



**NATIONAL
NURSE-LED CARE
CONSORTIUM**
a PHMC affiliate

Community Engagement 2-Part Learning Collaborative Series

Session 2

July 14, 2022



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The National Nurse-Led Care Consortium (NNCC) is a non-profit membership organization that supports nurse-led care and nurses at the front lines of care.

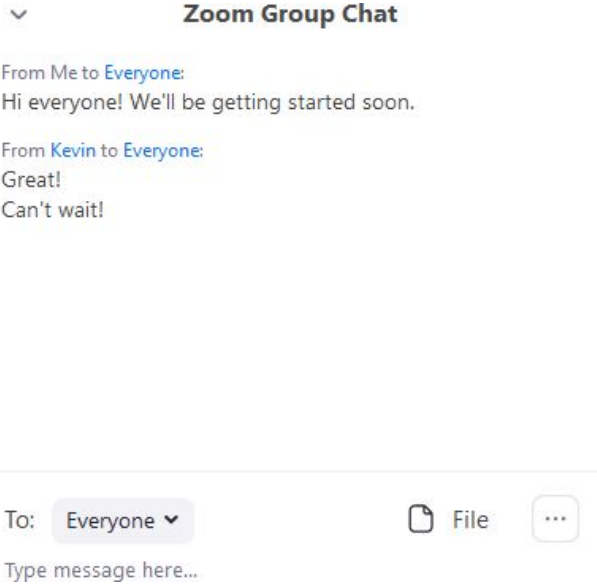
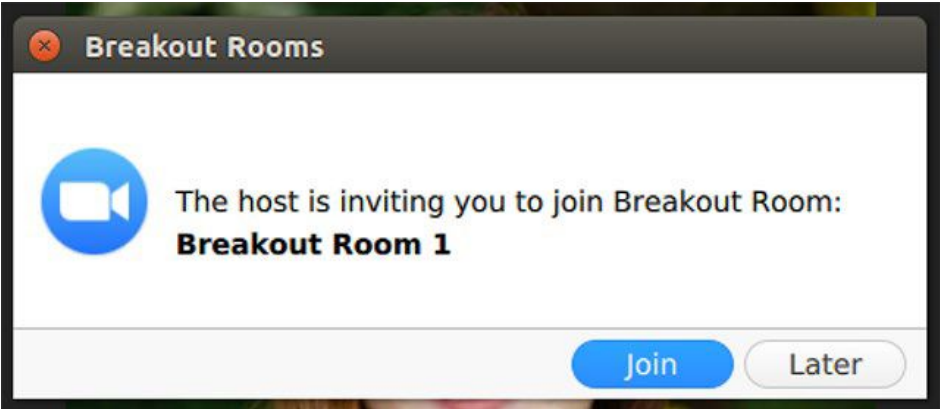
NNCC, in partnership with the CDC, works to support efforts to build COVID-19 vaccine confidence among nurses and the communities they serve.

Learn more at NurseLedCare.org

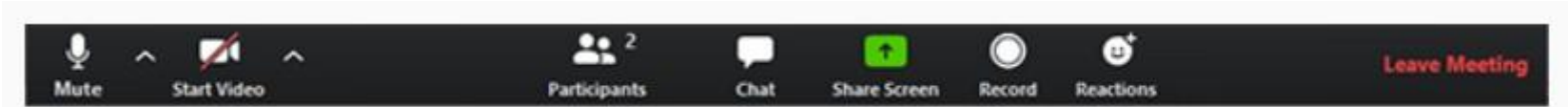
EXPECTATIONS

- To complete the pre-series survey and 2 post-series surveys.
- One survey will be sent following today's session and the second will be sent 14-days from today.
- Through this session, we intend to create a space where we can facilitate supportive conversations and learning across the nursing community.

Session Reminders



1. Share your video during breakouts.
2. Snacks and lunch are okay!
3. Take breaks when you need
4. Respond and participate to breakout discussions.



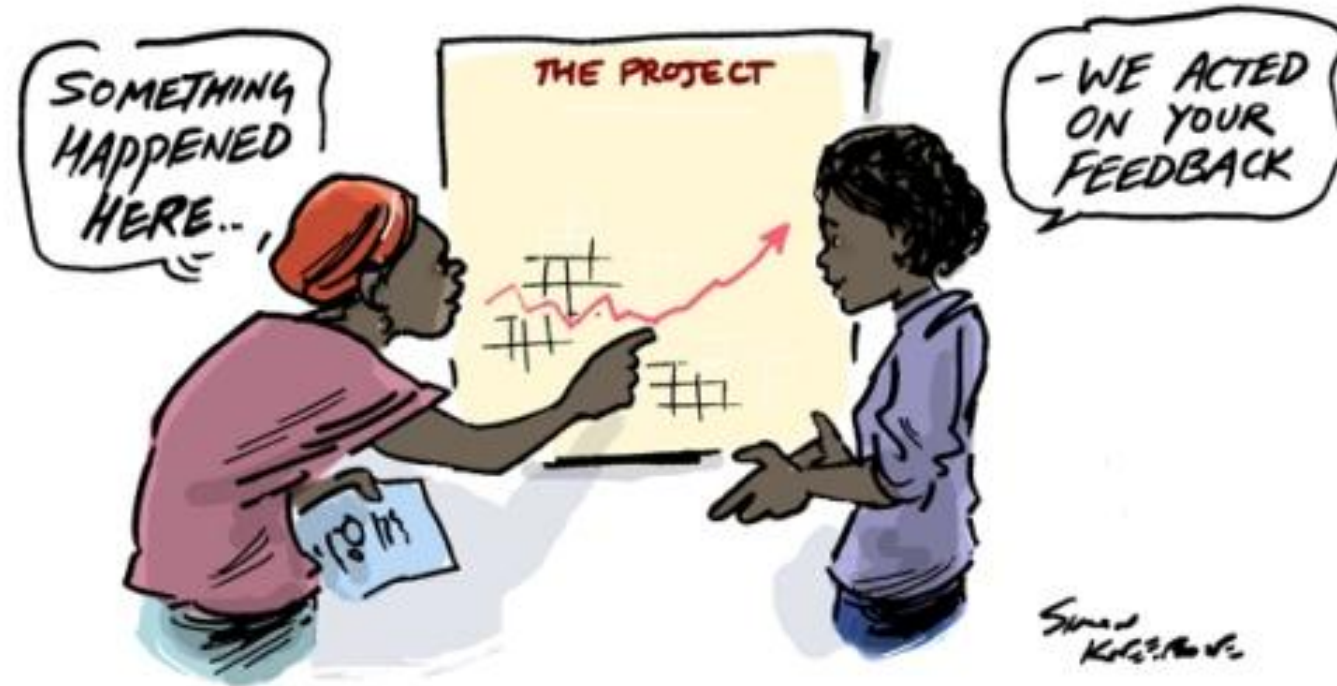
ABOUT THE SERIES

- Free 2-part learning collaborative series for nurses on community program planning, implementation and evaluation.
- 1.5 CEU will be offered for each session attended live. A CE evaluation will be sent out to attendees following each session, complete the brief questionnaire to receive CEU credit. Learn more [here](#).

This project was funded in part by a cooperative agreement with the Centers for Disease Control and Prevention (grant number NU50CK000580). The Centers for Disease Control and Prevention is an agency within the Department of Health and Human Services (HHS). The contents of this resource center do not necessarily represent the policy of CDC or HHS, and should not be considered an endorsement by the Federal Government.

Session 1 Recap

-
- Examine why we create programs
- Identifying the issue
- What led to the problem?
- Who is impacted? Who is most impacted?
- Steps for successful community programming



AGENDA

- **NNCC Welcome/introduction**
- **Didactic Presentation Part 1**
- **Breakout Discussion + Report Back**
- **Didactic Presentation Part 2**
- **Q+A**
- **NNCC Wrap-up**

SPEAKER INTRODUCTION



Dr. Providenza Rocco
JD, MSW, MBE

Equitable community engagement:

Evaluating sustainable programs

Providenza Rocco, JD, MSW, M.Bioethics
July 14,, 2022



Agenda

1. Recap and finish from Creating sustainable programs (June 30)
2. Think about the benefits of program evaluation and what we want to capture
3. Ethical considerations during program evaluation
4. Types of program evaluation
5. Evaluation techniques
6. Thinking about our audience and our goals
7. Thinking about ways to present and ask for information
8. Breakout room
9. What happens after evaluation
10. Questions and wrap-UP



Evaluation of Programs: **Quality and Value**



What do you want to know?

Who is going to help you find it?

What are you going to do with that information?

Does everyone on your team WANT evaluative information?

Who is the audience for this?



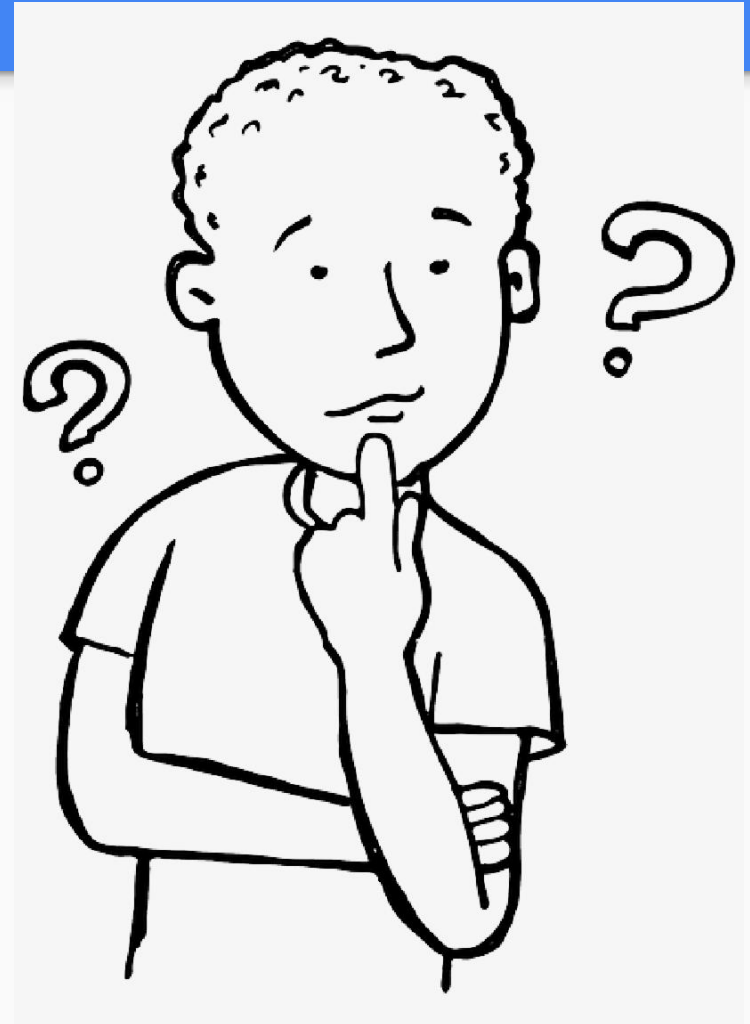
The focus is on **outcomes** – in **development and in evaluation**

You are doing something to create change to get some result by some date

Eg Targeting homeless individuals (increase) to have safer encampments to reduce fires and fatalities by November 2022 by providing fire safe blankets, options for temporary housing, and hiring community health workers to talk to individuals about options and fire safety.

POLL

- What are some things you would want to know about your program?



POLL

FOR YOU (not in general):

- What are the benefits of program evaluation?
- Any negatives of program evaluation?

Ethics

Informed consent

Confidentiality

What does informed consent look like for your population?



Types of program evaluation

- Formative evaluation (needs assessment)

Example:

<https://ctb.ku.edu/en/assessing-community-needs-and-resources/examples/example5>

- Process evaluation (program monitoring)
- Impact evaluation
- Outcome evaluation

Evaluation techniques

- Interviews
- Observations
- Surveys
- Analysis of data
- Focus groups
- Case studies



Who is your **audience**?

Do they have cell phones?

Do they have internet?

Are they reliably reachable?

Are they older adults?

What might impact how you conduct your survey?

Easy polls/ways to gather info:

SurveyMonkey

Google Forms

What else have you used? Write in the chat?

POLL

How would you want to gather data for your program? Can be more than 1!

Goals

- Research and publication
(Qualitative v. Quantitative)
- Improvement
- Sustainability
- General feedback
- Learning more about the problem
- Effectiveness
- Learning about Impact
- Accountability

OTHER?

Pilot programs



Small-scale implementation used to prove the viability of a project idea

Trust during evaluation

WRITE IN THE CHAT: Where might issues of trust between your program and the community served come up during evaluation?



Capturing demographics and other info



Survey tools:

EG: USDA US Household Food Security Survey Module

<https://www.ers.usda.gov/media/8271/hh2012.pdf>

Some issues

How accurate is this information?

Our own bias

Time

Staff support

Time/ability to go back and ask: did I interpret this right/is this what you meant

What else is happening in the world impacting our survey (COVID)

Breakout Room

Think about what you want to learn from your evaluation.

1. How do you want to gather that information and what do you want to do with it?
2. What barriers, if any do you anticipate? How would have been gathering info all along?
3. What help would you need to get this project done?

What are your major goals in evaluating your program?

Taking time (a lot of it) to go over the **result**

And making a plan of action



What to do with the results:



Showing it:

Our impact: <https://www.unitedway.org/our-impact/>

<https://www.amnestyusa.org/about-us/impact-2-2/#:~:text=Throughout%20its%20history%2C%20Amnesty%20International,for%20exercising%20their%20human%20rights.>

https://www.redcross.org/content/dam/redcross/local/1_-_Region_About_the_Region/2020%20Impact%20Report.pdf

<https://lutheranservices.org/>

Questions / Conclusion

NNCC PROGRAMMING AND RESOURCES

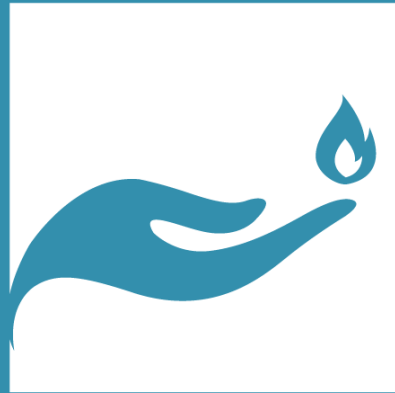


Nurses make
change happen.

Be a part of history.

This toolkit was created to give nurses the tools to do their part in the national vaccine effort. It is designed to help you decrease vaccine hesitancy and increase vaccination rates in your community.

#Nursesmakechangehappen



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