

Beginning the Pipeline of Evidence: Using the Systematic Screening and Assessment Method



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Society of Behavioral Medicine Meeting
April 12, 2012





Presentation Overview

- Will share today:
 - Why this matters—the need for practice based evidence
 - Systematic Screening and Assessment (SSA) Method
 - Implications for accelerating the pipeline



Prospecting for Diamonds





Prospecting for Diamonds





Prospecting for Diamonds





Systematic Screening and Assessment Method

**Evaluability
Assessment**

+

**Expert
Review and
Judgment**

=

**Faster Pipeline
to Building
Evidence Base**



Overview of SSA Method

1. Determine topics for focus
2. Solicit nominations of relevant initiatives
3. Expert panel screens and selects most promising for EA review
4. Conduct EA to assess potential impact and readiness for evaluation
5. Expert panel reviews to identify most promising and ready for outcomes focused evaluation
6. Synthesize findings and share promising practices with the field



Evaluability Assessment

- A systematic process that helps identify whether an outcome-focused evaluation is justified, feasible, and likely to provide useful information
- Key issues to address:

	ACTIVITIES	OUTPUTS	OUTCOMES
Financial Human Sources needed to operate the program • Staff Funding Board etc.	How resources are used • Teach students language skills and confidence	Units of service resulting from activities • Hours of instruction	Changed conditions of program participants • Higher high school grad rates Higher college enrollment • Higher ser • Lower crime rates • Less poverty • Less str on p

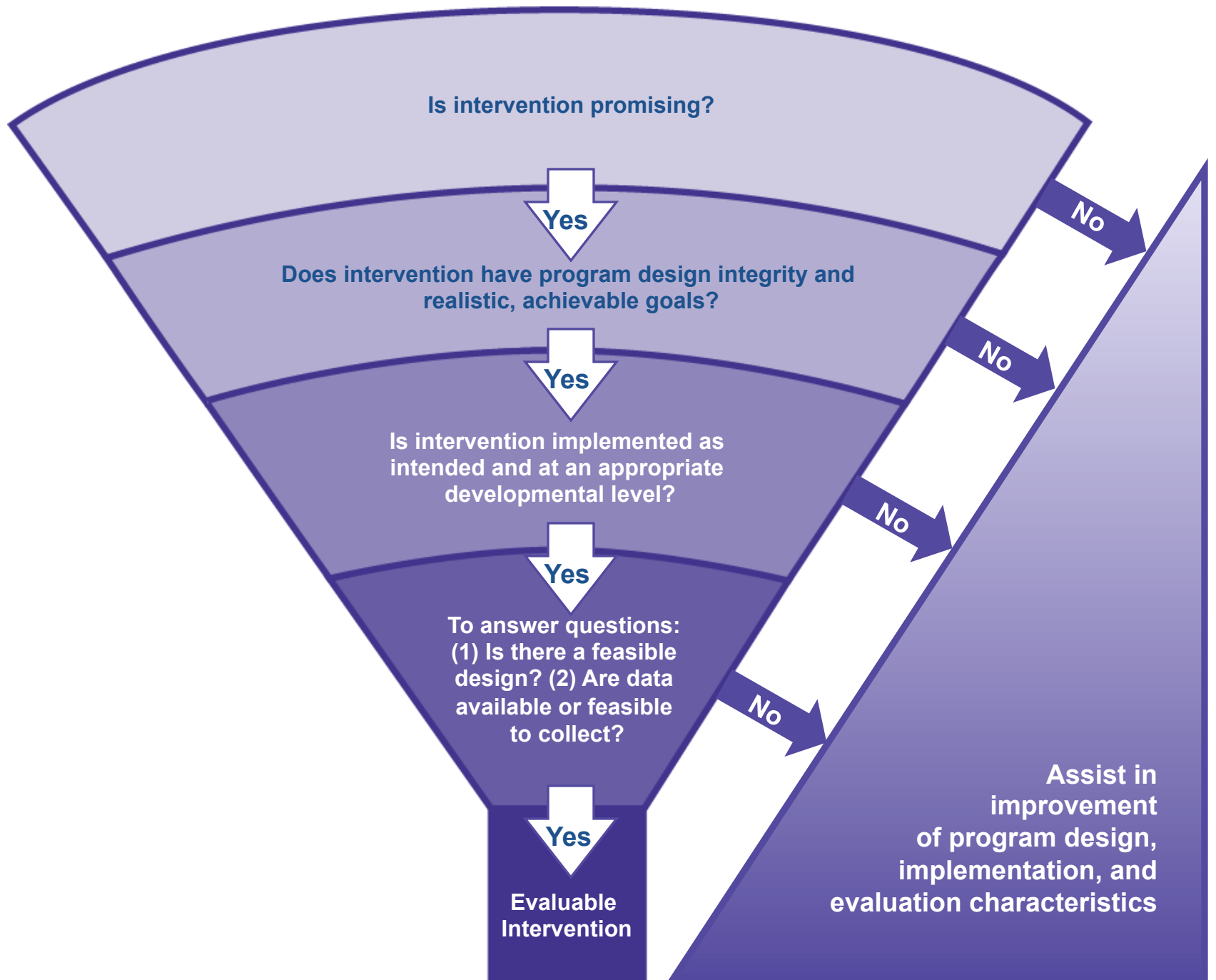
adequacy of an initiative's design or model



consistency and extent of implementation



readiness and options for evaluation design





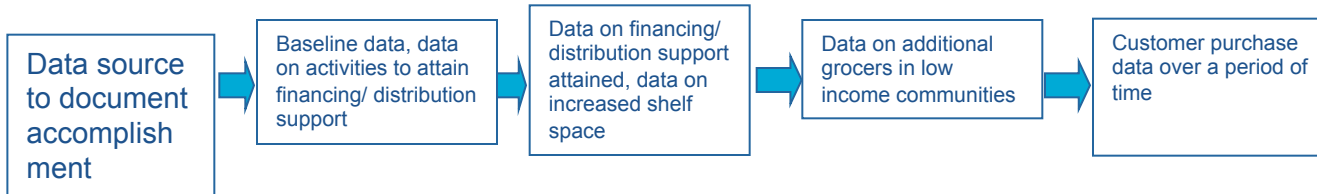
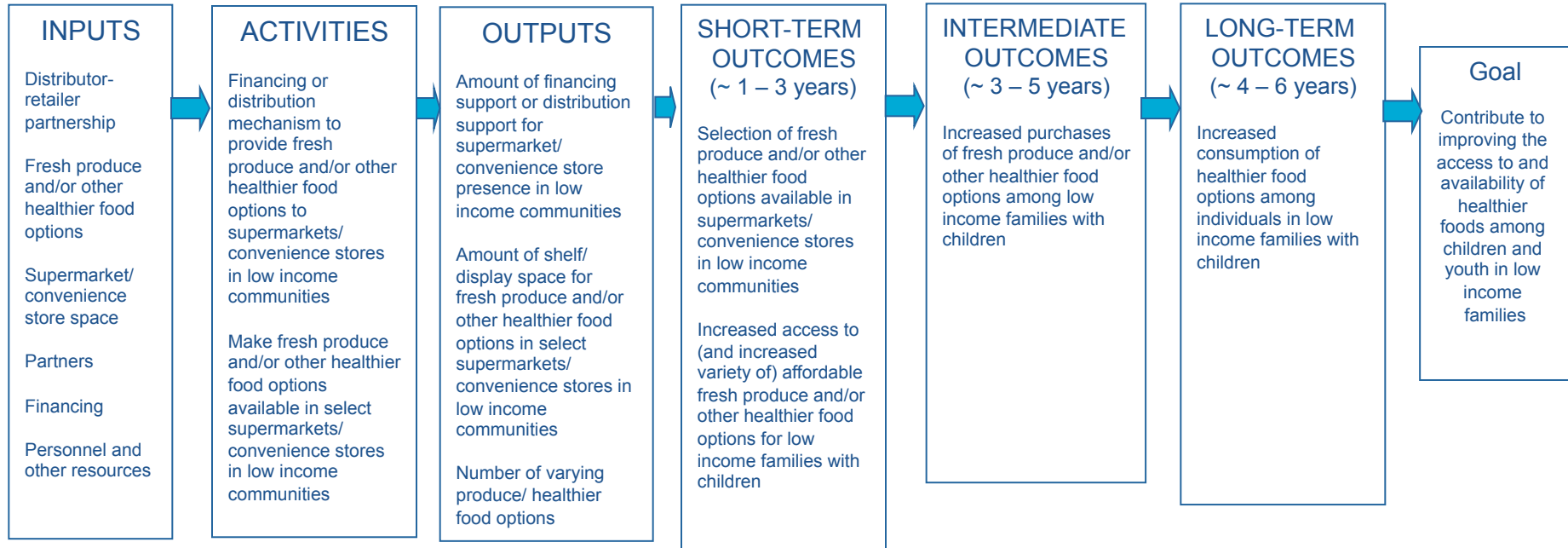
Evaluability Assessment Steps

- Engage stakeholders and intended users
- Clarify program intent
- Determine program implementation
- Work with stakeholders to prioritize key evaluation questions
- Explore data sources, designs and measurements
- Agree on intended uses

Supermarket/Convenience Stores Example Logic Model

Problem Statement

A healthy diet contributes to obesity prevention. Common barriers to maintaining a healthier diet among children in families with low incomes are limited access to healthier food choices in terms of availability, affordability, and/or quality.



Contextual Factors

Prior existence of area markets; Surrounding community context; Organizational context, Limit mega-size food packages (e.g., "Big Grab bags), Limit SSB≥ 12oz.

The SSA Funnel

Narrow to Determine Topic Areas of Focus

Solicit Nominations of Initiatives

First Expert Panel Review

**Conduct Evaluability Assessments,
Give Feedback to Sites**

Second Expert Panel Review

Initiatives Identified
for Outcomes
Evaluation



Example Expert Panel Selection Criteria

- Potential impact
- Innovativeness
- Reach
- Acceptability to stakeholders
- Feasibility of implementation
- Feasibility of adoption
- Generalizability/transportability
- Sustainability
- Staff/organization capacity for evaluation



Discovering Practice-Based Evidence through SSA Method

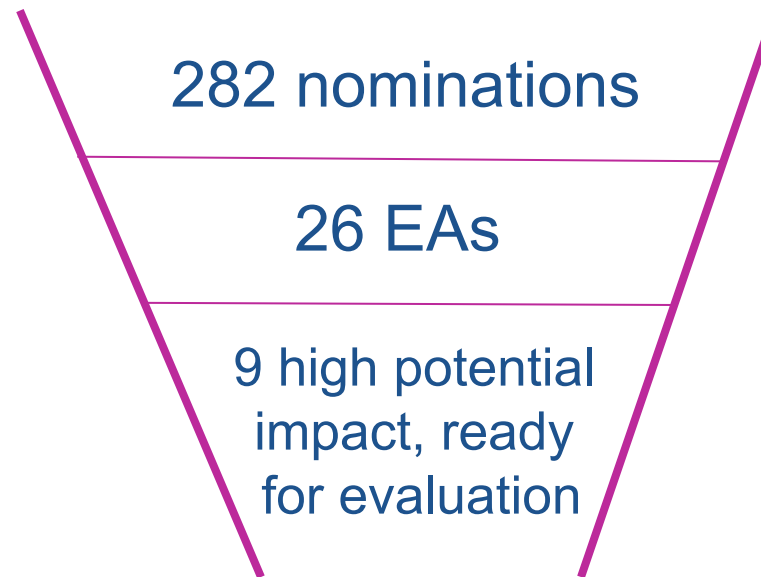
- Example Project: Early Assessment of Programs and Policies to Prevent Childhood Obesity
- Collaborative project with RWJF, CDC; ICF Macro as Coordinating Center
- Identified five topic areas wherein to explore policy and environmental change initiatives over two years
 - Food Environment
 - Built Environment
 - After School and Early Childcare
 - School District Local Wellness Policies
 - Comprehensive School Physical Activity



Discovering Practice-Based Evidence through SSA Method

- Early Assessment of Programs and Policies to Prevent Childhood Obesity

Year 1:

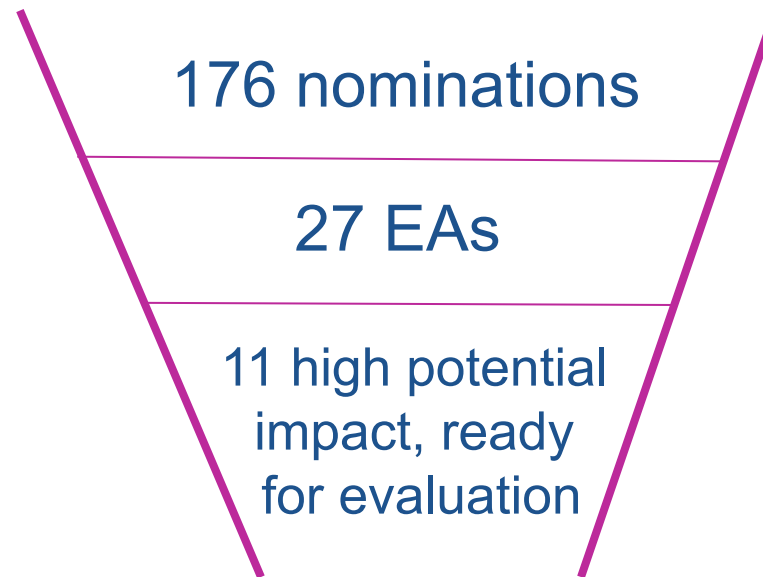




Discovering Practice-Based Evidence through SSA Method

- Early Assessment of Programs and Policies to Prevent Childhood Obesity

Year 2:





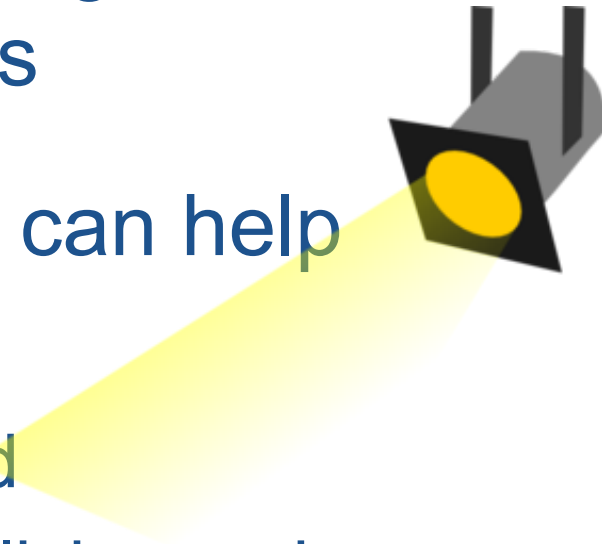
Cost and Time Savings: Speeding the Evidence Pipeline

- Of 458 innovations nominated in both years:
 - 174 met criteria for inclusion
 - 53 were selected for evaluability assessments
 - 20 were of high potential impact and ready for outcomes-focused evaluation
- Yet all of the nominations were viewed as important by stakeholders
- If all underwent evaluation, would be about a 4% chance of encountering something with likelihood of concluding success



Knowledge Generation for Field

- Themes and issues emerged for clusters of policies and programs
- Use of the SSA Method can help cast new light on:
 - developments in the field
 - families or clusters of policies and programs
 - diamonds in the rough for pipeline focus





New Directions for Evaluation Journal Issue





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