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

Karen Stein, Ph.D.
University of Delaware
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

**INPUTS**
- Resources you need to put on the program

**OUTPUTS**
- What you will do (activities)
- Who and how many people trained/how many and what type materials distributed etc.

**OUTCOMES**
- 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

<table>
<thead>
<tr>
<th>Inputs</th>
<th>Outputs: Activities and Participation</th>
<th>Measurable Outcomes: Short (immediately after)</th>
<th>Measurable Outcomes: Medium (3-6 months after)</th>
<th>Measurable Outcomes: Long-term (9-12 months after)</th>
</tr>
</thead>
</table>
| Physical place for Fair Supplies and equipment | 10 Risk assessment booths staffed by 10 professionals  
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 | 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!
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

<table>
<thead>
<tr>
<th>Inputs</th>
<th>Outputs</th>
<th>Measurable Short and Medium-term Outcomes</th>
<th>Measurable Long-term Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>WEAAD Educational workshop for the public</td>
<td>50 people attended the workshop</td>
<td>Increased knowledge of risk factors and where to call for help</td>
<td>15% increase in volunteers to become LTC Ombudsman</td>
</tr>
<tr>
<td>• Funding</td>
<td>13 community organizations staffed resource tables</td>
<td>10% increase in calls to elder abuse hotline</td>
<td>15% increase in calls to elder abuse hotlines</td>
</tr>
<tr>
<td>• Expertise to produce publicity</td>
<td>250 copies of elder abuse brochure distributed</td>
<td>New money raised for Elder Shelter</td>
<td>Policy makers introduce new legislation to protect seniors</td>
</tr>
<tr>
<td>• Room, chairs, tables, etc.</td>
<td></td>
<td></td>
<td>Improved services for EA victims</td>
</tr>
<tr>
<td>• Speaker</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
# Building a Logic Model: Press Conference

<table>
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<th>Measurable Long-term Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>WEAAD Public Awareness event – Press conference • Speakers • Press release • Public figures and press with interest in elder abuse • Room, chairs, podium, etc. • Write speech</td>
<td>100 people attended the press conference 100 people received a press kit</td>
<td>10% increase in calls to elder abuse hotline 5% increase in new followers on social media 1 television station covered it and 2 newspapers ran stories about it</td>
<td>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</td>
</tr>
</tbody>
</table>
Contact Information

- Karen Stein, Ph.D. – kstein@udel.edu
- Mary Twomey, MSW – mary.twomey@acl.hhs.gov
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