
Welcome to the Performance Improvement Managers Network Call

Performance Measurement for Public Health Policy

October 25, 2012

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Centers for Disease Control and Prevention

Office for State, Tribal, Local and Territorial Support

Agenda

Today's Presenters:

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American Public Health Association

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Moderators:

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Applying Performance Management to Policy Activities

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About this Project

- This project is supported by funds made available from CDC/OSTLTS
- Disclaimer: The opinions in this presentation are those of the authors and do not necessarily represent the official position of or endorsement by CDC.
- Lobbying Restrictions:
http://www.cdc.gov/od/pgo/funding/grants/additional_req.shtm#ar12



CDC Definition of “Policy”

a law, regulation, procedure, administrative action, incentive, or voluntary practice of governments and other institutions

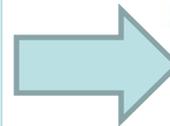
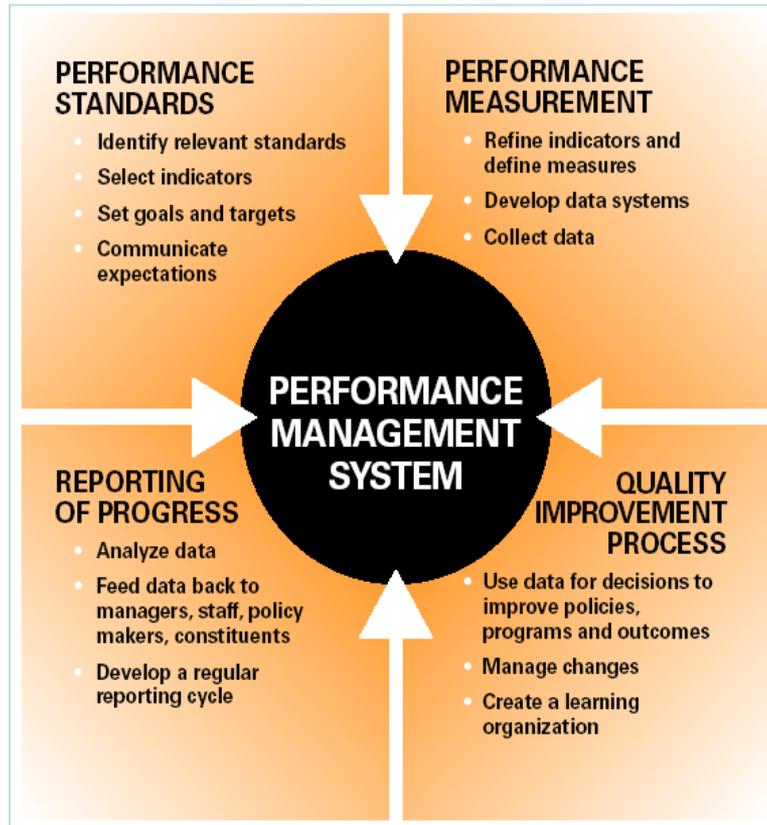


Examples of Health Department Policy Activities

- Identifying critical health problems
- Researching and analyzing various policy options
- Helping implement solutions
- Increasing awareness of and compliance with existing policies or laws
- Enforcing policies
- Regulating products or services
- Evaluating policy impact



Performance Management Framework



Challenges for Managing the Performance of Policy Work

- Not easily quantifiable
- Not the same activity over and over
- Goals may be hard to define
- No established performance standards
- Time lag between policy introduction and public health impact



Example: Health Department in Action

- Goal: Assist property owners and managers of multi-unit buildings in implementing smoke-free housing policies
- Major categories of activities: Policy development and adoption, education and outreach, and policy implementation
- Targets established; will be assessed quarterly



Managing the Performance of Policy Work

- Identify the goals of the policy work (performance standards)
- Develop and use metrics to measure progress towards those goals (performance measurement and reporting)
- If goals are not being met, apply QI techniques to improve performance (QI)



Policy Work Framework



Policy Work Framework

Activities

Education and outreach
Enforcement
Evaluation

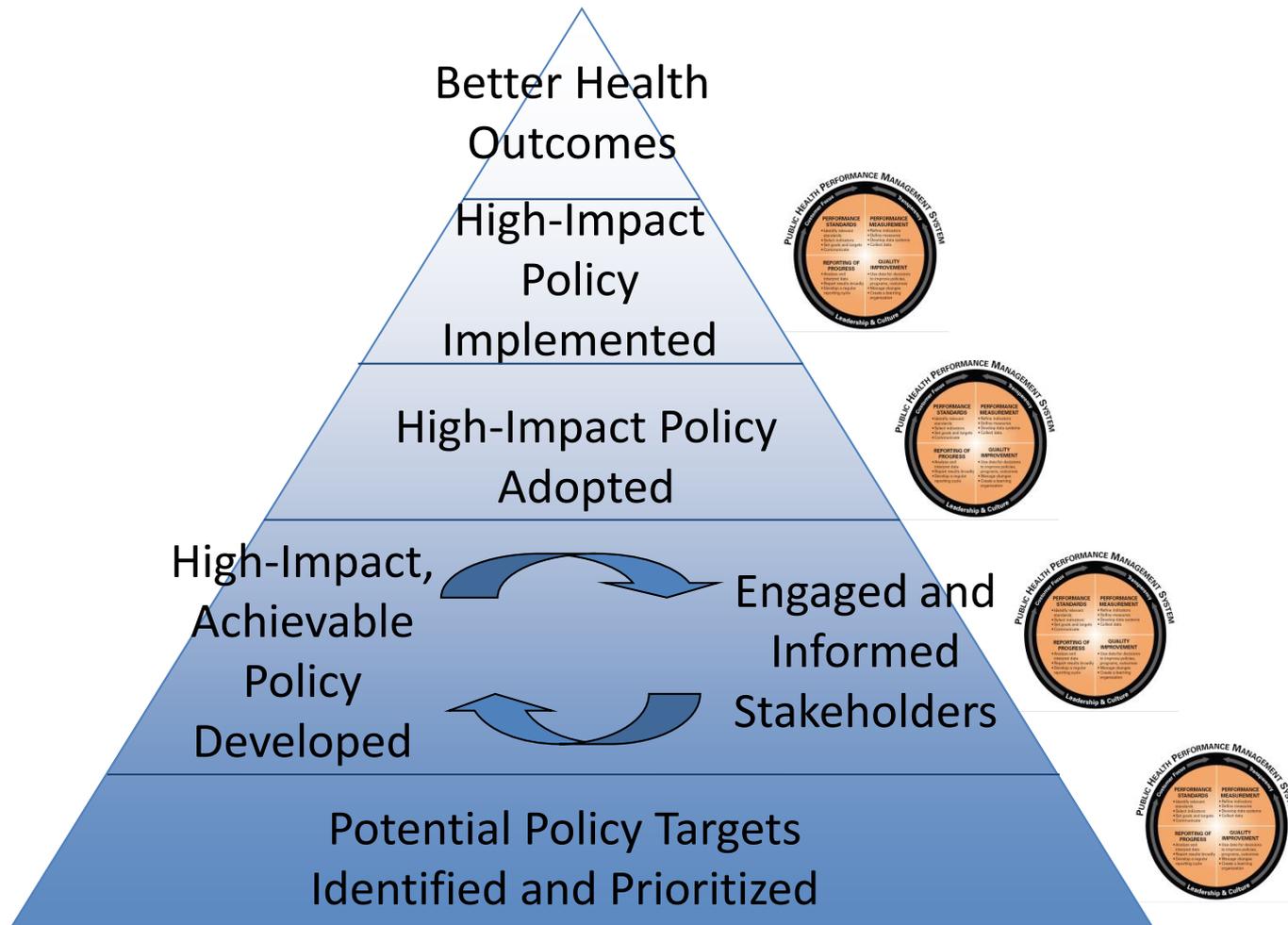
Education and outreach

Policy development and refinement
Education and outreach

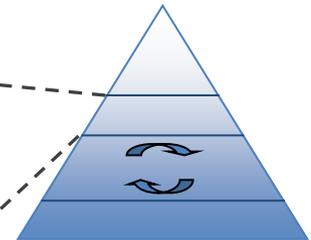
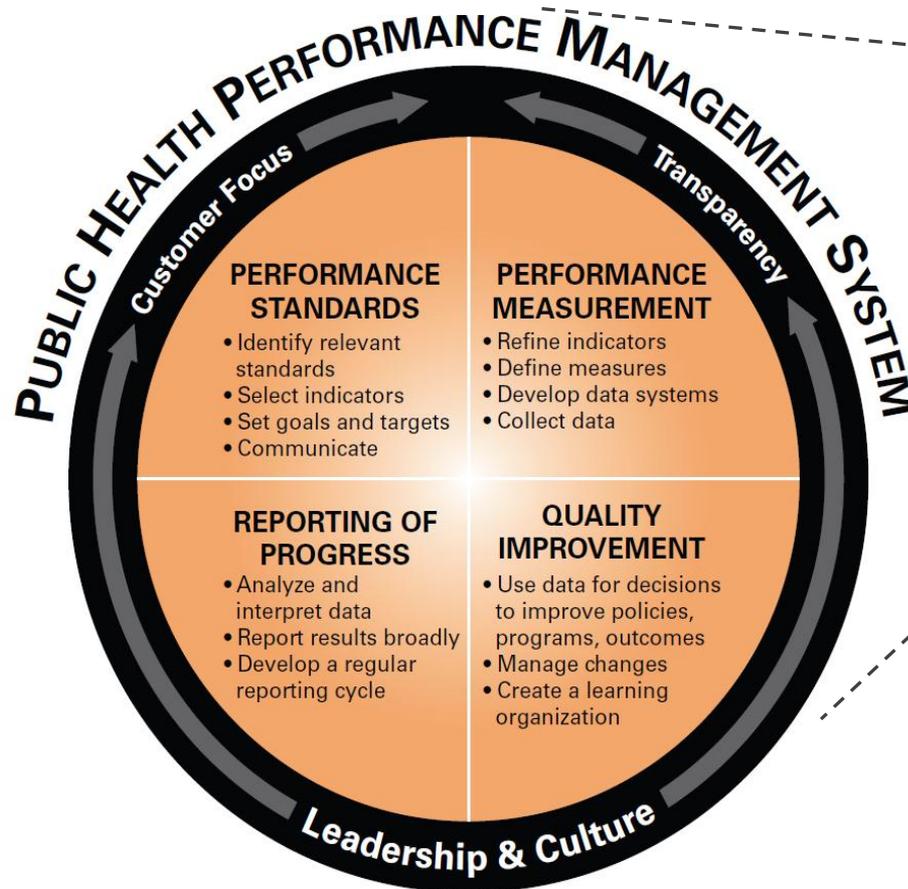
Problem identification
Policy analysis



Managing Performance at Each Stage



Managing Performance at Each Stage



Policy Implementation Examples

or % of high impact policies effectively implemented by target deadline or per specified time period

or % of stakeholders who modify their behavior

Change in health status (e.g., impact of tobacco tax on smoking and cancer rates)



About the Tables: Sample Activities

Six categories of activities that a health department or other stakeholders may engage in:

- Problem Identification & Definition
- Policy Analysis
- Policy Development & Adoption
- Education & Outreach
- Policy Implementation (includes enforcement)
- Impact Evaluation



About the Tables: Sample Measures

Three types of measures:

- **Quantity** of activities completed
- **Quality** of policy work
- **Outcome** of policy work

If none of the sample activities or measures capture the work of your health department, use them as examples to create your own!



Using the Tables: Policy Development & Adoption

Target/Benchmark	HD X's Measures
Review at least 5 multi-unit smoke free housing policies from other jurisdictions by X date	<ul style="list-style-type: none"> ● # of smoke-free housing policies reviewed ● Target met by deadline
Draft one sample smoke-free policy for adoption that matches evidence-based or promising approaches by X date	<ul style="list-style-type: none"> ● # of policies drafted ● Drafted policy matches evidence-based or promising approaches ● Target met by deadline
Meet with at least 50% of property owners/managers of multi-unit buildings in the city in-person to present the draft policy by X date	<ul style="list-style-type: none"> ● % of property owners/managers met with ● Target met by deadline



Using the Tables: Education & Outreach

Target/Benchmark	HD X's Measures
<p>Provide technical assistance and training to at least 80% of the owners/managers that agree to implement the policy by X date. At the conclusion of the training, $\geq 90\%$ of attendees report that the training better prepared them to implement the policy. Trainings completed within budget.</p>	<ul style="list-style-type: none"> • % of property owners/managers that received training • Target met by deadline • % of attendees that reported that the training better prepared them to implement the policy • Cost of training
<p>At least 20% of property owners/managers implement the policy by X date</p>	<ul style="list-style-type: none"> • % of property owners/managers that implemented the policy • Target met by deadline





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The findings and conclusions in this document are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

Questions & Discussion

All lines are open and live!

*Please remember to use your mute button or *6*

Thank you!

Please send your questions and
comments to:

pimnetwork@cdc.gov



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