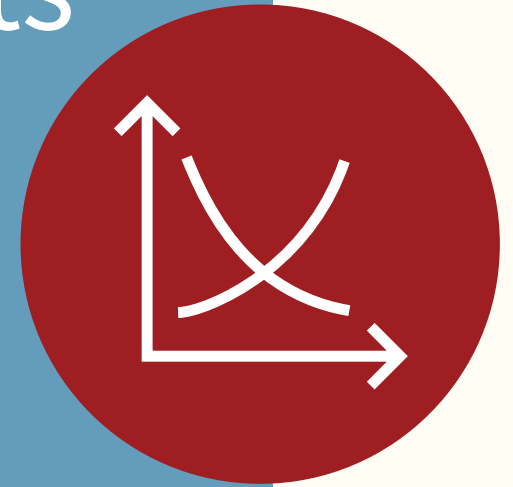


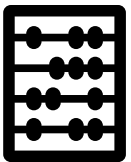
# Monitoring & Evaluation Webinar 2: Data and Evaluation Requirements

4 MARCH 2024



# Recap of Training #1

- RBA is an evaluation method intended to be integrated into programme implementation, so programme staff can learn from the data along the way – called “turn the curve” thinking
- RBA includes three key evaluation questions:



**How much did we do?**

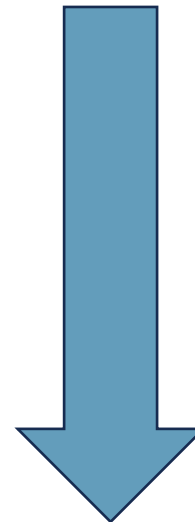


**How well did we do it?**



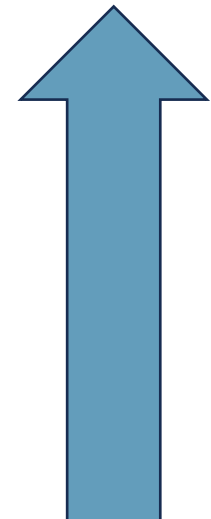
**Is anyone better off?**

Less  
important



More  
important

Easier to  
measure



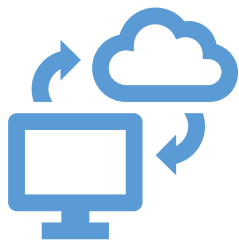
Harder to  
measure

# Plan for Today



- Logistics & Reminders
- Data and Evaluation Requirements
  - Grantee Requirements
  - Affiliate Requirements
- 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/>

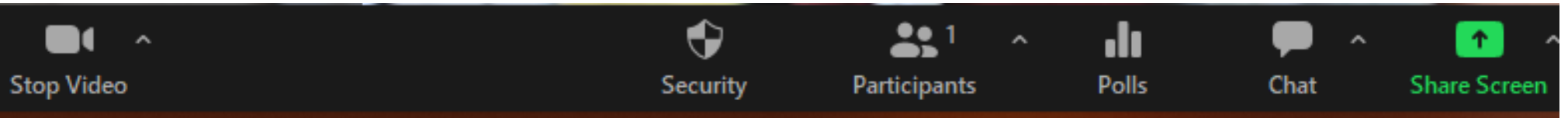
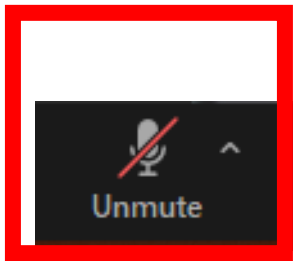


You can reach us at the following email address:

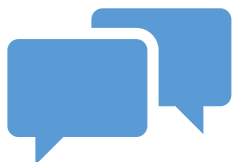
[gileadoncology@facenteconsulting.com](mailto:gileadoncology@facenteconsulting.com)

# 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*



# Training Trajectory

This is the second of our three-part training series



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>4 March</b>
Monitoring & Evaluation Webinar 3: Training and Supporting Grantees	11 March

# What are we doing here today?

- Today's training is on the data and evaluation requirements for both grantees and affiliates.
- This training is for you, the affiliates, so that you know what to require of your grantees from their evaluation efforts.
- After the trainings, each of you will have up to 5 hours to get assistance from us throughout the year, by email or phone/Zoom.

# Grantee Requirements Overview

- Participate in RBA training provided by affiliates
- Meet with their affiliates to agree on 3-5 performance measures
- Track performance measures over the grant period
- Meet with their affiliates midway through and at the end of the grant period
- Submit final performance measure data to affiliates at the end of the grant period
- Optional: Submit a 1-page impact summary to affiliates



# RBA Measure Options - How much

<b>How much did we do?</b>	# of participants/persons educated [or reached, served, etc.] through the programme
	# of persons reached that are a part of the priority population
	# of attendees at the event
	# of [workshop, counselling, etc.] sessions
	# of materials distributed
	# of website hits, followers, likes, views, listens, etc.
	Average # of minutes spent on website




# RBA Measure Options – How well

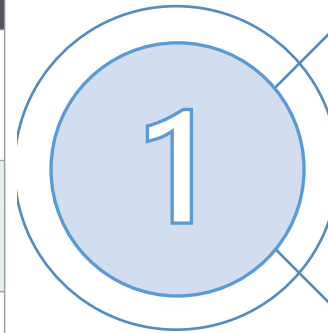
<b>How well did we do it?</b>	% of participants who report being satisfied or very satisfied [with the workshop, navigator sessions, etc.]
	% of persons who attend more than one [workshop, event, session, etc.]
	% of persons reached that are part of the priority population
	Engagement rate (% of followers who engage with your social media content, for example)

# RBA Measure Options – Better off

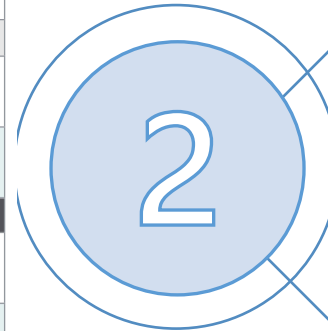
<b>Is anyone better off?</b>	# and/or % of participants reporting increased knowledge
	# and/or % of participants who get cancer screening
	# and/or % of persons reporting reduced stigma
	# and/or % of participants who obtain care and treatment

# RBA Measure Requirements

Format for Measure	Examples
 Measures with this symbol will require collecting data directly from clients/patients/community members	
<b>How much did we do?</b>	
# of [client population receiving education] receiving education on supports available to address barriers	<i># of participants in the Care Connections Program who received education on the supports available to address barriers to mammography</i>
# of [client population receiving education] receiving education on [screening recommendations, importance of attending appts., etc.]	<i># of participants in the Care Connections Program receiving education on the importance of regular, routine mammography screenings</i>
# of [client population receiving education] who gave input/feedback on the development of the [materials, curriculum, presentation, workshop, etc.]	<i># of participants in the Care Connections Program who gave input/feedback on the development of the program workshops</i>
<b>If a community-wide campaign:</b>	
# of campaign placements	<i># of Care Connections Program media campaign placements</i>
# of social media [posts, views, comments, likes, retweets]	<i># of social media posts made by the Care Connections Program</i>
<b>How well did we do it?</b>	
% of [client population] program participants attending at least X of the X educational sessions	<i>% of Care Connections Program participants attending at least 4 of the 6 educational sessions</i>
 % of [client population] program participants who shared the information with others from the population of focus (family, friends, etc.)	<i>% of Care Connections Program participants who reporting sharing the information learned in the workshop with family and/or friends</i>
 % of [client population] program participants reporting that they saw themselves reflected in the materials	<i>% of Care Connections Program participants reporting that they saw themselves reflected in the materials</i>

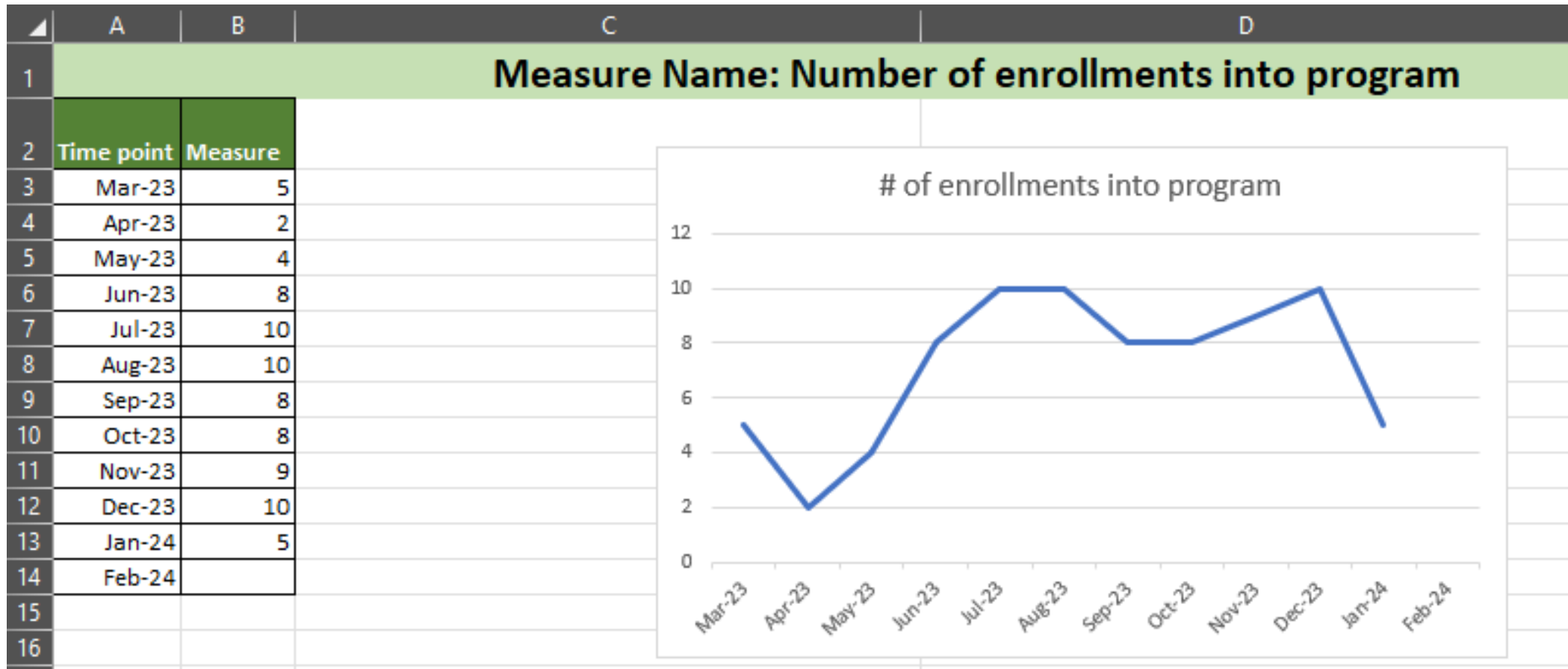


Grantees are required to select at least one measure per question: how much, how well, and better off.



At least one measure should address health equity.

# Requirements for Collecting Data



# Discussing the Story Behind the Curve

	A	B	C	D	E
23	<b>Story Behind the Curve Meetings</b>				
24	<b>Time Point</b>	<b>Date</b>	<b>Discussion/Story behind the curve</b>	<b>Action Plan</b>	<b>Actions Update</b>
25	1	5/1/2023	Noted that the curve should be turning up but had short downturn. Likely because people don't know about our program yet.	Launch planned marketing campaign by 6/15, hang posters in exam rooms by 5/10, discuss with clinic director tomorrow.	NA
26	2	6/1/2023	Enrollments went slightly up in May after a downward turn the month before. Hung up posters in May which helped spread the word. Clinic director also spoke to providers about the program.	Launch planned marketing campaign by 6/15.	Posters were hung in the exam rooms and the clinic director was receptive to the discussion.
27	3	7/1/2023	The marketing campaign seems to have been somewhat successful in informing current and prospective patients about the program.	Maintain marketing campaign and develop new posters for the lobby/waiting area by 8/1.	The marketing campaign was launched. Marketing materials are provided through the clinic to
28	4	8/1/2023			
29	5	9/1/2023			
6					

# Affiliate Requirements Overview

- Provide RBA training to grantees (1 group meeting)
- Assist grantees to identify 3-5 performance measures (1 meeting with each grantee)
- Support grantees to track their performance measures over the grant period (1 meeting with each grantee, midway through the grant period)
- Collect performance measure data from grantees at the end of each grant (1 meeting with each grantee to review data before submission)
- Compile grantee data to create a country-specific impact report
- If needed: Translate grantee-facing trainings and materials
- Optional: Connect with with Facente Consulting for additional support

# The Country-specific Impact Report

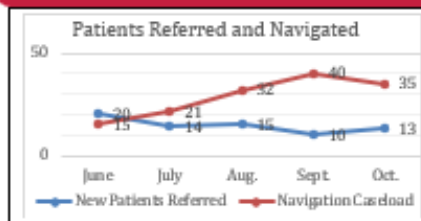
## MedStar Health Health Equity in Breast Cancer Care through Navigation and Support



### About Us:

MedStar Health Cancer Network, a community cancer center in Baltimore City and Baltimore County seeks to improve quality of care to under-resourced and BIPOC breast cancer patients through tailored navigation and support services. We are looking for new community partners and resources.

### Number of Patients Assigned to Navigation Services



### *New Breast Patients Assigned to the Team*

It is important to understand the number of patients requiring additional supports and services. We continue to hone our new patient assignments to the navigation team. Not all patients need this service, and some patients only need a quick consult and not ongoing navigation.

In the future we will identify the length of time the average patient is navigated. We did not initially take into consideration the dramatic difference between the number of referrals and ongoing navigation numbers, but it is important to understand the percent of the population needing more help and we will continue to monitor.

Our goal to improve outcomes seems to be moving in the correct direction as evidenced by the number of patients being connected with resources in the community. These resources are helping to promote equity and remove some of the many barriers to care.

### Number of New Community Organizations Contacted



*Number of New Community Organizations Contacted*  
Community resources, particularly non-profits for cancer support, constantly change. Organizations providing support and assistance to our patient population tend to open and close frequently. We are committed to find new resources to assist patients in removing barriers to care and improve wellbeing. Since the implementation grant, we have identified 12 additional resources for our breast cancer patients in need. We will continue to form relationships with new community partners to make accessing support and assistance easier for our patients, thus reducing barriers to care.

We are developing targeted relationships with several community partners to promote quality of life and psychosocial outcomes for our patients. These organizations are eager to serve our population and to partner with us. We continue to brainstorm and strategize ways to accomplish this together.

For questions about the data provided here, contact Billie Baldwin at [billie.j.baldwin@medstar.net](mailto:billie.j.baldwin@medstar.net)



# Gilead Oncology Corporate Giving Program

Summary of Impact: Interim Report



**Funding Opportunity Announcement: Toward Health Equity for Black People Impacted by Triple-Negative Breast Cancer (TNBC)**

Date collected from January 2022 – May 2023

Grantees represented: Cancer Support Community; Family Reach; Institute for the Advancement of Minority Health; Kay Yow Cancer Fund; Sisters Network; Sisters Working It Out; Touch, The Black Breast Cancer Alliance

## \$5.7M in grants to 21 U.S. organizations

Toward Health Equity for Black People Impacted by Triple-Negative Breast Cancer (TNBC) is the inaugural grant cohort of the Oncology Corporate Giving Program, supporting grassroots community-based groups, especially those led by Black women, in the areas of:



Education



Connection to Care



Organizational Capacity Building

### Why is this work important?

Health equity and TNBC have been afterthoughts in the breast cancer conversation.

- TNBC is the most aggressive type of breast cancer.
- Black women are twice as likely to be diagnosed with TNBC as white women.<sup>1-3,5</sup>
- When Black women are diagnosed, it's more often at a later, more dangerous stage.<sup>4,5</sup>

Grantees are working to elevate awareness and action around TNBC to begin to bridge the health equity gap.<sup>5</sup>

1. American Cancer Society. Triple-negative breast cancer. 2021.
2. Keegan T, et al. Occurrence of breast cancer subtypes in adolescent and young adult women. *Breast cancer*. 2012; *Rax* 14, R55
3. Pasiolova M, et al. Features of triple-negative breast cancer. *Medicine (Baltimore)*. 2019; *95*(35): e4814
4. Cho S, Han Y, Lian M, et al. Evaluation of Racial/Ethnic Differences in Treatment and Mortality Among Women with Triple-Negative Breast Cancer. *JAMA Oncol*. 2021; *7*(7):1016-1023. doi:10.1001/jamaoncol.2021.1254
5. Toward Health Equity for Black People Impacted by TNBC. [https://www.gilead.com/purpose/partnerships-and-community/tNBCAmericanCancerSociety\\_Triple-negative\\_breast\\_cancer](https://www.gilead.com/purpose/partnerships-and-community/tNBCAmericanCancerSociety_Triple-negative_breast_cancer). 2021.

Last updated: 6/29/23 | Projected Final Report Date: 3/15/24

## Spotlight on Grantee Successes

Through education and outreach that center the experience of Black women, grantees have opened up new avenues for accessing screening, genetic testing, clinical trials and support available to address barriers to breast health care.

### 20 cases of breast cancer detected

Sisters Working It Out's navigation program led to diagnosing 20 cases of breast cancer, when the COVID-19 pandemic paralyzed access to routine breast health care in Chicago.



### 4000+ people accessed clinical trials portals

4,151 people – 7.71% of everyone visiting Touch's When We Tri(al) campaign website – used it to access a clinical trial directory.



### 280 Black women linked to genetic counseling

IAMH trained 25 patient advocates, recruited from Historically Black Colleges and Universities, who conducted 505 risk assessments and referred 280 Black women at risk for TNBC to genetic counseling and testing.



## EDUCATION

TNBC educational materials and events for Black women are reaching thousands

62,681

in-person and online event participants<sup>6</sup>

41,422

people reached through social media<sup>7</sup>

530

e-resources views<sup>8</sup>



## CONNECTION TO CARE

Navigation support is removing barriers to care related to social determinants of health



300 women

Were navigated through their breast cancer journey

137 of them

needed support around transportation, food and financial assistance

100%

of those needing support received it



## ORGANIZATIONAL CAPACITY BUILDING

Grantees are strengthening foundational skills and assets needed for sustainability

### Infrastructure

Black Women's Health Imperative and the Center for Excellence in Nonprofits are supporting grantees to strengthen essential skills for running a nonprofit – finance, human resources, Board development and much more.

### Evaluation

All grantees are receiving training and technical assistance from Facente Consulting, helping organizations to evaluate their program impact to inform priorities and demonstrate effectiveness.

### Collaboration

Grantees began to build a sense of community at a Gilead-hosted Black women-centered convening in September 2022, leading to fruitful organizational collaborations to enhance the collective impact across the cohort.

## The Power of Partnerships

Strategic partnerships are expanding the potential reach and impact.



Kay Yow Cancer Fund's partnerships led to 221 women getting screened for breast cancer (Upstate Cancer Center, Syracuse, NY), two research grants focusing on expanding treatment options for TNBC and educating 19,482 fans attending the 2023 Women's Basketball National Championship (NCAA, WBCA, and ESPN) on TNBC.

### 6. Event participant grantee data source:

- Touch, The Black Breast Cancer Alliance (56,934 in-person & online)
- Institute for the Advancement of Minority Health (2,547 in-person)
- Sisters Network (>1200 in-person)

### 7. Social media grantee data source:

- Institute for the Advancement of Minority Health (41,422)

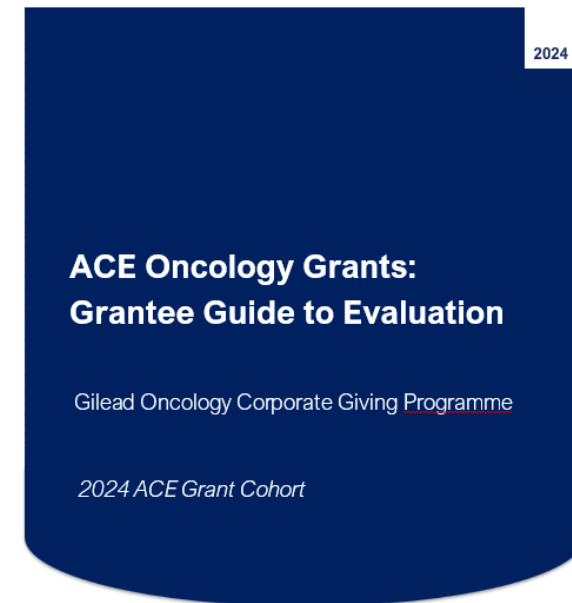
### 8. E-Resources grantee data source:

- Family Reach (316 reads)
- Cancer Support Community (212 downloads/views)

Last updated: 6/29/23 | Projected Final Report Date: 3/15/24

# Resources Available to Support Evaluation Requirements

- (Coming Soon!) Grantee Toolkit
- (Coming Soon!) Affiliate Toolkit
- You are a resource for your grantees, and we are a resources for you



# Realistic Expectations

- This is a pilot
- We recognize this will take significant effort on your end, especially given the short grant periods
- What we've laid out is the minimum for what it takes to end up with useful data
  - Even then, some of what you get might not be useful
  - Some grantees may engage very little or not at all
  - You are likely to get more **How much** and less **Better Off**
- Try to get some data from each grantee, even if they don't adopt the RBA process

- ✓ Questions?
- ✓ Feedback?
- ✓ Insights?

# Reminder on how to 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
Monitoring & Evaluation Webinar 2: Data & Evaluation Requirements	4 March
<b>Monitoring &amp; Evaluation Webinar 3: Training and Supporting Grantees</b>	<b>11 March</b>





THANK YOU!