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# *Learning From Evaluating The Place-based, Cross Sector Work Of The Best Babies Zone Initiative*



Kym Dorman, Raimi + Associates  
Kallista Bley, Justine Marcus, Jenine Spotnitz,  
Harder+Company Community Research

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# PRESENTER DISCLOSURES

## Kym Dorman

**(1) The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:**

Kym Dorman “Consultant, Best Babies Zone”



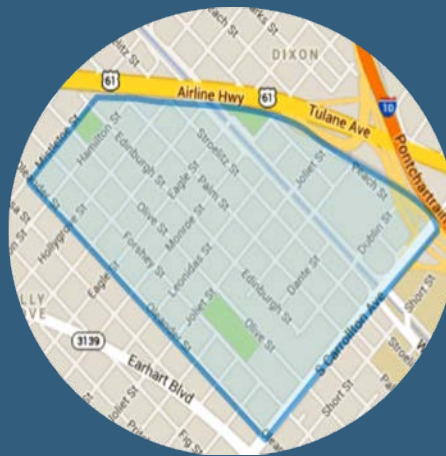
# EVALUATING THE BEST BABIES ZONE



**Castlemont,  
Oakland, CA**



**Hollygrove,  
New Orleans, LA**



**Price Hill,  
Cincinnati, OH**



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# EVALUATING THE BEST BABIES ZONE

Where do you begin?

What questions do you ask? And to whom?

Successes? Challenges?



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# ADAPTIVE EVALUATION APPROACH

Developmental  
evaluation

Learning to inform  
initiative strategy  
& program  
development

Collaborative

Collective impact  
lens



# WE STARTED WITH SHARED GOALS



*Improve health outcomes  
across the lifespan*



*Increase health equity*



*Increase economic  
equity*



*Reduce household  
poverty*



*Increase educational equity*



*Increase high school  
graduation rates*



*Increase parental presence  
and involvement*



*Increase social and  
place-based equity*



# LONG-TERM MEASURES



% preterm births  
Infant mortality rate  
% low birth weight births  
% with health insurance



Housing burden  
Poverty rate  
Income inequality  
Unemployment



Preschool enrollment  
High school graduation



Housing vacancies  
Residential stability  
Single parent households



# INTERMEDIATE MEASURES



- ↑ Utilization of home visits
- ↑ Utilization of reproductive services
- ↑ Prenatal and postpartum care
- ↑ Residents with a medical home
- ↑ Residents with health insurance
- ↑ Breastfeeding initiation rates
- ↑ Maternal depression screenings
- ↑ Food security
- Chronic stress



- ↑ Parent involvement with child development
- ↑ Access to child care and preschool
- ↑ Daily reading to children 0 to 5
- ↑ Access to children's books





# INTERMEDIATE MEASURES



- ↑ Access to safety net programs
- ↑ Job training
- ↑ Financial literacy
- ↑ Microfinance opportunities
- ↑ Meet basic needs

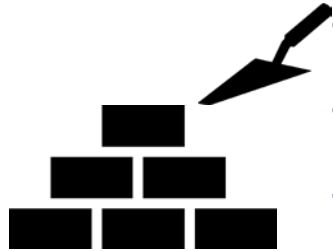


- ↑ Social support for families
- ↑ Trust in the community
- ↑ Community capacity to lead
- ↑ Community engagement
- ↑ Utilization of public spaces
- Experiences of racism, discrimination
- ↑ Community ownership of BBZ projects



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# FOUNDATIONAL MEASURES



- Development of site-specific strategies
- Incremental action-oriented approach
- Participation in BBZ programs
- Community saturation of key services
- Referrals and coordination across services
- Strong relationships between BBZ, residents, partners
- Increased understanding of the connection between social determinants and birth outcomes
- Backbone support from BBZ national leadership team
  - Continuous communication
  - Common agenda and shared measurement
  - Shared learning among site partners



# FOUNDATIONAL YEARS

Method	Example Outcomes	What did we learn about the evaluation?
Data Dashboard	<ul style="list-style-type: none"><li>• Reduce premature births</li><li>• Improve child academic success</li><li>• Increase household income</li></ul>	<ul style="list-style-type: none"><li>• Established baseline measures</li><li>• Data challenging to get at zone level</li></ul>



**Year 4: Tracking**



# FOUNDATIONAL YEARS

Method	Example Outcomes	What did we learn about the evaluation?
Community survey	<ul style="list-style-type: none"><li>• Participation in BBZ programs</li></ul>	<ul style="list-style-type: none"><li>• Established reach and value of BBZ programs</li><li>• Identified that service saturation will take time</li><li>• Need data on service utilization</li></ul>
	<ul style="list-style-type: none"><li>• Building a social movement</li></ul>	<ul style="list-style-type: none"><li>• Determined process is incremental, action-oriented</li><li>• Identified site specific strategies</li></ul>
	<ul style="list-style-type: none"><li>• Racial equity</li></ul>	<ul style="list-style-type: none"><li>• Community members experienced racism-need further tracking/discussions</li></ul>



# SELECTED FINDINGS



Exhibit 21: Resident Leadership and Opportunities for Engagement



18%

had heard of BBZ previously (n=570)



# SELECTED FINDINGS

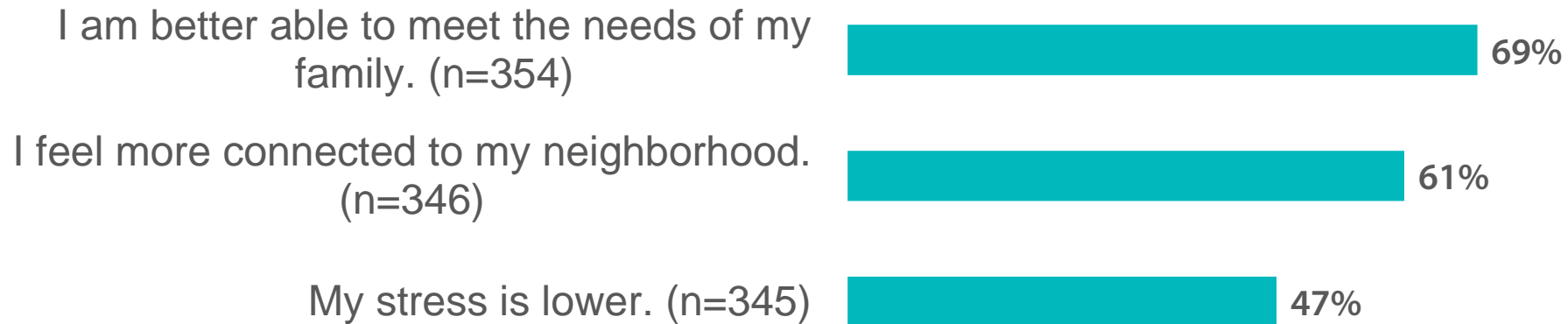


Exhibit 42: Percent of Program Participants who Indicated they Experienced the Following Effects from Community Programs...



**Year 4: Post-Participation Survey**



# FOUNDATIONAL YEARS

Method	Example Outcomes	What did we learn about the evaluation?
Interviews	<ul style="list-style-type: none"><li>• Increase work across sectors</li><li>• Build collective impact</li></ul>	<ul style="list-style-type: none"><li>• Identified need to track over time because the work takes time</li><li>• Identified progress in all aspects of collective impact framework</li><li>• Importance of creating shared agenda</li><li>• Importance of role of backbone support</li></ul>



**Year 4: Partnership Survey**



# FOUNDATIONAL YEARS

Method	Example Outcomes	What did we learn about the evaluation?
Site Profiles	<ul style="list-style-type: none"><li>• Increase community engagement</li></ul>	<ul style="list-style-type: none"><li>• Importance of sharing community friendly evaluation results</li><li>• Importance of shared learning across sites</li></ul>



**Year 4: Tracking, Post-Participation Survey**





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# SUCCESSSES AND CHALLENGES

## Successes

- Close collaboration = relevance of evaluation
- Importance of sharing learnings from evaluation findings

## Challenges

- Zone-level data challenging to get
- How to track incremental change (e.g., racial equity, social movement building)



# EVALUATION IN ACTION

Evaluation findings helped to:

- Lift up what's working at the **zone level**
- Facilitate learning **across the sites**
- Inform **national strategy**
- Identify next steps for evaluation



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# FOR MORE INFORMATION

**Kym Dorman, MPH**  
**Raimi+Associates**

[kym@raimiassociates.com](mailto:kym@raimiassociates.com)  
<http://www.raimiassociates.com/>

**Maricela Pina, MPH**  
[mpina@harderco.com](mailto:mpina@harderco.com)

Visit us on our website: [www.bestbabieszone.org](http://www.bestbabieszone.org)



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