

Outcome focused evaluation - using data

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INTRODUCING MATTER OF FOCUS

We are a purpose-led company and certified B Corporation on a mission to help organisations understand and track the difference they make

Certified



This company meets the
highest standards of social
and environmental impact

Corporation



**Matter
of Focus**

- We help organisations to understand and work meaningfully with the outcomes and impacts that matter to them
- We support them to use data and evidence effectively bringing tools and techniques they can use to track change
- We offer software and consultancy support



SOME OF OUR CLIENTS



5. 1. Support people to improve wellbeing

Pathway progress

	Great Progress	Some Progress	No Progress
High Confidence	<div></div>	<div></div>	<div></div>
Some Confidence	<div></div>	<div></div>	<div></div>
Low Confidence	<div></div>	<div></div>	<div></div>

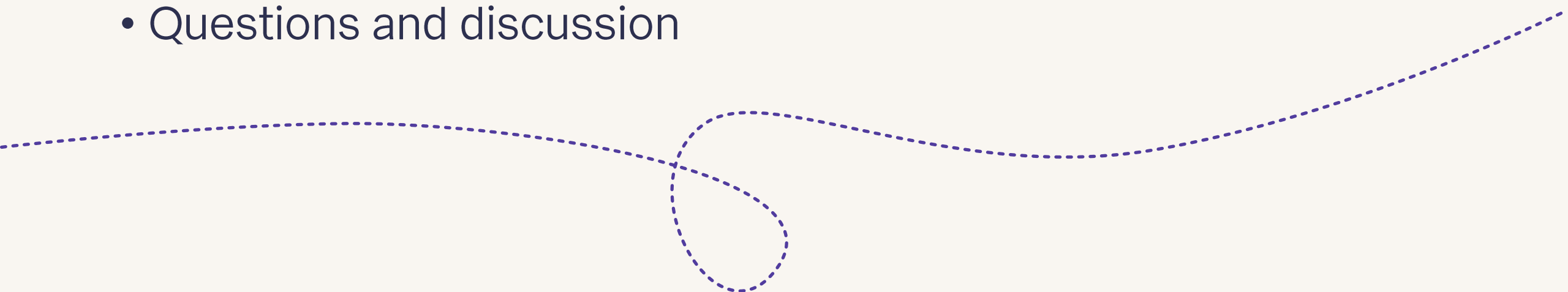
What we do	Who with	How they feel	What they learn and gain	What they do differently	What difference does this make?
<p>Have good conversations with people about factors impacting on their wellbeing and what they can do to change</p> <p>Progress: Great Confidence: High</p>	<p>People experiencing poor health and wellbeing</p> <p>Progress: Great Confidence: Some</p>	<p>This is a good conversation and I feel ready to make a change</p> <p>Progress: Great Confidence: Some</p>	<p>People know what matters to them and have the knowledge, confidence, skills to change</p> <p>Progress: Great Confidence: High</p>	<p>People make changes and actively manage their wellbeing</p> <p>Progress: Great Confidence: Some</p>	<p>People have improved wellbeing</p> <p>Progress: Some Confidence: Low</p>
<p>We run group sessions</p> <p>Progress: Great Confidence: High</p>		<p>This is for me</p> <p>Progress: Some Confidence: Some</p>	<p>Access to a range of relevant community supports and services</p> <p>Progress: Great Confidence: Low</p>	<p>People access support from appropriate agencies</p> <p>Progress: No Confidence: Some</p>	<p>Services are used more appropriately</p> <p>Progress: Some Confidence: Low</p>



OutNav

Overview

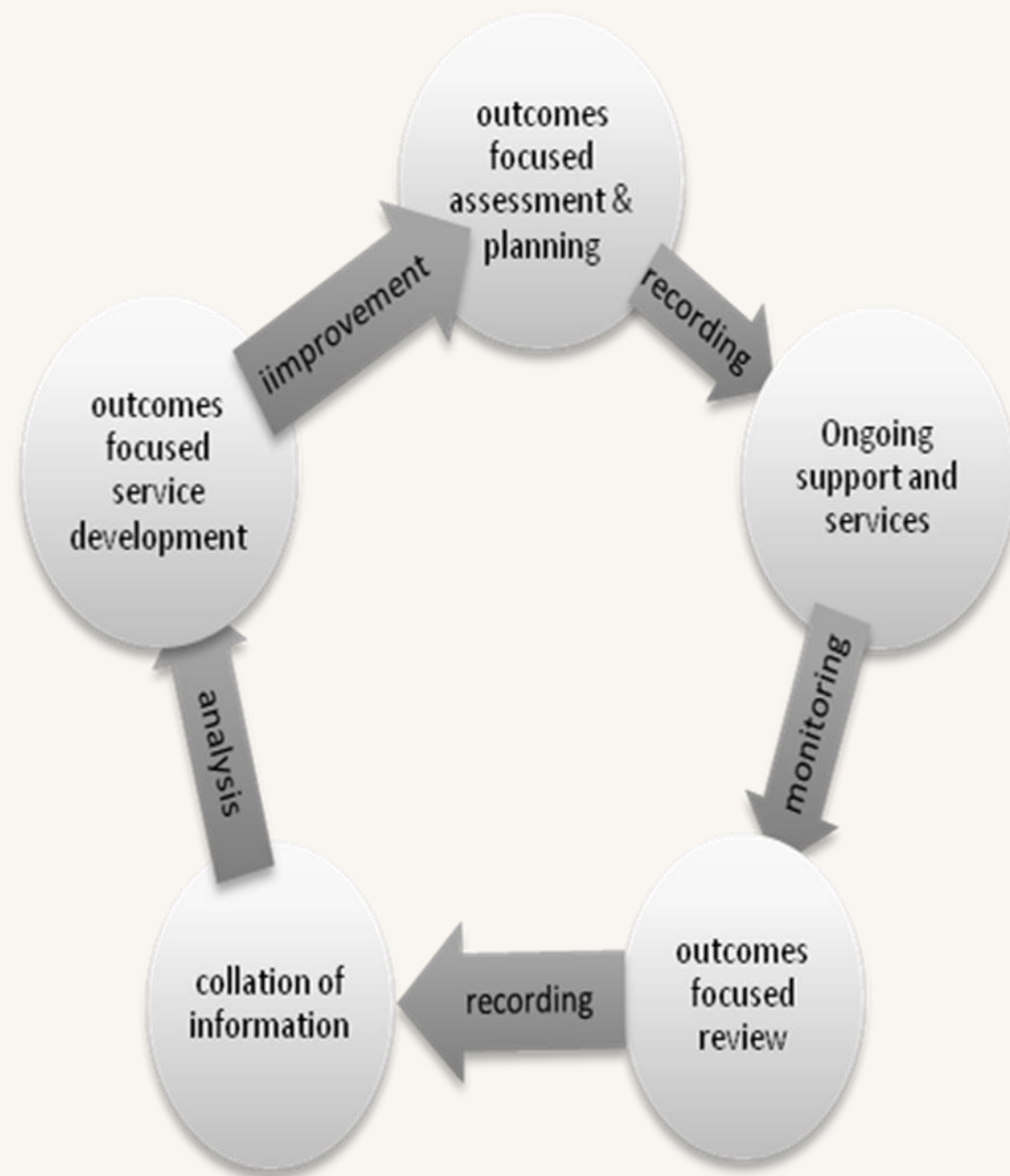
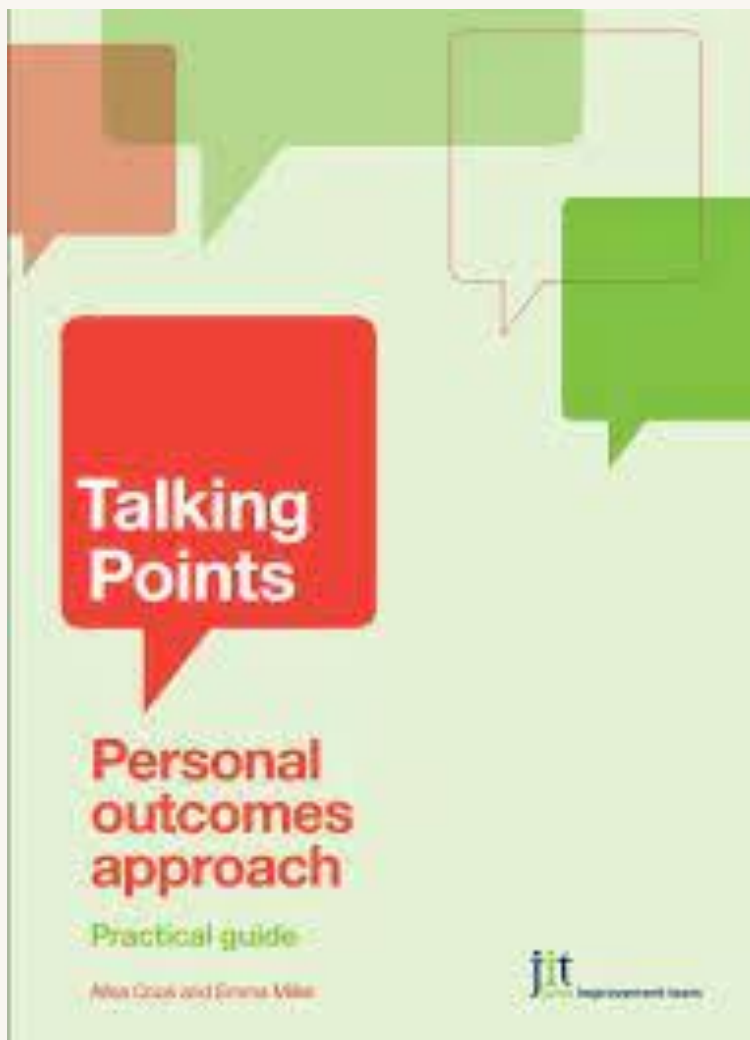
- Why is making good use of data so important
- Meaningful approaches to evaluating outcomes
- Matter of Focus approach
- Examples from practice
- Questions and discussion



Why making good use of data is so important?

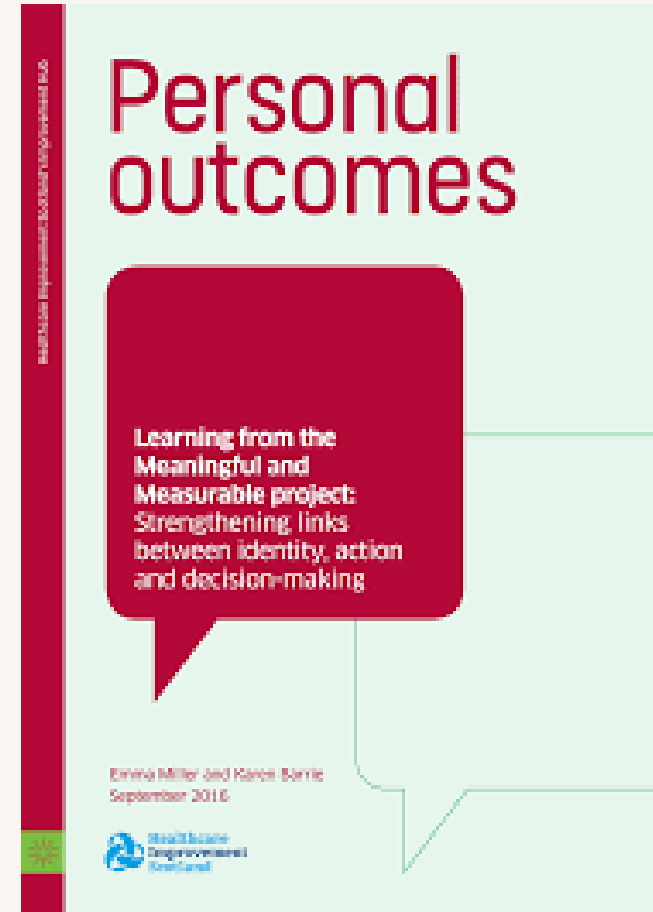
Problems caused by bad data practices

- Reducing practice to tick boxes
- Obscuring the contribution of the person
- Missing and devaluing the good practice
- Undue focus on creating measurement systems rather than analysis and learning
- Can't make the case for outcome focused approaches



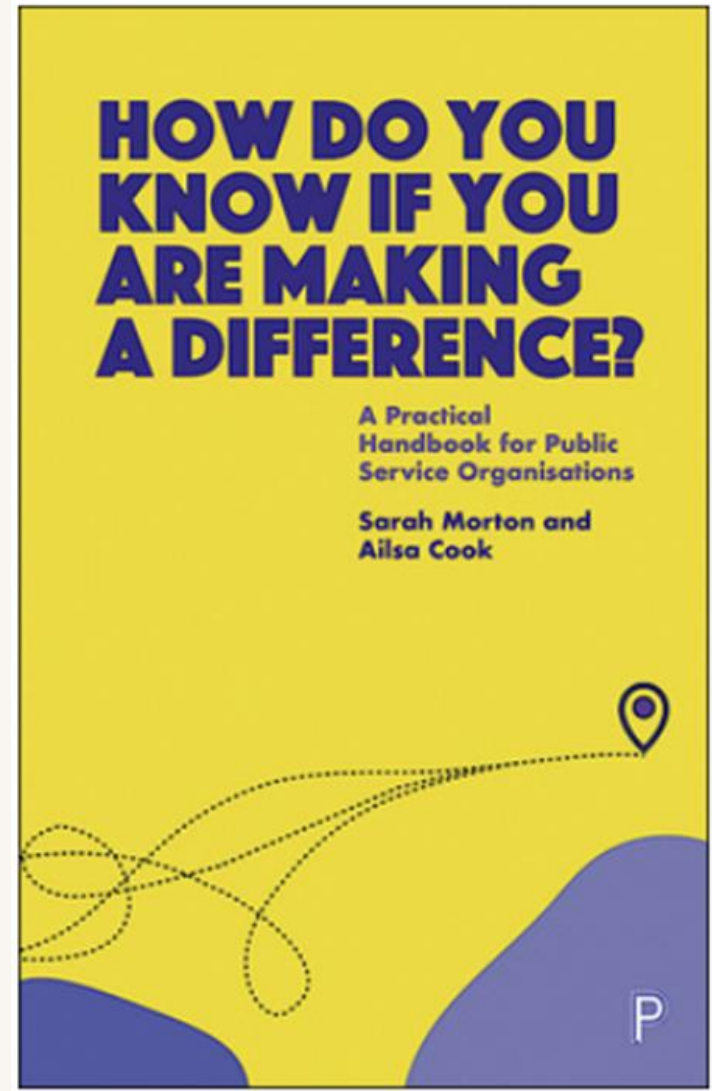
Meaningful and Measurable

- Recording critical
- Outcomes should be personalised and in the person's own language
- There is no perfect scale measure – simple improvement scales work best
- Include contribution of the person / family





Matter of Focus

- Taking organisational approach creates a golden thread between practice and strategic aims
- Shared vision for outcomes critical
- Ongoing systematic approach to using and improving data and information



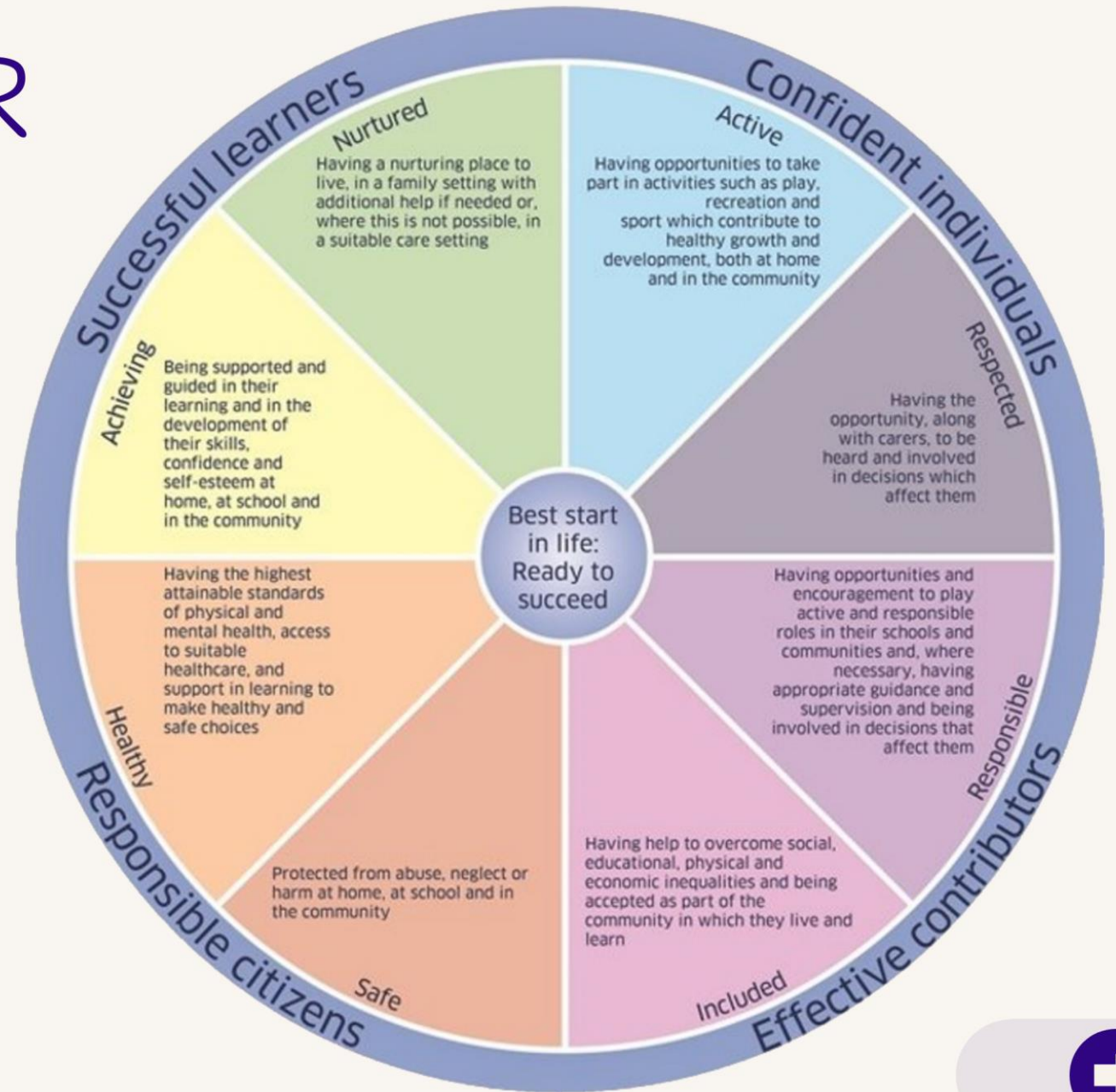
Moving to a new paradigm for outcomes





Meaningful approaches recognise..

OUTCOMES THAT MATTER ARE HARD TO MEASURE



MULTIPLE FACTORS INFLUENCE CHANGE



UNDERSTANDING CAUSE AND EFFECT

ATTRIBUTION

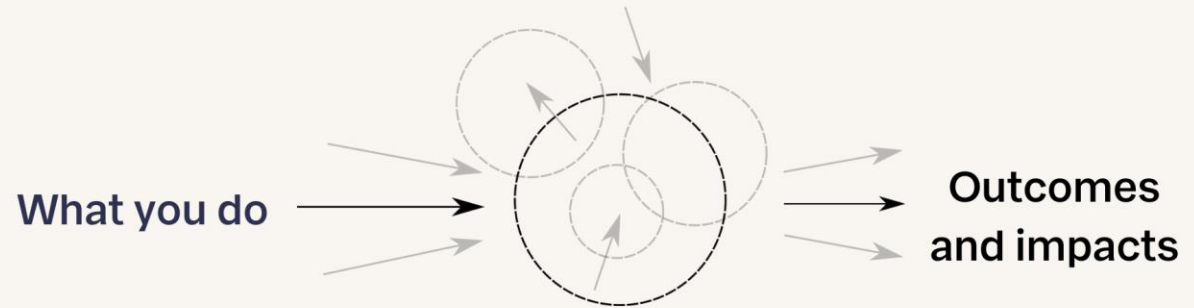
Change can be attributed
to what you do

What you do → Outcome/impact

Closed system

CONTRIBUTION

What you do contributes
to change



Complex dynamic system

Matter of focus approach

MATTER OF FOCUS PROCESS



Map context and outcomes

Map the outcomes that matter to the initiative and how they are influenced by context



Audit evidence and develop plan

How will you know your project is working and how will you get this evidence?



Track progress

Bring together data and information to assess how well the programme is progressing to outcomes



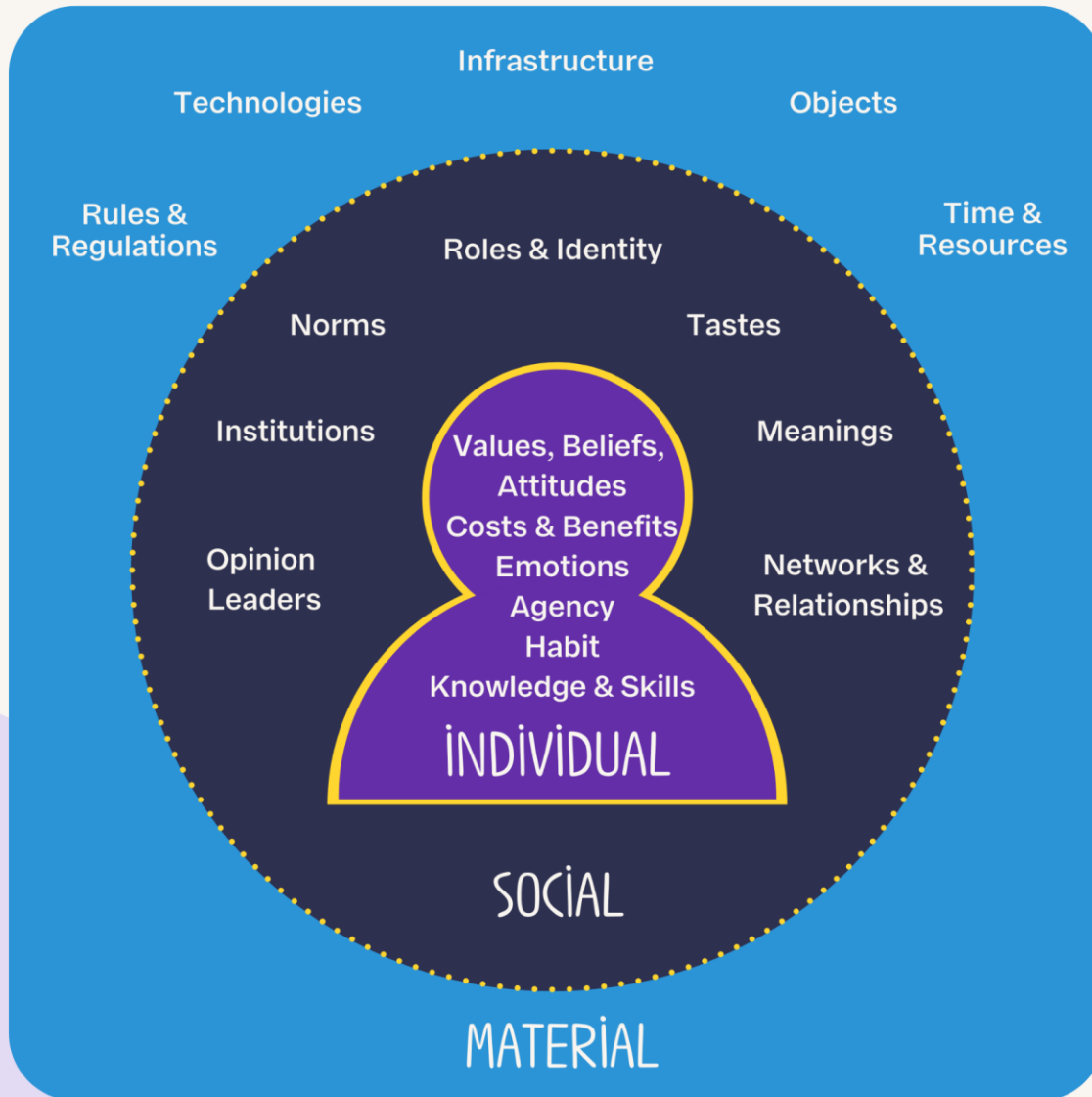
Ongoing discussion, reflection, analysis and reporting

Embed learning to improve the project



MAP CONTEXT

Understand how factors outside your project help and hinder your contribution to outcomes

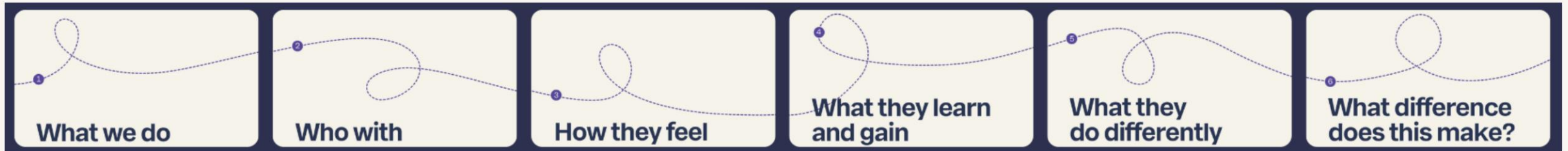


MAPPING YOUR CONTRIBUTION TO OUTCOMES

Who is engaged
and involved

What knowledge,
skills, capacity or
attitudes change

What is better
for people or
communities



What we do

Who with

How they feel

What they learn
and gain

What they
do differently

What difference
does this make?

The key activities
that are delivered

How do they react
to the activities,
what is it that
helps them engage
positively

What behaviours,
policies or
practices change



Supporting people to improve wellbeing

What we do	Who with	How they feel	What they learn and gain	What they do differently	What difference does this make?
Have good conversations with people about factors impacting on their wellbeing and what they can do to change	People experiencing poor health and wellbeing	This is a good conversation and I feel ready to make a change	People know what matters to them and have the knowledge, confidence, skills to change	People make changes and actively manage their wellbeing	People have improved wellbeing
	Practitioners in our organisation		Access to a range of relevant community supports and services	People access support from appropriate agencies	Services are used more appropriately
We capture learning from our work and share best practice through regular reports	People who plan and manage services in our organisation and across the local service system	This is for me	Practitioners, planners and managers know what is working well and what can be improved	Practitioners, managers and planners make changes to improve their services	Services are continually improving

FRAMEWORK FOR EVALUATION

- Outcome maps form the framework for meaningful outcome evaluation
- Track and reflect on change as it happens - adapt and learn
- Report on changes retrospectively - evaluate and report
- Tell the story of how change happened and what levels of change are appropriate to monitor
- Use the logic to demonstrate where you make a contribution

Step	Qualitative Data	Quantitative Data
What we do	Description of processes and practice, staff training and supervision	Numbers of conversations/ staff involved / hours delivered
Who with	Describe the people you support Are you reaching everyone who could benefit?	Number of people engaged Demographic information
How they feel	Summary of feedback, and reflections.	e.g. % of people who reported feeling this is a good conversation
Learn and gain	Examples of personal outcomes people are working towards	e.g. % of people who have a personal outcome recorded
Do differently	Description of changes people are making	Numbers of people making change, e.g. accessing new support
Difference made	Feedback and reflections on how has improved	Outcome measures

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OutNav

Examples from practice

Examples

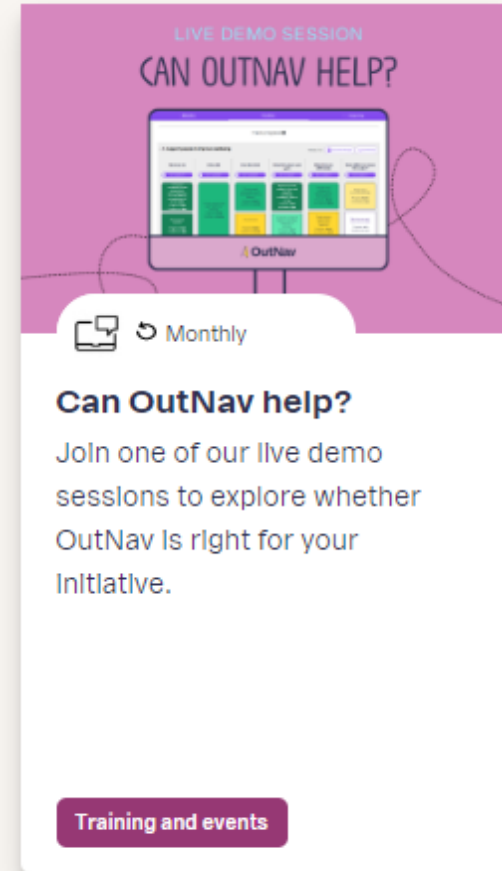
- Midlothian HSCP Strategic approach
- East Renfrewshire HSCP and Penumbra – building the evidence base for Peer Support approaches
- East Ayrshire HSCP – refreshing Self Directed Support, with practice support from Emma Miller
- Edinburgh HSCP Unpaid Carers – collective support to commissioned providers to use OutNav to streamline and co-ordinate reporting

Making this work in practice

- Need to go beyond data collection to analysis and reporting
- Relational and organisational process, not just a technical one
- Drives and requires a process of continual improvement
 - Practice
 - Data, evidence and feedback
 - Decision making
- Takes time, requires strategic buy in and shift in culture, systems and practices

OutNav Demo

Thursday 30th March
4-4.45pm

A flyer for a live demo session. The top half has a purple background with the text 'LIVE DEMO SESSION' and 'CAN OUTNAV HELP?'. Below this is a laptop displaying the OutNav software interface. The bottom half has a white background with a calendar icon and the word 'Monthly'. The title 'Can OutNav help?' is followed by a paragraph inviting users to join a live demo session. At the bottom is a purple button with the text 'Training and events'.

LIVE DEMO SESSION
CAN OUTNAV HELP?

Monthly

Can OutNav help?

Join one of our live demo sessions to explore whether OutNav is right for your Initiative.

Training and events

Thank you!

Let's keep the conversation going:

Website: www.matter-of-focus.com

Twitter: [@matter_of_focus](https://twitter.com/matter_of_focus)

LinkedIn: [.../company/matter-of-focus](https://www.linkedin.com/company/matter-of-focus)