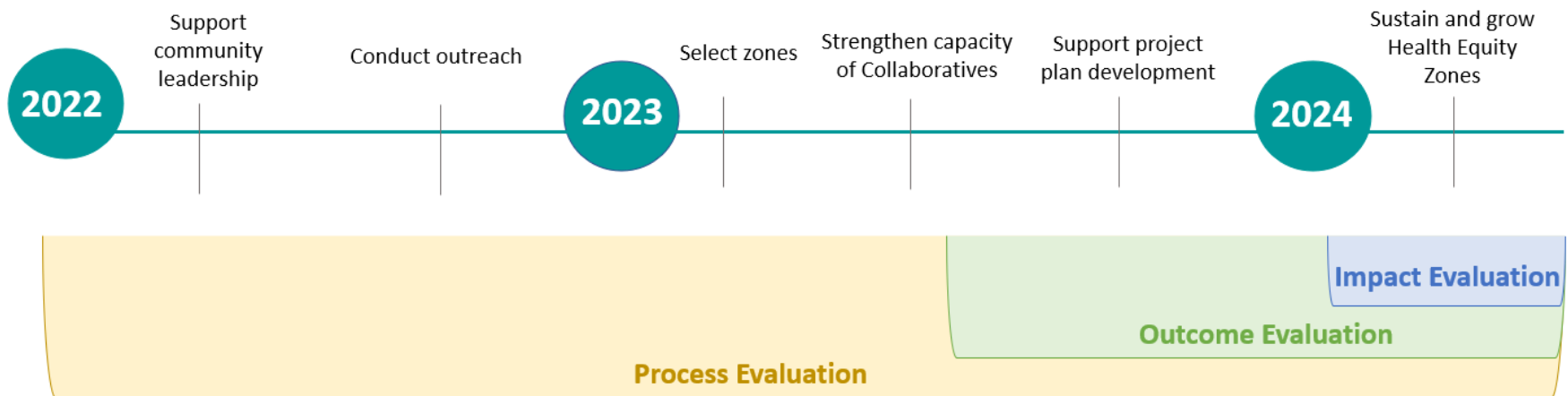# Health Equity Zones
Evaluation Plan: Process Evaluation of Zone Selection

Health Equity Zones (HEZ) is a community-driven initiative that shifts decision-making about health priorities and projects to those who live and work in local communities. To this aim, the initiative also adopts a participatory evaluation model in which community members who participate in the Health Equity Zones initiative co-design and co-implement the evaluation with DOH project staff.

This plan was developed by the HEZ Evaluation Team, composed of HEZ Community Advisory Council members, Community Workgroup members, and DOH project staff. It is intended to serve as a guide for how the process of zone selection will be evaluated, while maintaining flexibility for changes that arise as the HEZ initiative is developed. This process evaluation of zone selection is one component of a larger evaluation strategy for the Health Equity Zones initiative (See below).

Health Equity Zones Evaluation Timeline

- 2022
- Support community leadership
- Conduct outreach
- 2023
- Select zones
- Strengthen capacity of Collaboratives
- Support project plan development
- 2024
- Sustain and grow Health Equity Zones

Process Evaluation

Outcome Evaluation

Impact Evaluation

Last updated: July 2023

Evaluation Objectives

Each evaluation objective corresponds to key activities in zone selection, including supporting community leadership, conducting broad community outreach, and selecting health equity zones.

1. **Community Leadership:** Evaluate whether the Community Advisory Council and Community Workgroup have felt supported in leading the development of the HEZ initiative and zone selection process.
2. **Community Outreach:** Evaluate whether outreach is successful in reaching those most impacted by inequity and establishing new connections.
3. **Zone Selection:** Evaluate whether the implemented zone selection process and designated zones align with HEZ principles.

Evaluation Questions

The following questions drive the focus and direction of the process evaluation. They were developed from discussions on envisioning success for zone selection and strengthening community engagement practices.

- Is participation in the HEZ initiative **accessible and inclusive** for community members?
- How does the HEZ initiative center **communities disproportionally impacted** by inequity?
- How is the HEZ initiative supporting **community decision-making and ownership**?
- Is the HEZ initiative establishing and strengthening **connections, networks, and relationships**?
- How is the HEZ initiative **changing systems, structures, and practices** that perpetuate inequity, racism, and discrimination?
- How is the HEZ initiative **responsive and accountable** to community feedback?
- How does the HEZ initiative **maintain transparency** in information and communications?

Use of Evaluation Results

Use	Audience(s)
Document the process of zone selection for replication and legislative reporting.	- DOH project staff - Legislators
Improve the zone selection process and community engagement practices in real-time.	- CAC - DOH project staff
Demonstrate accountability to community feedback and share actions taken.	Evaluation participants
Develop materials that illustrate lessons learned from community-driven decision making in policy implementation.	- Staff in government agencies - Legislators - Community groups

Data Collection

For each objective, the strategy for data collection is described, including data sources, key measures, frequency of collection, and timeline. Key measures may be expanded and refined as the initiative is developed.

Objective 1: Evaluate whether the Community Advisory Council and Community Workgroup have felt supported in leading the development of the HEZ initiative and zone selection process.			
Data Sources	**Key Measures**	**Frequency**	**Timeline**
Community Leadership Survey	% of CAC/CW members who indicated it is easy to participate in meetings % of CAC/CW members who felt supported in decision-making % of CAC/CW members who felt information was clear and transparent % of CAC/CW who made meaningful connections % of CAC/CW who felt ownership over the process % of CAC/CW members who felt they had opportunities for leadership - Resources and information that have been helpful	Twice	Aug-Sep 2022: Survey 1 Aug-Sep 2023: Survey 2
Interviews with CAC members, CW members, and DOH staff	- Success and challenges of zone selection - Satisfaction with selected zones - Perceptions around community decision-making/ownership - Perceptions around collaboration between CAC and CW - Impact of the initiative on systems-change	Once	Aug-Sep 2023
Interactive Activities (Jamboard/Mentimeter)	- Feelings or emotions experienced by CAC/CW throughout the process - Feedback from the CAC on the zone selection process throughout the 2 day convening	Twice	Aug-Sep 2022 Jan-Feb 2023 June 2023
DOH Reflection and Documentation	- What is working well and what can be improved - Actions taken to respond to community feedback - Systems-barriers encountered and how they are being navigated - Amount of funding and investment secured for HEZ initiative	Monthly	Ongoing
CAC/CW Meeting Notes	- Number of CAC/CW meeting attendees - Number of organizations and communities represented on CAC/CW - Community feedback provided during meetings	Monthly	Apr 2022-Sep 2023
CAC Nomination Forms	Why CAC members joined the council	Once	Dec 2021

Objective 2: Evaluate whether outreach is successful in reaching those most impacted by inequity and establishing new connections.*			
Data Source	**Key Measures**	**Frequency**	**Timeline**
Overview Session and Information Session Polls	• Number of attendees • How attendees heard about HEZ • Number of attendees who were invited by CAC/CW member • Number of organizations and communities represented • Proportion of organizations and individuals that identify with communities most impacted by inequity	Four	Jan-Mar 2023
Media Tracker	• Engagement with social media posts • Number of times HEZ is mentioned in media outlets	Ongoing	Jan-Apr 2023
Outreach Contact Tracker	• Number of organizations and individuals contacted (any method) • Number of presentations given • Number of one-on-one meetings • Proportion of contacts that engage with HEZ opportunities (CW, Info Sessions, Newsletter) • Regional representation of contacts • Proportion of contacts that represent communities most impacted by inequity	Once	Jan-Apr 2023
Nomination Forms	• Regional representation of nominees • Number of nomination forms submitted • Proportion of nomination forms from communities most impacted by inequity • Number of nomination forms in non-English languages • Number of nomination forms in video or audio formats	Once	Feb-April 2023

The HEZ Outreach Team is developing the strategy to engage community members, community-based organizations, and other "trusted messengers" across the state. This strategy will inform the evaluation of outreach.

Objective 3: Evaluate whether the implemented zone selection process and designated zones align with HEZ principles.			
Data Source	**Key Measures**	**Frequency**	**Timeline**
Nomination Form Quality Improvement Survey	% of applicants who participated in technical assistance % of applicants who felt they had the information/resources they needed % of applicants who felt information was clear and transparent % of applicants who felt the application process was accessible	Once	Feb-Apr 2023
Nomination Forms of Selected Zones	- Communities to benefit from the Health Equity Zone initiative are those most impacted by inequity - Plan to leverage community partnerships demonstrates collaborative approach that brings together diverse and representative partners - Plan to center community members in decision-making prioritizes their perspectives, knowledge, and lived experiences	Once	June 2023
Interactive Activities (Jamboard/Mentimeter)	Reflections from the CAC post-zone selection on strengths and challenges of the selection process, and suggestions for future processes	Once	June 2023