

The Critical Role of Evidence in the Title V Block Grant

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Happy New Year!

For last year's words belong to last year's language
And next year's words await another voice.
And to make an end
Is to make a beginning.

T.S. Eliot



The Role of Evidence in Your Life

Consumer Reports

Yelp

Amazon ratings





Definition of Evidence-Based Public Health

- “EBPH is the conscientious, explicit, and judicious use of current **best evidence** in making decisions about the care of communities and populations in the domain of health protection, disease prevention, health maintenance and improvement.”

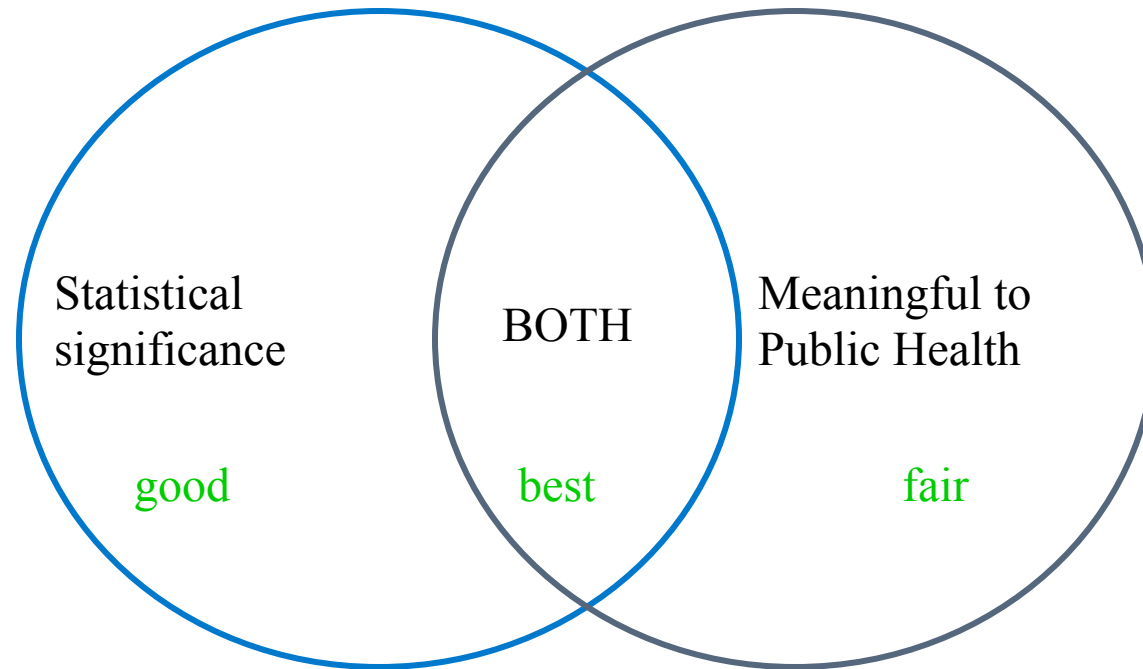
Jenicek (1997)



Best Evidence

- Makes sense (it's relevant)
- Unbiased
- Available
- Statistically significant
- Significant to public health
- Leads to correct decisions

Evidence



We have been taught to accept statistical significance. If large samples (as in many cases), we are bound to have it, even if it is not meaningful.

Key Characteristics of Evidence-Based Public Health

- Engaging community in assessment and decision making
- Using data and information systematically
- Making decisions with best available evidence
- Applying program planning frameworks
- Conducting sound evaluation
- Disseminating what is learned



So why wasn't evidence-based decision-making used more often?



How were Decisions Often Made?

- Decisions on policies and programs were sometimes made based on:
 - Personal experience
 - What we learned in formal training
 - What we heard at a conference
 - What a funding agency required/ suggested
 - What others are doing

What are some of the barriers to having and using more evidence, particularly in MCH?



- Limited funding for longitudinal cohort studies
- Randomized controlled trials, often a gold standard for establishing evidence, would be unethical for many children's issues
- State and local health departments may not have access to medical and public health journals

Emergency Hamilton Break



**I am not throwing away my shot!
I am not throwing away my shot!
You know, I'm just like my country,
I'm young, scrappy, and hungry,
And I'm not throwing away my shot!**



Why the Increased Emphasis on Evidence in Title V Programs?

- Good stewards of taxpayer funds
- The evidence base for many public health interventions has been increasing in recent years

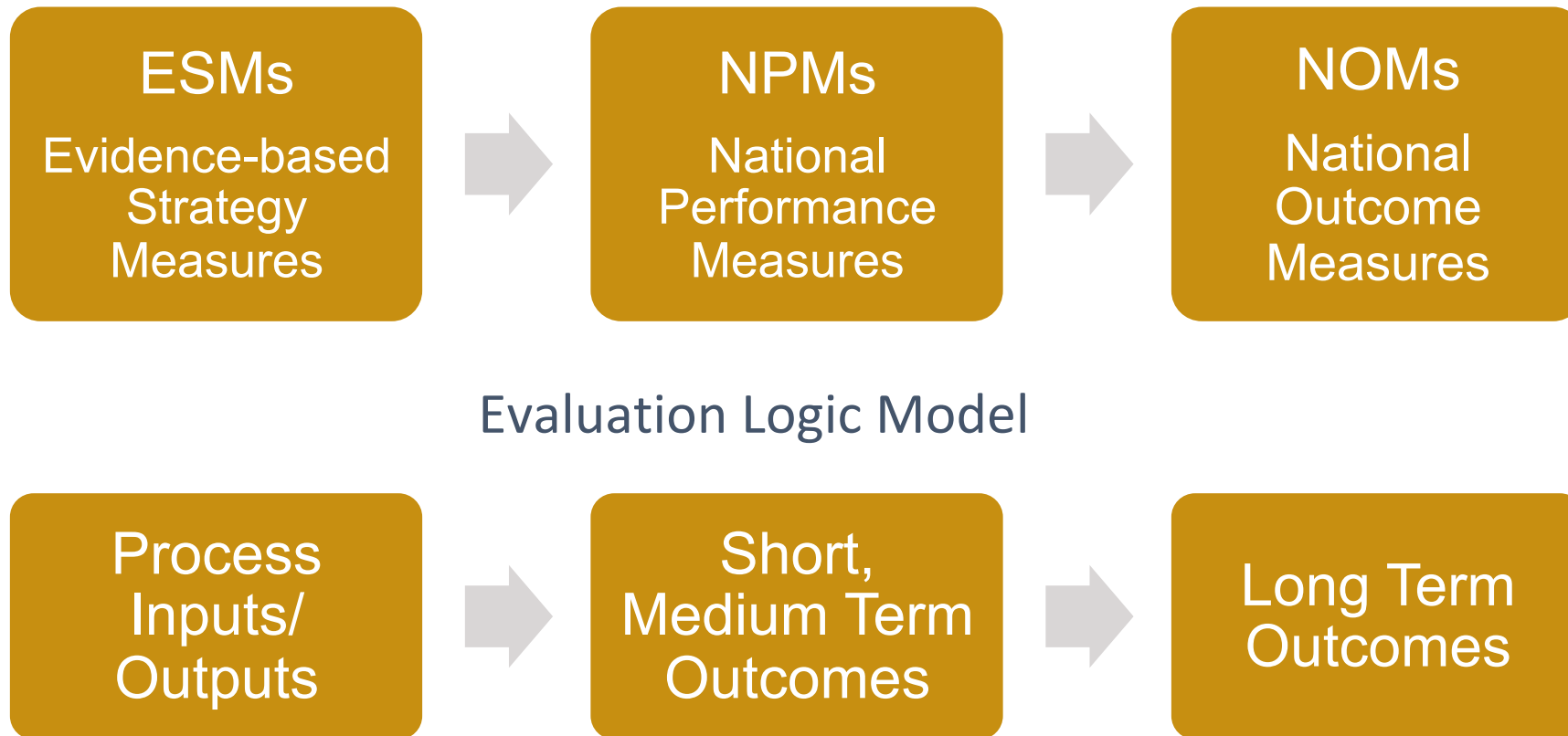


The Increased Emphasis on Evidence and Measurement in Other Parts of MCHB

- The Discretionary Grant Information System
- Home Visiting and performance measurement
- Healthy Start evaluation
- New performance measures for other statutory programs

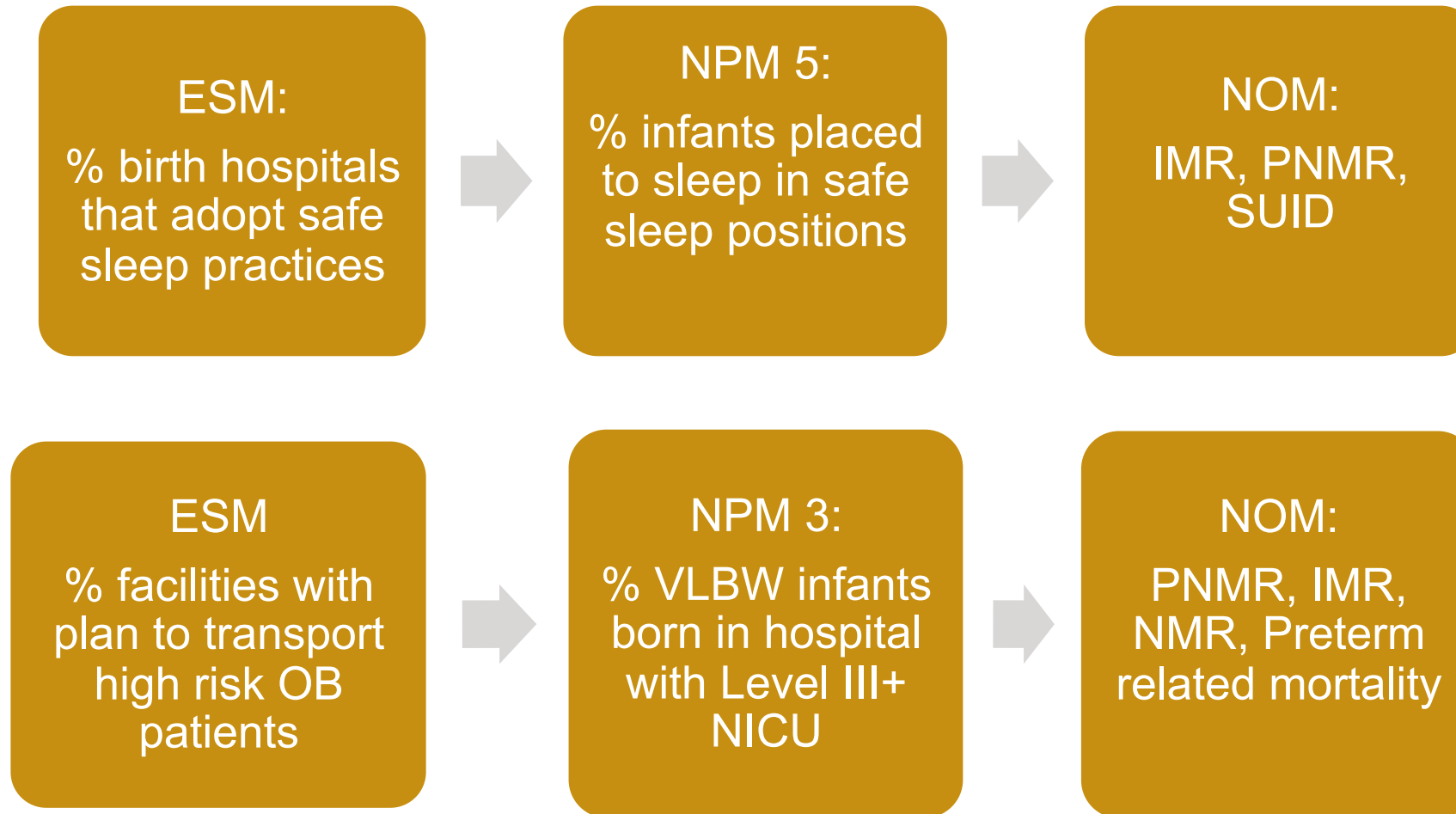


Title V Measurement Framework



Evaluation Logic Model

Examples



Evidence-based/informed strategy measures (ESMs)

- Key to understanding and demonstrating impact of Title V investments on NPMs and longer term NOMs
 - Not just showing that NPMs/NOMs change but how Title V may influence those changes

What is Meant by Evidence-informed?

- Many strategies may not have strong evidence of effectiveness with replicated and robust evaluation methods published in peer-reviewed journals
- Evidence-informed is meant to convey that there is information suggesting that a certain strategy could be effective in addressing a NPM but evaluation data are limited
 - These strategies may incorporate a theoretical model from other effective public health practices or apply a novel approach grounded in scientific theory



Evidence-based/informed strategy measures (ESMs)

- Primary selection criteria
 - Measurable
 - Data available or planned to be collected
 - Quantifiable (e.g., percentage, count, yes/no)
 - Can show incremental improvement over time
 - Meaningful
 - Related to the NPM and state priority objective
 - Based or informed by evidence of effective practice
 - Involve stakeholders for feedback/buy-in



Evidence-based/informed strategy measures (ESMs)

- Strategies/ESMs may be refined or replaced with new ESMs
- Strengthen the Evidence Center at Georgetown
- More involvement from the Office of Epidemiology and Research in Block Grant Reviews



Are evidence-based approaches sufficient?

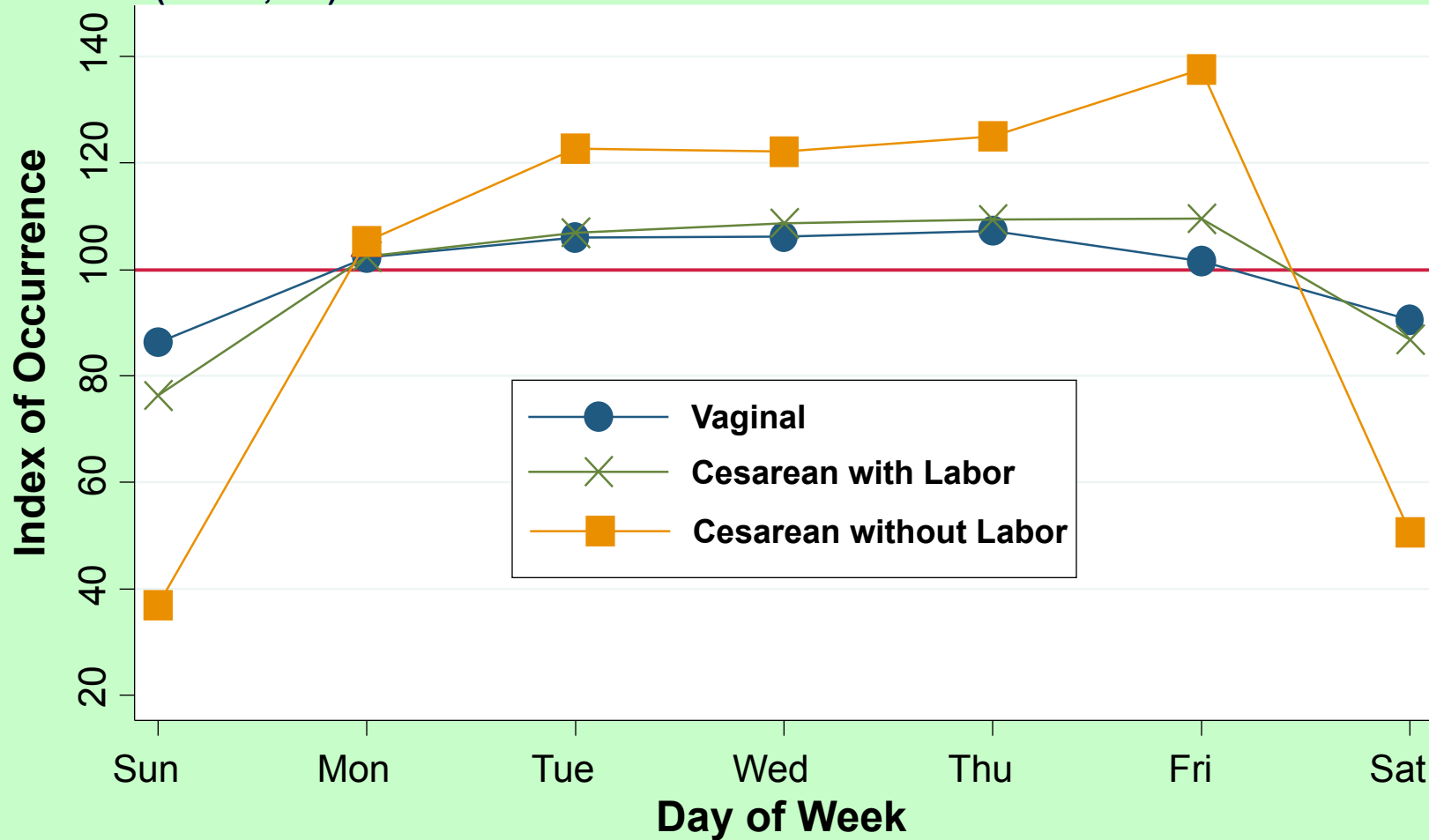


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- **Not always**
 - **Sometimes MCH outcomes are affected by issues in other areas**

Day of the Week: Delivery Route

Index of Occurrence of Delivery Route: Florida 2004-2006*

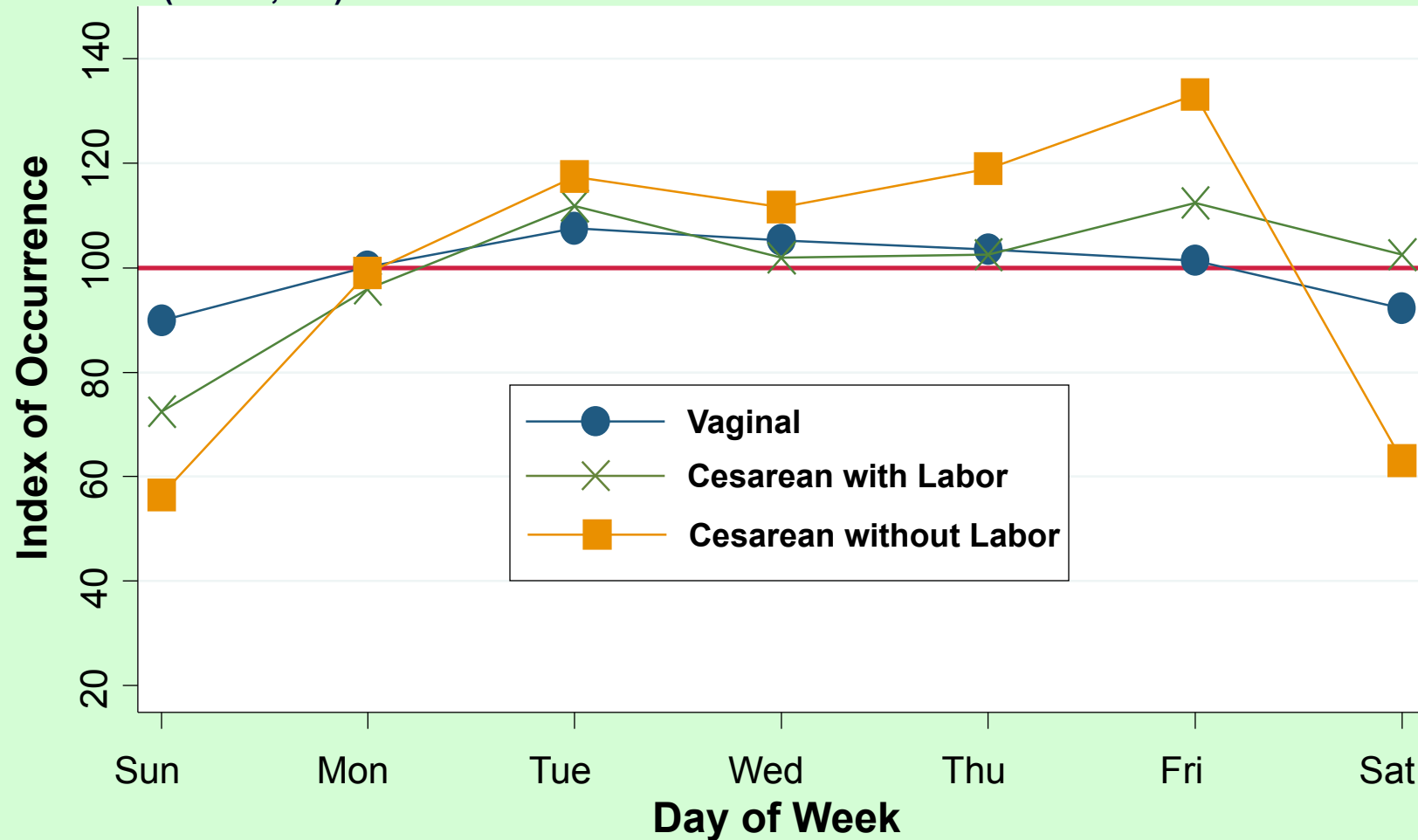
Singletons, 34-41 Weeks, No Previous Cesarean, Low Documented Risk, and No Medical Induction (N=263,326)



Day of the Week: Late Preterm

Index of Occurrence of Late Preterm: Florida 2004-2006*

Singletons, 34-41 Weeks, No Previous Cesarean, Low Documented Risk, and No Medical Induction (N=263,326)



English Country Dance Tonight!



Evidence For...

- Social connections help our well-being
- Exercise helps prevent some chronic diseases
- You will appear great-looking after your partner is spun around a few times
- And visa versa

Evidence Against...

- None

Contact Information

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