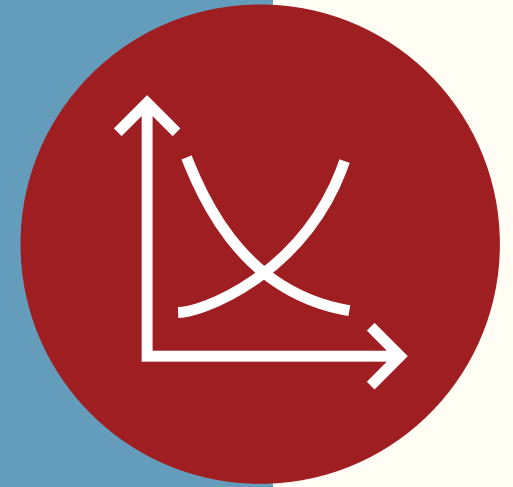


# Using the Results-Based Accountability Framework

MARCH 8, 2023



# Meet Your Evaluation Team



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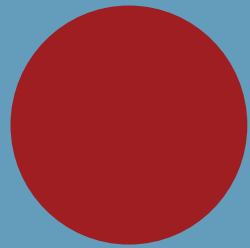


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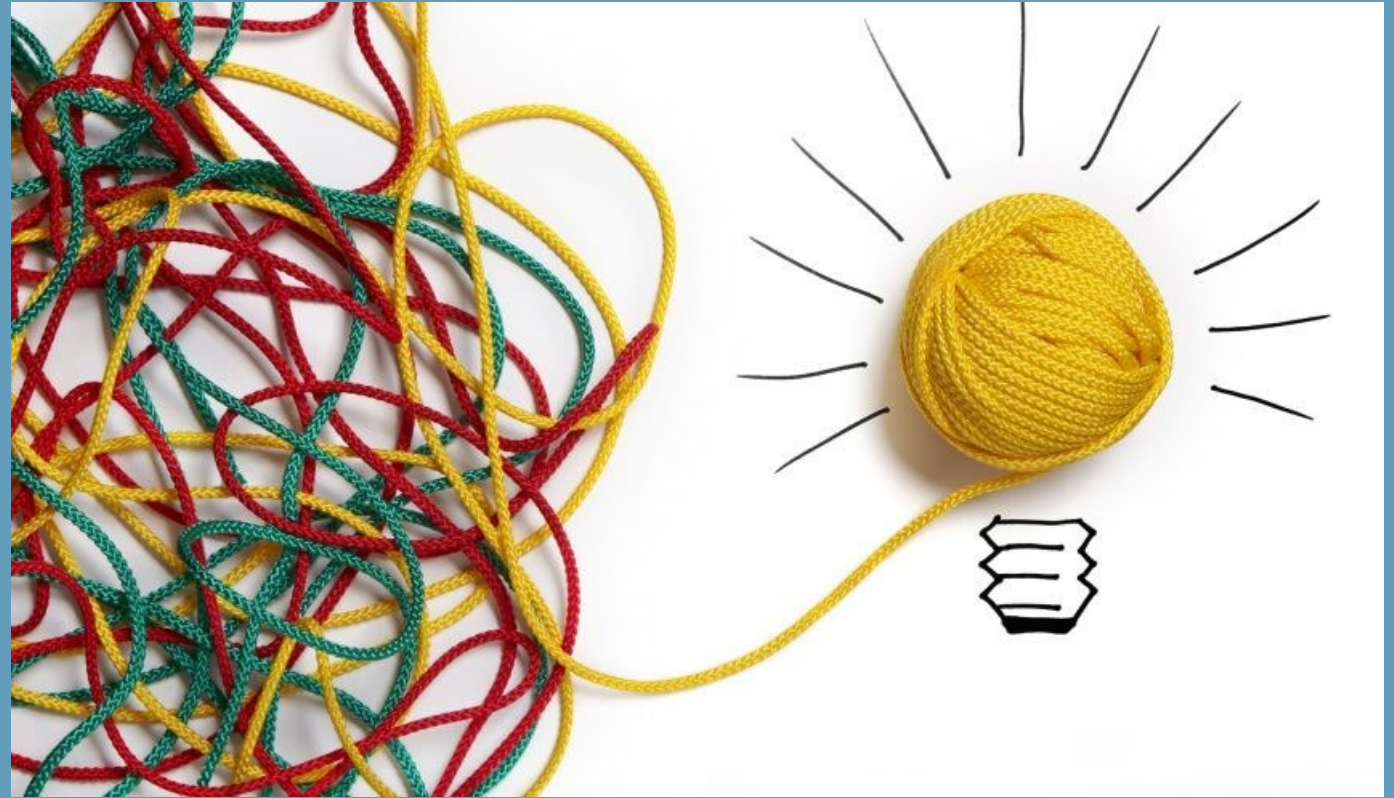
# The Why

- **Gilead is not assessing or evaluating the merits of your program.**
  - Gilead knows your program has merit! That's why you're a grantee!
- Instead, this is an opportunity for you to:
  - examine your work,
  - gain greater insights into the aspects of your program that have the most impact on the population you are serving, and
  - tell the story of that impact.
- This includes if you are providing capacity-building services – the population you are serving is the organizations you are supporting.

# Results-Based Accountability™



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



# Accountability

## **What words come to mind?**

- Transparency
- Trustworthiness
- Liability
- Scapegoat
- Others?

## **What emotions do you feel?**

- Apprehension
- Anxiety
- Pressure
- Inspiration
- Others?

# What Makes RBA Unique



- Works backwards from the results you want to see to the program design
- Gets you moving from talk to action quickly
- Inspires creative partnerships and collaborations
- Prioritizes “turning the curve” over setting unachievable targets
- Promotes “root cause” thinking
- Excellent tool to address equity

**RBA is a bold choice.**

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

# RBA Key Terms and Concepts

Population  
Accountability

Performance  
Accountability

Results

Indicators

Performance Measures

Clients/Patients

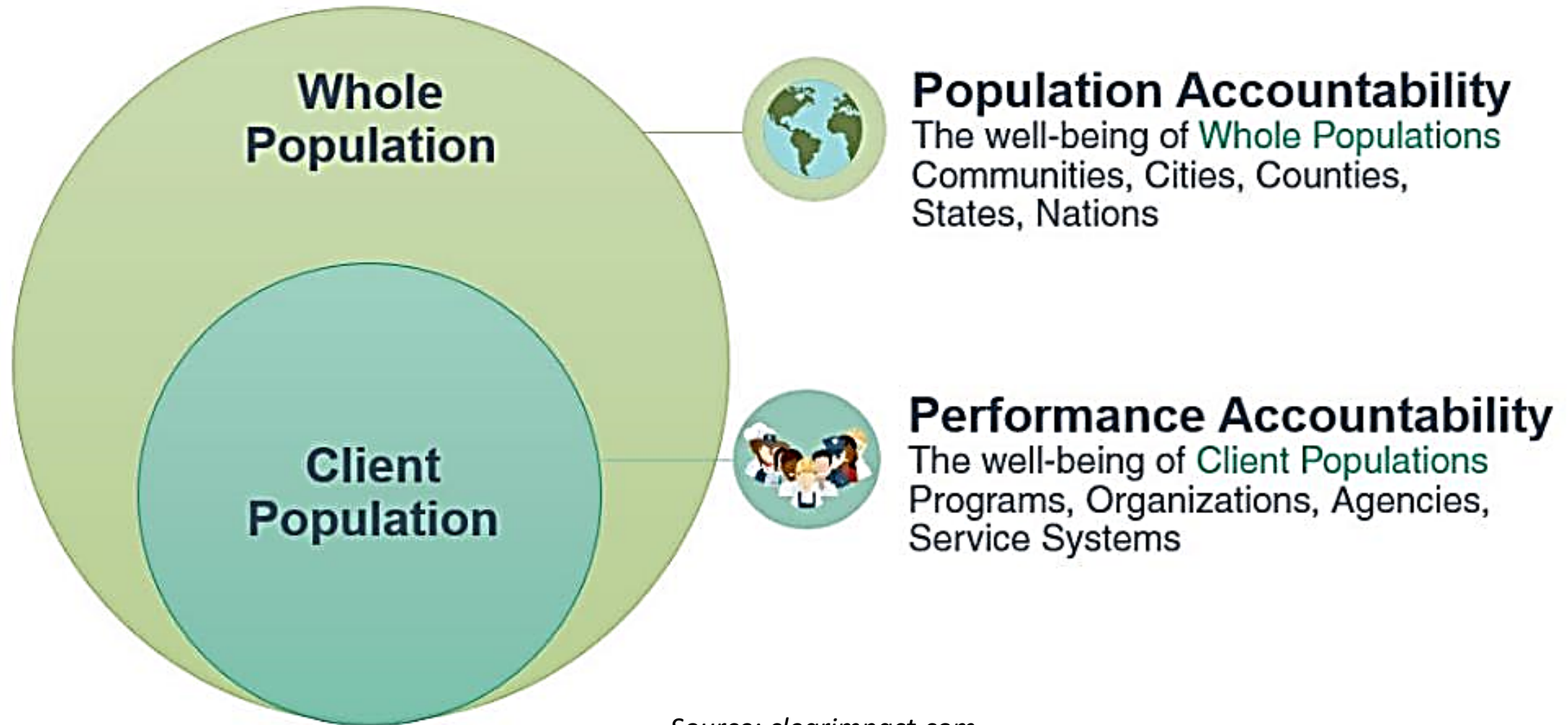
How much did we do?  
How well did we do it?  
Is anyone better off?

Turning the Curve

Story Behind the Curve



# 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.

***Black women experiencing triple negative breast cancer live long and healthy lives.***

## INDICATOR

A measure which helps quantify the achievement of a result.

***Average # of years Black women with triple negative breast cancer (TNBC) survive after diagnosis***

PERFORMANCE  
ACCOUNTABILITY

## PERFORMANCE MEASURE

***% of Black female patients experiencing triple-negative breast cancer who attend their first care appointment within 30 days of diagnosis***

# A Health Equity-Focused Oncology Corporate Giving Strategy

## 1 We fund and support...



### Collaborations & Coalitions



that build and strengthen stakeholder networks and partnerships

### Capacity-Building Efforts



to grow organizational leadership, cultural competence and key skills

### Patient-centered Programs



that are community-based, culturally competent, and representative of diverse communities

## 2 So that...



### Professional Networks

strengthen and allow for the exchange of ideas, skills, and peer-to-peer learning



### Organizations

have the tools to address deeply rooted challenges like social determinants of health



### People

from communities with the greatest unmet need can access culturally appropriate care

## 3 To contribute to...



Sustainable organizational practices, policies, and systems that...



...remove barriers to accessing cancer prevention, treatment, and survivorship services...



**...to support decreased cancer incidence, increased survival rates, and improved health equity**



INCIDENCE



SURVIVAL

# 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 participants receiving TNBC education*



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

*% of participants who complete all program sessions*



**3. Is anyone better off?**

*# / % of participants who survive TNBC 2 years past diagnosis*



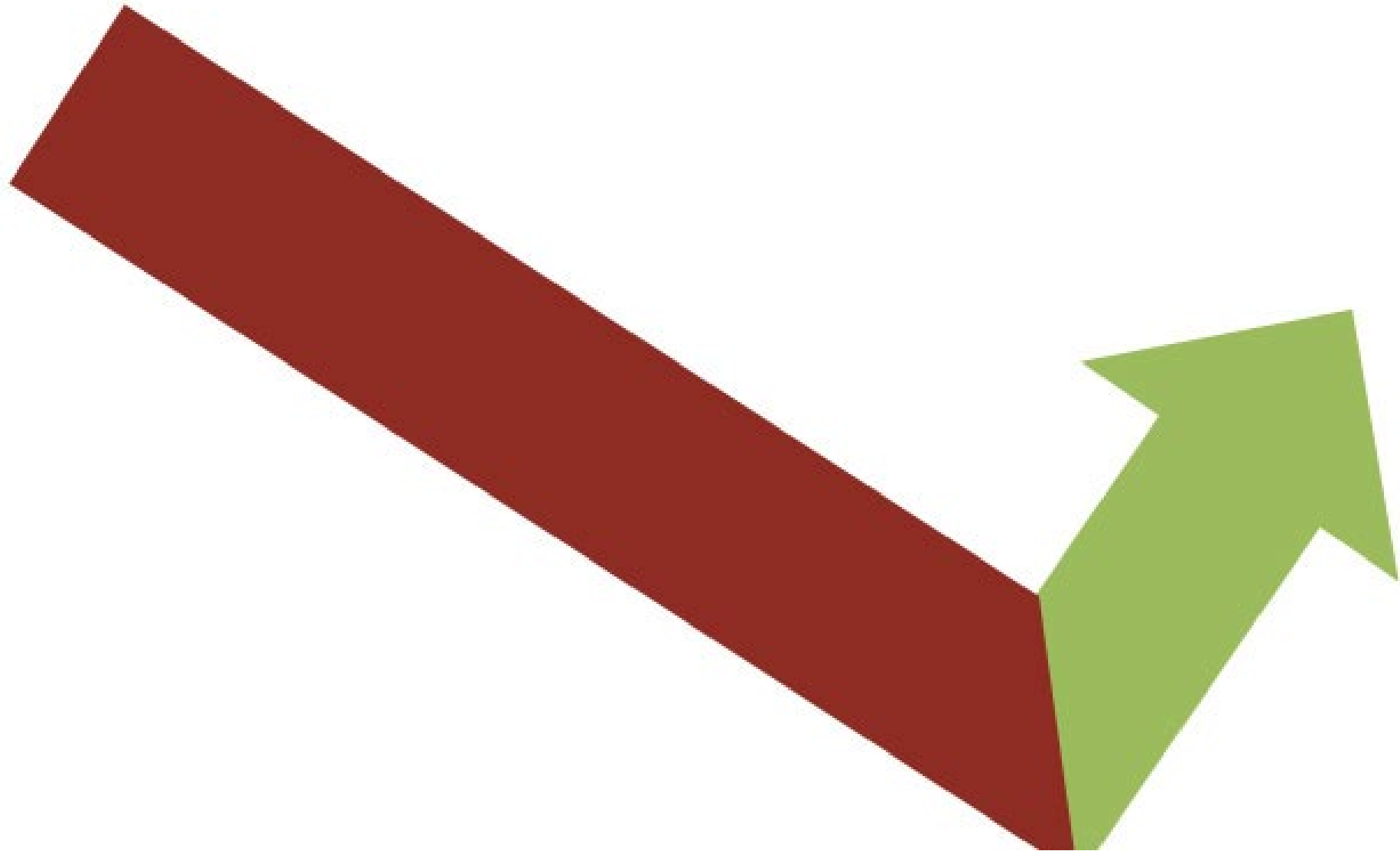
# Three Kinds of Program Performance Measures

	Quantity	Quality
Effort	<div><div>(1) How much did we do?</div><div># patients served # activities # policies introduced</div></div>	<div><div>(2) How well did we do it?</div><div>% customers satisfied % staff turnover % attendance</div></div>
Effect	<div><div>(3) Is anyone better off?</div><div># changed behavior # changed attitudes # increased skills/knowledge # changed circumstances</div></div> <div><div>(4)</div><div>% changed behavior % changed attitudes % increased skills/knowledge % changed circumstances</div></div>	

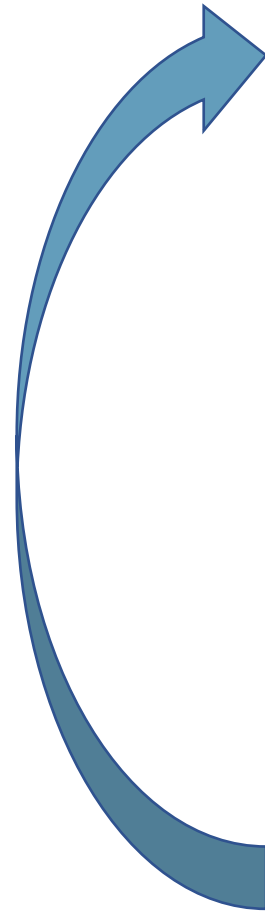
# Not All Performance Measures Are Created Equal

	Quantity	Quality
Effort	<p>How much did we do?</p> <p><b>Least important</b></p> <p><b>Most control</b></p>	<p>How well did we do it?</p>
Effect	<p>Is anyone better off?</p>	<p><b>Most important</b></p> <p><b>Least control</b></p> <p><b>COALITIONS</b></p> <p><b>PARTNERSHIPS</b></p> <p><b>COLLECTIVE IMPACT</b></p>

# Turn the Curve Thinking



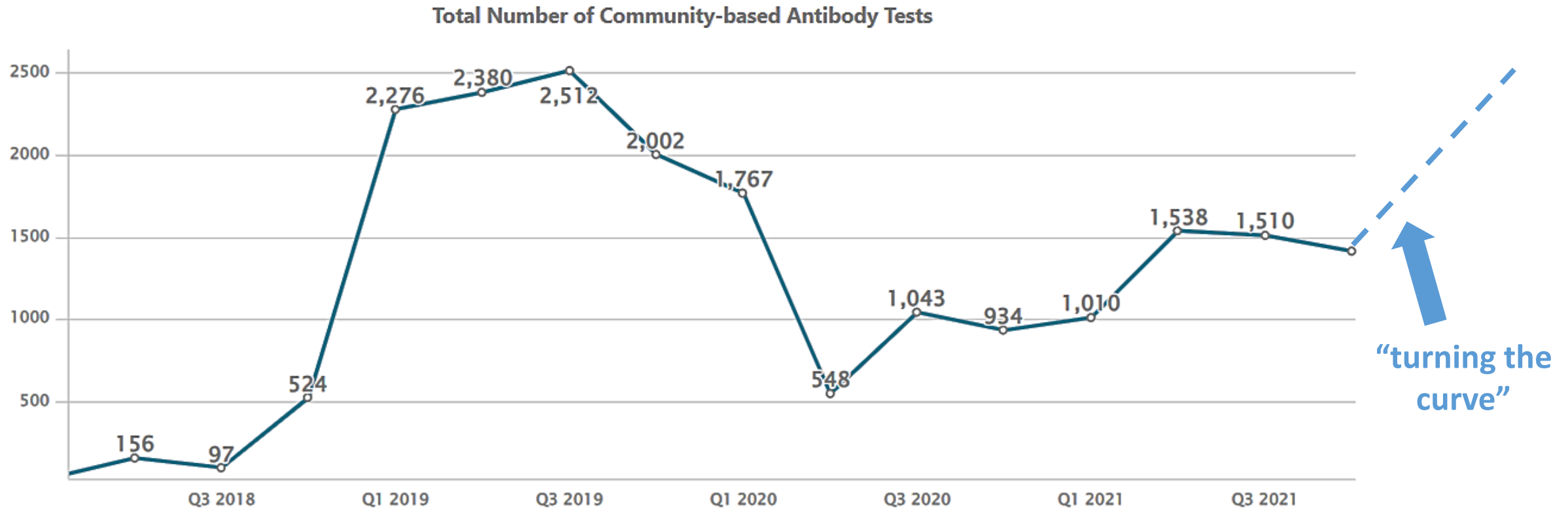
## Turn the Curve Thinking



1. Graph the data.
2. Analyze the story behind the curve.
3. Identify partners who can help turn the curve.
4. Brainstorm what works to do better.
5. Develop and implement a plan of action.

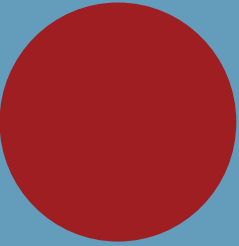


# A case study on “turning the curve”



Source: End Hep C SF

<https://endhepcsf.org/evaluation-dashboard/>



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

Thomas Kuhn

Philosopher who coined the term “paradigm shift”

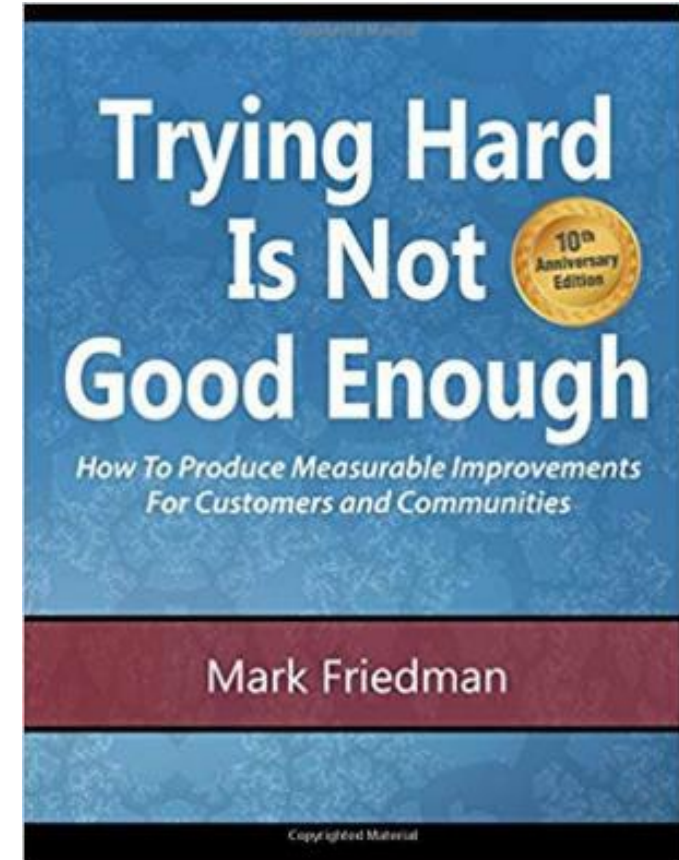
# Acknowledgments and Resources

Mark Friedman

Trying Hard Is Not Good  
Enough

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

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



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