Phase 2 Web Discussion Groups:
USING QUALITATIVE DATA TO TELL YOUR STORY

January 12, 2017
For Technical Assistance

If you have technical difficulties, call WebEx support at 1-866-229-3239 for assistance.

You may also submit questions using the Q&A feature on the right hand side of your screen. (Chat is disabled.)

• Please choose All Panelists from the “Send to” menu.
• Type your question and click Send.
Desired Outcomes

Enhance program knowledge about how to use qualitative data to tell your story by:

• Reviewing evaluation framework and reasons to evaluate program outcomes
• Understanding the importance of community voice in planning, implementing, and communicating results
• Exploring a visualization tool such as Photovoice, a group analysis method combining photography with grassroots social action
1. Introduction (Karya Lustig, Center for Health Leadership and Practice)
2. Using Qualitative Data to Tell Your Story (Craig Sewald, Group Health)
3. Discussion/Q & A (All)
4. Closing (Karya Lustig)
Craig Sewald

- Serves as Program Manager and Research Associate with the Center for Community Health and Evaluation at Group Health Research Institute in Seattle, WA
- Provides consulting services and evaluates leadership development programs, clinical-community linkages, and community health worker networks in underserved areas
- Interests in food policy, health equity, and intersectoral community collaborations
- Holds an MPA from the Evans School of Public Policy and Governance at the University of Washington
Phase 2 Web Discussion Groups: USING QUALITATIVE DATA TO TELL YOUR STORY

Craig Sewald, MPA
Research Associate/Program Manager
Center for Community Health and Evaluation
Group Health Research Institute
Workshop Goals

- Review evaluation framework & reasons to evaluate
- Discuss how to use qualitative data to evaluate project outcomes
- Understand ways to incorporate community voice into evaluation efforts
Review of evaluation framework
Program evaluation is...

... the systematic collection of information to:

- Make judgments
- Improve program effectiveness
- Inform decisions
- Increase understanding

Why Evaluate?

- Accountability
- Program planning & improvement
- Marketing/public relations
- Demonstrate achievement
- Grant writing/fundraising
- Input for policy decisions
Using Qualitative Data to Measure Project Outcomes
Quantitative data is...

... data expressing a certain quantity, amount, or range.

OECD Glossary of Statistical Terms (http://stats.oecd.org/glossary)
Qualitative data is...

... everything else: brief text, narratives, interviews, observational descriptions, stories, photos, videos.
5 intersections, 2 stop signs and 1 crosswalk. Everyday, parents take a risk by allowing their children to walk to school.
What methods can be used to collect qualitative data?

- Interviews
- Focus groups
- Observation
- Testimonials
- Open-ended survey questions
- Visual media
Usefulness of qualitative data

- Make judgments
  - Capture complex outcomes
  - Provide context for quantitative results

- Improve program effectiveness
  - Collect information from participants, staff about how programs can be improved

- Inform decisions
  - Present richer descriptions of programs and their outcomes for use in making funding decisions

- Increase understanding
  - Explore program functioning and program outcomes in greater depth

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Uses of qualitative data

Using qualitative data to:

- Measure complex outcomes
- Interpret quantitative outcomes
- Illustrate success through stories
Measuring complex outcomes

Example: Evaluating environmental change

- **Intervention**: Increase healthy food offerings in corner stores
- **Evaluation**: Assess potential impact of store changes on fruit and vegetable consumption
- **Challenge**: How to characterize the potential impact of a complex, diverse set of environmental changes?
Store number 1

One new produce display
Store number 1

One new produce display with 5 varieties of produce

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Store number 1

One new produce display with 3 baskets containing apples, oranges, tomatoes, bananas and plums
Store number 2

One new produce display
Store number 2

One new produce display with 5 varieties of produce
Store number 2

One new refrigerated display case with greens, beets, turnips, bagged lettuce and squash
Food for thought:

How would you rate the potential impact of the store change on consumption of fruits and vegetables by people shopping in the store?

<table>
<thead>
<tr>
<th>None</th>
<th>A little</th>
<th>Some</th>
<th>A lot</th>
</tr>
</thead>
</table>

![Store Image]
Lesson

- Qualitative descriptions of outcomes can preserve detail needed to make (eventual) judgments about impact
Qualitative data to interpret quantitative data

Example: Chronic disease management program

Intervention
Case management program for isolated older adults with chronic disease

Evaluation
Increase their ability to manage their condition, improve their clinical outcomes

Challenge
Case example: Individual with diabetes and few sources of social support

How to interpret changes in quantitative clinical indicators?
Program components

- Self-management education
- Finding financial resources
- Encouraging healthy behaviors
- Arranging social activities
- Building support networks
- Helping with medications
- Coordinating clinical care

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One story of intervention impact

Hemoglobin A1c level

1st Qtr 2nd Qtr 3rd Qtr 4th Qtr

1 2 3 4

Target

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**One story of intervention impact**

**Program intake and assessment** – Diabetes out of control (A1c=10), not taking medications regularly, not exercising, little social support

- **Target**
One story of intervention impact

Hemoglobin A1c level

1. Help organize medications, check in regularly, work with daughter to help her get to an exercise class & support her in taking her medications

Target
One story of intervention impact

Daughter moves away to take another job, stops taking her medications regularly
One story of intervention impact

Working to build a new support system, connecting with county aging program to make regular home visits.
Lessons

• Qualitative process descriptions can help interpret quantitative outcome data
• Often need qualitative descriptions for attribution
• Can combine qualitative and quantitative information into stories illustrating success
Using stories in evaluation reports

- Powerful, accessible ways of communicating impact
- Can be photos, videos as well as text
- Need some description of how representative they are
Benefits of a qualitative measurement approach

- Capture details needed to assess outcomes
- Can be used to build longer success stories
- Attribute outcomes to the program
- Provides useful details for program improvement
Challenges with qualitative approach

- Can take more time to record
- Difficult to write brief, objective narratives/descriptions
- Still need to rate successful outcomes
Incorporating the community voice into your evaluation efforts
Basic Principles

• Engaging stakeholders includes the community that you are working within and those you are intending to reach.

• “Nothing to us, without us.”

• Important to engage the traditionally unengaged aspects of the community
Benefits of stakeholder engagement in evaluation

- Builds an evaluation that will be more useful, relevant, and credible
- Facilitates transparency and promotes engagement in the evaluation
- Shows respect for and value of the community perspective and expertise

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Stakeholders can be engaged throughout the evaluation process...

- Framing the evaluation questions
- Articulating success & indicators of progress
- Participating in data collection & analysis
- Determining how to use the evaluation results
Evaluation methods to capture the community perspective

- Surveys
- Focus groups & interviews
- PhotoVoice & Digital Storytelling
Photovoice can be used to:

- Document community strengths and problems
- Capture community point of view about gaps, barriers, opportunities and progress
Kaiser Permanente’s use of PhotoVoice

http://www.youtube.com/watch?v=b5VDu8MWegg
Implementing PhotoVoice

Engage community members

Define project goals

Recruit participants

Session 1: Participant orientation & training

Taking & developing photos

Session 2: Photo sharing & caption writing

Exhibiting and sharing photos more broadly
Lessons

• Get the right people there
• Host group walking sessions to take photos
• Captioning process critical to understand the “story” behind the photo
• Focus on solutions as a springboard for community action
• Show off the work!
Dial-in Instructions

Please see the instructions below to link your online presence with the teleconference.

1. Click on the phone icon with the question mark at the bottom of the Participants panel to request to dial in. (See red circle in Figure 1.)

2. Choose “I will call in” from the pop-up dialogue box.

3. Then, use the **three-step** dial-in information (Figure 2) to join the teleconference. You should then see a phone icon (📞) next to your name.

4. Please mute the audio on your computer to avoid interference.
Participate in the Discussion

If you would like to contribute to the discussion, please

• **raise your hand** to be called on (and unmuted); or

• write to us using **Q&A**.

Please send typed comments/questions to **All Panelists** and hit **Send**.
Thank You!

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Upcoming Web Discussion:
Data as a Driver for Urban Design
to Advance Community Health
Tuesday, 1/24