

Measuring Impact

Biggest Challenge:

- Regulated in data capturing. Info is collected, sent to evaluation team and never seen again. Frustrating for our organization, partners, etc.
- Would prefer to measure food knowledge, instead of food behavior. One-size fits all type of evaluation.

- ~~For~~ Tracking partnerships & how they're weighted differently

Ideas:

- Focus groups over surveys. More labor-intensive. (Survey fatigue)
- Ask "around the corner questions" → "How was your day?" → relationship building.
- One group was able to measure dignity by evaluating the environment, broader issues.
- Kids surveys
 - using pictures, making it interesting.
- Giving more weight to quotes or success-stories for impact, instead of pre/post surveys. (Teacher feedback)
- Utilize interns to reach out to find barriers/reasons for low retention rates.
- Mobile pantries, at clinics, VA, etc. → meeting people where they're at!

What to do as a region:

- Impressed by Oregon's progress → all about partnerships!
- Mobile parties completing meal packs.
- ~~Adv~~ Advocacy work

How CTHG help:

- Creating database including info of what the region is currently doing and to connect great work happening. End goal → a contact to reach out to.
 - Good way for organizations to reach out to each other and ask for advice.
- Maps to help build capacity and connect people

1) Biggest challenge(s) of MEASURING IMPACT?

* Moving from looking @ outputs to outcomes

↳ WHAT is a reasonable impact to measure?

* How do we measure impact w/out putting unnecessary stress & work on our participants / community?

* How do you measure the less-direct, longer-term impacts (the ripple-effects) of your services?

* If "success" is lessening the need for your services (e.g. in emergency food relief), then how do we communicate reduction as a positive thing, and how do we ID + measure the emergency needs ~~of~~ after communities / families no longer need emergency relief?

* How do you translate + communicate that needs ~~is~~ impacts are systemic, rather than isolated / confined to your one organization?

* How can we measure the impact of one intervention or service, when there are so many in everyone's lives & communities?

* How do you make sure your surveys/evaluations are accessible to your audience? (e.g. making our survey w/kids are non-complex + that you're asking questions that really allow them to share + show that they have gained?).



2) Solutions and/or ideas that have worked

* Connect those who are the decision-makers w/ those who are receiving services or taking part in a program

* Provide spaces for members or those involved to share what is working for them

□ WHAT CAN WE, AS A REGION DO TO ADDRESS these CHALLENGES?

* Pool + share resources: How do we communicate + share resources effectively?

↳ See where others are doing overlapping / similar work + share or reduce overlap.

↳ Have informal conversations + collaboration w/ others in the field ~~etc~~ or whom you ~~want~~ partner w/ to share challenges + successes

* Get the information/impact analysis from these conferences, sharing gatherings, etc. from those to those w/ the power to fund &

↳ How do you create that collective of information

* Analyze who is ~~the~~ leading. . .

Solution Lab - Measuring Impact

Biggest Challenges: - How people respond to Q's
- Measure change over time

- Measuring Impact = \$! however - how to measure intangibles?
what length of time to measure? Don't necessarily have funds
- Variety of programs. → How do you create a narrative drawing from outcomes of multiple programs.

- Shifting qualitative to quantitative

- Lack of resources in data acquisition process

↳ knowing who to talk to. Who has the data that you need? How to connect?

- Evaluation data - Pay for service?

Addressing Challenges:

- build relationships with local education institutions

↳ people cycle through / students

↳ requires flexibility on side of organization

↳ recruit students each quarter, so that new students can pick up where last leaves off

↳ assign them to evaluate data

rather than collecting it - even if timing is not convenient

- Grant opps for data collection / analysis

- gathering info from partner organizations

- Metrics - Simple Q's that paint broad picture

- Re-aim - public health intervention tool

- Know who we are serving so we also know who we are NOT serving - where do we need to build capacity

Measuring equity

- Equity assessment tool
- King County has a Health equity assessment tool
- Compare census tract data with service data
 - ↳ identifying gaps

Measuring Dignity in service

- access to bathroom
- in-door out-door service etc.

UW Gro dept.

- assess need using 4 indicators
 - generated needs service map
 - ↳ identify underserved but high need areas.
- SNAP
- income
- single parent
- amt service

What can we do as a region?

- Template for assessing long-term impact
- develop partnerships → local university → outside agencies
- Research tools for measuring impact
- identify funds
 - ↳ Murdock Foundation
- Find out: is anyone else collecting this data as part of their work. Can we separate data collection from "party management"
- Simple + Small

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- Many assessments measure cost come, but not impact
 - Are people going to multiple food banks? How can we alter our programming so that people don't have to donate so much time to food acquisition

Measuring Impact

challenges:

intersection of health/lbs & food: lbs of kale is healthy, but important

consistency of measurement across communities
getting data from young people

qualitative data collection \rightarrow hesitation or other barrier to sharing

survey fatigue

measuring impact: how to measure post transaction
: is anyone better off?

ideas:

Feeling America suggest transforming "lbs" to "meals"
to substitute dollars, quantitative data works

Fresh/can food ratings + nutritional ranking (1, 2, or 3)
quality/quantity measurements as short-term win
 \rightarrow long term win is not me hungry

measure # of people in poverty? snapshot + look if we have moved the needle

cohesived/collaborative/collective measurement
engaging funder as community connector

Regional solutions:

Develop: common language & root causes

community: develop relevant strategies/solutions

engage all range funders and call for different levels of participation

CTHLG:

Find out what is happening within regions
Quarterly/Bi-annual regional meetings

Lead advocacy efforts → so we are able to have
a bigger stronger voice