Measuring the Impact of World Elder Abuse Awareness Day through Logic Modeling

Dr. Karen Stein in conversation
with Mary Twomey

Housekeeping

- Please mute your telephone line
- Please ask questions or make comments as we go along in the Chat box
- We will be using the Poll feature
- The slides will be available after the event
- We will send a survey to you after the event. Thank you, in advance, for filling it out and returning it. It will be anonymous.

ACL's Vision for Elder Justice

A comprehensive, multidisciplinary system
that effectively supports
older adults and adults with disabilities
so they can exercise their right
to live where they choose,
with the people they choose, and
fully participate in their communities
without threat of
abuse, neglect, or financial exploitation.

ACL's Elder Justice Portfolio

Legal Services

- Title III-B
- Model Approaches to Legal Assistance
- National Center for Law & Elder Rights

Income Security

- Pension Counseling Projects
- Pension Rights Center

APS

- State Grants to Enhance APS
- Voluntary Consensus Guidelines for APS
- NAMRS
- National APS Resource Center

LTC Ombuds-man

- Office of the Nat'l LTC Ombudsman
- LTC Ombudsman Resource Center

Elder Abuse

- Title VII
- EJ Innovation Grants
- Late Life Domestic Violence
- Elder Abuse Prevention Grants
- NCEA
- World Elder Abuse Awareness Day

World Elder Abuse Awareness Day

- Was launched on June 15, 2006 by the International Network for the Prevention of Elder Abuse (INPEA) and the World Health Organization at the United Nations
- Provides an opportunity for communities to promote a better understanding of the cultural, social, economic and demographic processes affecting elder abuse and neglect
- In support of the United Nations International Plan of Action acknowledging the significance of elder abuse as a public health and human rights issue
- Serves as a call-to-action for individuals, organizations, and communities to raise awareness about elder abuse, neglect, and exploitation

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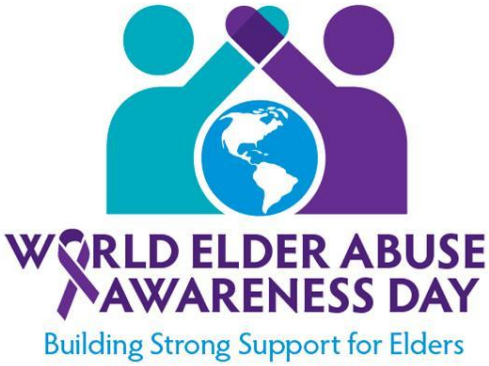
The Impact of WEAAD

- Our field's only long-standing, sustained public awareness prevention intervention
- Costs are substantial and widely distributed
- So we can safely say that the impacts of all these activities are…….



The Impact of WEAAD?

UNKNOWN!!

Why Evaluate?

- Isn't it enough to know that hundreds of communities around the world participate?
- Do we really gain anything by evaluating the outcomes—that is the impact—of WEAAD?

Session Goal: Provide an introduction to building a logic model for planning and evaluating WEAAD activities

- OBJECTIVE
  - Participants will become familiar with the components of a logic model as a first step in evaluating outcomes
- DESIRED OUTCOMES
  - 50% of Participants will develop and use a logic model for planning their 2018 WEAAD programs
  - 25% of Participants will actively collect data to measure the impact of their WEAAD programs

What's important about the previous slide?

- Program goals
  - The big picture: what is the program all about?
- Objectives
  - What do you want your participants to walk away with?
- Outcomes
  - What changes will occur because of this program?

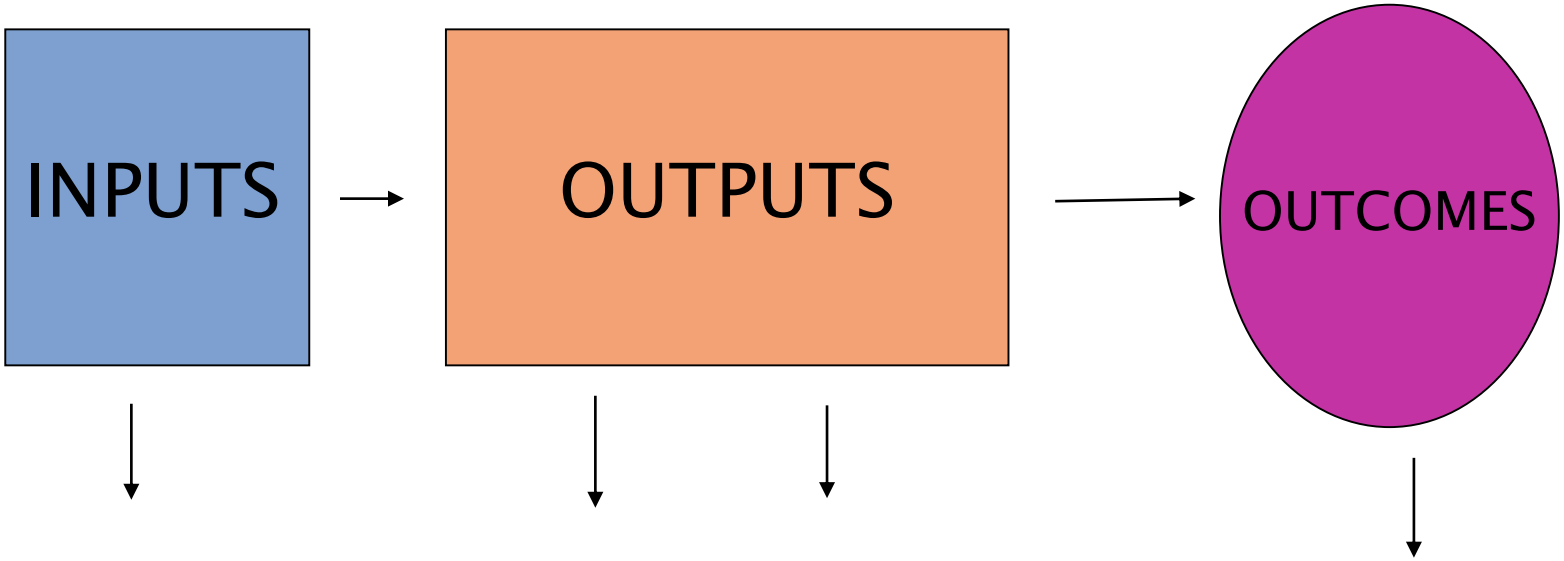
OUTCOMES

- How has your program/training/project made a difference in the lives of the participants?
- How has your program/training/project changed behavior/practices?
- How do you know if you've succeeded?
- *How do you know that what you're doing is really making a difference?*

OUTCOMES

- Different from:
  - how many clients served
  - how many people attended a program
  - how many people found your materials useful
  - whether a team or new service was established

Basic Components of the Logic Model



Resources you need to put on the program

What you will do (activities)

Who and how many people trained/how many and what type materials distributed etc.

Changes that occurred because of your program (could include targets and indicators)

The Most Important Step

Writing your outcomes statements!

- These are what make an outcome measurable.
- If your outcomes aren't measurable, it will be very difficult to "prove" impact.

Characteristics of Effective Outcomes Statements

- Focus on the change that you want to happen because of your program
- Observable/Measurable—Use Action Words
- Clear- no “fuzzy” terms
  - Demonstrate knowledge (how?)

Example of Logic Model for Outcomes of Community WEAAD Activity

Inputs	Outputs: Activities and Participation	Measurable Outcomes: Short (immediately after)	Measurable Outcomes: Medium (3-6 months after)	Measurable Outcomes: Long-term (9-12 months after)
Physical place for Fair Supplies and equipment Expertise to produce publicity Volunteers and professionals to staff information and risk assessment booths and conduct programs Booths, tables, chairs, display spaces Funds/donations to mount event	10 Risk assessment booths staffed by 10 professionals 100 risk assessments completed 2500 copies of printed information distributed 1500 individual attendees at Fair	100 new Sign-ups to participate in elder abuse awareness related community activities 25% increase in calls to elder abuse reporting hotlines New identifications of those at risk or in need of interventions	100 Visitors to WEAAD website who click to volunteer in community activities Those identified at risk or in risk are provided with appropriate services Formations of 10 new support groups	Improved conditions for those identified at risk or in need Three regulations enacted for greater protections and avenues of redress Support groups persist over time

Plan to Measure during the Event Planning Process

- If you don't pre-plan how you're going to collect outcomes data, you won't have outcomes data!
- Decide upon your procedures up-front and write them down

Think About and Make a Plan:

- What data/information will be collected for *each* outcome? (names and contact info always a good place to start)
- Who will collect it?
- How will you collect it?
- When will you collect it?
- What will you do with it?

Consider:

Is it practical to get that data? If so, when?

- Cost?
- Who will do it?
- What kind of time commitment can you free up?
- When does it make sense to collect data for each outcome?
  - Before/after program?
  - 6 months later?
  - 12 months later?

Data Sources

- Anecdotes
- Surveys/feedback forms/questionnaires
- Observation
- Participant Projects
- Other organizations' records or information (have pre-agreements)

Who Cares About Evaluation?

- Funders!
- New Partners
- Funders!
- You (unless you have unlimited resources)
- Funders!

Prove the Value of WEAAD

Imagine if we had a national measure of the impact of WEAAD……

Elizabeth Podnieks: " Because of WEAAD more people know and understand what elder abuse is, there is more recognition of human rights, more research, education, advocacy and policy development."

That's a powerful statement. Let's make it more powerful by proving it's true.

Now let's practice

- In a second you will see a poll question and some multiple choice answers appear on your screen
- Select the answers that you think are correct
- At least one choice doesn't fit
- Hit submit to send your answers (it's anonymous)

Building a Logic Model: Educational Workshop

Inputs	Outputs	Measurable Short and Medium-term Outcomes	Measurable Long-term Outcomes
WEAAD Educational workshop for the public • Funding • Expertise to produce publicity • Room, chairs, tables, etc. • Speaker • Community and organization volunteers • Refreshments	50 people attended the workshop 13 community organizations staffed resource tables 250 copies of elder abuse brochure distributed	Increased knowledge of risk factors and where to call for help 10% increase in calls to elder abuse hotline New money raised for Elder Shelter	15% increase in volunteers to become LTC Ombudsman 15% increase in calls to elder abuse hotlines Policy makers introduce new legislation to protect seniors Improved services for EA victims

Building a Logic Model: Press Conference

Inputs	Outputs	Measurable Short and Medium-term Outcomes	Measurable Long-term Outcomes
WEAAD Public Awareness event – Press conference • Speakers • Press release • Public figures and press with interest in elder abuse • Room, chairs, podium, etc. • Write speech	100 people attended the press conference 100 people received a press kit	10% increase in calls to elder abuse hotline 5% increase in new followers on social media 1 television station covered it and 2 news-papers ran stories about it	10% increase in people volunteering to be a LTC Ombudsman Your program receives new funding from a foundation in attendance at the press conference Your program is invited to join a city anti-violence taskforce

Contact Information

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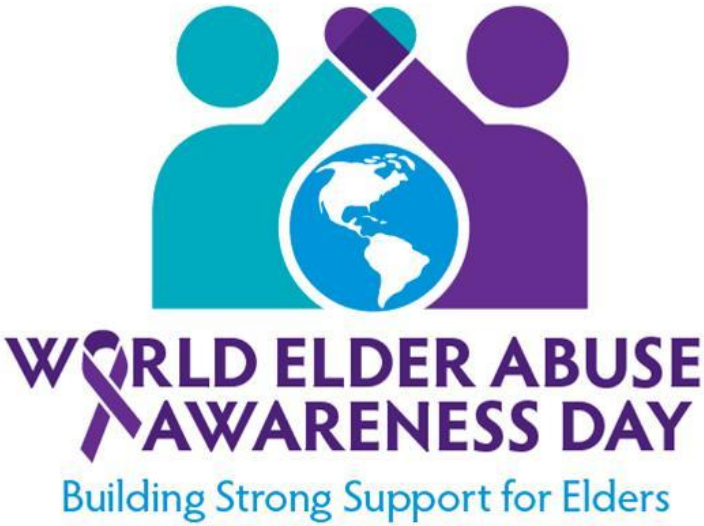
Thank you for participating!



- National Center on Elder Abuse: eldermistreatment.usc.edu/weaad-home/
- International Network for the Prevention of Elder Abuse: www.inpea.net/
- National Committee for the Prevention of Elder Abuse: www.preventelderabuse.org