



A Mixed Methods Evaluation of the Sussex Child Health Promotion Coalition: A Case Study

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Presenter Disclosures

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

“No relationships to disclose”

Nemours Health & Prevention Services

What is Nemours?

- Nemours is a non-profit organization dedicated to children’s health & health care.
- Operates Alfred I. duPont Hospital for Children and outpatient facilities in the Delaware valley and specialty care services in Northern/Central Florida.
- In 2003, Nemours redefined its approach to ensure maximum impact: health as well as health care.
- Nemours Health and Prevention Services (NHPS) focuses on child health promotion & disease prevention to address root causes of health problems.
- NHPS complements and expands the reach of clinicians by providing a broader, [community-based approach](#).

Nemours Health & Prevention Services

What is the Sussex Child Health Promotion Coalition?

- The Coalition that was sponsored by NHPS to serve children and families in Sussex County, DE.
- Mission: “We exist to engage the entire community of Sussex County in collaborative, family-focused efforts to improve the health of our children.”
- Vision: “Our Coalition will be viewed by our community as a respected source of knowledge and action for health promotion, with an organizational culture that is inclusive, welcoming, respectful, trustworthy, non-partisan, listening, responsive, action-oriented, and accountable.”

Nemours Health & Prevention Services

Who are the SCHPC members?

- A dynamic group of community-oriented individuals from diverse organizations, who are dedicated to the health and well-being of Sussex Co. children.
- Members are organized into 6 sectors: community, healthcare, childcare, media, education, and resource development



Nemours Health & Prevention Services

Why Form the Coalition in Sussex County?

- Total population=188,036 people**
 - 40,616 children under the age of 18
- Race/ethnicity**
 - 83.8% White
 - 13.6% Black
 - 6.8% Hispanic/Latino
- Socio-economic background:**
 - 16.6% of adults had a bachelor’s degree or higher
 - Median household income=\$50,132

Nemours Health & Prevention Services US Census Bureau, Quick Facts 2008

The Issue: Childhood Overweight/Obesity

- When compared to the rest of Delaware, Sussex County is disadvantaged in terms of medical services, clinics, and prevention practices.
- In 2006, 41.6% of Sussex County children were overweight/obese, compared to the State average of 37%.
 - 56.8% of Non-Hispanic Black children are overweight/obese in Sussex County

Sussex Coalition Evaluation

- Process evaluation (implementation)
 - Understand the successes and challenges of the Coalition in becoming a self-sustaining entity
- Designed to measure...
 - the formation and evolution of the Coalition;
 - internal coalition functioning;
 - trust amongst Coalition members;
 - successes and challenges; and
 - sustainability

Mixed Methods Evaluation

- Quantitative Data
 - 2007 SCHPC Member Survey
- Qualitative Data
 - Key informant interviews (KIIs) with Coalition members
- Data collection was concurrent (August 2007)
- Triangulation of several key variables (convergence)
 - Successes and Challenges
 - Coalition functioning
 - Leadership

Quantitative Methodology: 2007 SCHPC Member Survey

- Purpose: To collect information about how the Coalition is forming and changing over time.
- Design: Anonymous, web-based survey was distributed over a course of 4 weeks (July 20th – Aug 16th 2007)
- Used a variety of previously validated measurement tools



SCHPC Member Survey

- Completed response rate: 36% (49/138)
- Total sample size: n=49 SCHPC members
- Almost half of the respondents (n=24) were from the community sector of the coalition



Qualitative Methodology

- A series of 14 key informant interviews (KIIs) conducted with Coalition members of varying levels of engagement.
- Coalition evaluation team determined "level of engagement" in the Coalition.
 - Group A: Coalition member on action team or executive committee
 - Group B: Coalition member who did not serve on action team or executive committee, but attended at least two coalition quarterly meetings.
 - Group C: A person who no longer attended or was engaged in either of A or B.

Qualitative Methodology for Key Informant Interviews (KIIs)

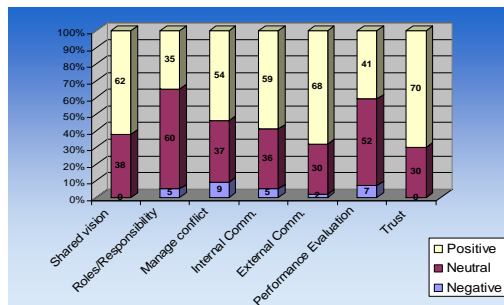
- Distribution of KIIs sample similar to Member Survey sample
 - Community Sector had largest representation
 - Composed of both members and leadership of Coalition.
- Framework Analysis
 - Deductive form of analysis
 - Tends to be more explicit and more strongly informed by *a priori* reasoning
 - More structured set of codes/domains from the outset

Results

- Coalition Functioning
 - Leadership effectiveness
 - Coalition engagement
 - Trust
- Successes of the Coalition
- Areas for Improvement
- Sustainability of the Coalition



How is SCHPC Functioning?



Coalition Functioning: Leadership

- Based on the survey, members felt leadership came from...
 - Coalition Chair/Executive Committee (33%)
 - Coalition Director (21%)
 - Coalition members (16%)
 - NHPS Staff (12%)
- Based on the key informant interviews:
 - 71% of informants mentioned importance of members "rising to the call" of being a leader.

Leadership, cont'd

- "...I think that every meeting I go to seems like... there's somebody else who's coming on-board who wants to be in charge ...I don't think we ever...have a lack of leadership."
- "...I think, there's no doubt that any of the members would step up. Maybe they would be a little nervous and a little scared, but, knowin' that you would have the support of somebody backin' you and helpin' you through it, I think they would step up; any of us would step up..."

Coalition Functioning: Member Participation

- From the survey:
 - 91% agreed that "members have a common vision."
 - 89% agreed that "members are representative of the community."
 - 79% of respondents disagreed that the "Coalition is disorganized and inefficient."
- From the KIIs:
 - "...it's amazing! We have members from all walks of life, comin' together with a shared idea—trying to help fight this battle [childhood overweight/obesity]."

Trust amongst Coalition Members and Leaders

Item	Disagree (%)	Neither Agree nor Disagree (%)	Agree (%)
Relationships among coalition members go beyond individuals at the table, to include member organizations	0	25	75
I am comfortable requesting assistance from the other coalition members when I feel their input could be of value	0	16	84
I can talk openly and honestly at the coalition meetings	0	21	79
I am comfortable expressing my point of view even if they might disagree	0	21	79
I am comfortable bringing up new ideas at coalition meetings	0	19	81
Coalition members respect each others' points of view even if they might disagree	0	23	77
My opinion is listened to and considered by other members	0	19	81

Successes of the SCHPC

- Ability to create a diverse, large membership base, from 45 members to 140 members within a 1 year span.
- Creation of an organization—in an underserved area—where families can gain information on childhood obesity/overweight, as well as physical activity.
- Sense of member cohesiveness, trust, and drive.

Success of the SCHPC, cont'd

- Successes in the community with combating childhood overweight/obesity:
 - "...Another strength is that... because a number of the partners are directly working with kids on a regular basis, they can get the healthy eating message out very quickly and very effectively, too."
 - "I think the coalition has done a wonderful job in terms of community awareness. The whole campaign has been bursting with many creative and effective strategies to spread the word of ...childhood obesity..."

Areas for Improvement

- Need for diversity of Coalition member base
 - Include more churches, mental health professionals, etc
- Need for leadership to inspire members to be active
 - "... we have people that are willing to step up and take charge and make things happen. And we have a group that maybe wants to but is unsure how to figure out where... We have to identify that, and figure out how that relationship is really gonna work for... for the Coalition, because there's collaborative efforts."
- Need to strengthen Coalition leadership

Sustainability of SCHPC

- From the KIIIs:
 - Nine out of fourteen (or 64%) interviewees mentioned sustainability in the key informant interviews.
 - Interviewees also felt (1) the relationship between NHPS and SCHPC needed to be better defined; and (2) discussed the need to train future leaders of the SCHPC.
- "...In order for this Coalition to be sustain[able]... to sustain itself through 2010, you have to keep those people that are leading this Coalition have to be...these partners have to be committed... Granted, there will be roll-over, [but] there has to be a succession plan in leadership... to keep that fresh energy"

Sustainability, cont'd

- Open-ended responses from Member Survey:
 - Need to be receptive of diverse ideas;
 - Explore further resource development
 - Further engagement of members
 - Focus on training future leaders to lead Coalition

Points for the Coalition to Consider

- Complete 501-c-3 status
 - Update: As of Aug 2009: Coalition is an official tax-exempt organization
- Clarify roles and responsibilities of Nemours and Coalition
- Seek diverse funding
 - Update: SCHPC received a PATCH grant from Dept. of Public Health
- Engage existing Coalition members
- Train future leaders

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