Juvenile Welfare Board

Investing in children. Strengthening our community.

Recommended Action:	Presentation
Strategic Plan Alignment:	Early Childhood Development

Dr. Barbara Morrison-Rodriguez, Chief Evaluation and Innovation Officer, will present the Board with the Turbo Babies evaluation methodology.

Staff Resource: Dr. Barbara Morrison-Rodriguez

World Health Organization (WHO) Evaluation Model

Based on an established logic model outlining the campaigns goals and what steps are needed to achieve these goals

Understands that in complex projects there will be assessments on individual steps and how each of these steps can contribute and support the desired impact
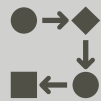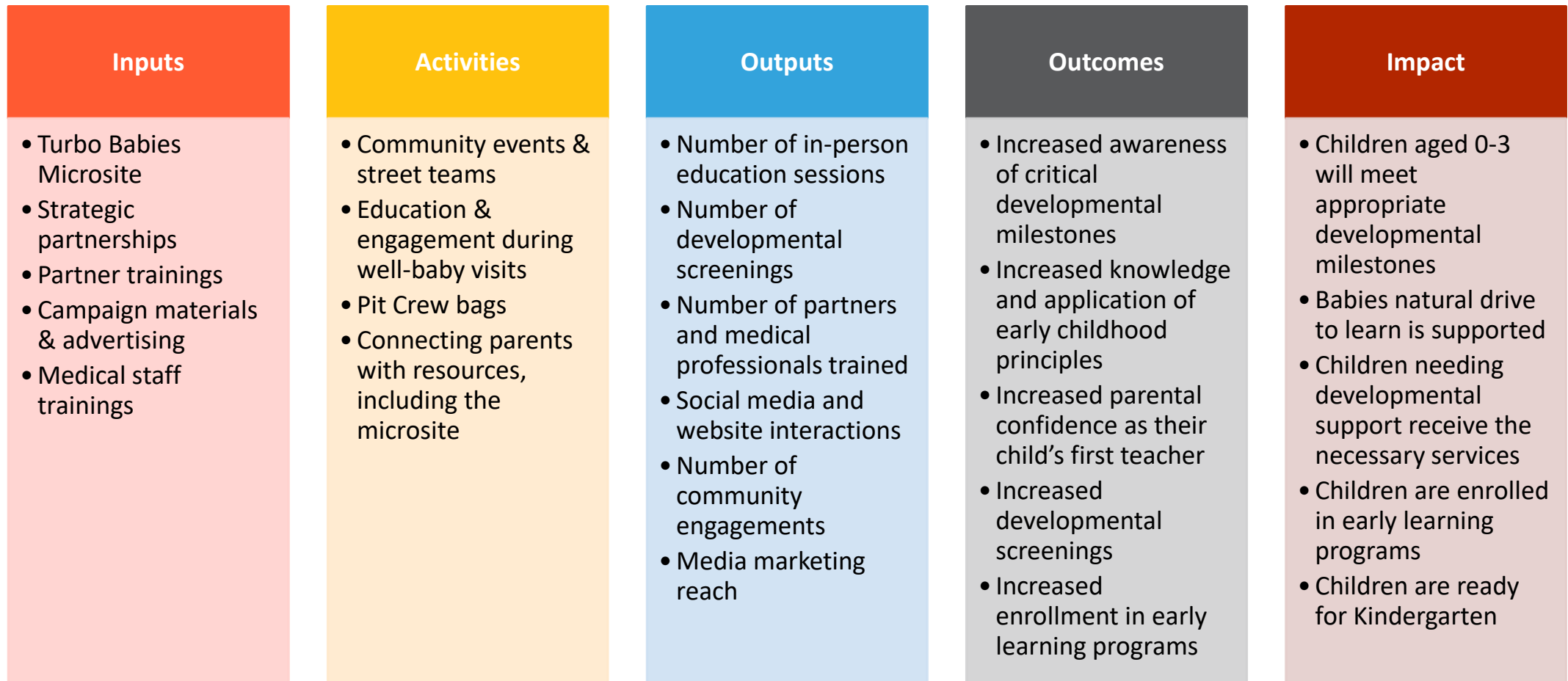
This model allows for flexibility through regular review of strategies to determine if they are impactful and allows for making strategic adjustments when needed

Three-phase evaluation plan

Formative

Mid-point

Summative

Turbo Babies Logic Model

Inputs	Activities	Outputs	Outcomes	Impact
• Turbo Babies Microsite • Strategic partnerships • Partner trainings • Campaign materials & advertising • Medical staff trainings	• Community events & street teams • Education & engagement during well-baby visits • Pit Crew bags • Connecting parents with resources, including the microsite	• Number of in-person education sessions • Number of developmental screenings • Number of partners and medical professionals trained • Social media and website interactions • Number of community engagements • Media marketing reach	• Increased awareness of critical developmental milestones • Increased knowledge and application of early childhood principles • Increased parental confidence as their child's first teacher • Increased developmental screenings • Increased enrollment in early learning programs	• Children aged 0-3 will meet appropriate developmental milestones • Babies natural drive to learn is supported • Children needing developmental support receive the necessary services • Children are enrolled in early learning programs • Children are ready for Kindergarten

Phase I Evaluation: Assessment of Activities, Partnerships, and Trainings

Purpose 1: Determines if strategic partnerships, activities, and trainings are having the desired impact. Leads to adjustments in strategies and activities, if necessary.

Purpose 2: Helps establish a baseline for campaign data points to be used for future evaluations. For example, the website interactions and number of developmental screenings.

Example Evaluation Questions: Does the campaign need additional strategic partners? Are the trainings providing the appropriate information and reaching the desired audiences?

Time frame: Ongoing throughout the campaign and will be reviewed approximately every six months.

Phase II Evaluation: Assessment of Outputs and Outcomes

Purpose

Initial review of the expected outputs and outcomes

Helps understand if the activities and inputs will lead to the desired effects

Assessment of campaign awareness and engagement

Assessment of knowledge gained and access to services

Example Data Points

Website interaction

Numbers of trainings

Number of developmental screenings

Number of children enrolled in early learning programs

Example Data Collection Tools

Web analytics

Parent surveys

Evara Health data

Time frames

Campaign mid-point

Allows for the activities to be rolled out and implemented with enough time for small increases to be noted

Phase III: Turbo Babies Campaign Impact

Purpose

- Do the children exposed to the Turbo Babies campaign have more positive outcomes as compared to the Pinellas County general population of children aged 0-3?

Strategies

- Aims to use Evara Health 0-3 patients as a cohort comparison group
- Will change over time as the campaign changes to meet the needs in the community
- Will use findings from the Phase I and Phase II evaluations to understand the impact of the campaign

Timeline for Assessing Impact

- Will occur once enough evidence is gathered through the Phase I and Phase II evaluations