

# WHAT BASIC OUTCOME AND DATA TRACKING SHOULD EVERY AGENCY BE DOING?

Blueprints  
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# OVERVIEW

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- ✗ Background information on us
- ✗ Our experience and lessons learned
- ✗ Using Administrative Data
- ✗ Finding new information
- ✗ Creating Infrastructure
- ✗ Your definitions and needs
- ✗ Next steps: talking to others about your agency's work
- ✗ Summary

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Do you and your staff feel some data collection is more about paperwork rather than client success?

What steps have you taken to send that information back to your staff?

What data do you share with your funders?



# WHO GETS THE INFORMATION BACK?

- ✗ Does everyone that helped generate or gather your data get feedback?
- ✗ Is the feedback meaningful?

# CAYUGA CENTERS: THE BIG PICTURE

- ✖ Founded 160 years ago
- ✖ Began diversifying and growing in the late century
- ✖ Has rocketed in growth in the last 3 years

# CAYUGA CENTERS

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- ✖ Now we'll go through an example of administrative data that everyone can and often does collect.
- ✖ The key to collecting useful data is getting it to staff and understanding why it would be useful to know.



# ALICE BERRY

## VP OF COMMUNITY BASED INTERVENTIONS - WEST



“...They also allow me to look at the staffing patterns in programs and have a sense of how any changes in staff have an impact on our families.”

# ANDREA MORGIA- COORDINATOR FOR FFT-OSWEGO



“Trends in utilization with individual therapists...”

“...provides the team with weekly monthly and quarterly percentages of how successful the team is as well as therapists are with utilization.”



# CAM TU NICHOLS FFT THERAPIST



“Trends in correlation to the number of cancelled sessions with respect to the external factors such as holidays and seasons”

# KATE LACKMANN- CONTRACT ADMINISTRATOR



**“After reports are completed, I send them out to staff members so they can see the results and any variances from quarter to quarter.**

**This helps make the connection of contractual obligations and the great work that they’re doing.”**

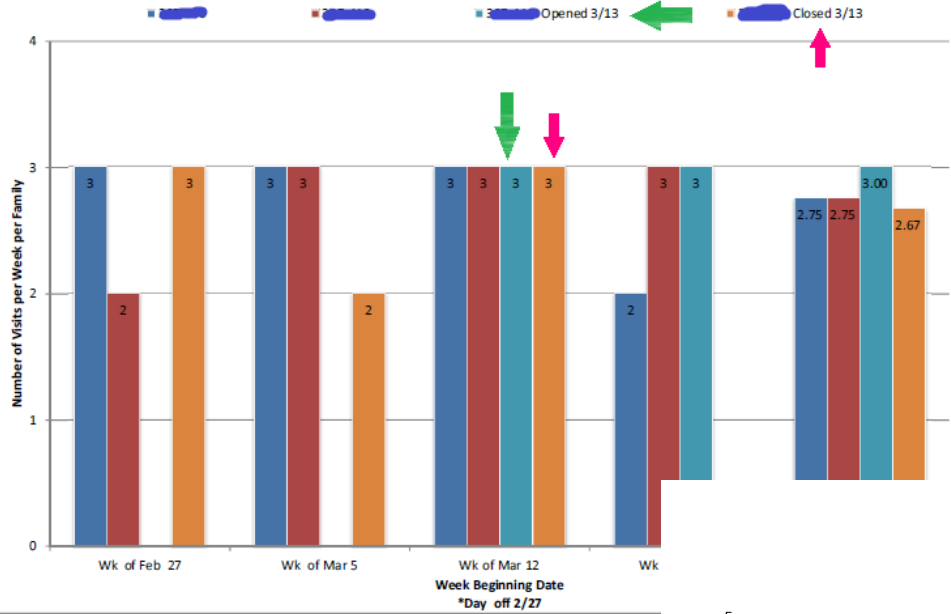
# BE CREATIVE AND INTENTIONAL

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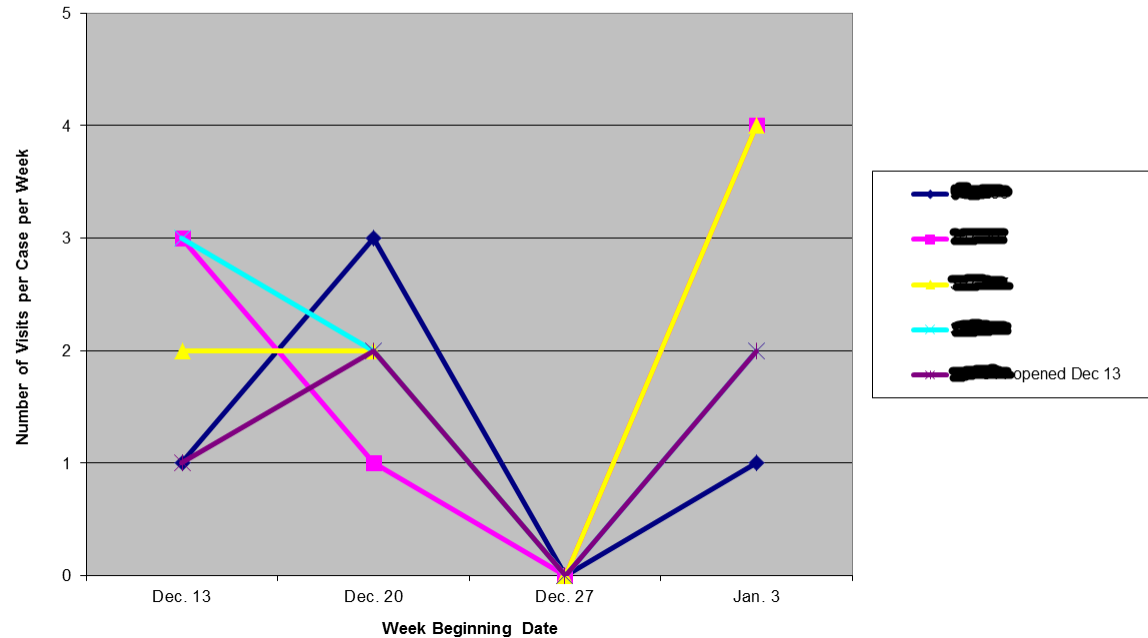
- ✖ Coming up we will look at how the information we give back to staff has been shaped to fit their needs and evolved to become more user friendly



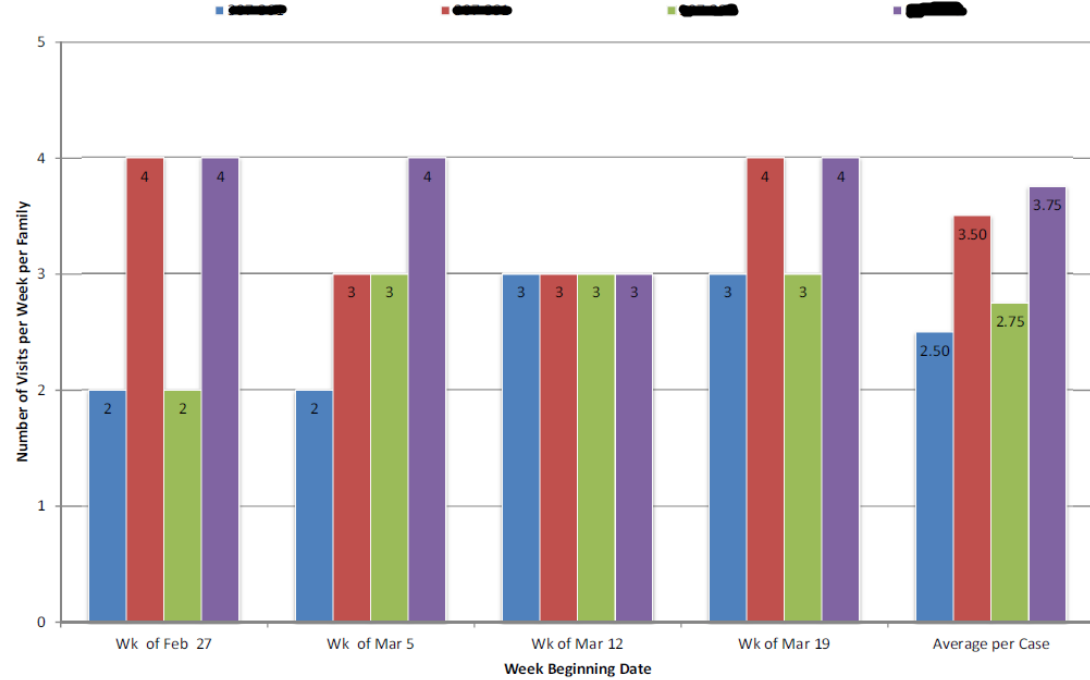
**Number of Visits per Family per Week**  
**Week of Feb. 27 to March 19, 2012**



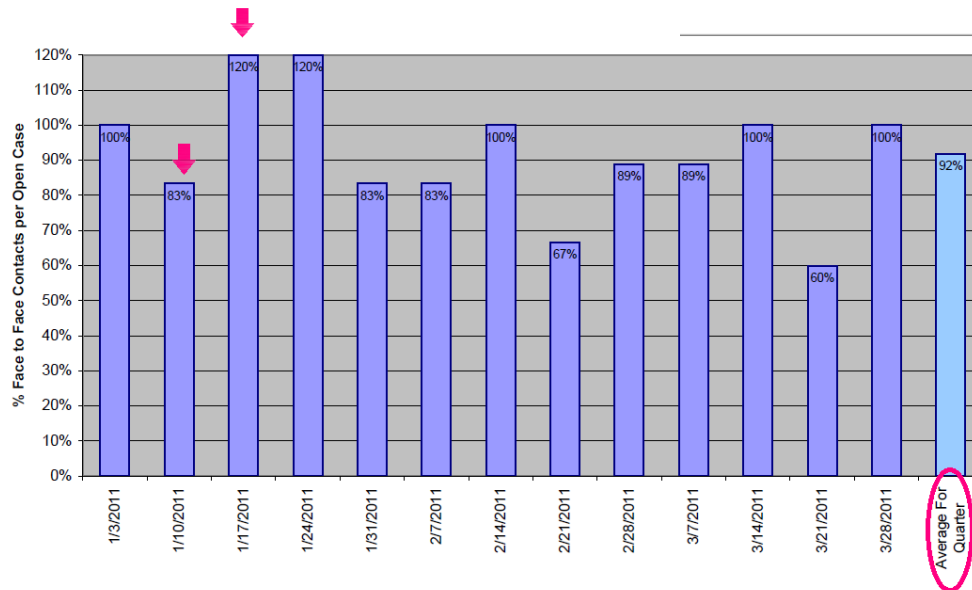
**Dec 13 to Jan 7**  
**MST Weekly Visits per Case**



**Number of Visits per Family per Week**  
**Weeks of Feb. 27 to March 19**



**Percent of Face to Face Contacts per Open Case**  
**Quarter Trends Jan-March 2011**



# WHAT ARE YOUR LONG TERM EFFECTS

- ✘ Know what you expect to happen, how to measure those outcomes then try to gather the results.
- ✘ Know that you cannot attribute your intervention as a causal factor in success (or failure) without being much more rigorous and intentional in the study design than most agencies have the capacity for.



# THE FOLLOW UP

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- ✗ Finding new information about clients after they've left
- ✗ Does not always fit within the 'administrative data' category
- ✗ Allows for a richer picture of the clients' experiences.
- ✗ What questions are reasonable to ask?
- ✗ What are you willing to claim? (+/-)

# YOUR FOLLOW-UP DOESN'T HAVE TO BE AN INTERVIEW

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- ✗ Your follow up can be accessing administrative data in your county or state such as:
  - + Local police reports
  - + State records
  - + Court records
  - + Probation records
  - + School records
- ✗ But to make this possible, you need to have cooperation across systems.

# FIT AND RELEVANCE OF YOUR FOLLOW-UP DATA

- ✖ Your agency provides drug and alcohol prevention in young children. What are your outcomes?
  - + Decreased teen pregnancy?
  - + Decreased behavioral issues?
  - + Rates of teen pregnancy that are lower than comparable groups that did not have an intervention?
  - + Rates of behavioral issues that are lower than other children groups identified as comparison?



# FIT AND RELEVANCE OF YOUR FOLLOW-UP DATA

None of these are fully relevant units of measurement. When you do follow-ups, make sure you can see a connection, even if you won't be able to be statistically significant, make it realistically significant for your agency and to your work.

# DESIGNING YOUR FOLLOW-UP

- ✖ Be aware that your follow-up is not going to be an RCT, unless you have incredible funding!
  - + Your work will not be the same as the follow-up studies that helped make your “Evidence Based Practices”
- ✖ Your follow-up is going to be about your implementation, your staff, your environment and the nuances of your environment.
- ✖ Knowing that, make your follow-up work for you.

# CREATING AND TAILORING YOUR INFRASTRUCTURE

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✕ Before you begin:

- + How will staff see the benefit?
- + How will families and individuals you serve see the benefit?
- + How will follow-ups realistically get completed?



# THERE ARE WAYS OF COMPARING YOUR DATA

- ✗ You don't have a control group, but:
  - + Compare your client's previous experiences to their outcomes with you.
  - + Compare to experience in other programs working with the same population in the same county.
  - + Compare to the county next door and state averages

Always being aware of the differences in contexts!

# BEGIN WITH YOUR FAMILIES AND STAFF

- ✖ Talk to your families and your staff and let them know that you will be asking them questions and want to know how they are doing, how they grow, what their lives are like not just while they are on the books, but also after they leave your services.
- ✖ Ask them if it is okay, have consent forms to help staff and families be aware of the long term views and effects.

# SET UP A DATA COLLECTION SYSTEM

- ✖ Make it easy
- ✖ Make it clear
- ✖ Make it usable
- ✖ Have immediate benefits(or as close to immediate as you can) for staff and families



# BEGIN SETTING UP THE CULTURE YOU WANT FOR YOUR AGENCY

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Clearly define:

- ✗ Data, Indicators, Outcomes
- ✗ Follow-ups, longitudinal, effects
- ✗ Defining research and its varying scope
  - + Action research
  - + Qualitative and Quantitative
  - + Building the world of knowledge
  - + Building understanding of a specific place

# ... BUT WHAT ARE YOUR NEEDS?

- ✗ What defines the work you do?
- ✗ How do you define success?
- ✗ How willing and aware is your staff?
  - + One of the first steps you should take is involving your staff. Asking them what they would like to know, what makes sense to them.

# SETTING YOURSELF UP FOR SUCCESS

- ✗ You may be excited about research and evidence based practices, but data collection is a less glamorous, seemingly more burdensome consequence for your staff,
  - + talk about it,
  - + explain why it it's important
  - + make sure that it is useful for them



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- + If it isn't useful for them, you are endangering their morale, taking up their time from their important work, and showing that your focus isn't the success of the families you serve (rather it's some sort of success for you agency).

**You are expecting a paradigm shift in your families and staff, you will need to shift your behaviors and beliefs, too.**

**IF YOU HAD THE ANSWER, WOULD IT MAKE A  
DIFFERENCE?**

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# I KNOW ABOUT TRENDS AND HAVE MY DATA... NOW WHAT?

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- ✗ Talk *with* your staff
- ✗ Talk *with* your stakeholders
- ✗ Know what the data means and dare to be objective (you might not always be happy... but you can always grow!)



# USING YOUR DATA FOR SUSTAINABILITY

- ✖ Tell your funders your results, don't expect them to know.
- ✖ Translate your results into dollar terms whenever possible.
- ✖ Encourage funders to measure all programs they fund.
- ✖ Feel confident you'll do well by comparison.

# APPLY THIS APPROACH ACROSS YOUR AGENCY

- ✘ Incidence rates. Discover common factors in incidents.
- ✘ Administration and dosage. If family therapy is an important part of your intervention, how much family therapy are you doing?
- ✘ Any data that is possible to collect and draw conclusions from could be used across your programs

# SUMMARY

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- ✖ The important lesson to learn is that the data you collect tells you about yourself and helps you serve your families and staff better.
- ✖ Start measuring. You'll get better at using and understanding your data.



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**Any Questions?**

# THANK YOU!

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HAVE MORE QUESTIONS?  
CONTACT US!



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