



To: Lisa Stafford
Ohio Commission on Minority Health

From: Mataryun "Mo" Wright, REEP Evaluator
RAMA Consulting Group, Inc.

Date: June 29, 2009

Re: Evaluation Report for Columbus Office of Minority Health

The RAMA Consulting Group, Inc. is pleased to provide this initial evaluation report for the Columbus Office of Minority Health. Although our relationship with the local office in Columbus, is only a few months old we are confident that this office is making significant progress toward the 4 core competencies of the Ohio Commission on Minority Health. Due to this fact, much of the information highlighted herein is forward looking and will serve as the evaluation plan and strategy developed for this grantee moving forward.

ROLE OF RAMA CONSULTING GROUP

RAMA Consulting Group began serving as REEP evaluator to the Columbus Office of Minority Health (COMH) through evaluation design, monitoring, analysis and reporting in May 2009. Our evaluation services will employ a number of both qualitative and quantitative approaches in order to determine the most accurate status and performance improvement opportunities for the COMH. The Consultant will assist the COMH in the evaluation process to:

- Design an overall approach to evaluation and outcomes measurement including development of appropriate evaluation protocols, assessing progress toward the 4 Core Competencies of the COMH, and evaluation of the engagement process of minority health stakeholders in the work of the COMH
- Assist in the development of measureable outcomes for each core competency to be evaluated
- Assess current data collection instruments and protocols to determine their appropriateness for the target population as well as review of the data collection strategy and rationale
- Conducting focus groups to provide benchmarks on local health disparities and progress made through COMH efforts; Focus Groups may also be used to advise the Advisory Board of future work to be undertaken
- Analyzing and synthesizing information obtained through research activities and publishing an evaluation report for submission to COMH funders
- Ongoing advisement of the COMH on evaluation strategy, methodology and instrumentation





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EVALUATOR INITIAL ASSESSMENT OF COMH EVALUATION ACTIVITIES

The REEP Evaluator began the relationship with the COMH by assessing its current practices regarding outcomes development, data collection, and reporting. Our initial reactions are summarized below.

- Previous outcome statements submitted to the Ohio Commission on Minority Health for FY2009 were not written as measureable outcomes which made it difficult to determine appropriate outcome metrics and data collection tools.
- Although activities of the COMH appeared to be contributing to achievement of the core competencies, the data collection processes requires modification and institutionalization within the organizational culture of CPH to ensure consistency in data collection.
- The COMH had developed a broad based and well respected Community Advisory Committee to guide its efforts.
- The activities of the COMH are well integrated into Columbus Public Health and support by executive leadership of the organization.

SUMMARY OF EVALUATION ACTIVITIES AND OUTCOMES

Core Competency	Evaluation Related Activities	Results/Outputs to Date
<i>Monitor and report health status of minority populations</i>	<ul style="list-style-type: none"> • COMH is monitoring 30% of Columbus Public Health programs to determine their level of contact and services to minority populations • CPH staff will report requested data to COMH on a quarterly basis beginning 3rd qtr 2009. 	<ul style="list-style-type: none"> • No data to report at this time
<i>Develop policies and plans to support health efforts</i>	<ul style="list-style-type: none"> • COMH researched other cities with ordinances to establish the local office of minority health 	<ul style="list-style-type: none"> • List of cities with ordinances and where the offices are located within city government
<i>Inform, Educate and Empower People</i>	<ul style="list-style-type: none"> • COMH provide information on Effective and Empowered Health Care Consumer Prgm • Offer trainings on the Effective and Empowered Consumer Program • Mass media advertisement/exposure 	<ul style="list-style-type: none"> • 66 total agency contacts regarding the program this year • 6 trainings scheduled; 5 conducted • Featured in the June issue of the Westside Community Health Advisory Committee Health



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	<ul style="list-style-type: none"> • COMH marketing and display materials developed/refined 	<p>Information and News newsletter. Participated in a live radio show on 106.3 fm "It's all About Health"</p> <ul style="list-style-type: none"> • 18,230 stakeholders reached via COMH marketing efforts display setup or outreach efforts (Jan-June 2009)
<i>Mobilize community partnerships</i>	<ul style="list-style-type: none"> • Health Advisory Committee recruited and oriented • Health Advisory Committee works with the REEP evaluator to develop goals and objectives for 2010 • COMH continues to work with the 3 neighborhood health advisory committees. 	<ul style="list-style-type: none"> • members of committee attended each quarterly meeting • Goal and objectives established and submitted to OCMH • Foundational work completed toward a 4th advisory committee in North quadrant of city

* Several other program activities occurred in support of the 4 Core Competencies. In many cases, the outcomes of these efforts are not available to report at this point.

FUTURE EVALUATION ACTIVITIES

We have begun working with the COMH to revamp their entire evaluation system which should increase our ability to provide more quantitative data measures in future reports. In order to facilitate the evaluation process we have recommended the following learning questions to undergird the evaluation process. In essence, the learning questions seek to answer the inquiry, "What do we want to learn from our evaluation activities." In many cases, the learning questions are *process* measures and are in addition to those outcome measures articulated in the evaluation plan submitted with the continuation application.

The following pages documents both the learning questions developed for the evaluation process as well as the previously submitted FY2010 Goals and Outcomes.



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Columbus Office of Minority Health

Evaluation Learning Questions

COMH Competency 1: Monitor and report health status of minority populations

1. What data points/sources most accurately depict the health status of the targeted minority populations? (I.e. mortality rates, morbidity, incidence in relation to white population, etc.)
2. What is the most effective ways to report the health status of our target minority populations? (I.e. format, method, frequency, etc.) Should our reporting methods vary based on receiver of the information?

COMH Competency 2: Inform, Educate, and Empower People

1. In what ways do our target populations prefer to receive information in order to make informed decisions about their health?
2. What key messages and information points are essential to the education and empowerment of the target population regarding their health? What key messages and methods resonate among target populations?
3. What strategies exist (current or future) to empower minorities to make informed decisions about their health? Do any strategies prove more effective than others?

COMH Competency 3: Mobilize community partnerships and actions

1. What community partnerships are necessary for our success and what expectations do we have for these partnerships?
2. What is the most effective use of our Minority Health Advisory Board in creating, sustaining, and evaluating community partnerships?
3. What strategies are necessary to recruit partners from culturally and ethnically diverse communities?
4. What unique or innovative approaches did we employ that solidify or strengthen our community based partnerships?

COMH Competency 4: Develop policies and plans to support health efforts

1. Do current policies exist that limit our ability to provide culturally competent services to our target population?



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2. What lessons have we learned that led to new policy development or policy changes? Who should develop the policy and who should have authority for its implementation?
3. How do our current efforts support long term efforts to eliminate minority health disparities in Central Ohio?

General

1. Has the work of the Columbus Office of Minority Health been efficient and effective based on our outcome measures?
2. Are our current efforts in line and support of our long range vision for the Columbus Office of Minority Health?



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**Columbus Office of Minority Health
FY 2010
Goals and Outcome Statements**



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**Goals and Outcome Statements
FY 2010**

FY2010 Goal: *The COMH will utilize collaboration with other entities to collect and report data about the health status of minority populations. (Core competency 1: monitor health status).*

Outcomes of Proposed Goal
Initial: <ul style="list-style-type: none"> ▪ Community stakeholders will better understand the status of minority populations regarding the targeted health conditions and disparities.
Intermediate: <ul style="list-style-type: none"> ▪ Local delivery and design of health services will be based on accurate and relevant minority health status data.
Long-Term: <ul style="list-style-type: none"> ▪ Local service delivery systems deliver more appropriate, relevant services to minority populations to eliminate identified disparities.

Activities

- COMH will obtain data from traditional local data sources, i.e., CPH Office of Surveillance & Assessment, Access Health Columbus and the Ohio Department of Health



FY 2010 Goal: *By June 30, 2010, COMH will inform, educate, or empower at least 400 residents through increased understanding of the role of the COMH, local minority health status data, or access to resources. (Core competency 2: inform, educate, empower).*

Outcomes of Proposed Goal
Initial: <ul style="list-style-type: none"> ▪ More community stakeholders will become aware of the COMH, its mission and the resources it provides.
Intermediate: <ul style="list-style-type: none"> ▪ Community stakeholders will better understand local minority health status and availability of community resources.
Long-Term: <ul style="list-style-type: none"> ▪ Columbus residents will be empowered to make healthier choices through better and more accessible information and resources.



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Activities:

- COMH staff will work with Columbus Public Health staff in helping to identify and address disparities
- Create marketing collaterals that create a brand identity.
- Partner with community leaders and neighborhood groups to promote COMH as the “go to” resource on minority health issues/events.
- COMH will offer training around the issue of health literacy.
- COMH will maintain the website.
- COMH will work to purchase health education materials with a primary focus on minority populations.
- Develop community publications promoting activities and initiatives of the COMH
- COMH will complete a total of 12 community presentations to increase the awareness of the local office
- COMH will offer a total of 12 trainings on the Effective and Empowered Health Care Consumer Program
- Engage in outreach through meetings with community groups in each of the minority settings to plan and implement trainings.



FY 2010 Goal: *By June 30, 2010, COMH will effectively develop or mobilize at least 3 new individual, organizational, or system-based community partnerships to support the Core Competencies through its Minority Health Advisory Committee. (Core competency 3: mobilize community partnerships).*

Outcomes of Proposed Goal	
Initial:	<ul style="list-style-type: none"> ▪ Community partners will better understand the role of the Columbus Office of Minority Health and how to collaborate on projects.
Intermediate:	<ul style="list-style-type: none"> ▪ Representatives of community partners will actively participate on the Minority Health Advisory Committee.
Long-Term:	<ul style="list-style-type: none"> ▪ The Columbus Office of Minority Health will operate more efficiently and impact a broader range of the community through effective community partnerships.



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Activities:

- COMH staff will continue to identify members for the advisory committee that represent all four minority populations.
- COMH staff will draft an invitation letter for new potential committee members.
- COMH staff will set up a “pre-meeting” with new collaborating agencies to explain roles and responsibilities of the advisory committee.
- COMH staff will conduct a total of 4 quarterly health advisory committee meetings in 2010
- COMH staff will document all health advisory committee meetings through meeting minutes.
- COMH staff will present information to the health advisory committee through bi-weekly email communication and quarterly meeting updates.



FY 2010 Goal: *By June 30, 2010, COMH will inform at least 30 Community leaders (neighborhood leaders, health & human service organizations, businesses) about the presence of the Columbus Office of Minority Health and the services it provides. (Core competency #3: mobilize community partnerships and actions).*

Outcomes of Proposed Goal	
Initial:	<ul style="list-style-type: none"> ▪ More community leaders will become aware of the COMH, its mission and the resources it provides.
Intermediate:	<ul style="list-style-type: none"> ▪ Community leaders will better understand local minority health status and availability of community resources.
Long-Term:	<ul style="list-style-type: none"> ▪ Columbus leaders will be enthusiastic partners, advocates, or service providers within their communities on issues of minority health.





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FY 2010 Goal: *By June 30, 2010, COMH will build the Cultural Competency of at least 50% Columbus Public Health employees and 3 partner organizations to better understand, interpret, and react to the unique needs of diverse communities in Central Ohio. (Core competency 3: mobilize community partnerships).*

Outcomes of Proposed Goal
<p>Initial:</p> <ul style="list-style-type: none"> ▪ Columbus Public Health and partner organizations’ staff will become more aware of culture and use this awareness to build better understanding of their consumers.
<p>Intermediate:</p> <ul style="list-style-type: none"> ▪ Columbus Public Health and partner organizations will design or modify and deliver more appropriate services based on increased cultural awareness and sensitivity to minority populations in Central Ohio.
<p>Long-Term:</p> <ul style="list-style-type: none"> ▪ Columbus Public Health and partner organizations will provide culturally competent services to diverse consumers in Central Ohio.

Activities:

- Provide ongoing education and training surrounding the issue of cultural competency
- COMH staff will work with individual internal departments
- COMH staff will orient new staff members to cultural competence training
- COMH staff will develop orientation materials related to cultural competency
- COMH staff will encourage all staff to participate in cultural competence training
- COMH will provide (upon request) the above trainings to partnering agencies that work in minority settings
- COMH will provide daily interpreting services for clients
- COMH staff will ensure that clients receive useful and appropriate information relevant to diversity in the workplace
- COMH will adhere to the requirements for compliance with Title VI of the Civil Rights Act of 1964
- COMH will maintain a relationship with each of the interpreting agencies to ensure quality services





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FY 2010 Goal: *By June 30, 2010 the Columbus Office of Minority Health will have an ordinance which will be presented to Columbus City Council (Core Competency 4: develop policies and plans to support health efforts).*

Outcomes of Proposed Goal
<p>Initial:</p> <ul style="list-style-type: none"> ▪ The Columbus Office of Minority Health will better understand and articulate the need for a City Council ordinance to support minority health.
<p>Intermediate:</p> <ul style="list-style-type: none"> ▪ Local minority health stakeholders and elected officials will better understand and support the need for institutionalizing an office of Minority Health through legislative action.
<p>Long-Term:</p> <ul style="list-style-type: none"> ▪ The minority health status of Columbus area residents will improve through better coordination, monitoring, consumer education and empowerment, and community partnerships by an institutionalized (permanent) Columbus Office of Minority Health.

Activities

- By September 30, 2009 COMH will have completed a draft of an ordinance and provide that information to the COMH Advisory Committee within the bi-weekly email for suggestions and comments.
- By November 30, 2009 COMH will have presented the draft ordinance to the Health Advisory Committee during their quarterly meeting as an agenda item.
- By January 29, 2010 COMH will have a second draft completed with the advised changes from the Health Advisory Committee and present to Columbus Public Health Commissioner for review.
- By March 31, 2010 COMH will have a third draft completed with the advised changes from the Columbus Public Health Commissioner and present to the Columbus Public Health Board of Health.
- By June 30, 2010 COMH will have an established ordinance that will be presented to Columbus City Council.



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CONCLUSION

The Columbus Office of Minority Health is supporting the overall vision and strategic direction of the Ohio Commission on Minority by working to better understand and address local health disparities. By engaging the REEP Evaluator late in the fiscal year, the grantee was not as prepared to submit an evaluation report based on consistent quantitative and qualitative data despite their aggressive programming efforts. We are confident that within the 1st quarter of the new fiscal year the office will be able to better track, understand and analyze data specific to the 4 Core Competencies. We thank you for your understanding in this matter.

Sincerely,

A handwritten signature in black ink that reads 'Mataryun' followed by a stylized flourish.

Mataryun "Mo" Wright, M.P.A.
RAMA Consulting Group, Inc.