Application of Culturally Responsive Evaluation to the

Lived Experience Advisory Group

Rakiah Anderson, MPH
Evaluation Coordinator
Maternal Telehealth Access Project

Rakiah Anderson, MPH

MATERNAL TELEHEALTH ACCESS PROJECT
Evaluation Coordinator

AMERICAN EVALUATION ASSOCIATION
GEDI Scholar

ABOUT ME

Qualitative researcher in public health with training in theory-based behavior change, community and youth engagement, and tobacco use prevention

PASSIONS

Social justice, equity, community, self-compassion and healing

Objectives

Learn about the LEAG

To learn about the Lived Experience Advisory Group (LEAG) for the Maternal Telehealth Access Project (MTAP), and learn how MTAP applied CRE in planning the LEAG

Overview of CRE

To provide an overview of culturally responsive evaluation, benefits of culturally responsive evaluation, and best practices for carrying it out

GEDI History

DIVERSITY

The goal of the GEDI program is to increase the number of evaluators of color and traditionally under-represented groups in the field of evaluation

CULTURAL CAPACITY

Improve the capacity of evaluators to work effectively in racially, ethnically and culturally diverse settings

CULTURALLY RESPONSIVE EVALUATIONS

Stimulate evaluation thinking concerning under-represented communities and culturally responsive evaluation

Symonette, H., Mertens, D. M., & Hopson, R. (2014).

About MTAP

The Maternal Telehealth Access Project (MTAP)

A **collaborative** initiative aimed to increase access to perinatal services and supports via telehealth, including increasing the capacity of providers to offer and provide quality perinatal care services via telehealth during the COVID-19 pandemic.
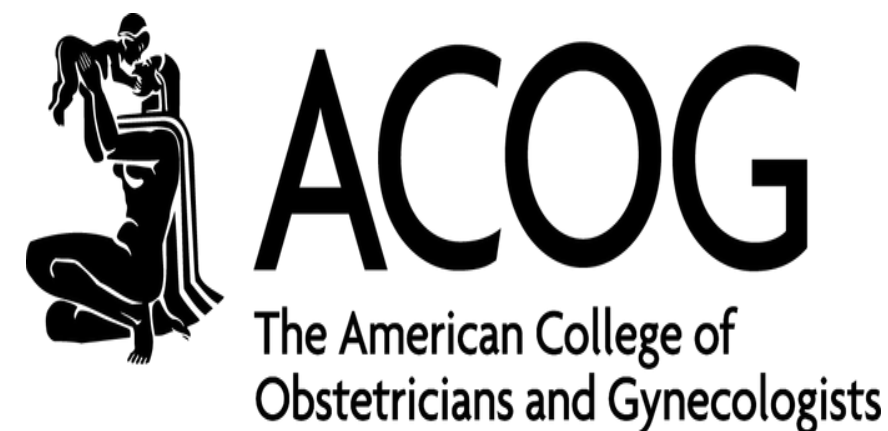
MTAP Evaluation

The MTAP evaluation consist of workgroups (UNC, GHPC, R4E, LEAG) led by Deitre Epps – CEO of Race for Equity. The evaluation is based upon the Results Based Accountability framework and applies the core principles of Culturally Responsive Evaluation.

THE UNIVERSITY of NORTH CAROLINA at CHAPEL HILL

Georgia Health Policy Center

R.A.C.E. for EQUITY
RESULTS ACHIEVED THROUGH COMMUNITY ENGAGEMENT

NBEC NATIONAL BIRTH EQUITY COLLABORATIVE

National Perinatal Association
Educate. Advocate. Integrate.

AMCHP
ASSOCIATION OF MATERNAL & CHILD HEALTH PROGRAMS

ROSE
Reaching Our Sisters Everywhere

ACOG
The American College of Obstetricians and Gynecologists

AHEC NATIONAL AHEC ORGANIZATION

About the LEAG

Any solution to expand telehealth services must be informed by and responsive to the lived experience of people giving birth.

The Lived Experience Advisory Group (LEAG) will consist of a collection of 8-12 community members with unique knowledge and skills, who will provide recommendations and key information to the Maternal Telehealth Access Project evaluation team at every stage of the evaluation.

Using a culturally responsive and equity-driven framework, advisory group participation and engagement in the evaluation process will lead to better quality and use of the findings.

What does 'Lived Experience' mean?

In the context of MTAP, lived experience refers to community members with recent experience with pregnancy or perinatal services, their families, and their network of support (doulas, lactation consultants, etc.), **who are most impacted** by maternal and infant morbidity, mortality, and racial injustice.

We will prioritize the voices of Black, Indigenous, and people of color, including geographically marginalized or rural community members that **are not normally heard or at the table.**

People with lived experience may or may not have used/received telehealth services.

Defining Culturally Responsive Evaluation

CULTURE

A cumulative body of learned and shared behavior, values, customs and beliefs common to a particular group or society

RESPONSIVE

A continuously interactive, reflective, dynamic and participatory approach that intends to be oriented to the needs and experiences of stakeholders

EVALUATION

The determination of merit, worth or value of a program, project

CRE

An evaluation approach or model to guide quality and principles of evaluation, that attends to culture during the various phases of evaluation

CRE Framework

CULTURAL RESPONSIVENESS EMBEDDED THROUGHOUT

The CRE framework is consistent with other frameworks that describe the phases of an evaluation

However, it is **how** evaluators approach and carry out the steps that distinguishes CRE from other frameworks or approaches

Culturally Responsive Evaluation

- 1 Prepare for the evaluation
- 2 Engage stakeholders
- 3 Identify evaluation purpose(s)
- 4 Frame the right questions
- 5 Design the evaluation
- 6 Select and adapt instrumentation
- 7 Collect the data
- 8 Analyze the data
- 9 Disseminate and use the results

Cultural competence

Hood, Hopson, Kirkhart., 2015
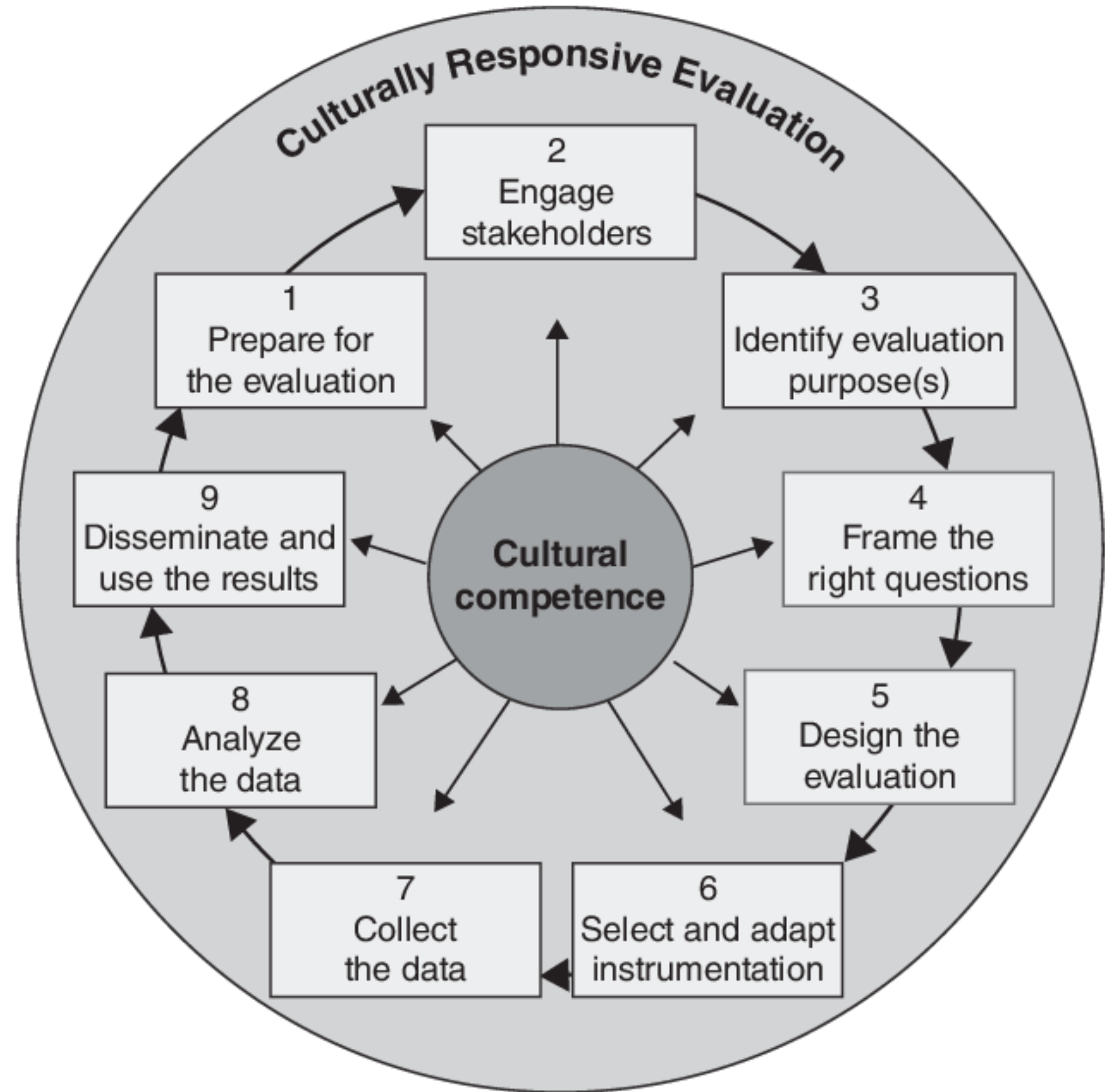
CRE Framework

Cultural Competence

A set of skills, both academic and interpersonal, that recognizes the importance of cultural differences and similarities within, among, and between groups

Requires individual and organizational reflection on worldview and perceptions held about people from different cultures—and how that may impact evaluation
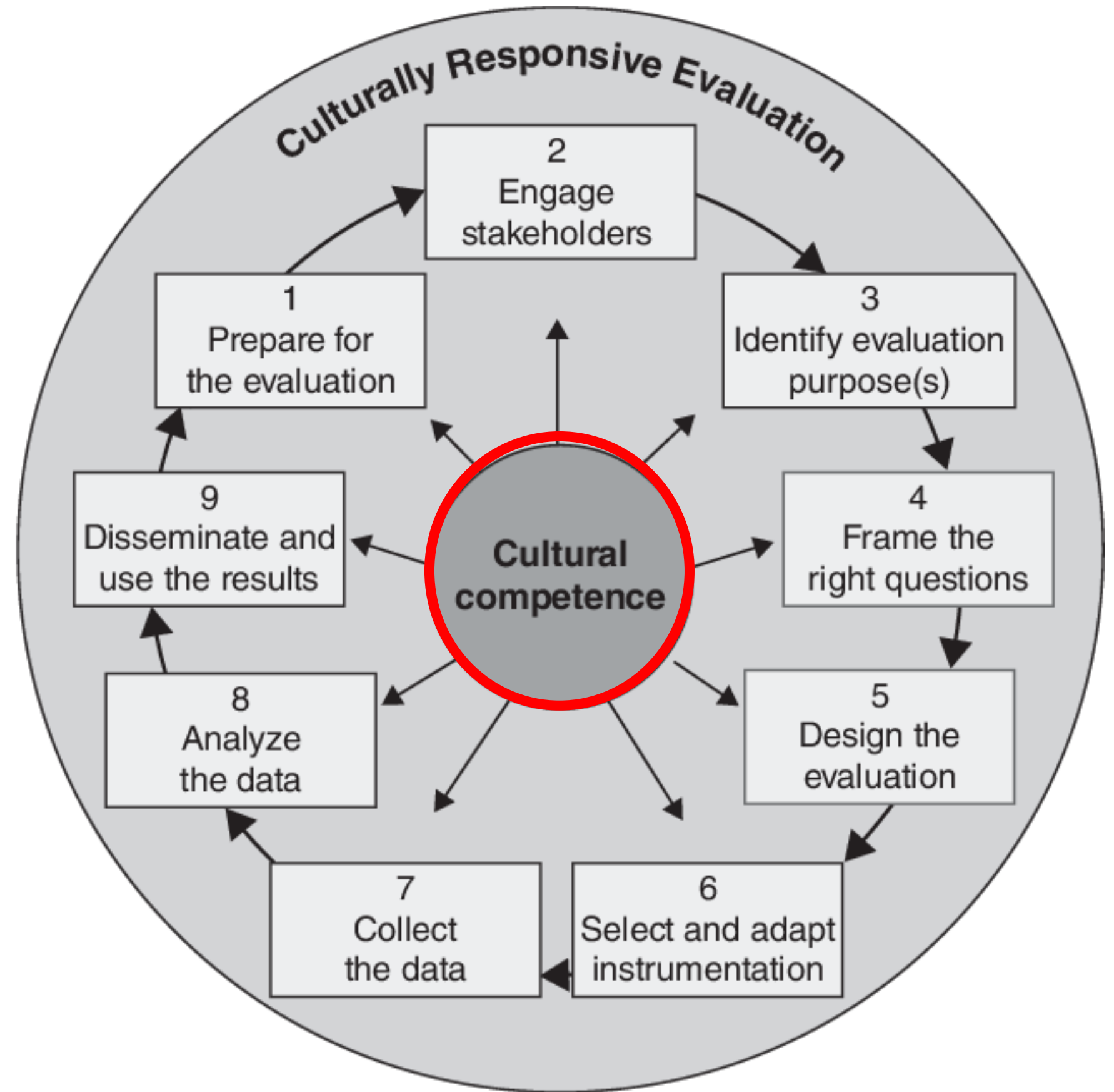
Validity

Evaluating with validity requires cultural competence

MULTICULTURAL VALIDITY

To draw valid conclusions and make trustworthy recommendations, evaluations requires that diverse voices and perspectives are honestly and fairly represented throughout all stages of the evaluation

VALIDITY THREATS

To properly engage in CRE, allocating time and monetary resources is critical

Inaccurate or incomplete understandings of culture introduces systematic error that threatens the validity of the evaluation

OPPORTUNITIES

Cultural competence fosters trustworthy understanding and minimizes error grounded in cultural biases, stereotypes, and lack of shared worldviews among stakeholders

Identify strategies to justify necessary resources and overcome institutional barriers that often maintain or even perpetuate cultural inequities and ineffective evaluations

CRE Framework

1. Prepare for the Evaluation

Evaluators have a responsibility to educate themselves on the context

Evaluators must reflect and name their own assumption, experiences and biases about the evaluation contexts and cultures

The team should have a connection to the lived experiences of the community and contexts

Hood, Hopson, Kirkhart., 2015
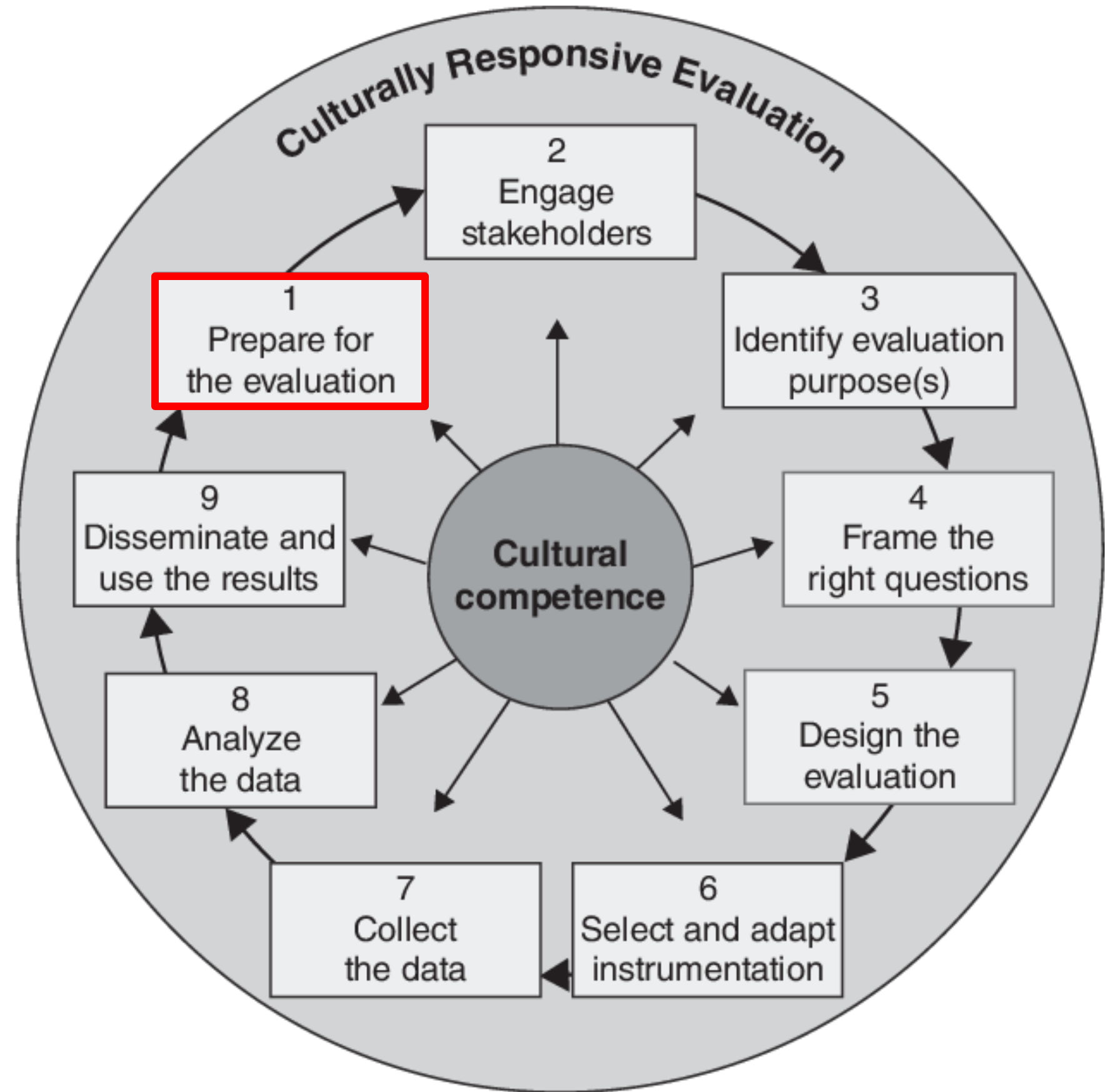
MTAP Evaluation

CRE Preparation and Progress

❑ Weekly LEAG planning team meetings

❑ Culturally Responsive Engagement Steps to guide LEAG planning, timeline and activities

❑ Lived Experience Advisory Group literature review

❑ Community partnerships to support LEAG engagement and nominations

CRE Framework

2. Engage Stakeholders

Respectfully enter the community
Connect with community partners

Make agreements *with the community* around trust and respect for the process

Listen to stakeholder concerns, *involve them in the process*

Spend ample time building relationships through continuous and on-going engagement at a level that is meaningful and appropriate to stakeholders

Hood, Hopson, Kirkhart., 2015
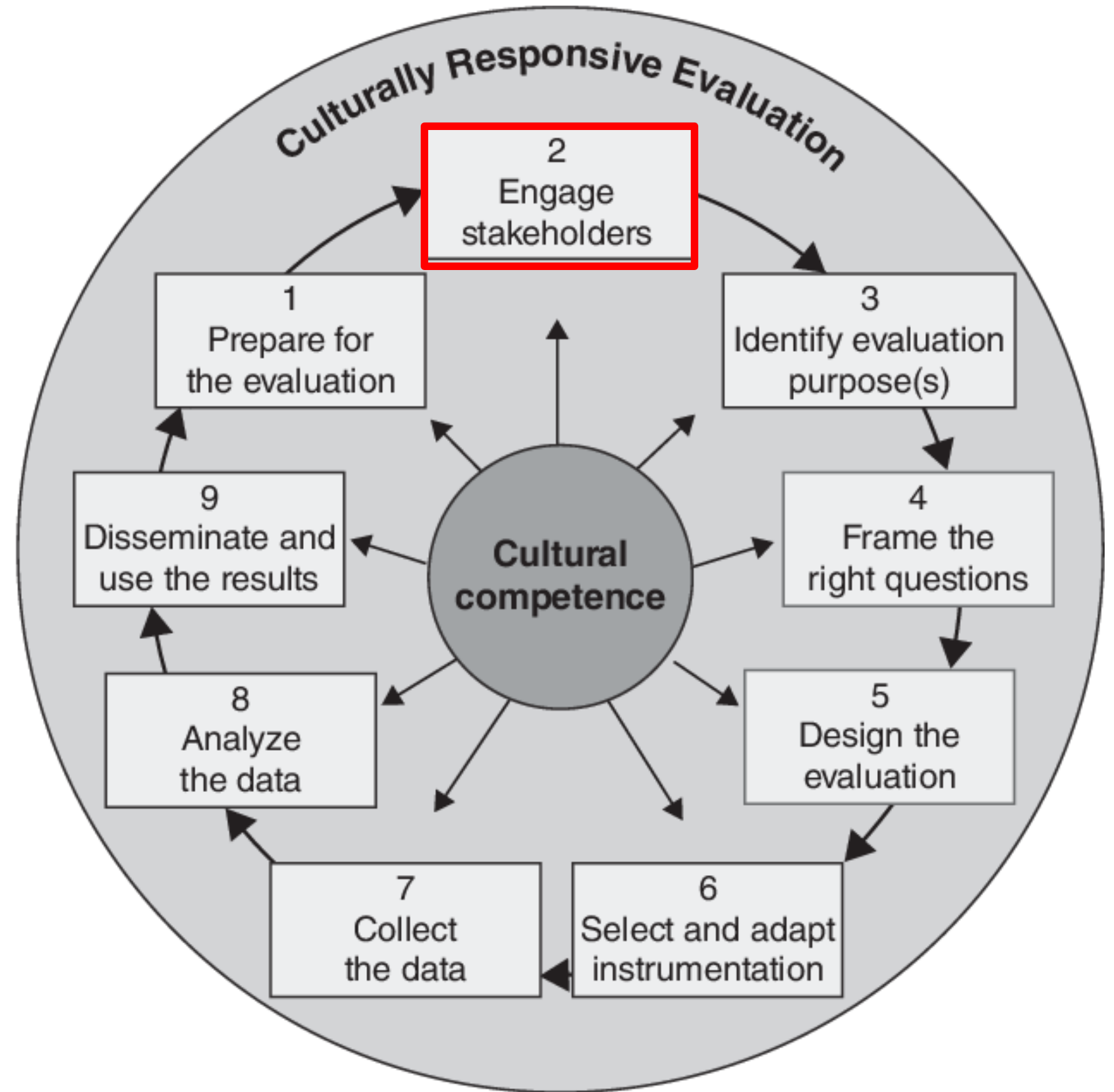
How is MTAP involving community partners?

Community partners are on MTAP leadership, and work directly with and in the community.

The LEAG planning team held meetings with MTAP community partners to hear their feedback and input on engaging LEAG members in a respectful and culturally responsive manner.

Our community partners agreed to:
- Review LEAG nomination materials
- Support LEAG engagement and nomination activities

What did we learn from community partners?

How can we intentionally work towards collaborative relationships that are not traumatizing to our work?

- Who will interact with LEAG members?

- Be mindful and transparent about advisory group inclusion and exclusion criteria:

  - People who experienced extremely traumatic birthing journeys or stillbirth/infant loss may not want to participate in this group if talking about maternal health and telehealth experiences may trigger past trauma

  - While we aim to include a diverse group, we are not currently providing translation/interpretation, but recognize that language justice is an important aspect of CRE

What's next?

Engaging LEAG members throughout every step of the evaluation

- Continuous Engagement
- Conducted LEAG Orientation in October
  - Co-developed a shared vision
  - Reviewed evaluation questions
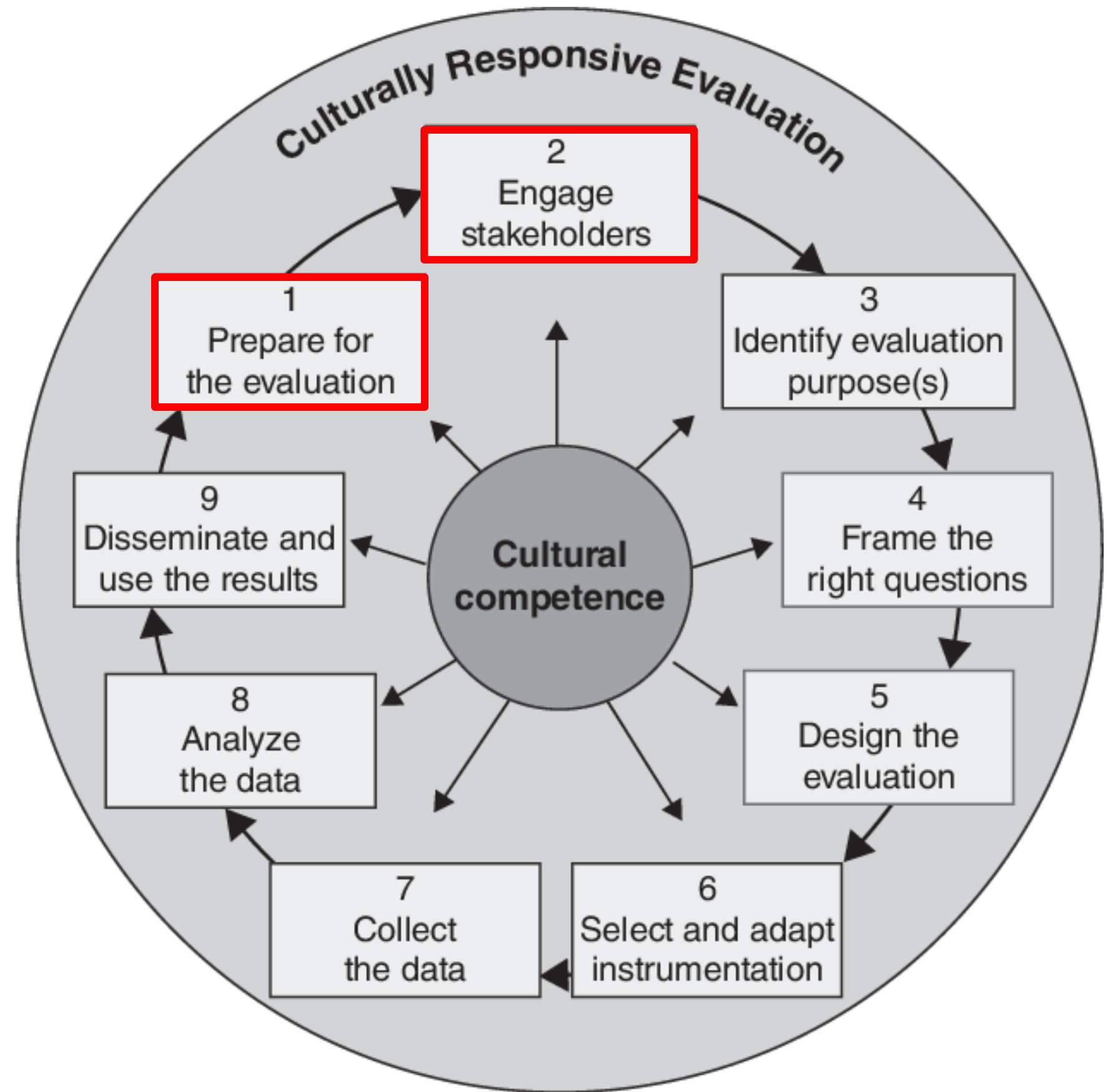- Monthly LEAG convenings informed by CRE
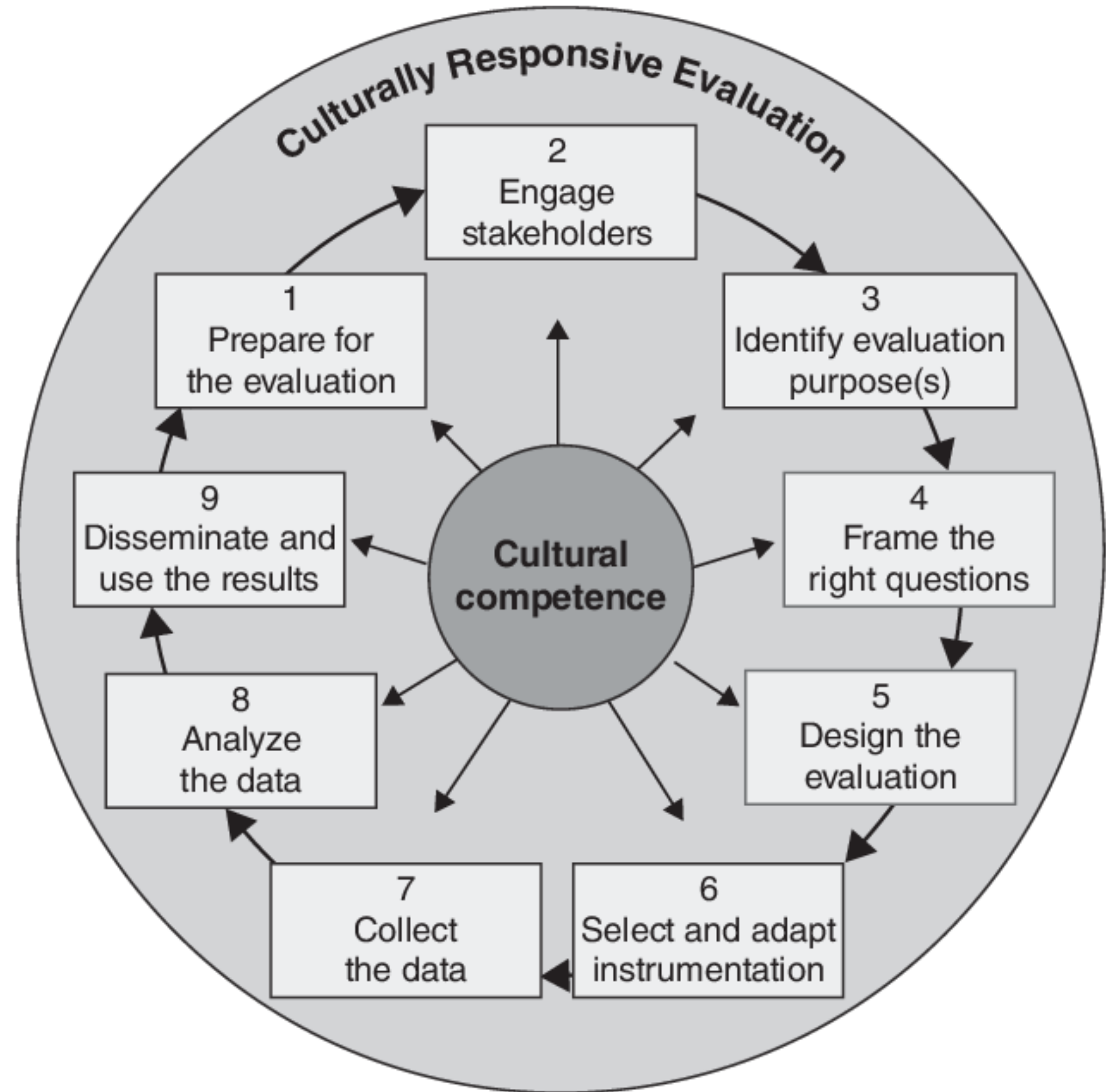
Key Takeaways

Preparation is Key!

Involve community partners who are directly tied to the community and the evaluation in decision-making and on-going thought-partnership

Build a culturally competent evaluation team that has a meaningful connection to the lived experience of the stakeholder community

Identify and prioritize the stakeholder community that is most impacted by the issue to be addressed by the program

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Cultural competence

Dean-Coffey, 2017

Final Thoughts

"Without addressing racial equity, any broader achievement of equity will be elusive"

Important actions:

- Reflect on our history because it sheds light on the implicit and explicit beliefs, values, and intentions that frame our current approaches and frameworks
- Interrogate the ways in which values, assumptions, and beliefs (particularly those related to race) influence our evaluation work
- Explicitly name and address racism
- Hold each other accountable to this work

Dean-Coffey, 2017

Thank you!

RESOURCES

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