

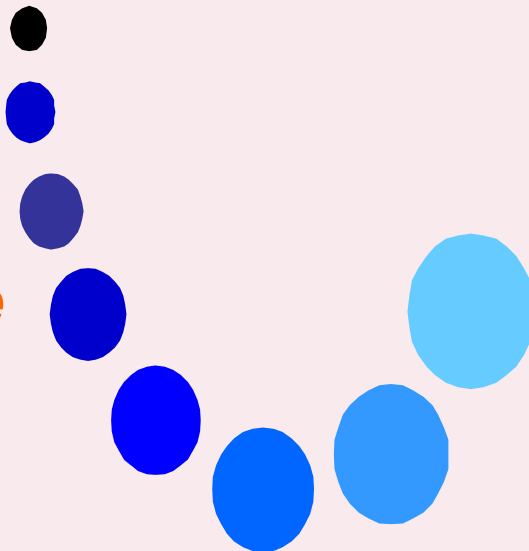
# Moving From Data to Action: Linking Your Organization's Goals to Community Change

An Introduction to Results Based Accountability

Susan Brutschy

*Turning*

*the  
Curve*



*In  
Your  
Community!*

April 1<sup>st</sup>, 2009



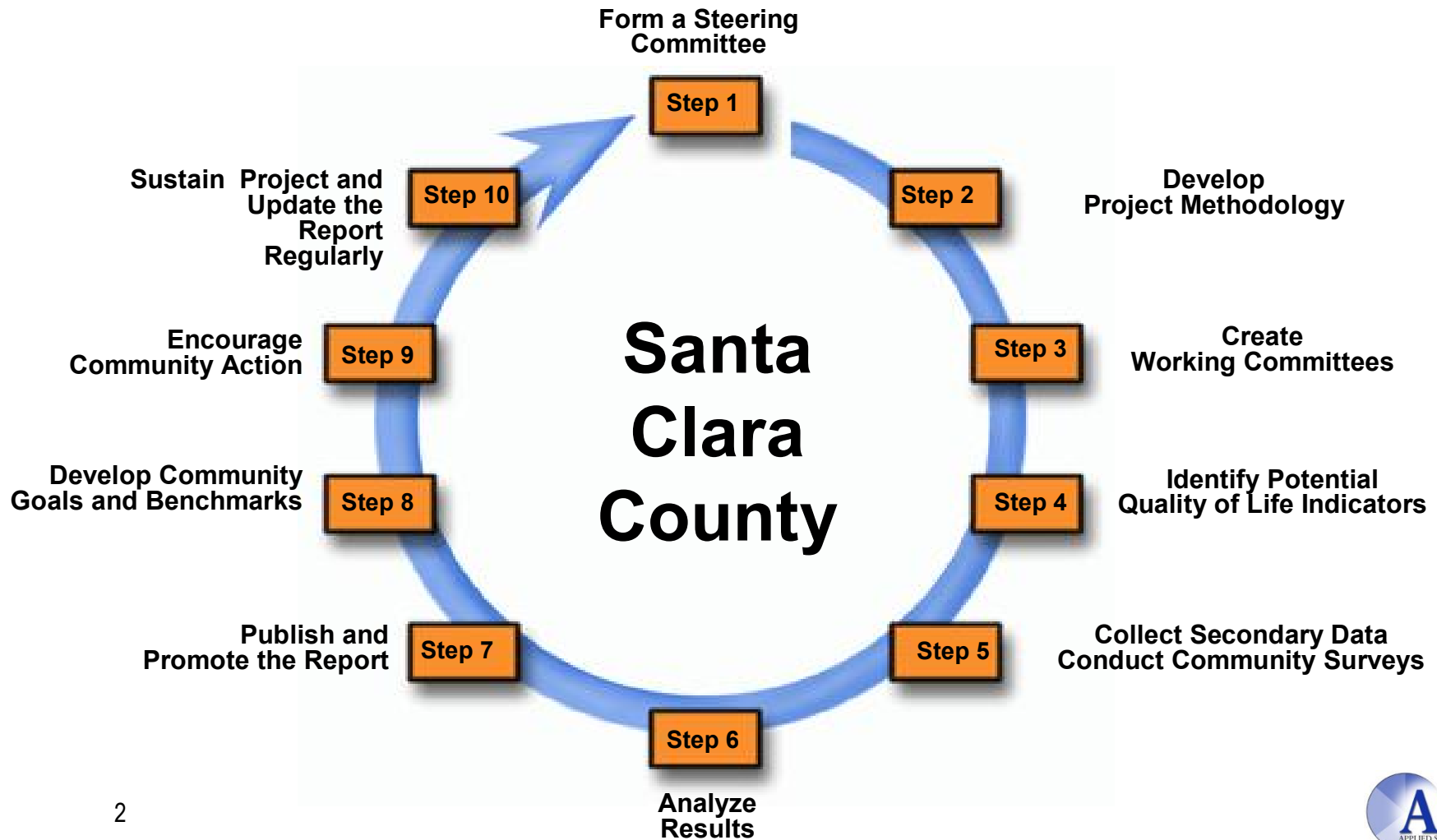
**Bold Steps for Children**  
The Santa Clara County Children's Summit

**Applied Survey Research**

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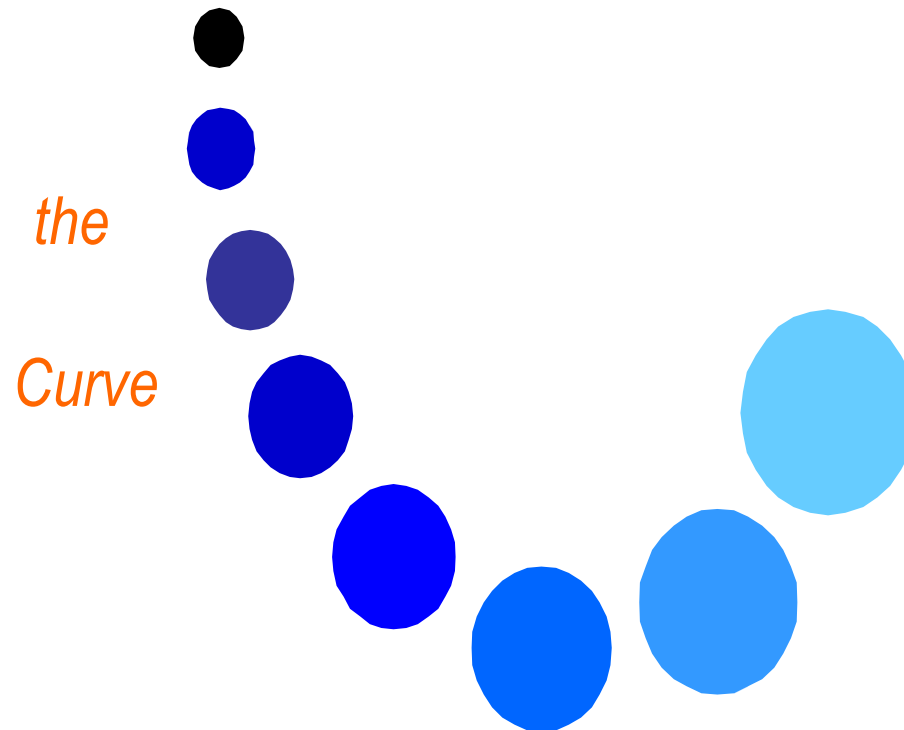


# Community Assessment Cycle



# Commitment to a Results Framework: Results Based Accountability

*Turning*



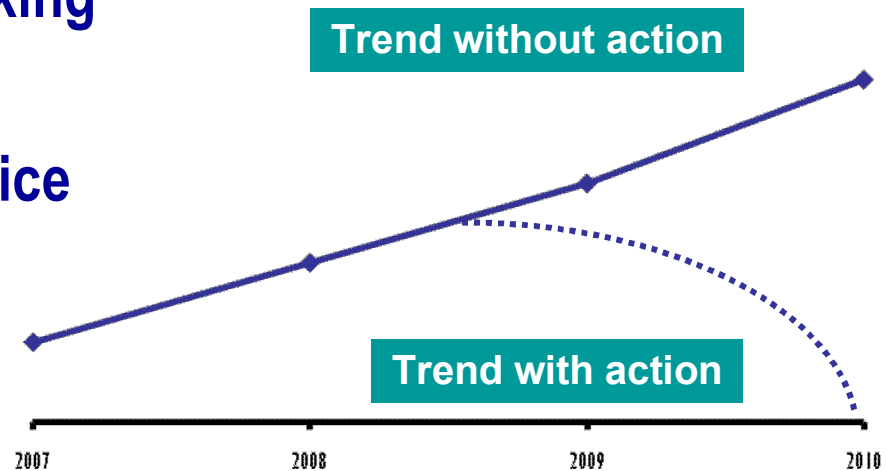
*the*

*Curve*

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# Why We Use RBA

- Funders and donors are looking for results
- RBA helps funders and service providers by :
  - ✓ Demonstrating what works locally
  - ✓ Effectively allocating resources



- RBA facilitates “Turning-the-Curve” for children and families
- Many examples of successful implementation

# Population versus Program Performance

Population Accountability about the well-being of

## **WHOLE POPULATIONS**

**For Communities – Cities – Counties – States – Nations**

**All Children in our city are healthy**

**Partners: Health Department, Hospitals, Doctors, Non-profit organizations,  
youth groups, parents**

Program/Performance Accountability about the well-being of

## **RECIPIENT POPULATIONS**

**For Programs – Agencies – and Service Systems**

**All Children in our program are healthy**

**Partners: Executive Director of program, outreach staff, program staff,  
parents, children**

# Some Common Language

## Community Result

A measurable improvement in community's wellbeing  
(also called 'Goal')

Routine access to Health Care

## Indicator:

The 'data point' that measures the status of a community result or program outcome

Childhood Immunization Rates, Dental Care Visits, First Trimester Prenatal Care, Rates of Insured Children

## Program Result:

The difference the program makes in the lives of its clients  
(also called "Performance Result")

Increase the number of children who receive a well child check up.

# RBA at the Community Level

**RBA Step 1: Select a community goal**

**RBA Step 2: How are we doing on the most important indicators?**

**RBA Step 3: What is the story behind the baseline? The causes at work?**

**RBA Step 4: Who has a part to play in doing better?  
Who is missing from the table?**

**RBA Step 5: What works to do better?  
Low cost and no-cost solutions?**

**RBA Step 6: What are we going to do? (Do something!)**

**RBA Step 7: Now...how are we doing? (Measure progress)**

# RBA Example: Turning the “Curve” on a Healthy Lifestyle for Children

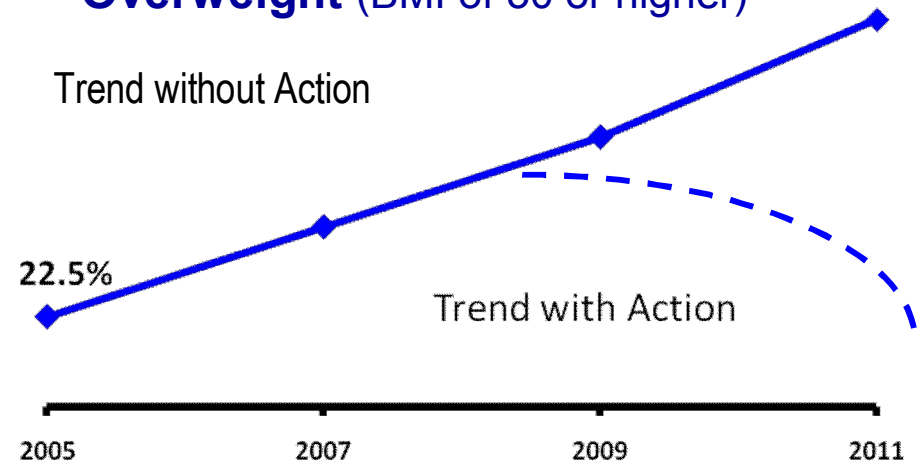
## Community Result:

Increase number of children with a healthy lifestyle.

## Indicator

Percentage of children with BMI of 30 or higher

## Percentage of SCC Children Who Are Overweight (BMI of 30 or higher)



## Story behind the trend:

What are the risk factors?

- Decreased levels of physical activity among children
- Increased intake of processed foods by children

# RBA Example: Turning the “Curve” on a Healthy Lifestyle for Children

## Partners:

- Who are the partners that have a role to play in enhancing healthy lifestyles of children?

## What Works:

- What are the effective strategies, services, and activities?
  - After-school recreational programs that engage children in physical activities and promote physical fitness
  - Increased awareness of healthy eating habits
  - Increased access to healthy foods

# RBA at the Program Level

**RBA Step 1: Select a program result.**

**RBA Step 2: How are we doing? Is anyone better off? How well are we doing on the most important measures?**

**RBA Step 3: What is the story behind the baseline? The causes/forces at work?**

**RBA Step 4: Who has a potential role to play in doing better?**

**RBA Step 5: What works to do better?  
Low cost and no-cost solutions?**

**RBA Step 6: What are we going to do? (Do something!)**

**RBA Step 7: Now...how are we doing? (Measure progress)**

# Our Work Today:

- Your Desired Result
- Theory of Change
- Program and Community Alignment



## **Applied Survey Research**

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