Session Outline

Performance measurement definition and purpose
Public Health AmeriCorps performance measure requirements
Public Health AmeriCorps Performance Measure Instructions
Best practices
Designing an example measure
Resources
Performance Measurement

Ongoing, systematic process of tracking your project outputs and outcomes

**Outputs:** Amount of service provided
(number of people/organizations/other entities served)

**Outcomes:** Changes or benefits that occur
- Can be changes in individuals, organizations, communities, or the environment
- Typically include changes in **knowledge, attitude, behavior, or condition**
- Must have a logical connection to the service activities and be aligned with outputs
Purpose of Performance Measurement

Recognition of progress
- Collect reliable information about the intervention’s implementation and progress toward outcomes

Accountability to funders and stakeholders
- Communicate achievements in a meaningful and objective way

Program improvement
- Spot and correct problems
- Strengthen the intervention
- Determine where to allocate limited resources
How AmeriCorps Uses Performance Measures

National Performance Measures
• Tell the story of the collective accomplishments of national service programs
• Provide shared language for outputs and outcomes that multiple programs have in common
• Cover all AmeriCorps focus areas
  o Public Health AmeriCorps: Healthy Futures and/or Capacity Building
Public Health AmeriCorps
Performance Measure Requirements

At least one aligned performance measure (output paired with outcome) connected to primary intervention

Must select from designated National Performance Measures in the Healthy Futures or Capacity Building focus areas

Should be paired with system-defined intervention categories where possible
  - If the intervention categories in the Performance Measure Instructions aren’t the right fit, you can select others or create your own
Performance measures (and primary intervention) must focus on community impact: the people/organizations/other beneficiaries served by AmeriCorps members

- Member-focused outputs and outcomes (e.g., public health workforce development) are reported separately as Performance Data Elements in annual progress reports:
  - Number of AmeriCorps members recruited from the geographic or demographic communities the program operates
  - Number of AmeriCorps members with increased knowledge about public health
  - Number of AmeriCorps members who remain in the public health field post-service

Performance measures must reflect significant activities in applicant’s Theory of Change
- No need to capture all program activity in performance measures
Public Health AmeriCorps Performance Measure Instructions

Summarize performance measure requirements for Public Health AmeriCorps grants, including list of allowable measures.

Show selection rules and instructions for each National Performance Measure.

Include helpful appendices:
- MSYs and member allocations tutorial (Appendix A)
- Performance Measure Checklist (Appendix B)
- FAQs (Appendix C)

Linked from main NOFO webpage


Funding Announcement, Mandatory Supplemental Information, and Application Instructions

2022 Public Health AmeriCorps Notice of Funding Opportunity (PDF)
2022 Public Health AmeriCorps Mandatory Supplemental Information (PDF)
2022 AmeriCorps State and National Application Instructions (PDF)
Diversity Questionnaire DRAFT.008.xlsx

Performance Measure Instructions

2022 Public Health AmeriCorps Performance Measure Instructions (PDF)
Best Practices: Performance Measure Design

• Select performance measures that fit your program design and theory of change, not vice versa
• Read the instructions
• Less = more: limit performance measures to significant program activities
• Use only National Performance Measures specified in the Public Health AmeriCorps Performance Measure Instructions
• Use system-defined intervention categories when possible (but other interventions are allowable)
Best Practices: Performance Measure Design

- Clearly define terms and ensure they are meaningful
- Choose outcome measures that are ambitious but realistic
- For outcomes that require participant follow-up, set targets that take into account response rate attrition
- Use pre-post assessments when possible
- Use numerical targets, not percentages
Best Practices: Performance Measure Design

• Select data collection instruments that are valid (measure what they are supposed to measure) and yield consistent and accurate results
• Choose data collection instruments that are accessible and yield timely data
• Allocate sufficient resources toward data collection efforts: money, time, personnel, training, storage
Designing a Measure: Public Health

The HealthyCorps Program is requesting six half-time AmeriCorps members to lead small-group health education programs for elementary students at area community centers. The primary short-term goal of the program is to improve children’s understanding of healthy eating habits, with the longer-term goal of improved health during their teen years.

Each AmeriCorps member will meet with different groups of 5-8 children after school each day for about 30 minutes each over a period of 8 months, using a nutrition education curriculum developed by a consortium of state and local public health agencies. Members will also recruit volunteers to help community centers expand health-focused physical activities in their afterschool programs.
Step 1: Identify Service Activity/ies

The HealthyCorps Program is requesting six half-time AmeriCorps members to lead small-group health education programs for elementary students at area community centers. The primary short-term goal of the program is to improve children’s understanding of healthy eating habits, with the longer-term goal of improved health during their teen years.

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Step 2: Choose the Right Measure(s) and Intervention(s)

<table>
<thead>
<tr>
<th>Focus Area</th>
<th>Objective</th>
<th>Selection Rules</th>
<th>Outcomes</th>
<th>Interventions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthy Futures</td>
<td>Access to Care</td>
<td>H4A: Number of individuals served</td>
<td>H17: Number of individuals with increased health knowledge</td>
<td>Outreach</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>H18: Number of individuals reporting a change in behavior or intent to change behavior to improve their health</td>
<td>Education/Training</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>H19: Number of individuals with improved health</td>
<td>Referrals</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>H20: Number of individuals with improved access to medical care</td>
<td>Medical Services</td>
</tr>
<tr>
<td>Capacity Building</td>
<td>Capacity Building &amp; Leverage</td>
<td>G3-3.4: Number of organizations that received capacity building services</td>
<td>G3-3.10A: Number of organizations that increase their efficiency, effectiveness, and/or program reach*</td>
<td>Counseling/Coaching</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Opioid/Drug Intervention</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Navigation of Services</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>COVID Response</td>
</tr>
</tbody>
</table>

Primary service activity: nutrition education

Secondary service activity: volunteer recruitment to expand health-focused afterschool programming
### Step 2: Choose the Right Measure(s) and Intervention(s) (continued)

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</table>
Step 3: Study the Instructions for Each Measure

Read the Performance Measure Instructions for each measure to make sure the program can meet the requirements.

<table>
<thead>
<tr>
<th>H4A (output)</th>
<th>Number of individuals served</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Definition of Key Terms</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Individuals</strong>: recipients of AmeriCorps-supported services related to improving health-related outcomes</td>
<td></td>
</tr>
<tr>
<td><strong>Served</strong>: substantive engagement of individuals with a specific health-related goal in mind. Cannot consist solely of mass dissemination of information such as email blasts, social media posts, or distributing pamphlets.</td>
<td></td>
</tr>
<tr>
<td><strong>How to Measure/ Collect Data</strong></td>
<td>Tracking mechanism that ensures an unduplicated count of individuals who have received services</td>
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### Step 3: Study the Instructions for Each Measure (continued)

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<th>H17 (outcome)</th>
<th>Number of individuals with increased health knowledge</th>
</tr>
</thead>
<tbody>
<tr>
<td>Definition of Key Terms</td>
<td><strong>Individuals</strong>: those reported in H4A, V1, V7A, or V8</td>
</tr>
<tr>
<td>How to Measure/Collect Data</td>
<td>Survey, test, or other instrument capable of measuring changes in knowledge at the individual beneficiary level. When possible, pre-post assessments should be utilized.</td>
</tr>
</tbody>
</table>

Applicants that cannot meet the requirements for a measure should not use it.
Step 4: Define All Terms Clearly

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HealthyCorps definition of “substantive engagement”: attending at least 4 health education sessions (equivalent to 1 month of participation)
Step 4: Define All Terms Clearly (continued)

| H17 (outcome)                              | Number of individuals with increased health knowledge |
| Definition of Key Terms                     | **Individuals:** those reported in H4A, V1, V7A, or V8 |
| How to Measure/Collect Data                 | Survey, test, or other instrument capable of measuring changes in knowledge at the individual beneficiary level. When possible, pre-post assessments should be utilized. |

HealthyCorps definition of “increased health knowledge”: At 10% or greater increase in a child’s ability to identify healthy food choices.
Step 5: Calculate MSY and Member Allocations

Determine how many members, and what portion of members’ time (MSYs), will be devoted to:

A) Each focus area and objective
B) The specific activities captured by the performance measure*

Members can be counted toward more than one focus area/objective/activity; MSYs cannot

*Not all member activities need to be captured under performance measures
### Step 5: Calculate MSY and Member Allocations (continued)

HealthyCorps MSY and member allocations: 6 half-time members, 3.0 MSYs

#### A) Each focus area and objective

<table>
<thead>
<tr>
<th>Focus Area and Objective</th>
<th>Members</th>
<th>MSYs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthy Futures focus area, Access to Care objective (nutrition education)</td>
<td>6</td>
<td>2</td>
</tr>
<tr>
<td>Capacity Building focus area, Capacity Building and Leverage objective (volunteer recruitment)</td>
<td>6</td>
<td>1</td>
</tr>
</tbody>
</table>

#### B) The specific activities captured by the performance measure

<table>
<thead>
<tr>
<th>Activity</th>
<th>Members</th>
<th>MSYs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nutrition Education</td>
<td>6</td>
<td>2</td>
</tr>
</tbody>
</table>
Step 6: Set Output and Outcome Targets

Ambitious but realistic estimate of what can be accomplished in 1 program year

Outcome targets should relate logically to output targets

HealthyCorps targets:
• Output H4A: 150 students
• Outcome H17: 90 students
Step 7: Select Appropriate Instruments

Must meet criteria specified in the Performance Measure Instructions

• Output

| How to Measure/Collect Data | Tracking mechanism that ensures an unduplicated count of individuals who have received services |

• Outcome

| How to Measure/Collect Data | Survey, test, or other instrument capable of measuring changes in knowledge at the individual beneficiary level. When possible, pre-post assessments should be utilized. |

Must meet fundamental data quality standards

• Valid
• Accurate
• Consistent
• Complete
• Verifiable
Step 7: Select Appropriate Instruments (continued)

HealthyCorps output instrument:
• Sign-in sheets for each nutrition education session that capture each participant’s first and last name. Data from sign-in sheets will be transferred to Excel spreadsheets to track each individual child and the number of times they attended sessions.

HealthyCorps outcome instrument:
• Pre-post test with 20 multiple-choice questions asking children to select the healthiest food choices. This assessment was developed by the public health agency consortium to align with their nutrition education curriculum, and has been previously tested in other states. Children will take the pre-test during the first session, and the post-test will be given after 8 months or when the child leaves the program, whichever is sooner.
Step 8: Put it All Together

- Use eGrants Performance Measure Module
- Application Instructions explain how to enter information
Click the “Begin” button to add a new performance measure
Step 8: Put it All Together (continued)

Locate the focus area and objective connected to your primary service activity.
Step 8: Put it All Together (continued)

Check the box next to the intervention that matches your primary service activity.
Step 8: Put it All Together (continued)

Locate and select any secondary intervention(s)

- Volunteer Management
Assign your primary and secondary focus areas and interventions, then click “Next”
Step 8: Put it All Together (continued)

Enter the total MSYs for the project, then the number of MSYs and members connected to each focus area and objective.
Step 8: Put it All Together (continued)

Select the objective connected to your primary service activity.
Enter a logical title for the performance measure.
Step 8: Put it All Together (continued)

Summarize the community problem/need connected to the performance measure.
Select the primary intervention and any other intervention(s) connected to the performance measure, then select the relevant National Performance Measure output.
Step 8: Put it All Together (continued)

Select the relevant National Performance Measure outcome(s)

- H17. Number of individuals with increased health knowledge
- H18. Number of individuals reporting a change in behavior or intent to change behavior
- H19. Number of individuals with improved health
- H20. Number of individuals with improved access to medical care

Enter # of MSYs
0.0

Enter # of Members
0
Step 8: Put it All Together (continued)

Enter the number of MSYs and members connected to the performance measure.

<table>
<thead>
<tr>
<th>Outcomes</th>
<th>Access to Care</th>
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</table>

* Enter # of MSYs
  - 2

* Enter # of Members
  - 6
Summarize the service activity/ies connected to this performance measure.
Step 8: Put it All Together (continued)

Enter the Method, Instrument Description, and Target Number for the output.

Description of Interventions:
Each AmeriCorps member will meet with different groups of 5-8 children after school each day for about 30 minutes each over a period of 8 months, using a nutrition education curriculum developed by a consortium of state and local public health agencies.

Expand each output and outcome and enter data collection information.

Output: H4A: Number of individuals served

- **Select Method:** Tracking System

  Describe the specific instrument(s) you will use to measure the output or outcome. Include the title of the instrument(s), a brief description of what it measures and how it will be administered, and details about its reliability and validity if applicable.

- **Enter Instrument Description:** Sign-in sheets for each nutrition education session that capture each participant’s first and last name. Data from sign-in sheets will be transferred to Excel spreadsheets to track each individual child and the number of times they attended sessions.

- **Enter Target Number:** 150 (Unit of Measure: Individuals)
Step 8: Put it All Together (continued)

Enter the Method, Instrument Description, and Target Number for the outcome.
Step 8: Put it All Together (continued)

Mark the performance measure as Complete.
**Step 8: Put it All Together (continued)**

Check for your completed performance measure, then click Next.
Step 8: Put it All Together (continued)

Validate your performance measures
Step 8: Put it All Together (continued)

Success! All Performance Measures are valid. Please exit the performance measures section and go back to the main application.

Screen instructions:
- This page provides a summary of all the information you have entered in this module.
- To print the online summary, click "Print PDF for all Performance Measures".
- To print one performance measure, expand the measure and click "Print This Measure".
- Click "Edit Performance Measures" to return to the Performance Measure tab.
- Click "Edit Data Collection" to return to the Data Collection tab.
- Click "Validate Performance Measures" to validate the module prior to submitting your application.

Return to your grant application.
Resources

Public Health AmeriCorps Guidance Documents

- Notice of Funding Opportunity
- Performance Measure Instructions

Evaluation Core Curriculum: Implementing an Evaluation (Evaluation Resources | AmeriCorps)

- Basic Steps of an Evaluation
- Data Collection
- Managing an Evaluation

Email AmericorpsGrants@cns.gov with any questions about performance measure requirements for Public Health AmeriCorps