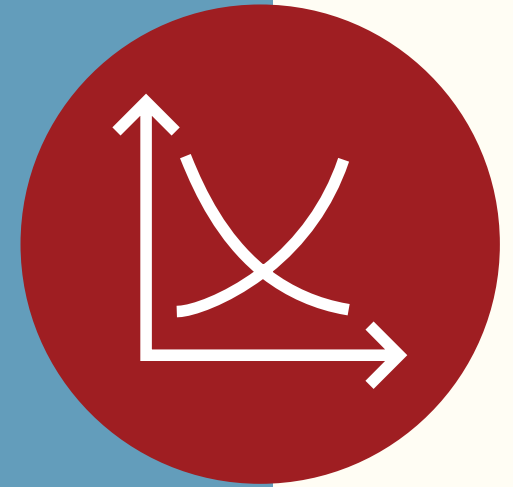


# Monitoring & Evaluation Webinar 1: Introduction to Results Based Accountability

14 FEBRUARY 2024



# Your Evaluation Team



Dara Geckeler, MPH

she/her/hers



Sara Durán, MPH

she/her/hers



Josué Ruiz, MPH

he/him/his



Please put your name, pronouns, and country in the chat

# Plan for Today



- Logistics & Reminders
- Results Based Accountability Overview
- Questions & Answers
- Closing

# Reminders



This session is being recorded

Training materials, including the recording link, will be shared after the session on:

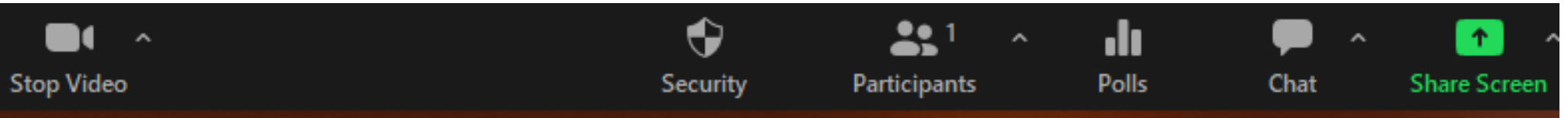
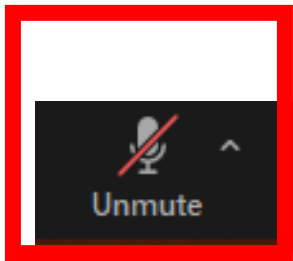


<https://facenteconsulting.com/work/evaluation-resource-page-ace/>

You can reach us at the following email address:  
[gileadoncology@facenteconsulting.com](mailto:gileadoncology@facenteconsulting.com)

# Our Requests for Today

- Please mute yourself when not speaking



- Please ensure your Zoom name includes *Name/Pronoun*



- Share your thoughts in the chat
  - *We will capture your comments, and this is a great way to interact*

# What are we doing here today?

- Today is training on the method of Results-Based Accountability, or RBA
- This training is for you, the affiliates. Listen with an ear towards how RBA can help you, in the oncology space, but also other grant processes.
- RBA is straightforward. It was created for non-experts. We've found it to be a very useful tool track programme progress and show impact.
- After the trainings, each of you will have up to 5 hours to get assistance with us throughout the year, by email or phone/Zoom.



# Training Trajectory

This is the first of our three-part training series



Topic	Date/time
<b>Monitoring &amp; Evaluation Webinar 1: Introduction to Results Based Accountability</b>	<b>14 February</b>
Monitoring & Evaluation Webinar 2: Data & Evaluation Requirements	<i>19 February</i>
Monitoring & Evaluation Webinar 3: Training and Supporting Grantees	<i>4 March</i>

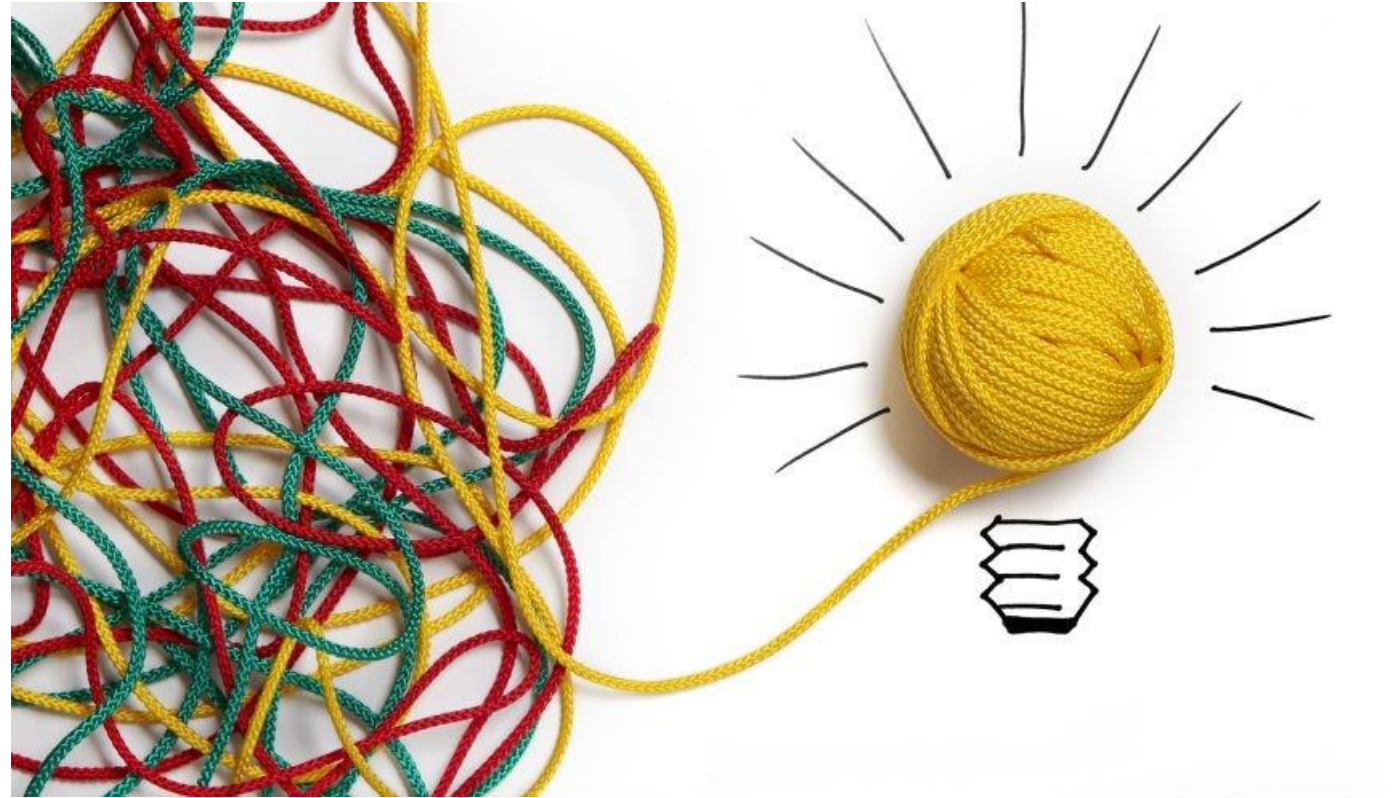


# RBA Overview



# Results-Based Accountability™

A disciplined way of  
thinking and acting to  
improve entrenched  
and complex social  
problems.



# What Makes RBA Unique

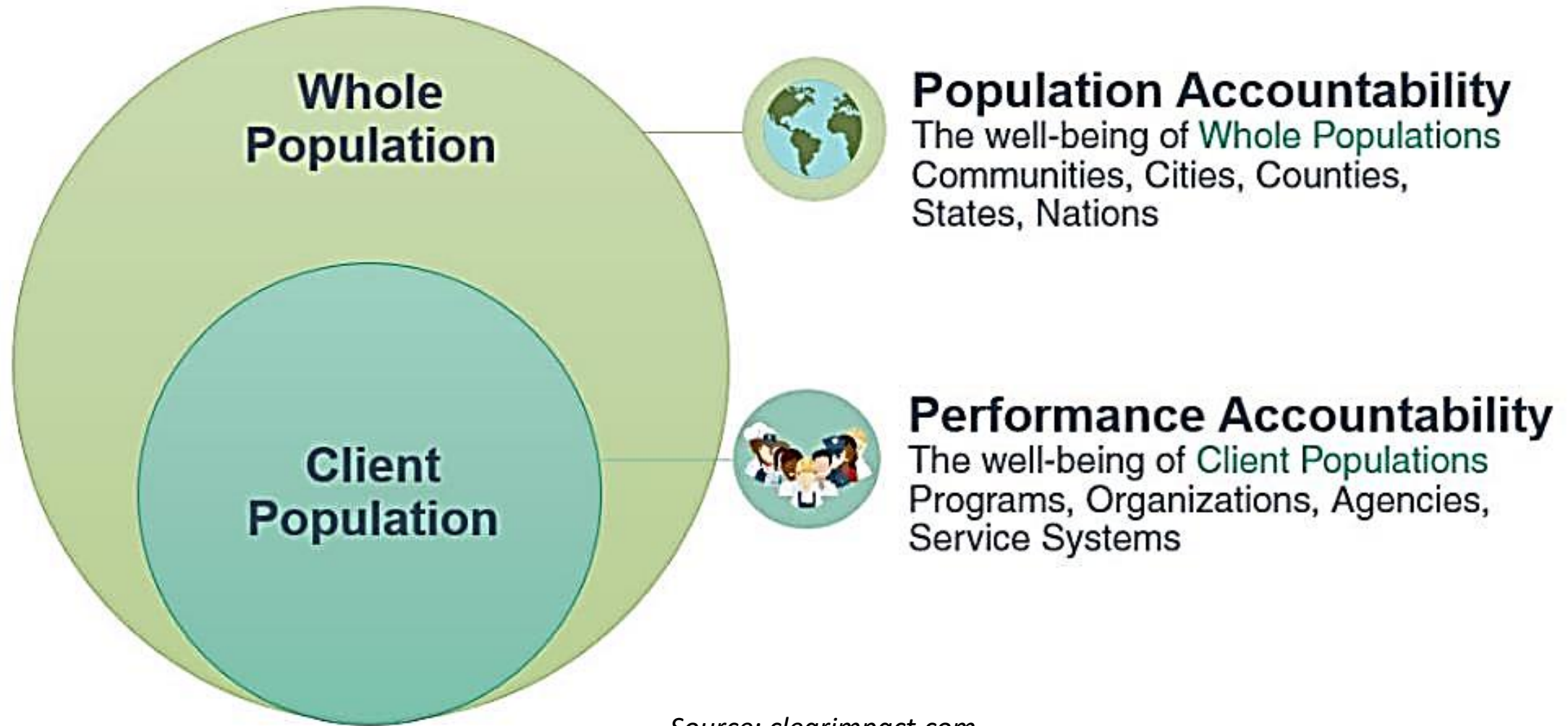


- Works backwards from the results you want to see to the program design
- Inspires creative partnerships and collaborations (collective impact)
- Prioritizes “turning the curve” over setting unachievable targets
- Promotes “root cause” thinking
- It’s about learning and improvement, not perfection
- Excellent tool to address equity

**RBA is a bold choice.**

*What does it really mean to commit yourself to results?*

# The of RBA



Source: [clearimpact.com](http://clearimpact.com)

# Population vs. Performance Accountability

POPULATION  
ACCOUNTABILITY

## RESULT

A condition of well-being for children, adults, families or communities.

*Health equity and breast cancer survival rates are maximized.*

## INDICATOR

A measure which helps quantify the achievement of a result.

*# of women in Australia who survive triple-negative breast cancer (TNBC)*

*% of women in Germany diagnosed with TNBC who survive 2 years past diagnosis*

PERFORMANCE  
ACCOUNTABILITY

## PERFORMANCE MEASURE

A measure of how a program, agency, or service system is working.

*# of participants/people educated through the programme*

*% of people reached that are a part of the priority population*

*#/% of participants who get screened*

# Performance Measures

**A measure of how well a program, agency, or service system is working.**

There are three types of performance measures:

**1. How much did we do?**

*# of materials distributed*

**2. How well did we do it?**

*% of participants who report being satisfied with the service*

**3. Is anyone better off?**

*# / % of participants who obtain care and treatment*

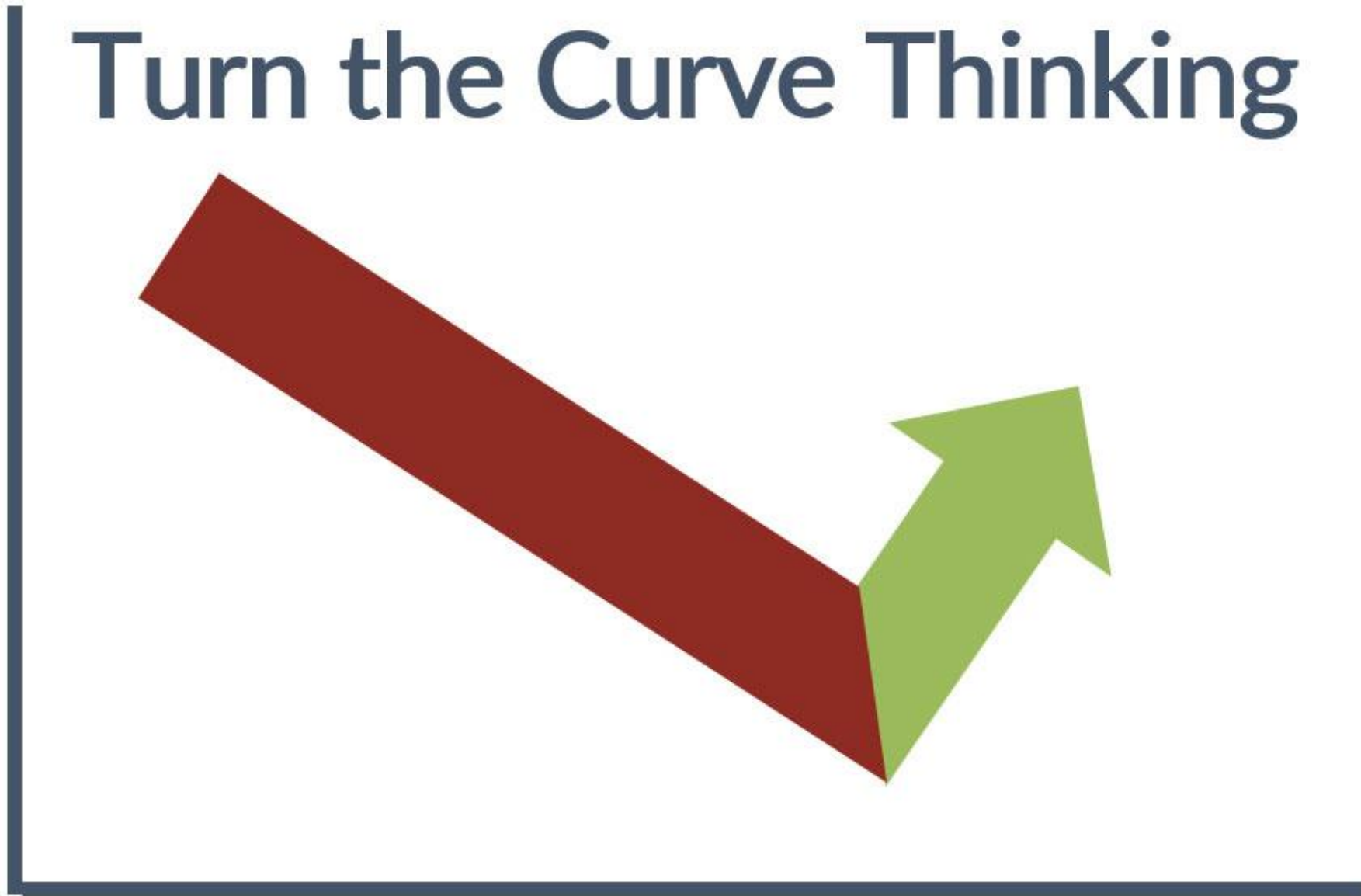
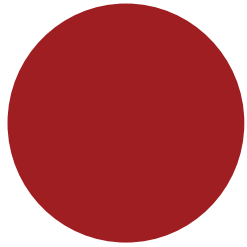
# Three Kinds of Program Performance Measures

	Quantity	Quality
Effort	<p><b>(1) How much did we do?</b></p> <ul style="list-style-type: none"><li># patients served</li><li># activities</li><li># policies introduced</li></ul>	<p><b>(2) How well did we do it?</b></p> <ul style="list-style-type: none"><li>% customers satisfied</li><li>% staff turnover</li><li>% attendance</li></ul>
Effect	<p><b>(3)</b></p> <ul style="list-style-type: none"><li># changed behavior</li><li># changed attitudes</li><li># increased skills/knowledge</li><li># changed circumstances</li></ul>	<p><b>Is anyone better off?</b></p> <p><b>(4)</b></p> <ul style="list-style-type: none"><li>% changed behavior</li><li>% changed attitudes</li><li>% increased skills/knowledge</li><li>% changed circumstances</li></ul>

# Not All Performance Measures Are Created Equal

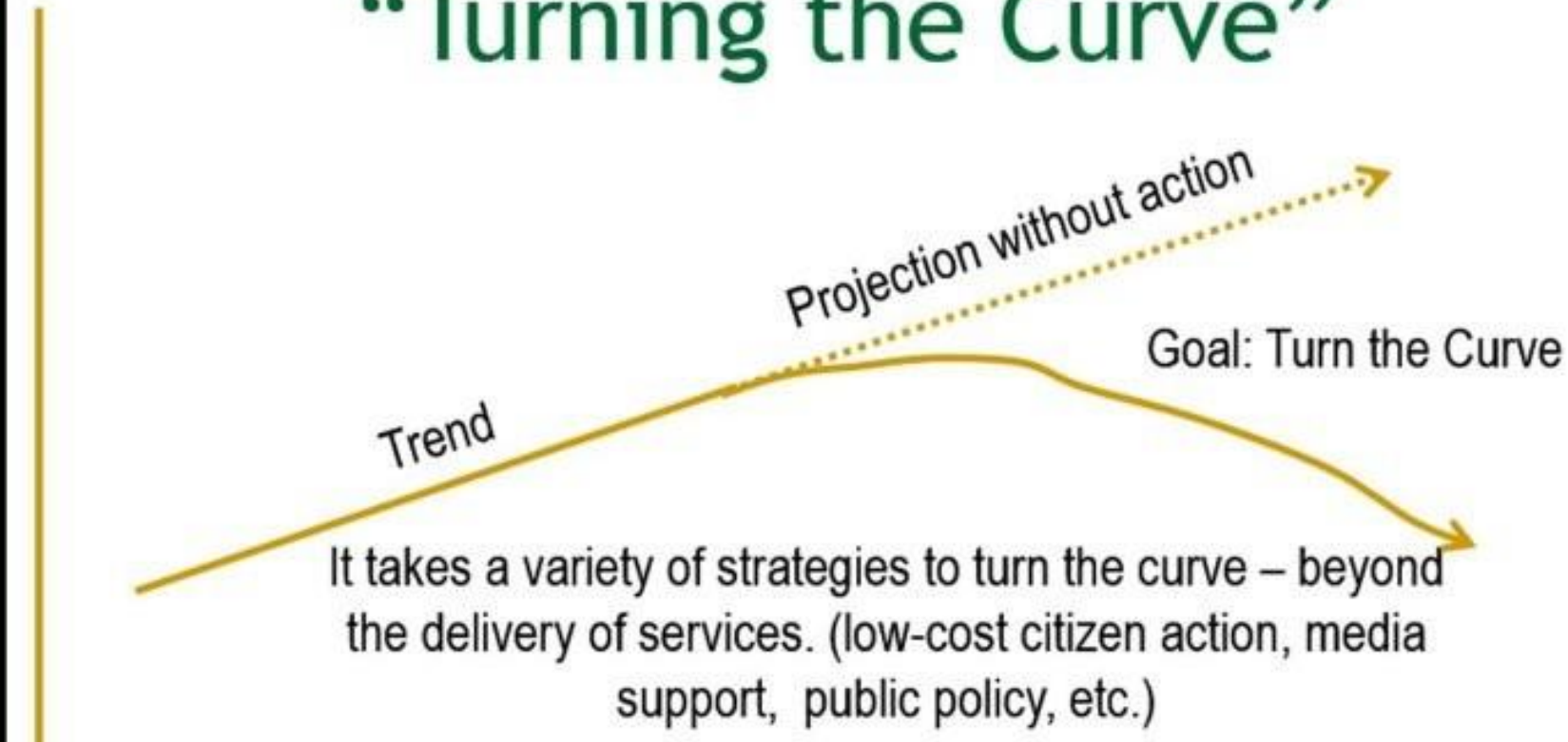
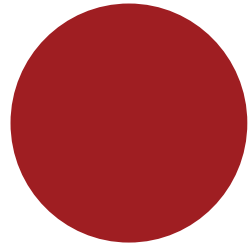
	Quantity	Quality
Effort	<p>How much did we do?</p> <p><b>Most control</b></p> <p><b>Easiest to measure</b></p> <p><b>Least important</b></p>	<p>How well did we do it?</p>
Effect	<p>Is anyone better off?</p>	<p><b>Least control</b></p> <p><b>Hardest to measure</b></p> <p><b>Most important</b></p> <p><b>PARTNERSHIPS</b></p>

# Turn the Curve Thinking





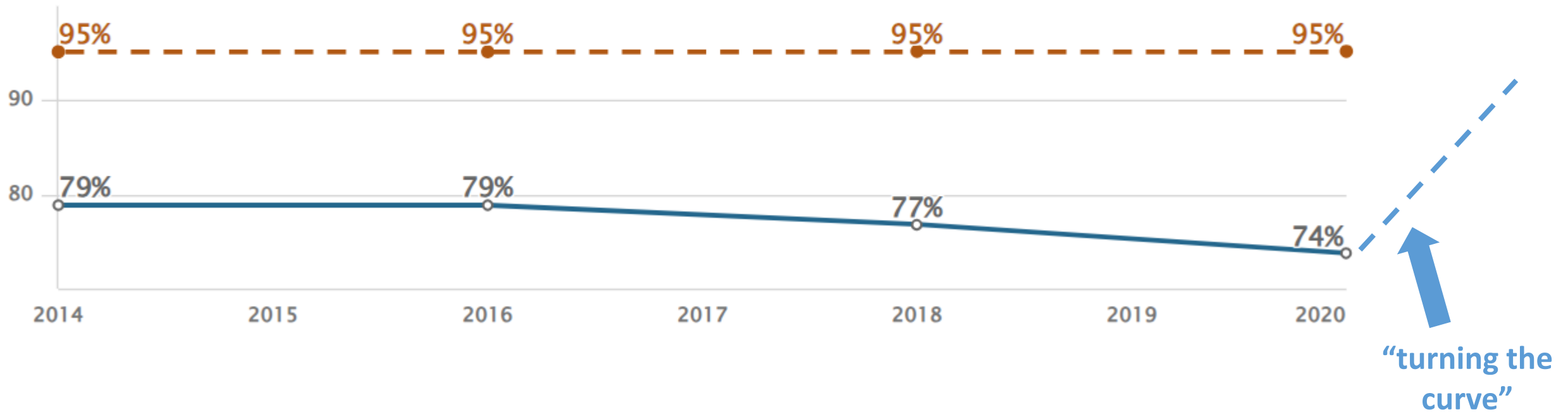
# Results-Based Accountability - “Turning the Curve”



# Evaluation looks different when the focus is on turning the curve

Cancer % of female adults age 50-74 receiving breast cancer screening

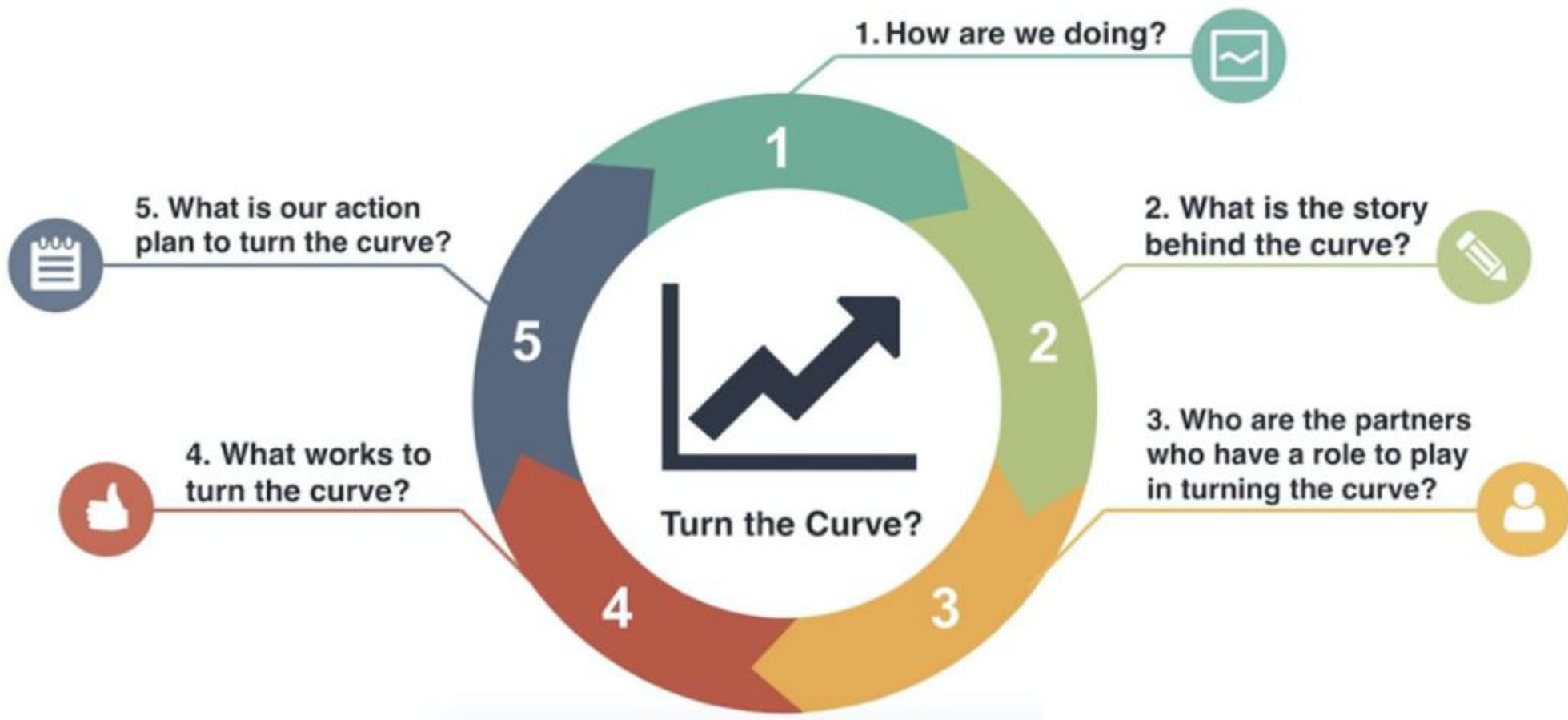
Data Source: Behavioral Risk Factor Surveillance System (BRFSS)



Source: Vermont Department of Health

<https://embed.clearimpact.com/Scorecard/Embed/612>

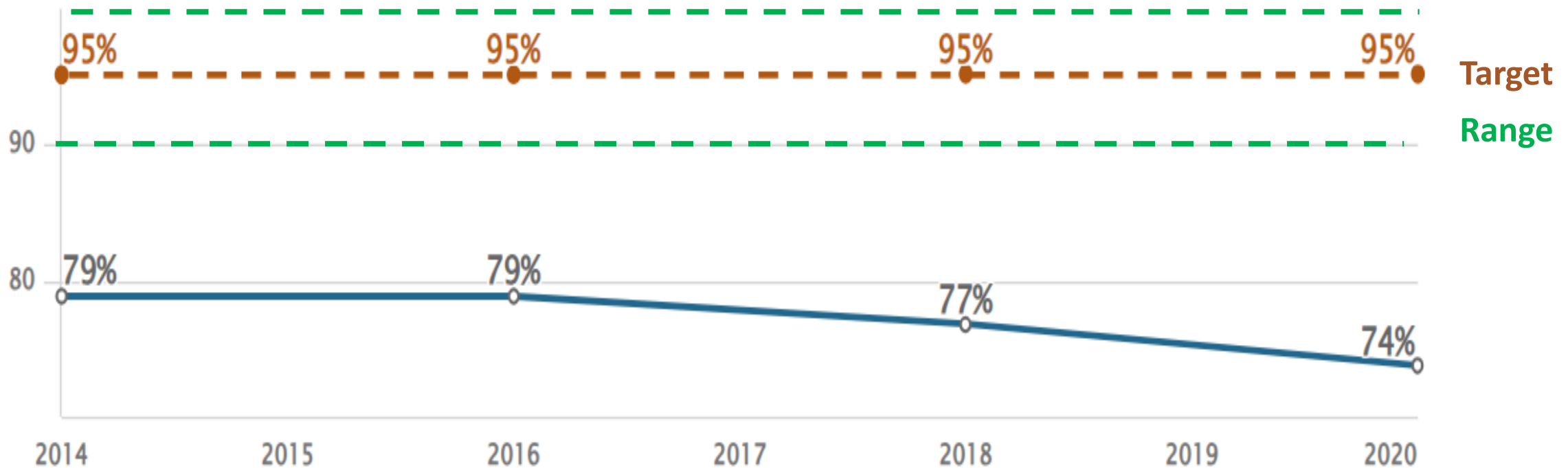
*Turn the curve thinking applies to both indicators and performance measures.*



# RBA also allows for setting baselines, targets, and ranges!

Cancer % of female adults age 50-74 receiving breast cancer screening

Data Source: Behavioral Risk Factor Surveillance System (BRFSS)



Source: Vermont Department of Health

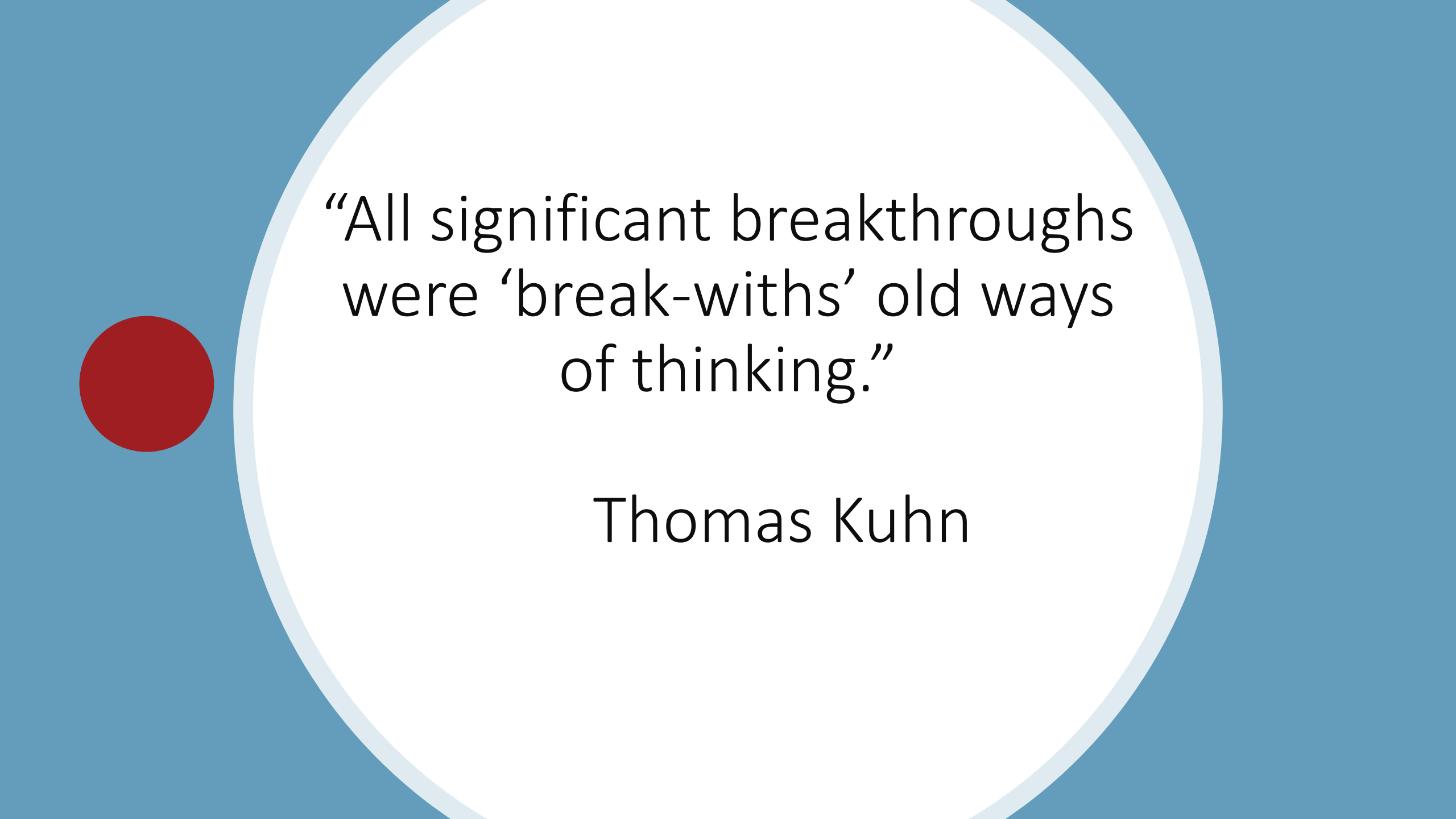
<https://embed.clearimpact.com/Scorecard/Embed/612>

# Let's discuss!

**Fondazione IncontraDonna**, based in Rome with 8 regional committees in different cities throughout Italy.

The funded programme is a **podcast** customized to the needs of **MBC patients** and caregivers and others with close relationships to the patient. These individuals are invited to the podcast to share on topics and experiences after diagnosis, such as **communication, intimacy, family planning, work and life changes**. A psycho-oncologist will guide the story. There are to be 4 podcast episodes with a reach to approximately 10,000 viewers.

- What might a measure be for this program?
- Why would that measure be useful?
- How could that measure be tracked?



“All significant breakthroughs  
were ‘break-withs’ old ways  
of thinking.”

Thomas Kuhn

- ✓ Questions?
- ✓ Comments?
- ✓ Insights?

# How can I access support?

Training materials, including the recording link, will be shared on our evaluation website:

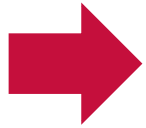
<https://facenteconsulting.com/work/evaluation-resource-page-ace/>

By appointment (Zoom/phone/email) when you need, by reaching out to [gileadoncology@facenteconsulting.com](mailto:gileadoncology@facenteconsulting.com)





# Next Up



Topic	Date/time
Monitoring & Evaluation Webinar 1: Introduction to Results Based Accountability	14 February
<b>Monitoring &amp; Evaluation Webinar 2: Data &amp; Evaluation Requirements</b>	<b><i>19 February</i></b>
Monitoring & Evaluation Webinar 3: Training and Supporting Grantees	March TBD

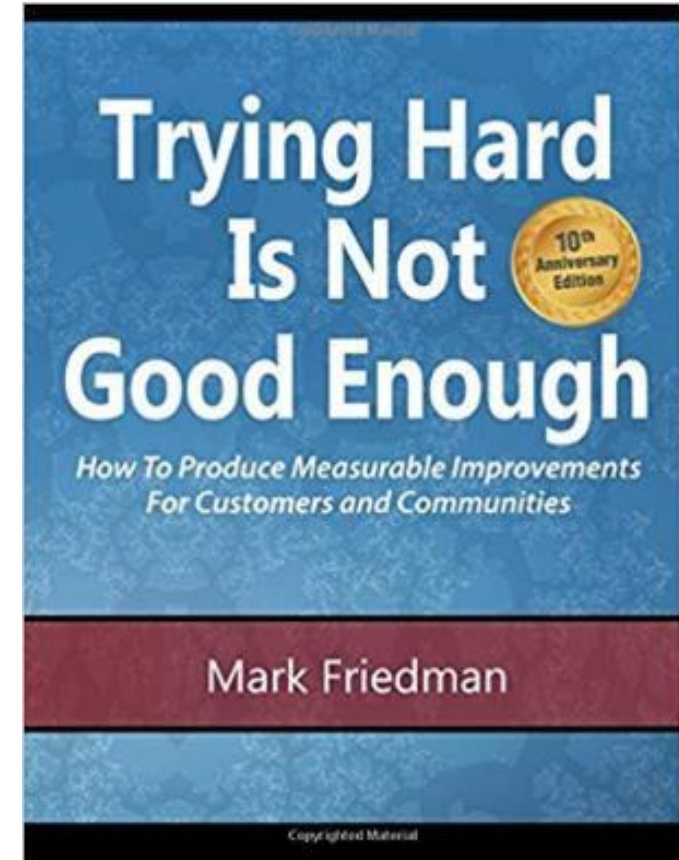
# Acknowledgments and Resources

Mark Friedman

Trying Hard Is Not Good  
Enough

[www.resultsaccountability.com](http://www.resultsaccountability.com)

[www.raguide.org](http://www.raguide.org)





THANK YOU!