

Practical Solutions to Measuring Process, Outcomes and Impact



How do you know if *it's* working?

When you're doing this – don't throw the baby out with bath water...!

From the Evidence Review

- Set realistic goals
- Use appropriate indicators and evaluation method
 - Appropriate
 - Meaningful
 - Proportionate

What to measure?



What to measure?

- **Process** - organised and ongoing process of collecting and analysing data and information so as to describe activities, practices, progress, and other dimensions of performance
- **Outcomes** - the immediate difference that a project or practice makes to an individual, group or organisation.
- **Impact** - the difference that a whole organisation, major programme or practice makes to a community of interest, geography or issue over the long-term.

How do you know if *it's* working?

... Start with defining **it**

- Base on a theory of change
- Understand the mechanism of action
- Create the service model
 - Essential components
 - Operational definitions

Process Evaluation and Quality Improvement

- What questions are you asking?
- What data can you collect to answer the questions?
 - What do you do with what you find?

Parent Journey

“Someone in my corner”

Request for one-to-one support



Home assessment (prioritise)



Matching



Continuum of home visiting (Pregnancy → Birth → Beyond)

- +Advocacy → early access to services
- +Social connecting → reduced isolation
- +Support during labour and birth

Delivering strengths-based peer support

Delivering a relational model of support

Examples of core components:

Volunteers...

- Are specifically recruited for their potential to nurture self-help
- Have lived experience
- Receive initial and ongoing training and supervision



Relationships of trust and equality with parents

How do we know this is actually happening?

Measuring the Quality of the Relationship Volunteer and Parent

Data collection
How are things going with your volunteer?
Do you feel listened to?
Do you get on with your volunteer?
Does your volunteer understand things that are important to <u>you</u> ?



Establish a trusting and purposeful peer relationship during pregnancy

Collaboration with the System

Midwives
GPs
Health Visitors
Social Care
Children's Centres

Community Development

Face-to-face peer led outreach activities

Engaging with vulnerable expectant mothers

Core component: multiple routes of referral are needed:

- Professionals (predominantly midwives)
- Self-referrals (through word of mouth)
- Range of community outreach activities

What we want to know:

Which routes lead to the most promising outcomes?

How can we then adjust programme delivery to achieve the best reach?

Compare the outcomes of the different referral routes
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What % were appropriate referrals?

What % declined support?

What referral routes work best for reaching those living in the most disadvantaged communities?

Would engaging earlier in pregnancy be beneficial? If so how?

Measuring Outcomes

- What questions are you asking?
- What data can you collect to answer the questions?
 - What do you do with what you find?

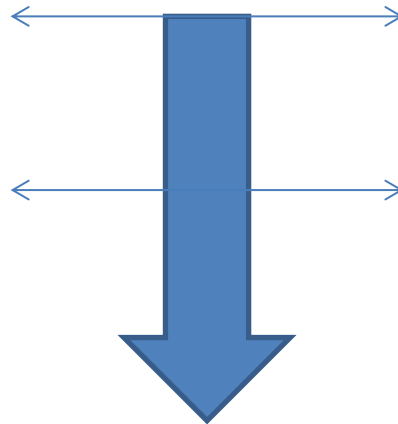
Core component:

A continuum of flexible, semi-structured one-to-one support sessions (home, community, hospital) starting in pregnancy, during labour & birth (if needed) and the early months of infancy.

Parent chooses
issues to work on



Parent sets and
achieves self-
selected goals



Sharing information



Active listening
and nurturing
motivation

Better prepared to cope with pregnancy, birth and the transition to parenthood across multiple domains.

Measurement Issues

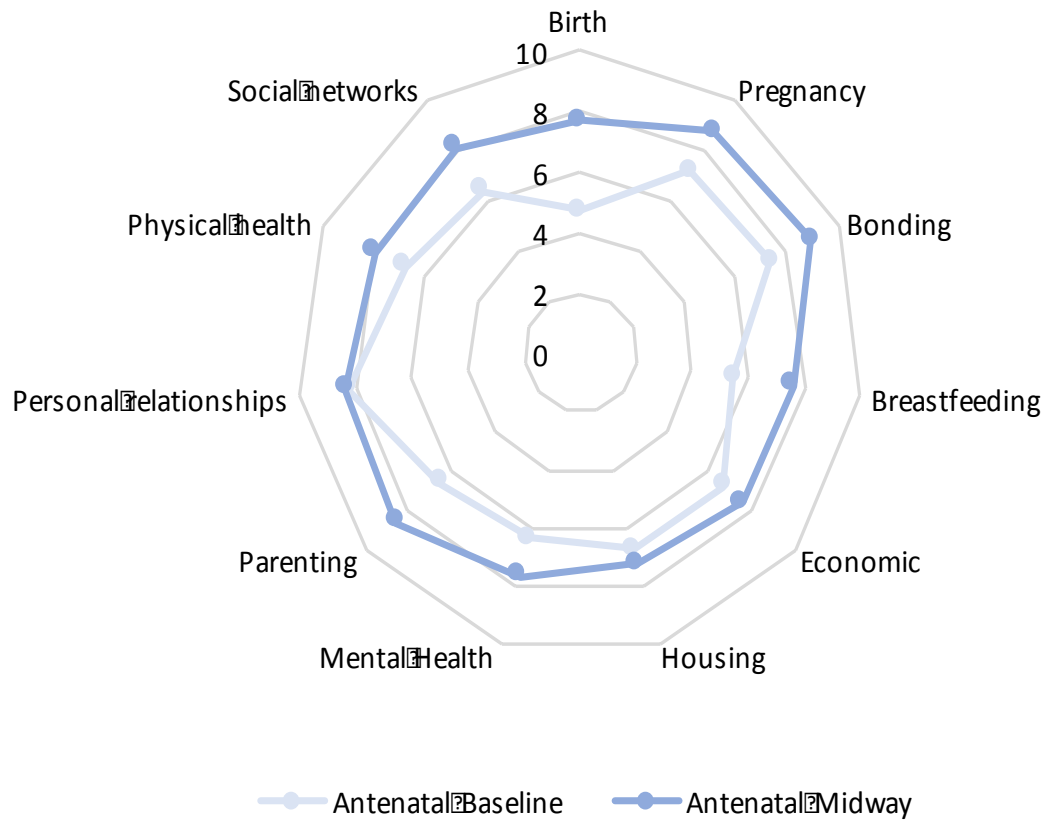
- Unique set of circumstances for each parent
- Existing validated measurement tools undermined informality of volunteer/parent relationship
- Needed to capture holistic elements
- Self-rating questions needed to be strengths-based

Individual self-rating scales (0-10)

13 strengths-based questions

- Baseline (pregnancy)
- Late pregnancy
- 3 months post birth

Average Antenatal Baseline and Antenatal Midway score comparisons



Why it works:

- Visual tool with different but interlinked outcome areas
- Used as part of programme delivery by enabling each parent to:
 - Identify own strengths and issues to work on
 - Track own journey towards achieving own unique goals
 - Consider a deeper range of sub-issues in each segment
- Helps us to answer questions about:
 - Individual parent journeys
 - Subsets, whole programme or across a range of programmes (comparisons)
- We can link up quality and process data to see what works well and what could be improved

Measuring Impact

- What questions are you asking?
- What data can you collect to answer the questions?
 - What do you do with what you find?

Babies and likely longer term benefits

1001 Critical Days and likely benefits of increased parent resilience, parenting skills, breastfeeding, emotional and physical wellbeing, and reduced social isolation

Volunteers and Communities

Employability



Active Citizenship

Wellbeing of own families

System



Reach to vulnerable parents wary of professionals, capacity



Escalation of need, birth complications, crisis intervention and dependency

Some take-away thoughts

- Complex initiatives cannot be boiled down into a few simple indicators.
- Focussing on targets that are relatively easy to measure may distract us from what really needs to be done.
- Measures need to be tailored to the specific volunteering initiative if they are to be meaningful.
- It's not just about data - learning requires trust and dialogue

It is vital that organisations use measures that are truly relevant to their volunteer programme