Best Practices in Performance Measure Design: Public Health AmeriCorps

October 2021



Session Outline

Performance measurement definition and purpose Public Health AmeriCorps performance measure requirements Public Health AmeriCorps Performance Measure Instructions Best practices Designing an example measure

Resources



Performance Measurement



Ongoing, systematic process of tracking your project outputs and outcomes

Outputs: Amount of service provided (number of people/organizations/other entities served)

Outcomes: Changes or benefits that occur

- Can be changes in individuals, organizations, communities, or the environment
- Typically include changes in **knowledge**, **attitude**, **behavior**, **or condition**
- Must have a logical connection to the service activities and be aligned with outputs

Purpose of Performance Measurement

Recognition of progress

 Collect reliable information about the intervention's implementation and progress toward outcomes

Accountability to funders and stakeholders

• Communicate achievements in a meaningful and objective way

Program improvement

- Spot and correct problems
- Strengthen the intervention
- Determine where to allocate limited resources



How AmeriCorps Uses Performance Measures

National Performance Measures

- Tell the story of the collective accomplishments of national service programs
- Provide shared language for outputs and outcomes that multiple programs have in common
- Cover all AmeriCorps focus areas
 - Public Health AmeriCorps: Healthy Futures and/or Capacity Building

Public Health AmeriCorps Performance Measure Requirements



At least one aligned performance measure (output paired with outcome) connected to primary intervention

Must select from designated National Performance Measures in the Healthy Futures or Capacity Building focus areas

Should be paired with system-defined intervention categories where possible

 If the intervention categories in the Performance Measure Instructions aren't the right fit, you can select others or create your own

Public Health AmeriCorps Performance Measure Requirements (continued)



Performance measures (and primary intervention) must focus on community impact: the people/organizations/other beneficiaries served by AmeriCorps members

- Member-focused outputs and outcomes (e.g., public health workforce development) are reported separately as Performance Data Elements in annual progress reports:
 - ✓ Number of AmeriCorps members recruited from the geographic or demographic communities the program operates
 - ✓ Number of AmeriCorps members with increased knowledge about public health
 - ✓ Number of AmeriCorps members who remain in the public health field postservice

Performance measures must reflect significant activities in applicant's Theory of Change

• No need to capture all program activity in performance measures

Public Health AmeriCorps Performance Measure Instructions

Summarize performance measure requirements for Public Health AmeriCorps grants, including list of allowable measures

Show selection rules and instructions for each National Performance Measure

Include helpful appendices:

- MSYs and member allocations tutorial (Appendix A)
- Performance Measure Checklist (Appendix B)
- FAQs (Appendix C)

Linked from main NOFO webpage

https://www.americorps.gov/fundingopportunity/fy-2022-americorps-statenational-public-health-americorps

Funding Announcement, Mandatory Supplemental Information, and Application Instructions

2022 Public Health AmeriCorps Notice of Funding Opportunity (PDF) 2022 Public Health AmeriCorps Mandatory Supplemental Information (PDF) 2022 AmeriCorps State and National Application Instructions (PDF) Diversity_Questionnaire_DRAFT.508.xlsx

Performance Measure Instructions

2022 Public Health AmeriCorps Performance Measure Instructions (PDF)



Best Practices: Performance Measure Design



- Select performance measures that fit your program design and theory of change, not vice versa
- Read the instructions
- Less = more: limit performance measures to significant program activities
- Use <u>only</u> National Performance Measures specified in the Public Health AmeriCorps Performance Measure Instructions
- Use system-defined intervention categories when possible (but other interventions are allowable)

Best Practices: Performance Measure Design

- Clearly define terms and ensure they are meaningful
- Choose outcome measures that are ambitious but realistic
- For outcomes that require participant follow-up, set targets that take into account response rate attrition
- Use pre-post assessments when possible
- Use numerical targets, not percentages



Best Practices: Performance Measure Design



- Select data collection instruments that are valid (measure what they are supposed to measure) and yield consistent and accurate results
- Choose data collection instruments that are accessible and yield timely data
- Allocate sufficient resources toward data collection efforts: money, time, personnel, training, storage

Designing a Measure: Public Health



The HealthyCorps Program is requesting six halftime AmeriCorps members to lead small-group health education programs for elementary students at area community centers. The primary short-term goal of the program is to improve children's understanding of healthy eating habits, with the longer-term goal of improved health during their teen years.

Each AmeriCorps member will meet with different groups of 5-8 children after school each day for about 30 minutes each over a period of 8 months, using a nutrition education curriculum developed by a consortium of state and local public health agencies. Members will also recruit volunteers to help community centers expand health-focused physical activities in their afterschool programs.



Step 1: Identify Service Activity/ies



The HealthyCorps Program is requesting six halftime AmeriCorps members to lead small-group health education programs for elementary students at area community centers. The primary short-term goal of the program is to improve children's understanding of healthy eating habits, with the longer-term goal of improved health during their teen years.

Fach AmeriCorps member will meet with different 5-8 children after school each day for minutes each over a period of 8 months, using a nutrition education curriculum developed by a consortium of state and local public health agencies. Members will also recruit volunteers to help community centers expand health-focuse physical activities in their afterschool programs Secondary



Step 2: Choose the Right Measure(s) and Intervention(s)

Primary service activity: nutrition education

Secondary service activity: volunteer recruitment to expand health-focused afterschool programming

	Focus Area	Objective	Sele	ction Rules	Interventions
			Outputs	Outcomes	
(Healthy Futures	Access to Care	H4A: Number of individuals served	H17: Number of individuals with increased health knowledge	Outreach Education/Training Referrals Medical Services
				H18: Number of individuals reporting a change in behavior or intent to change behavior to improve their health	Counseling/Coaching Opioid/Drug Intervention Navigation of Services COVID Response
				H19: Number of individuals with improved health	
				H20: Number of individuals with improved access to medical care	
	Capacity Building	Capacity Building & Leverage	G3-3.4: Number of organizations that received capacity building services	G3-3.10A: Number of organizations that increase their efficiency, effectiveness, and/or program reach*	Disaster Preparation Disaster Response Disaster Recovery Disaster Mitigation
				* Each applicant must describe in detail how it will measure the organizational effectiveness, efficiency, or program scale/reach in meeting the public health needs of the community in the Described Instrument section.	



Step 2: Choose the Right Measure(s) and Intervention(s) (continued)



Focus Area	Objective	Sele	ection Rules	Interventions
		Outputs	Outcomes	
Healthy Futures	Access to Care	H4A: Number of individuals served	 H17: Number of individuals with increased health knowledge H18: Number of individuals reporting a change in behavior or intent to change behavior to improve their health H19: Number of individuals with improved health H20: Number of individuals with improved access to medical care 	Outreach Education/Training Referrals Medical Services Counseling/Coaching Opioid/Drug Intervention Navigation of Services COVID Response

Step 3: Study the Instructions for Each Measure



Read the Performance Measure Instructions for each measure to make sure the program can meet the requirements

H4A (output)	Number of individuals served
Definition of	Individuals: recipients of AmeriCorps-supported services related to improving health-
Key Terms	related outcomes
	Served: substantive engagement of individuals with a specific health-related goal in mind.
	Cannot consist solely of mass dissemination of information such as email blasts, social
	media posts, or distributing pamphlets.
How to Measure/	Tracking mechanism that ensures an unduplicated count of individuals who have received
Collect Data	services

Step 3: Study the Instructions for Each Measure (continued)



H17 (outcome)	Number of individuals with increased health knowledge
Definition of Key Terms	Individuals: those reported in H4A, V1, V7A, or V8
How to Measure/ Collect Data	Survey, test, or other instrument capable of measuring changes in knowledge at the individual beneficiary level. When possible, pre-post assessments should be utilized.

Applicants that cannot meet the requirements for a measure should not use it



H4A (output)	Number of individuals served
Definition of	Individuals: recipients of AmeriCorps-supported services related to improving health-
Key Terms	related outcomes
	Served: substantive engagement of individuals with a specific health-related goal in mind.
	Cannot consist solely of mass dissemination of information such as email blasts, social
	media posts, or distributing pamphlets.
How to Measure/	Tracking mechanism that ensures an unduplicated count of individuals who have received
Collect Data	services

HealthyCorps definition of "substantive engagement": attending at least 4 health education sessions (equivalent to 1 month of participation)

Step 4: Define All Terms Clearly (continued)



H17 (outcome)	Number of individuals with increased health knowledge
Definition of Key Terms	Individuals: those reported in H4A, V1, V7A, or V8
How to Measure/ Collect Data	Survey, test, or other instrument capable of measuring changes in knowledge at the individual beneficiary level. When possible, pre-post assessments should be utilized.

HealthyCorps definition of "increased health knowledge": At 10% or greater increase in a child's ability to identify healthy food choices.

Step 5: Calculate MSY and Member Allocations



Determine how many members, and what portion of members' time (MSYs), will be devoted to:

- A) Each focus area and objective
- B) The specific activities captured by the performance measure*

Members can be counted toward more than one focus area/objective/activity; MSYs cannot

*Not all member activities need to be captured under performance measures

Step 5: Calculate MSY and Member Allocations (continued)



HealthyCorps MSY and member allocations: 6 half-time members, 3.0 MSYs

A) Each focus area and objective

	Members	MSYs
Healthy Futures focus area, Access to Care objective (nutrition education)	6	2
Capacity Building focus area, Capacity Building and Leverage objective (volunteer recruitment)	6	1

B) The specific activities captured by the performance measure

	Members	MSYs
Nutrition Education	6	2

Step 6: Set Output and Outcome Targets



Ambitious but realistic estimate of what can be accomplished in 1 program year

Outcome targets should relate logically to output targets

HealthyCorps targets:

- Output H4A: 150 students
- Outcome H17: 90 students

Step 7: Select Appropriate Instruments



Must meet criteria specified in the Performance Measure Instructions

• Output

How to Measure/
Collect DataTracking mechanism that ensures an unduplicated count of individuals who have received
services

Outcome

How to Measure/
Collect DataSurvey, test, or other instrument capable of measuring changes in knowledge at the
individual beneficiary level. When possible, pre-post assessments should be utilized.

Must meet fundamental data quality standards

- Valid
- Accurate
- Consistent
- Complete
- Verifiable

Step 7: Select Appropriate Instruments (continued)

HealthyCorps output instrument:

 Sign-in sheets for each nutrition education session that capture each participant's first and last name. Data from sign-in sheets will be transferred to Excel spreadsheets to track each individual child and the number of times they attended sessions.

HealthyCorps outcome instrument:

• Pre-post test with 20 multiple-choice questions asking children to select the healthiest food choices. This assessment was developed by the public health agency consortium to align with their nutrition education curriculum, and has been previously tested in other states. Children will take the pre-test during the first session, and the post-test will be given after 8 months or when the child leaves the program, whichever is sooner.

Step 8: Put it All Together

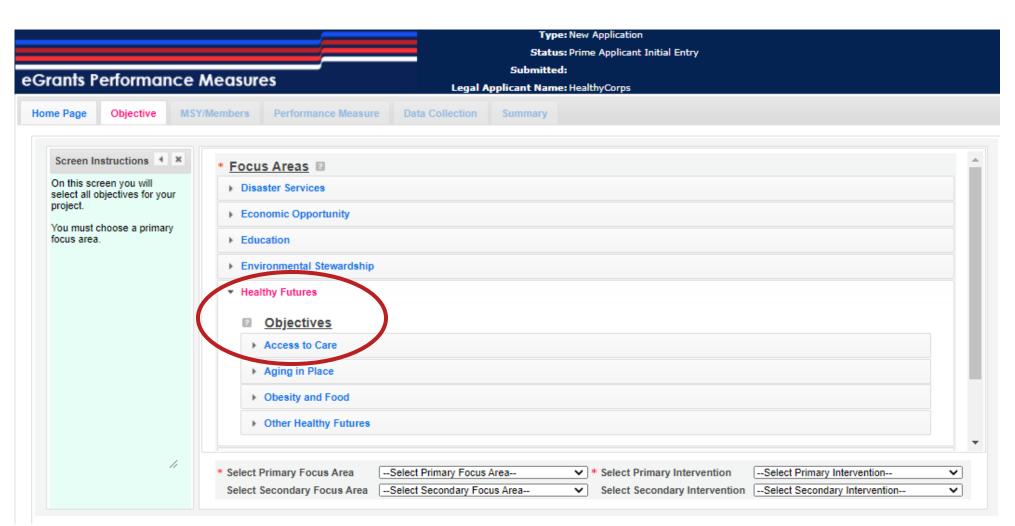
AmeriC	Corps
	eGrants
Welcome Program Start New	Start New Grant Application
Applicant Info Application Info Narratives	Performance Measures Select all grant characteristics that apply to your program. Then click on the link at the bottom of
Performance Measures Program Lufermation	the page to enter your performance measures. Grant Characteristics Description
Documents Budget Section 1 Budget Section 2 Budget Section 3 Funding/Demographics Operating Sites Review Authorize and Submit	Click here to enter Performance Measures

- Use eGrants Performance Measure Module
- Application Instructions explain how to enter information



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Selecting primary and	Objective	ID Title	e Interventions	Output	Outcome	End Outcome	MSY	Members	
secondary focus areas and nterventions.	There are curre	ntly no performa	ance measure created for th	nis application.					
Allocating MSYs/Members o each objective.									
Creating one or more									

Click the "Begin" button to add a new performance measure



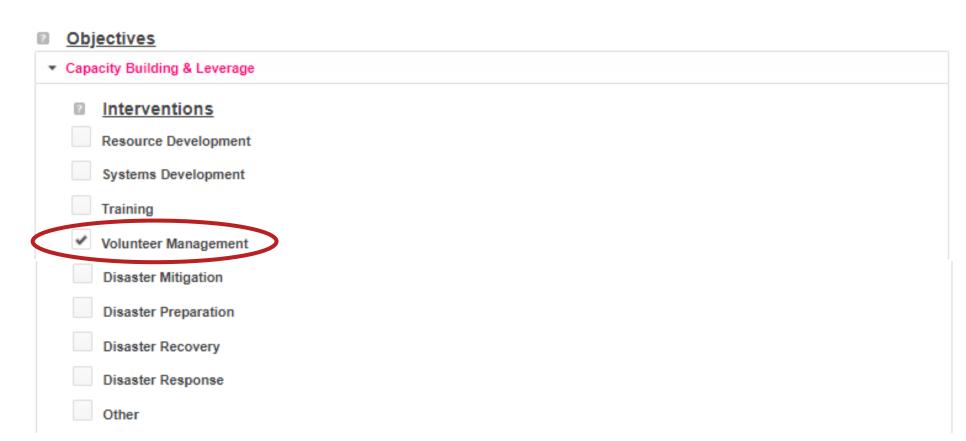
Locate the focus area and objective connected to your primary service activity





eGrants Performance A	Aeasures	Type: New Application Status: Prime Applicant Initial Entry Submitted: Legal Applicant Name: HealthyCorps	
Home Page Objective MSY/	Members Performance Measure	Data Collection Summary	
Screen Instructions I K On this screen you will select all objectives for your project. You must choose a primary focus area.	 Healthy Futures Objectives Access to Care Interventions Counseling/Coaching Education/Training Medical Services Opioid/Drug Intervent Outreach Referrals Other 		

Check the box next to the intervention that matches your primary service activity

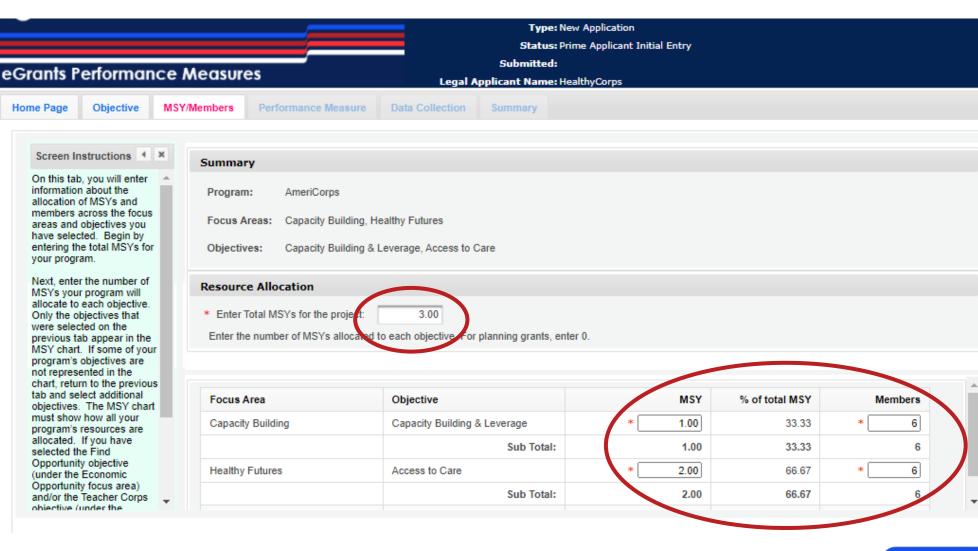


Locate and select any secondary intervention(s)



elect all objectives for your roject.	Disaster Services
ou must choose a primary	Economic Opportunity
ocus area.	► Education
	► Environmental Stewardship
	► Healthy Futures
	► Veterans and Military Families
	► Capacity Building
	Other Community Priorities
	* Select Primary Focus Area Healthy Futures * Select Primary Intervention Access to Care: Education/Training
	* Select Primary Focus Area Healthy Futures





Enter the total MSYs for the project, then the number of MSYs and members connected to each focus area and objective



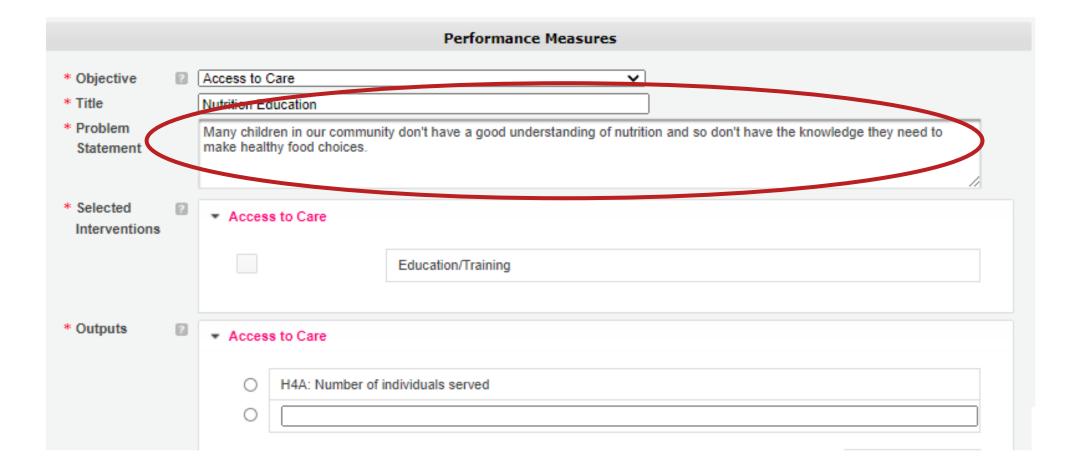
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Select the objective connected to your primary service activity



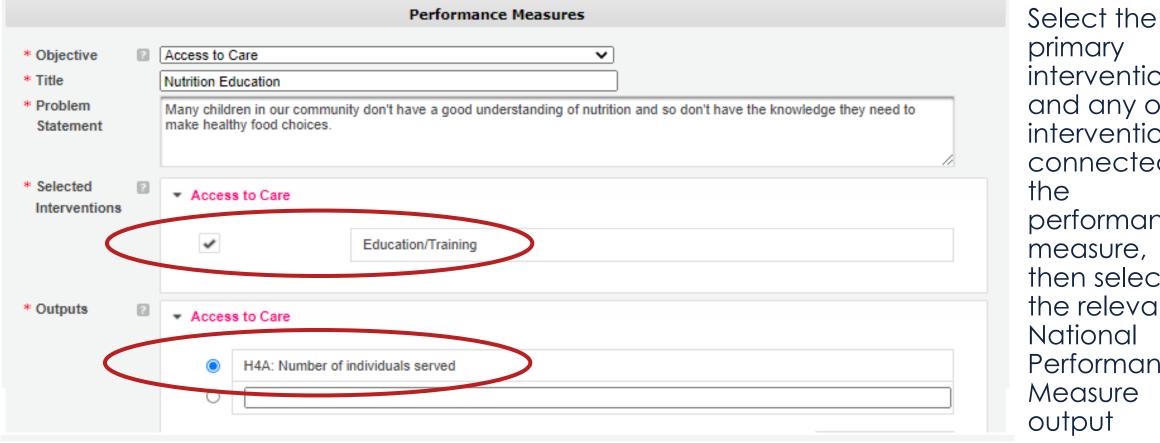
	Performance Measures	Esten a la sia al
* Objective * Title * Problem Statement	Access to Care Nutrition Education	Enter a logical title for the performance measure
* Selected 2 Interventions	Access to Care Education/Training	
* Outputs	Access to Care H4A: Number of individuals served	





Summarize the community problem/ need connected to the performance measure





primary intervention and any other intervention(s) connected to performance measure, then select the relevant National Performance Measure



* Outcomes <table-cell></table-cell>	Add User Output Add User Output If 17: Number of individuals with increased health knowledge H18: Number of individuals reporting a change in behavior or intent to change behavior H19: Number of individuals with improved health H20: Number of individuals with improved access to medical care	Select the relevant National Performance Measure outcome(s)
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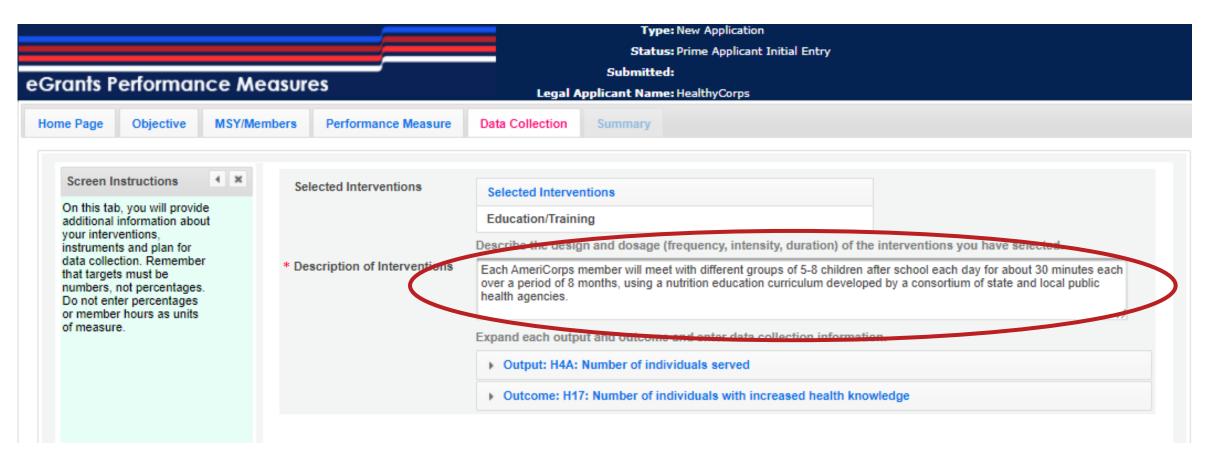


Add User Output

*	H17: Number of individuals with increased health knowledge	
	H18: Number of individuals reporting a change in behavior or intent to change behavior	
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		Add User Outcome

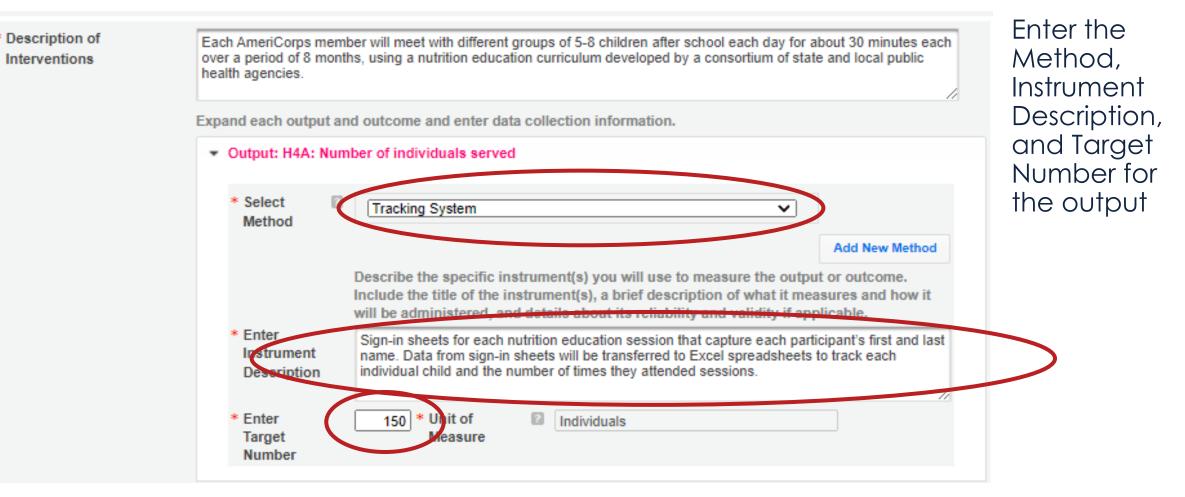
Enter the number of MSYs and members connected to the performance measure



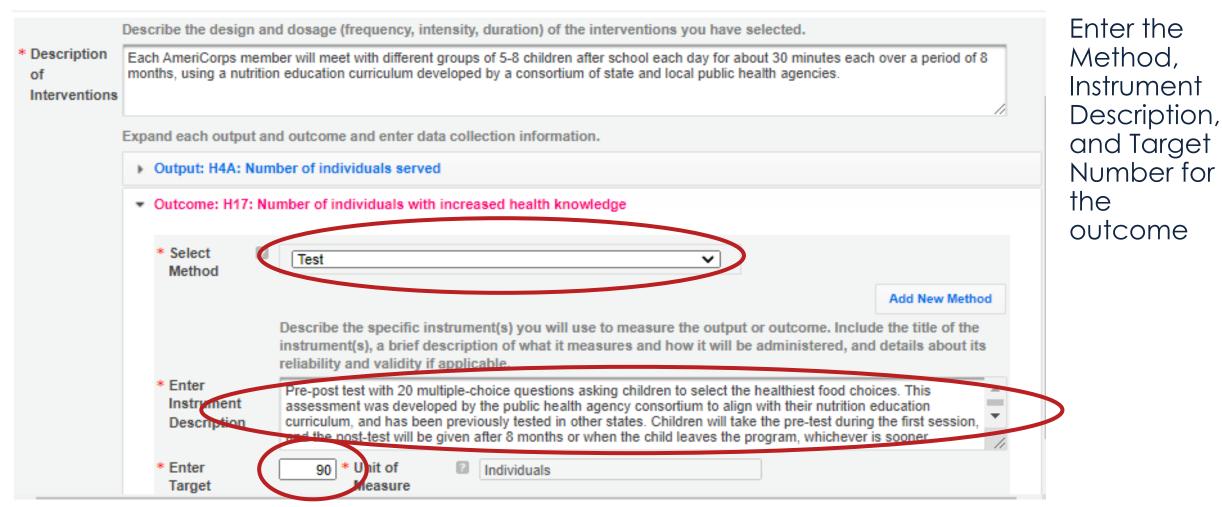


Summarize the service activity/ies connected to this performance measure











Type: New Application Status: Prime Applicant Initial Entry Submitted: eGrants Performance Measures Legal Applicant Name: HealthyCorps MSY/Members Performance Measure Data Collection Home Page Objective Screen Instructions 4 X Selected Interventions Selected Interventions On this tab, you will provide additional information about Education/Training your interventions, Describe the design and dosage (frequency, intensity, duration) of the interventions you have selected. instruments and plan for data collection. Remember * Description of Interventions Each AmeriCorps member will meet with different groups of 5-8 children after school each day for about 30 minutes that targets must be each over a period of 8 months, using a nutrition education curriculum developed by a consortium of state and local numbers, not percentages. public health agencies. Do not enter percentages or member hours as units of measure. Expand each output and outcome and enter data collection information. Output: H4A: Number of individuals served Outcome: H17: Number of individuals with increased health knowledge * Select Method 2 Test ~ Add New Method Describe the specific instrument(s) you will use to measure the output or outcome. Include the title of the instrument(s), a brief description of what it measures and how it will be administered, and details about its reliability 1 and validity if applicable. * Enter Instrument Pre-post test with 20 multiple-choice questions asking children to select Description the healthiest food choices. This assessment was developed by the public \mathbf{T} health agency consortium to align with their nutrition education curriculum **Delete PM in Progress** Mark Complete

Mark the performance measure as Complete

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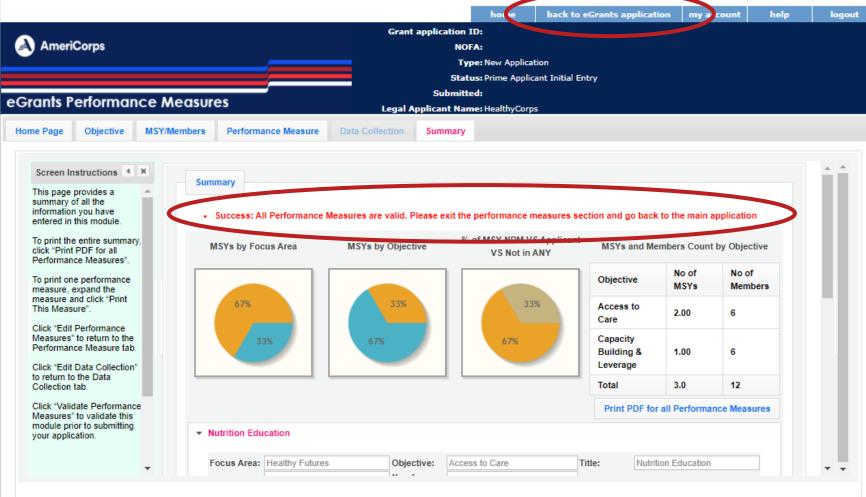


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Check for your completed performance measure, then click Next

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Home Page Objective MSY/Mem Screen Instructions * This page provides a summary of all the information you have entered in this module. * To print the entire summary, click "Print PDF for all Performance Measures". * To print one performance measure, expand the measure and click "Print This Measure". * Click "Edit Performance Measure tab. * Click "Edit Data Collection" to return to the Data Collection tab. * Click "Validate Performance Measures" to validate this module prior to submitting your application. *	Each AmeriCorps member will me months, using a nutrition education Output: H4A: Number of individuals Target: Measured By: Describe Instrument: Outcome:	et with different groups of 5-8 children after school each day for about 30 minutes each over a period of 8 curriculum developed by a consortium of state and local public health agencies.	validate you performance measures





Return to your grant application

Back Validate Performance Measures

Resources



Public Health AmeriCorps Guidance Documents

- Notice of Funding Opportunity
- Performance Measure Instructions

Evaluation Core Curriculum: Implementing an Evaluation (<u>Evaluation Resources</u> <u>AmeriCorps</u>)

- Basic Steps of an Evaluation
- Data Collection
- Managing an Evaluation

Email <u>AmericorpsGrants@cns.gov</u> with any questions about performance measure requirements for Public Health AmeriCorps