



# Pan American Health Organization

Regional Office for the  
World Health Organization

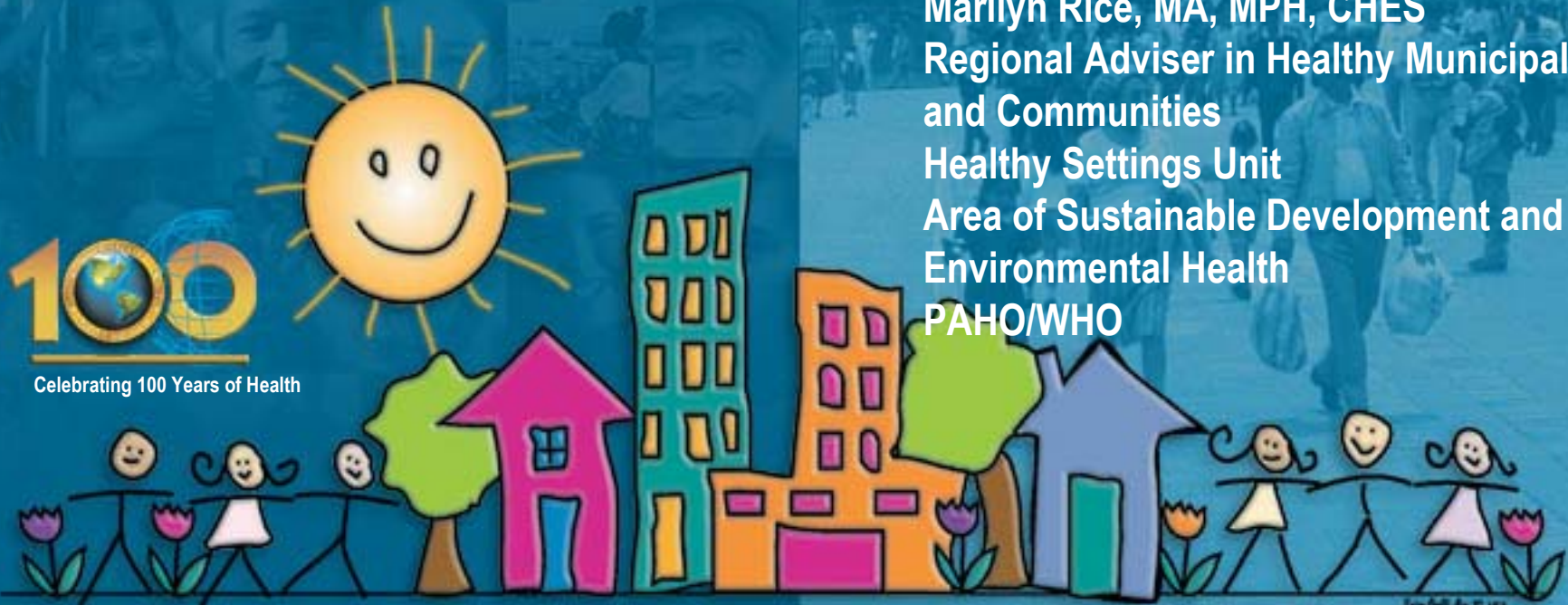


# Building Evaluation Capacities in the Americas

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Celebrating 100 Years of Health





# OVERVIEW OF PRESENTATION

- PAHO Working Group since 1999
  - Policy document – advocacy
  - Participatory Evaluation Guide: tools and resources for countries. Support for applied research in various countries through Working Group.
- Methodology for Rapid Evaluation in HP (COL, CDC)
- Methodology for HP Economic Evaluation (CANADA, COLOMBIA, CUBA, CDC)
- Next steps: advocacy activities, capacity building materials and workshops, & construction of data base





# PAHO WORKING GROUP ON HP EFFECTIVENESS

- 1999 initial PAHO meeting on evaluation of HMCs in the Americas
- Goal of the initiative: measure effectiveness of HMC strategy and contribute to global evidence of effectiveness of HP
- Evaluation working group established in 2001
- Annual meetings and continual communication





## WHAT IS THE HEALTHY MUNICIPALITIES AND COMMUNITIES (HMC) STRATEGY?

- Promote health, together with people and communities, in settings where they study, work, play, love, and live
- Establish and strengthen a social pact among local authorities, community organizations, and public and private sector institutions
- Use local planning and social participation in management, evaluation, and decision-making

A municipality begins the *process* of becoming healthy when its political leaders, local organizations, and citizens commit themselves to improving the health and quality of life of all of its inhabitants





## ESSENTIAL ELEMENTS

- Build public commitment to improve quality of life
- Ensure and strengthen community participation during the planning, implementation, and evaluation phases
- Develop a strategic plan to overcome obstacles and threats
- Build consensus and form partnerships through various networks and projects
- Encourage Leadership and Participation of all social sectors including the health sector
- Formulate healthy public policies at the local, regional, and national levels
- Conduct ongoing monitoring and evaluation to track and assess the progress of the initiative





# BASIC VALUES OF PAHO HMC EVALUATION INITIATIVE

- Equity in health
- Empowerment
- Diversity
- Solidarity





# TWO MAIN PRODUCTS OF PAHO WORKING GROUP ON HMC EVALUATION

- Advocacy document for decision makers to include evaluation of HP among their priorities and in their budgets (up to 10%)
- Guide for Participatory Evaluation of HMC initiatives





# ADVOCACY DOCUMENT (1)

Objective: Develop recommendations that are geographically relevant and that advocate for HP

Content:

- Five recommendations for political leaders (i.e. recognizing that HP is fundamental to achieving health for all and equity)
- Five recommendations for HP practice (i.e. support for multiple evaluation methods, designation of 10% of HP resources to evaluation)





## ADVOCACY (2)

- **Audience**: National, regional and local decision-makers and policy-makers.
- **Evaluation**: solicitation of feedback on the materials as they are utilized in countries





# PARTICIPATORY EVALUATION GUIDE (1)

- **Objectives**: Offer a simple and easy-to-use guide to support people working in HMC initiatives in the Americas in their evaluations
- **Content**: A participatory evaluation framework to evaluate HMC initiatives; a process with steps and activities, tools and support resources; link to PALTEX PLP guide; focus on changes in 5 basic HMC pillars, physical and material conditions, community conditions and individual results





# PARTICIPATORY EVALUATION GUIDE (2)

- **Audience**: People working with HMCs that are interested in evaluating their activities and initiatives
- **Evaluation**: The working group has defined a three-tiered evaluation strategy to evaluate the usefulness and efficacy of the Resource Kit
  - Let all flowers bloom, with questionnaire
  - Facilitated introduction
  - Research protocol and follow-up





# FIVE MAIN HMC PILLARS

- Building healthy public policies
- Promoting social participation from all sectors and walks of life
- Creating sustainable initiatives
- Incorporating collaboration from multiple sectors and partners
- Creating systems changes through process and outcome modifications





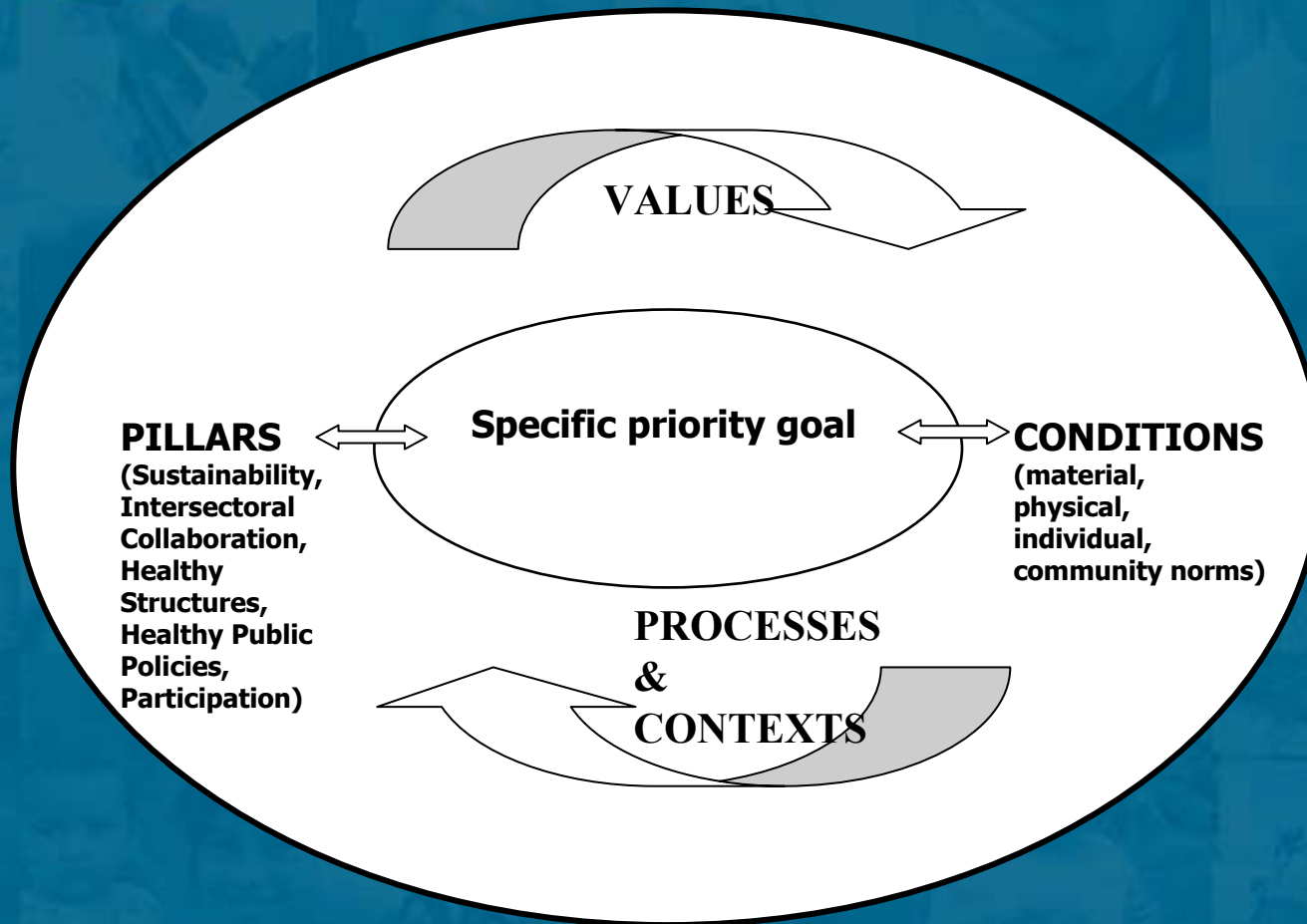
## Processes & Context

- Fundamental in order to understand the HMC strategy, its repercussions, way things happen and how to improve them.
- Explain WHAT happened, HOW and WHY something happened or is happening in the community.
- Explain how the different contexts interact and influence the achievement of the desired results or changes.





# HMC Evaluation Domains





# Participatory Evaluation Process in HMC Context

## Evaluation Preparation

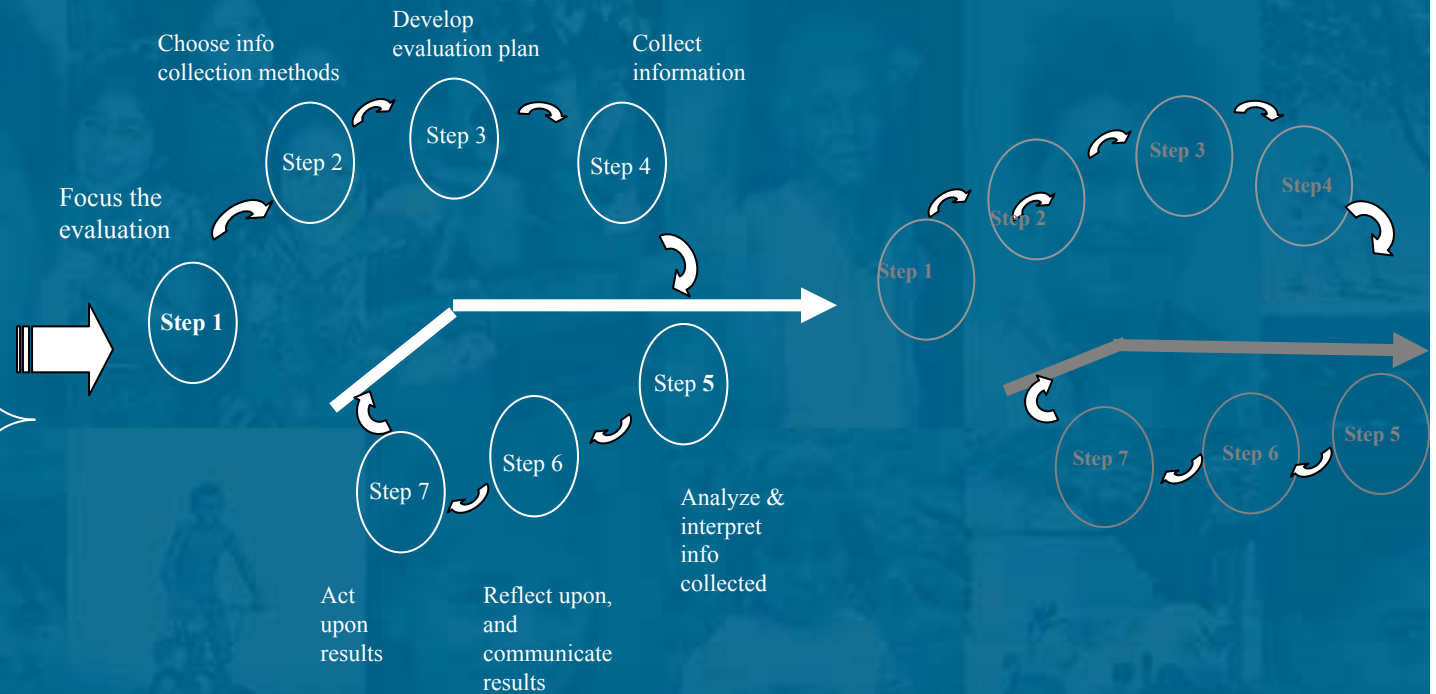
**PREPARATION 1**  
IC establishes  
Evaluation  
Subcommittee

**PREPARATION 2**  
Workshop with IC and  
ES to  
- review/create history  
- review HMC vision,  
goal, objectives and  
activities

**PREPARATION 3**  
Orientation of  
Evaluation  
Subcommittee

## Participatory Evaluation Phase

## Subsequent Evaluation Cycles





# HMC Logical Framework

Other factors can affect (positively or negatively) the initiative (context, politics, culture, other initiatives, social norms, socioeconomic factors, stage of development, etc)



**What you have available and what you plan to do**

## RESOURCES

- Time
- Money
- Partners
- Equipment
- Material
- Facilities

## ACTIVITIES

- Communication
- Advocacy
- Negotiation
- Planning Meeting

**What you hope to (or may) see happen**

## OUTCOMES

Anticipated and unintended changes in the following:

### 5 HMC pillars

- Social Participation
- Healthy Public Policy
- Sustainability
- Intersectoral Collaboration
- Healthy Structures and Governance

### Conditions

- Material and Physical
- Individual Conditions
- Community Capacity and Norms

Specific HMC priority area(s)

HMC Values

## GOAL

Continuous, Sustainable process to be a Healthy Municipality/Community

Supportive conditions for health and quality of life in the following areas:  
 Environment  
 Society  
 Economy  
 Politics/  
 Governance





## **METHODOLOGY FOR RAPID EVALUATION IN HP**

- **CEDETES, PAHO, UIPES**
- **Certain level of advancement of initiatives**
- **Responds to specific needs at certain moments in time**
- **Virtual preparation and follow-up**





# METHODOLOGY FOR HP ECONOMIC EVALUATION

- CANADA, COLOMBIA, CUBA, PAHO, CDC
- Quantitatively look at value added and at costs of HP initiatives
- Model being finalized in two languages
- Revisions and introduction of use on wider scale





# **PAHO TECHNICAL COLLABORATION TO STRENGTHEN EVALUATION CAPACITIES IN COUNTRIES (1)**

- Meetings, workshops and conferences that promote evaluation of HMC strategy and country examples and achievements
- Support countries in developing national and local evaluation plans of HP, HMC, HPS, HH
- Develop, share and adapt tools, state-of-art information and materials and best practices
- Train national and local authorities and representatives of multiple sectors & NGOs





# PAHO TECHNICAL COLLABORATION TO STRENGTHEN EVALUATION CAPACITIES IN COUNTRIES (2)

- Support development of cooperation among countries (TCC)
- Work with and through Collaborating Centers (current and developing)
- Maintain existing and create new networks (HMC, HPS, HH)
- New publications in process (evaluation a la EURO, communications, urban health in 9 cities, empowerment case studies, guide for mayors on MDGs, HPS guidelines in: certification & credentialing, organization & management of networks, training, development of educational materials, protective & risk factor surveillance, and curricula reform)





# **FUTURE PAHO TECHNICAL COLLABORATION (1)**

- Continue to develop/adapt tools for countries to plan, implement, monitor and evaluate (including BRFS and other methods for behavioral risk surveillance)
- Build local and national capacities and create an on-line distance education resources
- Support sub-regional centers of excellence with varying expertise
- Make the VLM available throughout the Region
- Support and facilitate publication in peer review journals





# **FUTURE PAHO TECHNICAL COLLABORATION (2)**

## **WHO-IUHPE Global Project on HP Effectiveness**

- Measure effectiveness of HP and HMC with ORLA and NARO**
- Contribute to data base on global evidence of effectiveness of HP**





**THANK YOU**

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