

PERSONALISED CARE FOR LONDON

SKILLS SHARE: Evaluating your project

The Social Prescribing Innovators Programme

 @SP_LDN

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Objectives:

- Understand how you might evaluate your project
- Have a go at mapping out some measures you might use
- Feel equipped to create a plan to evaluate with your team and share at the next board meet (26/27 Jan)
- Have time to work through issues through peer co-consulting

Item	Time
Welcome and purpose	5 min
What is evaluation, ToC recap	10 min
Mapping out your measures	10 min
Exercise – mapping out your measures	10 min
Feeding back to the group	15 min
Considerations, tips, questions	10 min
Break	10 min
Peer co-consulting group (2 breakout groups)	50 min

A way of summarising **what has happened and the effect of this**



Process evaluation



Impact evaluation

Why evaluate?

Share and communicate

- To describe the service and its activities
- To show others the impact of the service, who are not involved in delivery
- Share the reality of a service in an objective way

Show value and celebrate success

- Show impact on patients, staff, communities, services
- Show value for money

Influence

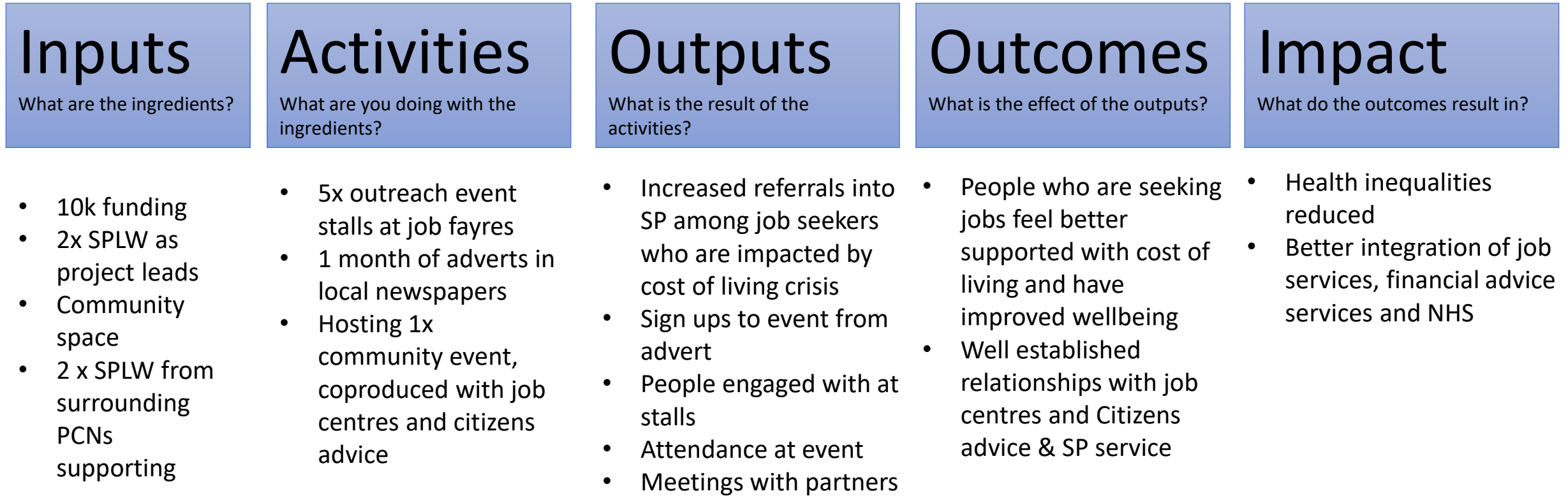
- To understand if assumptions about a service are correct or not
- To make the case for more funding
- Demonstrate the need for something
- Engage stakeholders in an existing or new idea/initiative

Improve

- Know what is and isn't working so well
- See progress over time and monitor changes
- Refine and adapt approach to achieve goals
- Ensure scalability

We ran the skills share back in September on Theory of Change, the template from the session is [here](#).

➤ Example: Increasing the access of social prescribing to people who are job seekers and impacted by the cost-of-living crisis



Outputs

What is the result of the activities?

- Counting the reach, uptake or engagement
- Percentage of people accepting an intervention

Outcomes

What is the effect of the outputs?

- Asking for feedback – quotes/case studies
- Measuring satisfaction and experience – surveys/interviews
- Using a verified measurement tool e.g. ONS-4, MyCaw
- Understanding in depth experience – interviews/case studies

Impact

What do the outcomes result in?

- Monitoring a difference – checking something before and after, analysing documents
- Measuring the same thing over time
- Understanding in depth experience and perceptions of the impact

Mapping out your measures

Stage of ToC	Thing we are trying to measure (from Toc)	How to measure	When?	How it will be recorded?	Who is responsible?
Outputs	Increased referrals into SP among job seekers who are impacted by cost of living crisis	<ul style="list-style-type: none"> Number of referrals where referrals source is job centre stall or community event Number SP sessions given (total and average) for people not employed Proportion of SP referrals each month where person is not employed 	<ul style="list-style-type: none"> Download report from case management system every 2 weeks (Fri AM) Mid way and end (Jan, Mar) – case management system 	<ul style="list-style-type: none"> Case management system? Co-owned Excel spreadsheet? 	<ul style="list-style-type: none"> JB MM
Outputs	Sign ups from advert	<ul style="list-style-type: none"> Eventbrite sign ups, where they've indicated 'newspaper ad' 		<ul style="list-style-type: none"> Eventbrite excel report 	
Outputs	People engaged with at stalls	<ul style="list-style-type: none"> Number of leaflets given out Number of people visiting stall Number of sign ups to community event at stalls 		<ul style="list-style-type: none"> Print set of 200 leaflets, count left over Manual count Eventbrite 	
Outputs	Attendance at community event	<ul style="list-style-type: none"> Number of people attending Proportion of people attending who signed up 		<ul style="list-style-type: none"> Registration table, recording on excel Compare to Eventbrite 	
Outputs	Meetings with partners	<ul style="list-style-type: none"> Number of meetings with partners Which colleagues attend each meeting, recorded actions 	After each team meeting	<ul style="list-style-type: none"> Manual recording in excel after meetings 	

Mapping out your measures

Stage of ToC	Thing we are trying to measure (from Toc)	How to measure	When?	How it will be recorded?	Who is responsible?
Outcomes	People who are seeking jobs feel better supported with cost of living and have improved wellbeing	<ul style="list-style-type: none"> • 2 question survey on Ipad on way out of community event • Telephone survey after final social prescribing session • MyCaw or ONS-4 • 3x Case studies 			
Outcomes	Well established relationships with job centres and Citizens advice & SP service	<ul style="list-style-type: none"> • In-depth interviews with 2 colleagues from each organisation (6 tot) 	February Write up themes in March		KW – leading LK – Interviewing LK, JH – writing up themes
Impact	Health inequalities reduced	?			
Impact	Better integration of job services, financial advice services and NHS	In-depth interviews with 2 colleagues from each organisation (6 tot)			

1. What is feasible to measure?
2. What is going to demonstrate impact?
3. What might convince people to fund this project?

Top tips

- ✓ Start mapping out what you might measure as early as possible
- ✓ Ask for colleagues, managers, wider stakeholders and patients views on what is important to measure
- ✓ Agree priority measures and designate leads and roles for this
- ✓ Use existing data, meetings and documents

Excercise – Mapping your measures – 10 min to fill out; 15 minutes to feedback

Try and fill out a whole row for 1-2 bullet points on your theory of change.

Stage of ToC	Thing we are trying to measure (from Toc)	How to measure	When?	How it will be recorded?	Who is responsible?

General

- There is general guidance on running comprehensive evaluations from Better Evaluation [here](#). It covers everything from engaging stakeholders, choosing measures and carrying out the evaluation.
- [Better evaluation - choose methods and processes](#)
- [The Magenta Book: Guidance for evaluation](#)
- This [guide](#) is for evaluating personalised care interventions including designing, what to measure and how.

Social prescribing specific guidance

- [This NASP webinar gives a comprehensive introduction to evaluating a social prescribing service.](#)
- [The report by Marie Polley at National Academy of Social Prescribing outlines what successful social prescribing look like.](#) It shows how to map meaningful outcomes
- [This practical guide outlines how you can measure impact on wellbeing, focusing on community and voluntary sector.](#)
- [A wealth of tools were created by The Inspiring Impact programme by NPC to support the community and voluntary sector to better collect, use and evaluate data.](#)

1. 5-10 minutes – all bring issues and discuss, pick one (1 minute pitch about problem)
2. 5 min – presenter presents their issue
3. 2 min – facilitator presents back what they think they've heard
4. 5 min - Clarifying questions are asked to understand the issue in more detail (avoid guidance, advice, or ideas)
5. 5 min – Open questions are asked to understand the presenter's feelings (avoid guidance, advice, or ideas)
6. 8 min – The presenter turns around so other group members can see the back of their head, mutes their audio but continues to listen, they may take notes. The group discussed the case, what they have heard or what could be done to resolve any issues.
7. 5 min – The presenter turns around, feeds back of what they felt about the process, what was helpful, what they might do differently actions they'll take forward.