sectors and partners
- Creating systems changes through process and outcome modifications
Processes & Context

- Fundamental in order to understand the HMC strategy, its repercussions, way things happen and how to improve them.
- Explain WHAT happened, HOW and WHY something happened or is happening in the community.
- Explain how the different contexts interact and influence the achievement of the desired results or changes.
HMC Evaluation Domains

VALUES

PILLARS (Sustainability, Intersectoral Collaboration, Healthy Structures, Healthy Public Policies, Participation)

Specific priority goal

CONDITIONS (material, physical, individual, community norms)

PROCESSES & CONTEXTS

Pan American Health Organization • http://www.paho.org
Participatory Evaluation Process in HMC Context

**Evaluation Preparation**

PREPARATION 1
IC establishes Evaluation Subcommittee

PREPARATION 2
Workshop with IC and ES to
- review/create history
- review HMC vision, goal, objectives and activities

PREPARATION 3
Orientation of Evaluation Subcommittee

**Participatory Evaluation Phase**

Step 1: Choose info collection methods
Step 2: Develop evaluation plan
Step 3: Collect information
Step 4: Reflect upon, and communicate results
Step 5: Analyze & interpret info collected
Step 6: Act upon results
Step 7: Focus the evaluation

**Subsequent Evaluation Cycles**

Pan American Health Organization • http://www.paho.org
HMC Logical Framework

Resources → Activities → Outcomes → Goal

What you have available and what you plan to do

What you hope to (or may) see happen

RESOURCES
• Time
• Money
• Partners
• Equipment
• Material
• Facilities

ACTIVITIES
• Communication
• Advocacy
• Negotiation
• Planning Meeting

OUTCOMES
Anticipated and unintended changes in the following:

5 HMC pillars
- Social Participation
- Healthy Public Policy
- Sustainability
- Intersectoral Collaboration
- Healthy Structures and Governance

Conditions
- Material and Physical
- Individual Conditions
- Community Capacity and Norms

Specific HMC priority area(s)

HMC Values

GOAL
Continuous, Sustainable process to be a Healthy Municipality/Community

Supportive conditions for health and quality of life in the following areas:
- Environment
- Society
- Economy
- Politics/

Other factors can affect (positively or negatively) the initiative (context, politics, culture, other initiatives, social norms, socioeconomic factors, stage of development, etc.)
METHODOLOGY FOR RAPID EVALUATION IN HP

- CEDETES, PAHO, UIPES
- Certain level of advancement of initiatives
- Responds to specific needs at certain moments in time
- Virtual preparation and follow-up
METHODOLOGY FOR HP ECONOMIC EVALUATION

- CANADA, COLOMBIA, CUBA, PAHO, CDC
- Quantitatively look at value added and at costs of HP initiatives
- Model being finalized in two languages
- Revisions and introduction of use on wider scale
PAHO TECHNICAL COLLABORATION TO STRENGTHEN EVALUATION CAPACITIES IN COUNTRIES (1)

- Meetings, workshops and conferences that promote evaluation of HMC strategy and country examples and achievements
- Support countries in developing national and local evaluation plans of HP, HMC, HPS, HH
- Develop, share and adapt tools, state-of-art information and materials and best practices
- Train national and local authorities and representatives of multiple sectors & NGOs
PAHO TECHNICAL COLLABORATION TO STRENGTHEN EVALUATION CAPACITIES IN COUNTRIES (2)

- Support development of cooperation among countries (TCC)
- Work with and through Collaborating Centers (current and developing)
- Maintain existing and create new networks (HMC, HPS, HH)
- New publications in process (evaluation a la EURO, communications, urban health in 9 cities, empowerment case studies, guide for mayors on MDGs, HPS guidelines in: certification & credentialing, organization & management of networks, training, development of educational materials, protective & risk factor surveillance, and curricula reform)
FUTURE PAHO
TECHNICAL COLLABORATION (1)

● Continue to develop/adapt tools for countries to plan, implement, monitor and evaluate (including BRFS and other methods for behavioral risk surveillance)

● Build local and national capacities and create an online distance education resources

● Support sub-regional centers of excellence with varying expertise

● Make the VLM available throughout the Region

● Support and facilitate publication in peer review journals
FUTURE PAHO TECHNICAL COLLABORATION (2)

WHO-IUHPE Global Project on HP Effectiveness
- Measure effectiveness of HP and HMC with ORLA and NARO
- Contribute to data base on global evidence of effectiveness of HP
THANK YOU

Marilyn Rice
ricemari@paho.org