



Health Resources in Action
Advancing Public Health and Medical Research

Health Impact Assessment Training Series

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HIA REPORTING AND EVALUATION WEBINAR

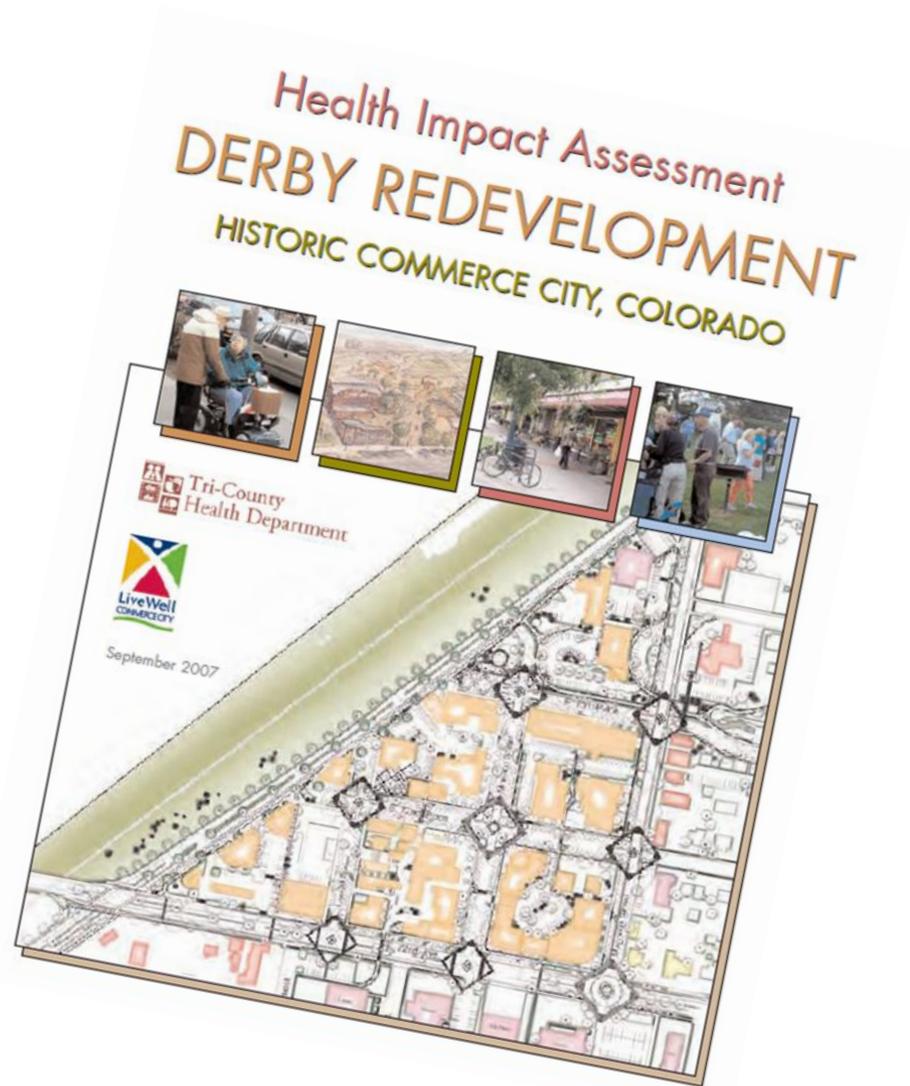
Presented by: Holly Avey, Ph.D., M.P.H.
June 13, 2012



Agenda

- Reporting
- Communications
- Monitoring and Evaluation

REPORTING



Reporting

- Key elements of an HIA report
- What makes a good report?
- Equity considerations in reporting
- Summarizing reports and research findings

Key Elements of an HIA Report

- Executive summary/ key findings
- Introduction and background
- Section for each HIA step
- Stakeholder engagement process
- Conclusion
- References
- Appendices



What Makes a Good Report?

- Executive summary – succinct
- Section for each step – documents the process
 - Assessment section - discusses evidence, data sources and methods used for each health issue analyzed
 - Recommendations – provides specific recommendations for decision alternatives, policy recommendations, mitigations
- Stakeholders – includes their input
- Equity considerations – accessible to multiple audiences



Summarizing Reports and Research Findings



MAJOR FINDINGS

CURRENT CONDITIONS

EMPLOYMENT OUTCOMES

- Oregon's unemployment rate was 10.5% in December 2010, higher than the national average of 9% .
- The recession has hurt Oregon's farms: almost 2/3 of farms reported net losses. Small & mid-sized farms especially are struggling to compete.

NUTRITION OUTCOMES

- In 2009, Oregon was one of the hungriest states in the nation: 14% of households were food insecure and 6% of them were hungry.
- 19% of Oregon kids live in poverty.
- Kids on free and reduced

IMPACTS

The meal reimbursement program would create jobs and stimulate economic growth.

- Employment leads to health: The unemployed are up to twice as likely to die earlier than others of the same age and sex.

Kind of Impact	New Jobs (Full & Part-time)
Direct effect	101
Indirect effect	101
Induced Effect	67
Total Effect	269
Multiplier	2.67

A 2.67 employment multiplier means that for every job created by school districts purchasing local foods, additional economic activity would create another 1.67 jobs.

Estimated economic effects of Oregon purchases during the first biennium (\$19.6 million in reimbursements)

HB 2800 would improve child diet and nutrition.

- Students who participate in school meal programs learn better and have a better chance of academic achievement.
- HB 2800's reimbursement and garden grant programs improve the quality and diversity of food offered during school meals.
- Studies of Farm to School initiatives show increases in meal participation (for free, reduced, and full-priced meals) between 1.3% and 16%. This

Summarizing Reports and Research Findings

LEGEND

▲▲▲▲	Strong impact on many
▲▲▲	Strong impact for few or small impact on many
▲▲	Moderate impact on medium number or strong impact on few
▲	Small impact on few
None	No effect
****	10+ strong studies
***	5 -10 strong studies or data analysis
**	5 or more studies of weak and moderate quality; or studies have mixed results
*	<5 studies and claim consistent with public health principles

Health Outcome or Health Determinant	Magnitude of Impact w/ HIA Recs. †	Distribution	Quality of Evidence
Employment Impacts			
Health & life expectancy	▲▲▲▲	Farm sector and related jobs	****
Job creation	▲▲▲	~270 new jobs	****
Oregon product demand	▲▲▲▲	100 —197 School Districts ⁴	****
Workers' ability to pay bills	▲▲▲	~270 new jobs	****
Economic activity	▲▲▲▲	3.16 economic multiplier	****
Impacts on Child Diet and Nutrition			
Meal program participation	▲▲▲	561,698 public school children ¹	**
Child learning & academic attainment	▲▲▲	561,698 public school children ¹	****
Household food security	▲▲	210,446 households ²	***
School meal nutrition	▲▲▲+	561,698 public school children ¹	*
Child overweight & obesity	▲▲▲+	1 in 4 children	**
Farm to School and School Garden Education Impacts			
Gardening education	▲▲▲▲	~15,000 new children ³	****
Child fruit & vegetable consumption	▲▲▲▲+	561,698 school children ¹	****

Equity Considerations in Reporting and Communications

- Stakeholder engagement
- Communication tools
- Languages
- Dissemination



COMMUNICATIONS

Communications

- Communication plan
- Communication strategies for different stages
- Communication materials
- Stakeholder engagement
- Dissemination plan
- Innovative communication strategies
- Communication tactics
- HIA practitioner perspectives
- Challenges in communicating results

Communication Plan

- Communicate HIA findings and recommendations in ways that will be compelling and effective to decision makers and HIA stakeholders.
- Key elements of a communication plan:
 - Target messages to specific audiences (stakeholder, decision-makers)
 - Develop key messages and frames
 - Develop communication materials (executive summaries, comment letters, fact sheets, testimony, etc.)
 - Identify spokespeople
 - Identify timing and method of communication
 - Develop Dissemination Plan

Communication Strategies for Different HIA Stages

- Beginning – gathering support
- Middle – continual engagement
- End – implementation of findings/recommendations

Communication Materials

- Executive summary
- Fact sheets
- Press release
- Newsletter
- Powerpoint to council
- Op-ed
- Radio interview
- Blog
- Testimony
- Peer-review publication

Common Written Forms

- Comprehensive HIA report
- Executive summary
- Fact sheets
- Press release/Press advisory

Formal Decision-Making Process Forms

- Testimony at public hearings
- Public comment and response processes
(in EIA, regulatory standard setting processes, permit approval, etc.)
- Legislative briefings

Other Media For a Broader Outreach/Dissemination

- Op-ed and letters to the editor
- Meeting with editorial boards
- Organizational newsletters, emails, outreach materials
- Community workshops or panel discussions
- Distribution of materials door-to-door
- Article in popular magazine
- Article in peer-reviewed journal
- Graphic/visual representations
- Radio, TV, interviews
- Websites/Blogs

Stakeholder Engagement

- Stakeholders can provide more local knowledge
- Talk with key stakeholders before report comes out
 - Build understanding and buy-in
 - Get quotes
 - Test messages
- Stakeholders can be spokespeople for HIA results and recommendations
 - Will stakeholders create their own materials using HIA results? What messages are appropriate? Inappropriate?

Dissemination Plan

- Who is your audience?
- What key messages will resonate based on audience values/barriers?
- What is the best format for this audience?
- When and how will you provide materials to them?
- Who is the best spokesperson for this audience?
- Who is responsible for this communication?

Innovative Communications Strategies

- Workshop with stakeholders to come to consensus on communications messages and clarify roles of stakeholder groups in disseminating these messages
- Legislators invited to visit community gardens and school cafeterias as part of an HIA on the county agricultural plan
- Community event/celebration designed to get people involved

Communications Tactics

- Written materials — one-pagers, executive summaries, full reports
- Presentations – community and public agency meetings, networking groups, workshops, webinars, conferences
- Earned media — press releases; pitching reporters; participating in editorial board meetings
- Online outreach — websites to post electronic versions of reports; cross-posting content on other websites; blogs
- Social media — Twitter & FaceBook can create a community around an in-progress HIA and create a natural channel for dissemination
- HIA network groups with people from a variety of fields

HIA Practitioner Perspectives on Communications Tactics

Tactic	Benefit	Challenge
Executive summary	short, concise	What to include?
Full report	Room for details for practitioners	
Open comment sessions at meetings		
Testimony	Pair with executive summary Get stakeholder to present	Getting invited?
Online outreach & social media		People may not share info in context
One-on-one meeting with decision-maker	Communicate in manageable chunks Connect to resources needed	
Op-eds	More room to explain	

Challenge: How to communicate HIA results accurately and effectively

How to communicate accurately

- Identify and record strength of evidence

How to communicate effectively

- Know audience and what they would understand
- Visualize data
 - GIS
 - Infographics
- Use short/fewer words/blank space/ graphics
- Use analogies

EVALUATION & MONITORING



Evaluation & Monitoring

- Types of evaluation
 - Process
 - Impact
 - Outcome
 - Monitoring
- Developmental
- Timeline
- Self or external evaluation
- Issues for evaluation
 - Stakeholder engagement
 - Equity
 - Communications
- Benefits of evaluation
- Room to grow

Types of Evaluation

- Process evaluation: Considers whether the HIA was carried out according to the plan of action and applicable standards
- Impact evaluation: Seeks to understand the impact of the HIA itself on the decision making process or on other factors outside the specific decision being considered.
- Outcome evaluation: Focuses on the change in health status or health indicators resulting from implementation of the proposal.
- Monitoring: tracks long term outcomes over time and tracks the partners that are responsible for implementation and mitigation efforts.

Process Evaluation

- Can range from a simple self assessment to a more comprehensive case study
- Can describe, track or measure:
 - Achievement of HIA goals
 - Methods used
 - Approaches to addressing analytic challenges
 - Degree of certainty or predictions
 - Approach to stakeholder engagement
 - Methods for interacting with decision makers
- Can seek to evaluate the HIA process holistically

Sample HIA Goals

- To provide the project's steering committee and other interested stakeholders with information about the health impacts of the project's proposed alternatives.
- To provide decision-makers with an example of an HIA that will inform their consideration of its utility in aiding decision-making for future plans, policies, and projects.
- To increase understanding among stakeholders about the connections between the topic and health.
- To help organization conducting HIA develop the capacity to conduct more HIAs.
- To conduct an HIA that conforms with the "Practice Standards for Health Impact Assessment"

Sample Process Evaluation Questions

- Steps of HIA
 - Did you follow best practices in each HIA step? Why or why not?
 - How could each step have been improved?
- Screening
 - Looking back, was this an appropriate project or policy for an HIA?
- Scoping
 - Who was involved in scoping? Were relevant stakeholders involved?
What the final HIA consistent with the scoping plan?
How did you prioritize health issues during scoping?

Sample Process Evaluation Questions

- Assessment
 - Did the HIA make judgments about positive and negative health effects of the project, plan or policy?
 - Did the HIA document assumptions and limitations of the assessment?
 - Were recommendations supported by evidence?
 - Did you utilize community experience as evidence?
 - Were potential health impacts of policy alternatives explored?
 - Is new research being conducted on health issues related to the HIA?
- Developing Recommendations
 - How could this step have been improved?
 - How were recommendations formulated, prioritized and delivered?

Sample Process Evaluation Questions

- Reporting & Communications
 - How could this step have been improved?
 - Did the HIA inform a discussion of the tradeoffs involved?
 - Did the HIA include comprehensive documentation of the HIA process, analysis, and findings?
 - How and when were recommendations delivered to relevant decision makers?
 - Did other stakeholders use the HIA findings to develop or communicate their positions on policies/projects?
 - Did you change the frame? How was the frame/message developed?
 - What methods were used effectively to disseminate results?

Sample Process Evaluation Questions

- Stakeholder Engagement
 - What did those involved in the Advisory Committee think about the process and what changes would they make if they were to do it again?
 - Did the process involve affected population groups, including vulnerable populations?
 - Were stakeholders able to use HIA findings in developing or communicating their position on the issue?
 - Are stakeholders participating in the HIA now working together on other initiatives?
 - Were stakeholders given an opportunity to review at each step of the process?
 - Do stakeholders feel that the HIA was responsive to their interests or concerns?
 - Did the HIA utilize community knowledge and experience as evidence? How? If no, why?

Sample Process Evaluation Questions

- Managing the Process
 - Was the HIA carried out according to a work plan?
 - Did your organization use time and resources well?
 - What is the estimated financial cost to conduct the HIA?
 - Did conducting the HIA build your organization's capacity to conduct HIAs?
 - How much staff and volunteer time was used to conduct the HIA?
 - Did you stay on your timeline? Why or why not?
 - Did you establish formal agreements about involvement of stakeholders?

Impact Evaluation

- Assesses whether and to what degree the recommendations were adopted and implemented and how the HIA influenced that process.
- It can also assess whether the HIA had other effects, such as:
 - Building new collaborations
 - Increasing awareness of previously unrecognized health impacts
 - Identifying data gaps and questions for further research
 - Establishing a foundation for future monitoring
 - Ensuring the public has information about health effects

Sample Impact Evaluation Questions

Impact on the Decision

- Did the HIA lead to changes in the decision of the project or policy?
- Were HIA recommendations included in the final decision?
- Did the HIA inform a discussion of the trade-offs involved with the project or policy?
- Did the HIA help to build consensus and buy in for policy decisions and their implementation?
- Did the HIA prevent project delays by anticipating project concerns?
- Did the project help secure funds for project mitigations?

Sample Impact Evaluation Questions

Impact on the Decision-Making Process

- Did the HIA increase public understanding of the relationships between policy decisions, the built environment, and health?
- Were there any unintended impacts of conducting the HIA?
- Has the HIA changed the way institutions frame and address health issues?
- Was the process useful to decision makers?
- Is research being conducted to better examine health + environment relationships raised in the HIA?
- Are there efforts to institutionalize HIA or other forms of health analysis of public policy?
- Did the HIA lead to policies that were not the subject of the HIA?

Sample Impact Evaluation Questions

Impact on HIA Partners and Stakeholders

- Has the HIA built capacity among partners to conduct HIAs?
- Are new organization and agencies requesting training in HIA?
- Has HIA led to new partnerships and coalitions focused on improving health?
- Did the HIA engage stakeholders in a meaningful way?
- Did the HIA empower engaged parties?
- Did the HIA encourage new cross-sector collaboration?
- Did the HIA lead to policies that were not the subject of the HIA?

Methods to gather process and impact data

- Surveys; Before/after focus groups or other data collection process with HIA participants
- Key informant interviews with HIA partners/stakeholders
- Document review
- Meeting minutes and agendas
- Scoping worksheets and work plans
- Email exchanges
- Media reviews

Outcome Evaluation

- Assesses whether the implementation of a decision has actual effects on health or health determinants
- Outcome evaluation requires:
 - Suitable research design
 - Ideally, an appropriate comparison group
 - Data from the monitoring of health outcomes or changes in health status
- Outcome evaluation considers the effects of the decision as a whole, thus it is generally not possible to attribute outcomes to HIA recommendations.

Sample Outcome Evaluation Questions

- Health Determinants
 - Were there changes in the presence or absence of health determinants after the policy was implemented or the project was built? (I.e: air filtration systems, vegetative buffer)
 - Is there a plan for monitoring changes in health determinants related to this project or policy?(I.e: development of new sidewalks, air emissions from local plan, # of inmates employed with 6 months of their release)
- Health Outcomes
 - Were there changes in residents' health outcomes after the policy was implemented or the project was built?
 - Is there a plan for monitoring changes in health outcomes related to this project or policy?

Evaluation Matrix

Evaluation Question	Indicator	Data collection method	Who is responsible?
How much staff and volunteer time did you spend on the HIA?	# of hours dedicated to HIA	Time tracking worksheet <OR> Your best guess??	Steve
Did HIA stakeholder involvement impact planning documents related to the policy?	Your edits and suggestions included in revised planning documents	Document review	Steve
Was the process useful to decision makers?	Decision-maker feedback; decision maker public comments	Interviews with decision makers and staff; review of media and hearing proceedings	Steve

Monitoring

- Provides information that allows one to conduct the evaluations noted above.

Monitoring Health Determinants & Outcomes

Health Determinant or Outcome to Measure	Data Source	Who is responsible for ongoing collecting and reporting of data?
Childhood asthma rates (by race/income)	Local Health Department	Presented in annual health of the county report
Air emissions (track to n'hood demographics)	Dept Enviro Quality	New Mexico PHI does annual report card
Social Cohesion	To be developed	University and PHI are piloting research study
Signalized street crossings	Dept of Transportation	Intern will download DOT data quarterly

Monitoring Implementation and Mitigation Actions

Mitigation/ Implementation to monitor	Method for monitoring	Responsible party	Timeline	Action if no compliance
BDS Housing Inspectors to use Enhanced Inspection Model	PHI to check inspection records quarterly	Bureau of Development Services	Begin fiscal year 2012	Health Dept submit formal letter; Community Alliance of Tenants to write op-ed

Developmental Evaluation

- Primary purpose of developmental evaluation is to inform ongoing development
 - Assumes a project, program, policy or other innovative intervention is being implemented in a complex dynamic environment
- Primary specific developmental evaluation uses:
 - Adapt to changing social, political, economic, environmental, technological, and demographic patterns
 - Adapt to emergent developments in populations and groups being worked with
 - Identify key forks in the road and basis for decisions about which direction is taken
 - Create a documentary record of changes made
 - Generate feedback and learnings for ongoing development
 - Contingency planning for the future

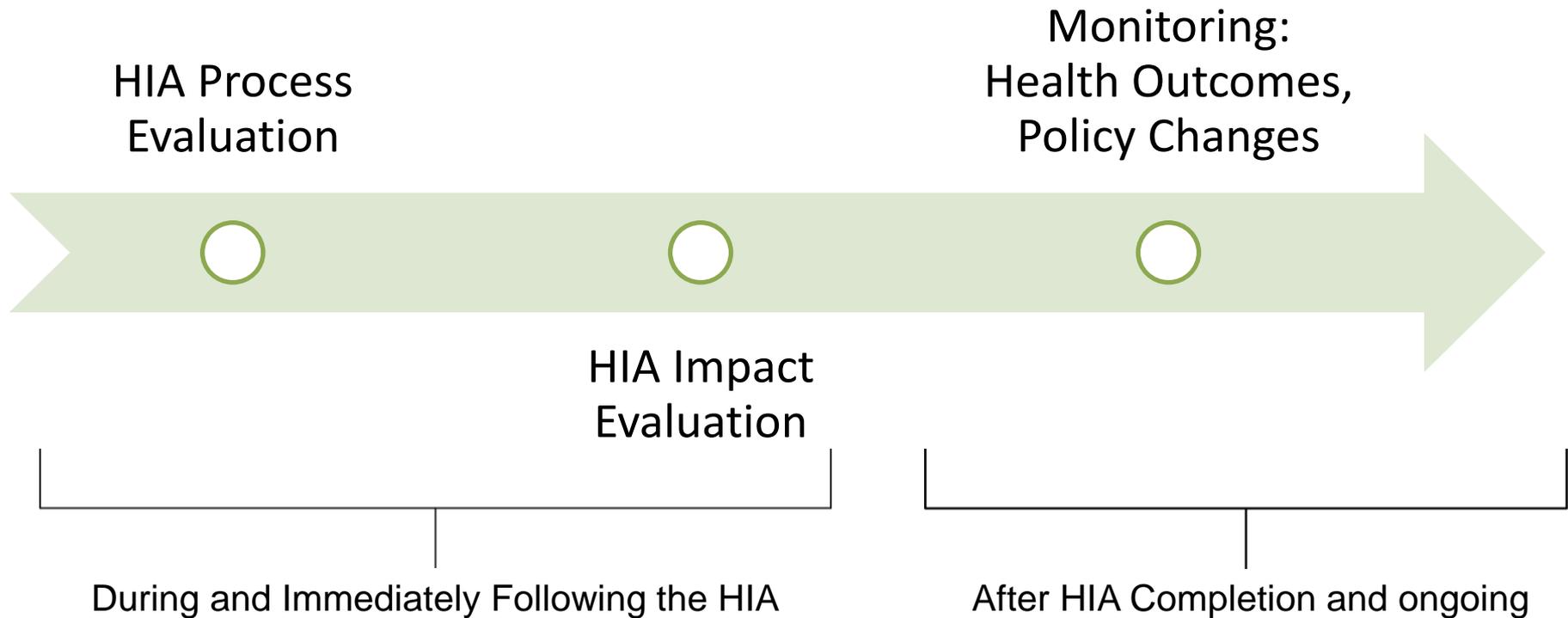
Source: *Developmental Evaluation: Applying Complexity Concepts to Enhance Innovation and Use*
by Michael Quinn Patton

Sample Developmental Evaluation Questions

- What is the nature of the innovation [decision]?
- What makes the situation and system complex?
- Contextual factors to consider include:
 - turbulence in the environment (e.g., economic, political, and/or social changes unfolding rapidly)
 - dealing with controversial, contentious, and emotional issues
 - trying out new things and/or targeting new groups with uncertainty about what effects will result
 - likelihood that unpredictable and uncontrollable interactions will lead to emergent and unanticipated responses
 - many actors engaged simultaneously doing both different and sometimes overlapping interventions
 - dynamical interactions such that small actions could ripple quickly to create large-scale (nonlinear) reactions and consequences

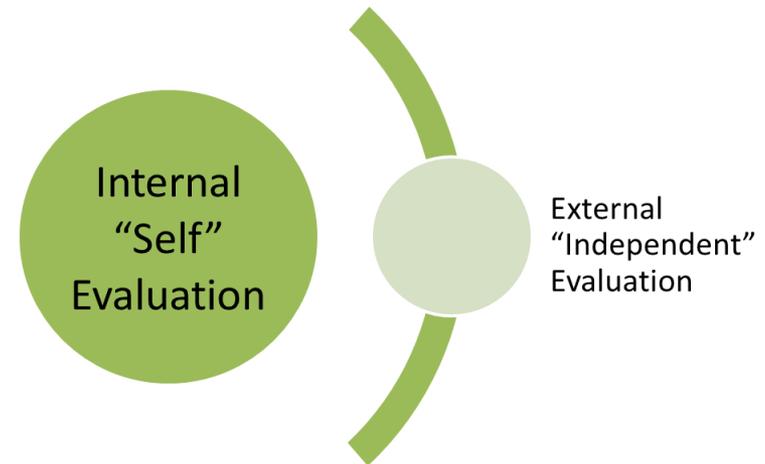
Source: *Developmental Evaluation: Applying Complexity Concepts to Enhance Innovation and Use*
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Evaluation & Monitoring Timeline



Self or External Evaluation?

- Self evaluation
 - performed by the HIA team
 - serves quality assurance aims
 - can provide valuable insights that help improve the field
 - may lack rigor or objectivity
- External evaluation
 - can yield unbiased insights about an HIA from the perspectives of stakeholders and decision makers
 - can contribute more robust external peer review



The National Research Council Committee on Health Impact Assessments considers self evaluation and independent evaluation to be essential for moving the HIA field ahead.

Issues for Evaluation: Stakeholder Engagement

- Stakeholder feedback is an important part of ongoing process evaluation and quality improvement. Make time throughout the HIA to ask stakeholders how the process is working for them.
- Monitoring and evaluation methods should be made available to all stakeholders.
- Community stakeholders can play an important role in ongoing monitoring, reporting, and holding decision makers accountable.
- Results of process evaluation and suggestions for future improvements should be communicated to all stakeholders.

Issues for Evaluation: Equity

- Process evaluation should measure if stakeholders included vulnerable populations.
- Outcome evaluation should measure whether the HIA assessed impacts to different populations and impact on health equity.

Issues for Evaluation: Communication

- Communication messages should acknowledge the complexity of measuring the impact of one policy or project on health outcomes
- Implementing your dissemination plan is tied to evaluating your impact on decision makers, stakeholders, and the media.

Benefits of Evaluation

- Improve the HIA process
- Modify future methods and models
- Assess the accuracy of predictions made during appraisal
- Mitigate unintended negative consequences
- Support future HIAs and Health in all Policies

Evaluation in HIAs: Room to Grow

- Few HIA evaluation data have been published in the United States and relatively few elsewhere
- Although completed HIA reports are readily available, peer reviewed or grey literature that discusses the impacts of specific HIAs is still rare
- Evaluation is important for the quality of individual HIAs and for the success of the HIA field as a whole.
- Lack of attention to evaluation is a barrier that will need to be overcome if HIA practice is to be advanced in the United States
- Four macro-level evaluations of multiple HIAs are currently ongoing

The following organizations contributed to the content of this webinar:

- Health Impact Project
- Centers for Disease Control and Prevention
- Oregon Public Health Institute

For more information, please contact:

Holly Avey

Associate Project Director

Georgia Health Policy Center

havey@gsu.edu

404-413-0291