



## MCAH Scope of Work 2011-2012: Completing the Scope of Work Worksheet

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### Agenda

1. Review of SOW Instructions
2. Getting Data for the Long Term Objectives
3. Determining goals for change
4. Writing objectives and selecting performance measures for Goals 1 through 6

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### Objectives for Today's Webinar

- Understand SOW Instructions and how to complete SOW
- Locate data for long term objectives
- Develop goals for change in long term objectives
- Write SMART objectives
- Select program process and outcome performance measures

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## Overview of SOW Instructions

The SOW has 6 goals:

- Goal 1 – Improve outreach and access to quality health and human services
- Goal 2 – Improve maternal health
- Goal 3 – Improve infant health
- Goal 4 – Improve nutrition and physical activity
- Goal 5 – Improve child health
- Goal 6 – Improve adolescent health
- Goals 1-3 are required for all LHJs
- Goals 4-6 are optional

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## Local Priority Objective

- Each fiscal year the LHJ must address one or more local priority objective(s) identified in their Needs Assessment in their SOW
- Local priority objectives(s) will be titled “Local Priority Objective” and can be placed under any of the Goals 1-6

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## SOW General Instructions

- SOW not designed to create more work for counties – but rather to better capture and reflect the work you already do
- The objectives, activities, and process and outcomes in shaded area for Goals 1-3 are general
- All LHJs perform the activities in the shaded areas in Goals 1-3 – the local objective(s) you write for these goal should reflect the specific activities you are engaging in to accomplish Goals 1-3 (Tell us your MCAH story)

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## SOW- General Instructions

- The SOW is just for one year – 2011-2012 – provides a snapshot of what you hope to accomplish this year
- We recognize many of your MCAH programs are multi-year programs
- With multi-year programs, may have more process measures and fewer outcome measures in the beginning, with more outcome measures in later years

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## SOW- General Instructions

- Recommend the development of logic models for each of your key programs, especially for multi-year programs – provides a framework for organization
- Having a logic model for multi-year programs allows you to plan what will be accomplished in Year 1, Year 2, etc. and develop objectives for each year

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LOGIC MODEL: COMMUNITY PLAN TO PROMOTE BREASTFEEDING					
Problem Statement: Mothers choose not to exclusively breastfeed or prematurely discontinue infant breastfeeding					
INPUTS (Resources)	OUTPUTS		OUTCOMES – IMPACT		
	Activities	Participation (those affected)	Short	Intermediate	Long-Term
<ul style="list-style-type: none"> <li>• Breastfeeding Coalition</li> <li>• Breastfeeding Promotion Grant \$50,000</li> <li>• Breastfeeding promotion (ex. priority Maternal and Child Health Program)</li> <li>• Staff with expertise in breastfeeding information</li> <li>• Access to staff with assessment skills</li> <li>• Liaison with County Hospital</li> <li>• Relationship with local provider organization / professional groups</li> </ul>	<ul style="list-style-type: none"> <li>• Assess provider breastfeeding promotion/education policies &amp; practices</li> <li>• Develop online appropriate breastfeeding promotion materials</li> <li>• Provide lactation resource information to providers</li> <li>• Educate providers</li> <li>• Develop system of Provider referral for breastfeeding classes</li> <li>• In-hospital education of new mother</li> <li>• Collaborate w/ local hospital to develop "Baby-friendly" policy</li> <li>• Collaborate on nursing school breastfeeding curriculum</li> <li>• Promote "Baby-Friendly" workplace policy for City of _____</li> <li>• Educate businesses about "baby-friendly" practices</li> <li>• Develop directory of business friendly to breastfeeding</li> <li>• Promote "Baby-Friendly" businesses</li> </ul>	<ul style="list-style-type: none"> <li>• OB/GYNs</li> <li>• Physicians</li> <li>• Family Practice Physicians</li> <li>• Provider Staff</li> <li>• Pediatricians</li> <li>• Business/ business organizations</li> <li>• City and County representatives</li> <li>• Pregnant Women</li> <li>• Lactating Women</li> <li>• Local Hospital Staff</li> <li>• _____ College Nursing Program Faculty and Staff</li> <li>• Local Medical Association</li> </ul>	<ul style="list-style-type: none"> <li>• Completed assessment of provider policies and practices</li> <li>• 50% of providers educated about breastfeeding</li> <li>• 90% of providers have educational material displayed in their offices</li> <li>• 25% of businesses display "Baby-Friendly" stickers</li> <li>• 95% of new mothers receive in-hospital nurse education</li> <li>• Directory of "Baby-Friendly" businesses on internet</li> <li>• Establishment of "Baby-Friendly" coalition in County Fair</li> <li>• Nursing school curriculum incorporates breastfeeding</li> <li>• Health insurance provider referrals to lactation resources</li> </ul>	<ul style="list-style-type: none"> <li>• ↑ 7.5% (from baseline) of women completing breastfeeding class subsequent to discharge</li> <li>• 90% of mothers continue to breastfeed</li> <li>• "Baby-friendly" policy adopted by local Hospital</li> <li>• Local College Nursing Program incorporates new curriculum</li> <li>• 90% of businesses will display baby-friendly stickers</li> <li>• "Baby-friendly" policy adopted by City of _____</li> <li>• 50% of women choose to breastfeed exclusively at hospital discharge</li> <li>• 90% of providers implement breastfeeding education policy</li> </ul>	<ul style="list-style-type: none"> <li>• 70% of mothers in the county choose to breastfeed at hospital discharge</li> <li>• 90% of mothers continue to breastfeed up to 6 months of age (HFD2010)</li> <li>• Better infant health outcome as measured by asthma rates</li> </ul>

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## SOW- General Instructions

- Recognize that the level of specificity for objectives will vary, especially when working in coalitions and collaboratives – i.e. may already know what policy you will work to enact, or coalitions work for the year could involve deciding what policy to enact
- Use local SOW objectives to focus your work and provide accountability

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## SOW Instructions – Step by Step

### Long Term Objectives:

- Click on link and insert baseline data, the most current year available (or 3 year average if possible)
- Insert an achievable and realistic target
- Complete this process for all Long Term Outcome Objectives for Goals 1-3.
- Long Term Outcome Objectives for Goals 4-6 - complete if your Local Priority Objective(s) is under these goals. Delete long term outcome objective(s) that you will not be addressing.

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## Data for Long Term Objectives

- Can click on the link in the SOW to be taken to the location of the data  
[http://familymedicine.medschool.ucsf.edu/fhop/htm/ca\\_mcah/counties/index.htm](http://familymedicine.medschool.ucsf.edu/fhop/htm/ca_mcah/counties/index.htm)
- Some FHOP data in County Databooks , uses the latest year available of the (located on your password protected county page)

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### Determining Goal for Change in Long Term Objectives

- HP2020 is encouraging a 10% increase/decrease in their objectives between now and 2020
- Applying it to MCAH SOW – could set target goal for 2015 as a 5% increase/decrease in your rate or % from baseline

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### Determining Goal for Change in Long Term Objectives

- Could also establish goal for change based on your knowledge, expertise, and experience in your community
- NOTE: You will NOT be held accountable for whether or not you achieve your goal for change in long term objectives

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### Determining Goal for Change in Long Term Objectives

- Example: 5% reduction in low birth weight rate from a baseline of 7.21
- 7.21  
x .05 (for 5%)  
0.36 reduction
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- 7.21 – 0.36 = 6.85 Goal for 2015

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Questions on Data for Long Term Objectives or setting goals for changing Long Term Objective?

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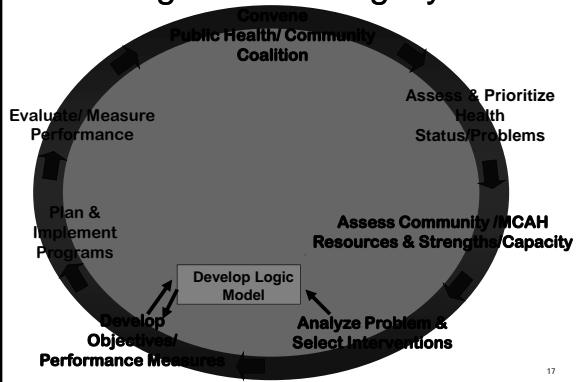
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### Program Planning Cycle



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### Objectives Should Be S.M.A.R.T.

**Specific** - identify who will receive the intervention, what will be done and where it will happen

**Measurable** - what benefit is expected and how much change is expected

**Achievable** - the objective is attainable

**Relevant** - the objective will have an effect on the desired goal or strategy

**Time-framed** - identify when or within what period the objective will be achieved

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## Ask Questions!

- Call or email questions to FHOP:
  - (415) - 476 - 5283
  - [fhop@fcm.ucsf.edu](mailto:fhop@fcm.ucsf.edu)
  - Web: [fhop.ucsf.edu](http://fhop.ucsf.edu)
- Or Contact your Nurse Consultant

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