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CENTER for INTEGRATED HEALTH SOLUTIONS

Using MAI CoC Data for Program Sustainability

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THIS WEBINAR IS BEING RECORDED

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Learning Objectives

- Understand the role of evaluation and data in the sustainability strategy
- Identify MAI-CoC performance indicators of interest to key stakeholders and partners
- Determine what MAI-CoC data to select and present when seeking to gain support and enhance sustainability efforts

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Program Sustainability

A process, beginning with the inception of an idea, utilizing data and other evidence to ensure maintenance of the program beyond the initial funding.

- The key to program sustainability is the collection and report of **DATA**.

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Program Sustainability and Evaluation

- Evaluation must view *continued funding* as an **outcome** of sustainability strategy, <u>not</u> an input or a means.
- Evaluation plays a critical role in the sustainability strategy by:
  - Demonstrating the program's effectiveness in meeting its objectives
  - Demonstrating the effectiveness of the program in creating progress toward its long-term goals
  - Showing evidence of meeting community needs
  - Making a case to stakeholders

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The Sustainability Building Blocks

Report Findings

Develop Evaluation Strategy

Conduct Analyses

Identify Stakeholders

Select Performance Indicators

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The Stakeholders

Identification of the stakeholders is an essential first step because it:

> ➢ Assists in selecting performance indicators so you can make your case
> ➢ Sets the stage for deciding what and how to report

THEY ARE KEY TO SUSTAINABILITY

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Selecting Performance Indicators

Stakeholder interests will guide your selection of performance indicators. These factors influence the indicators:

- The agency mission
- State and County strategic plans
- Legislative interests
- The funding agency's goals and expectations
- Community needs
- Consumer needs and expectations

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Potential MAI-CoC Performance Indicators

MAI-CoC Tools	Potential Performance Indicators
TRAC NOMs Client Level Measures for Discretionary Programs – Services Tool	30 day indicators: drug/alcohol use, housing, arrests, violence/trauma, functioning, social connectedness, perception of care; military status; education enrollment; employment status; services received
MAI-CoC Program-Specific Questions	New HIV diagnoses; prescribed ART; linked to HIV medical care; retention in HIV medical care; viral load
MAI Rapid HIV/Hepatitis Testing Clinical Information Form	30 day sexual and substance use risk behaviors; HIV/hepatitis screen and confirmatory test; received test results; linked to care services; linked to prevention services
MAI-CoC Infrastructure, Health Promotion, and Prevention (IPP) Measures	Mental health and MAI-CoC project-related workforce trained; # of individuals screened for mental and substance use disorder interventions; # individuals received HIV and substance use prevention service

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The Evaluation Report

- Although evaluations provide information for performance improvement and about client outcomes, an additional primary goal can be to support **sustainability.**
- The evaluation report serves sustainability by:
  - ➢ Showcasing the program
  - ➢ Highlighting client outcomes
  - ➢ Providing high visibility for the program
  - ➢ Fostering stakeholder support

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Designing the Evaluation Report

Primary questions in designing the report:

➤ Who is my audience?

➤ What are their primary interests?

➤ How can I best present the data?

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Evaluation Report for Internal Stakeholders: Board of Directors

▪ Executive Summary
- ➤ Brief description of program, services, and overall goals and objectives
- ➤ Service needs
- ➤ Utilization information
- ➤ Progress on goals and objectives
- ➤ A client 'story' or 'agency' story about change

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Using Data: Example 1 - Board of Directors
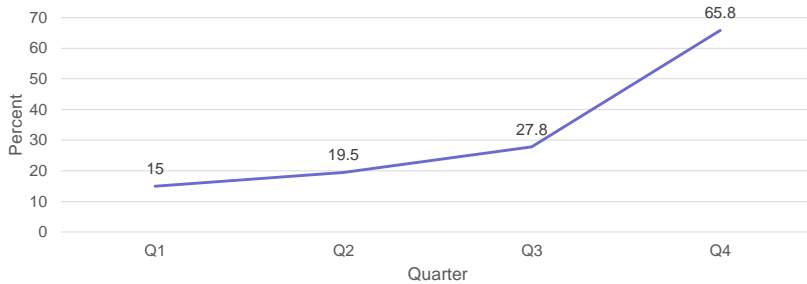
Services Received (TRAC NOMS)
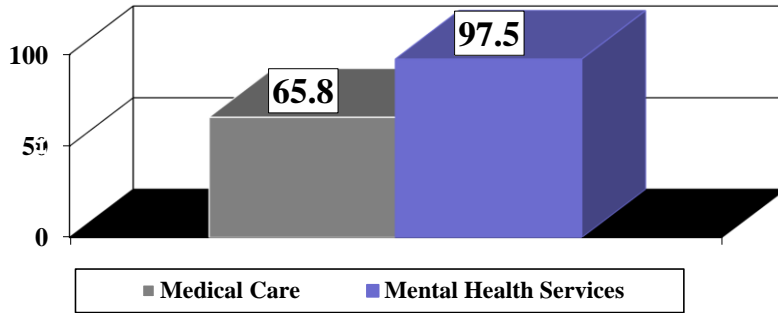
65.8 · **97.5**

| 100 |
| 50 |
| 0 |

■ Medical Care   ■ Mental Health Services

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Using Data: Example 2 - Board of Directors

Clients Receiving Medical Care by Quarter
(TRAC NOMS)

Percent

15 · 19.5 · 27.8 · 65.8

Q1 Q2 Q3 Q4
Quarter

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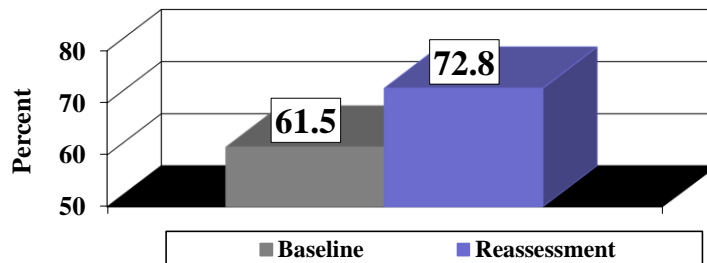
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Evaluation Report for Internal Stakeholders: Executive Management

- Expanded Executive Summary that includes the aforementioned information plus:
  - Intake/Discharge results
  - Retention rates
  - Treatment progress
  - Perception of care
  - Impact on agency

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Using Data: Example 3 - Executive Management

Clients Prescribed ART (MAI CoC Specific Questions)

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Other Internal Stakeholders

Current Staff

- Remember to reengage and present program data to all staff members
  - Allow staff to see strategically selected points of success and opportunities for growth
  - Engage staff in developing the evaluation report
  - Offer on-site trainings (available through MAI-CoC grant) to improve staff relations with the agency and staff investment in your organization
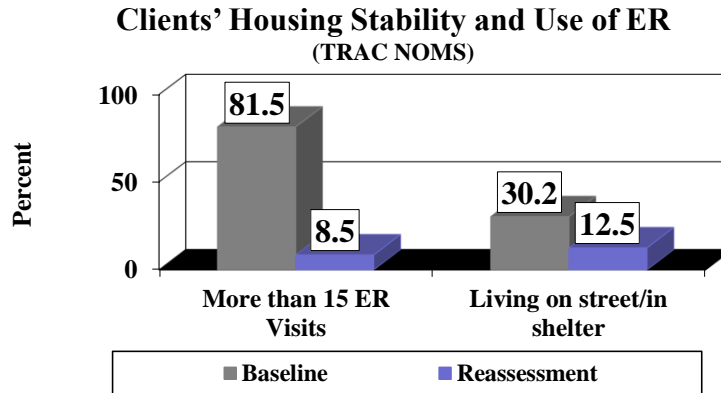
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Evaluation Report for External Stakeholders: Legislature, State, and/or County

- An abbreviated Evaluation Report
  - Brief description of agency
  - Brief description of program, services, and target population
  - Client outcomes
  - Impact on community
  - A client 'story' or 'agency' story about change

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Using Data: Example 5 - Legislature, State, and County

Clients' Housing Stability and Use of ER
(TRAC NOMS)

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Evaluation Report for External Stakeholders: Foundations and Referral Sources

- Program Highlight Report
  - Brief description of program, services, and target population
  - Retention rates
  - Client outcomes (Key ones only)
  - Client Perception
  - A client 'story' or a change in the agency

Using Data: Example 7 - Referral Source Agency

Clients who are HIV Positive - Linked to Care Services (RHHT Form)

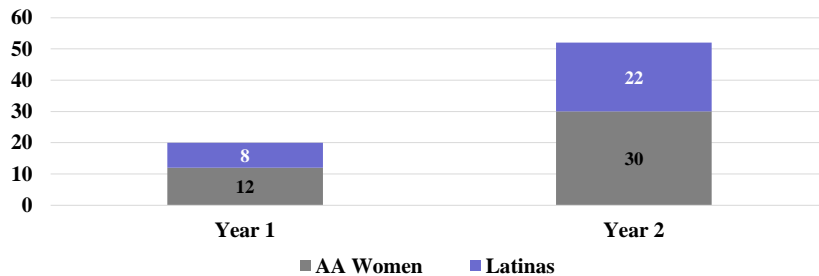*Performance indicator data are for illustration purposes only.*

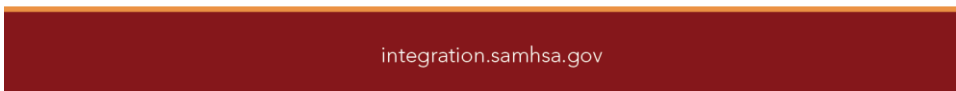SAMHSA   HRSA   integration.samhsa.gov
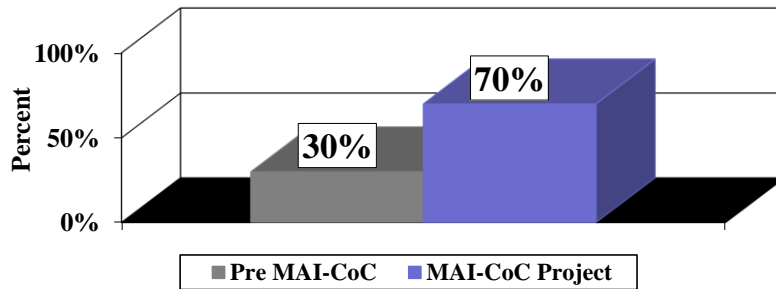
Using Data: Example 8 - Foundation

Clients Receiving Substance Abuse and HIV Prevention Services (IPP)

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Other External Stakeholders

- DO NOT forget that the <u>CONSUMER/ CLIENT and family</u> are KEY stakeholders
- Involve consumers and peers in evaluation – development, discussion, sharing findings
- Use brochures & newsletters that not only highlight the program and its services but also its successes
- Use client perception data for performance improvement initiatives – it shows you care and that they make a difference

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Other External Stakeholders

- Consider making satisfaction or comment cards readily available in client areas with a box where cards can be submitted
- Select engaged clients to join an advisory panel
- Cultivate positive rapport with invested clients to generate champions of the program

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MAI-CoC Data Resources

SAMHSA-HRSA Center for Integrated Health Solutions:
MAI-CoC Data Resources
- RHHT
- TRAC NOMS
- IPP

TRAC General Info and Training
- Tools, Codebooks and Indicators
- Training Guides and Presentations
- Program Specific Guidance

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Questions?

Enter your questions into the Questions box for the presenter to respond in discussion

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