

# CalWORKs Home Visiting Program Qualitative Evaluation

Stakeholder Kickoff Meeting, Sacramento, CA

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# Qualitative Evaluation

- The qualitative arm of the evaluation will gather new data on what is working well and what could be improved from the viewpoint of those individuals directly involved in the HVP
  - providers, participants, and leadership
- The qualitative evaluation is designed to complement the quantitative evaluation.

# Qualitative Evaluation: Key Questions

## Model implementation

- How has actual practice reflected fidelity to the CalWORKs HVP models?
- What aspects are working well, or not working well?
- How, and how well, is coordination occurring with and within counties?
- What supportive services are participating mothers using?
- How has service utilization changed during participation?

# Qualitative Evaluation: Key Questions

## Impacts on clients

- What are the perceived impacts on participants' access to and utilization of supports for developing healthy parenting?
- What are the perceived impacts on participants' experience of risk or resiliency factors that affect capacity and skills for healthy parenting?
- What aspects of the HVP were most or least helpful? What challenges remain?

## Comparisons

- What themes have emerged across counties and model programs?

# Qualitative Evaluation: Primary Methods

The qualitative evaluation will use three primary methods:

1. Key informant interviews
2. Focus groups
3. Online (or paper) surveys

# Qualitative Evaluation: Key Informant Interviews

- **Who:**
  - One HVP leader from each county (44)
- **What:**
  - Model(s) selection and enrollment levels across and within counties
  - Implementation strategies employed and implementation progress
  - Implementation and maintenance barriers and strategies employed to overcome them
  - Implementation successes, challenges, and lessons learned
  - Perceived interim impacts of the program to date
  - Plans for sustainability and integration

# Qualitative Evaluation: Key Informant Interviews

- **When:** November – December 2019 and August – September 2020
- **Where:** Telephone only
- **How:**
  - 60 minutes
  - Semi-structured
  - Audio-recorded and transcribed with consent

# Qualitative Evaluation: Key Informant Interviews

## Sample questions:

- Please give an example of what has been difficult about CalWORKs HVP in your county so far. What, if any, factors have posed barriers to successful implementation/maintenance?
- What are some of the challenges participants still experience that the program has not addressed? What would the program need to better serve this population?



# Qualitative Evaluation: Focus Groups

- **Who:**

- **Two separate groups:**

- Program participants
- Program providers (county program leadership, staff, and service providers)

- **Purposeful (Selective) Sampling Method**

- Seeking participants especially knowledgeable about or experienced with the topic

- **Recruitment Process:**

- Based on county recommendations
- Representing all program models

- **Number:**

- Up to 48 total focus groups; up to 12 people per group = up to 576 total participants

# Qualitative Evaluation: Focus Groups

## Who (Continued)

- **Inclusion criteria:**

- Current HVP adult clients, or those who exited the program within three months prior to the focus group
  - One participant per family only
- Current county program leadership, staff, and service providers

- **Exclusion criteria:**

- Individuals under the age of 18
- Individuals who cannot complete informed consent
- Individuals who cannot participate in a language available through facilitators or translators

# Qualitative Evaluation: Focus Groups

## Who (Continued)

- **Cohort Selection:**
  - Participants may be grouped into cohorts based on the following factors:
    - Location (to minimize distance traveled by participants)
    - Model of HVP in which they receive services
    - Preferred or primary languages (FGs will be offered in multiple languages)

# Qualitative Evaluation: Focus Groups

- **What:**

- Participants: Child and adult developmental, educational, and health outcomes; perception of outcomes as a result of services; perceptions of what is working well; perceived barriers to service access; and service gaps or unmet needs
- Providers: Perceptions of what is working well; implementation challenges and barriers; service gaps; overall perception of services; perceived effectiveness of related training; and perceived strengths and weaknesses of service coordination and referral processes between county and service organizations

# Qualitative Evaluation: Focus Groups

- **When:** Three rounds
  - Round 1: December 2019 – February 2020
  - Round 2: September – November 2020
  - Round 3: August – October 2021
- **Where:**
  - In person
  - Exact locations depend on convenience of participants
- **How:**
  - 90 minutes
  - Semi-structured
  - Audio-recorded and transcribed with consent

# Qualitative Evaluation: Focus Groups

## Sample questions for participants:

- In general, how would you describe your relationship with the home visitor?
  - What do you feel has made this relationship more positive or negative?
- Do you think this program has been helpful to you? Why or why not?
  - If you think it has been helpful, please tell us some examples of how you feel like participating in the HVP has made it easier to be pregnant or to parent.
  - If you think it has not been helpful, please tell us some examples of how you feel like participating in the HVP has not helped you. Is there a service that you would have liked to receive through the program, or from your home visitor, that you did not receive?

# Qualitative Evaluation: Focus Groups

## Sample questions for providers:

- What are the greatest challenges your organization has faced/faces in implementing this model? What factors posed barriers?
- What services do participants use the most from the program? What services do they use the least? What, if any, services do they access outside of the program?
- To what extent have you collaborated with [COUNTY] about your participants or the services you provide? To what extent have you collaborated with other agencies serving this population? Describe how.

# Qualitative Evaluation: Surveys

- **Who:**
  - Two separate groups:
    - Program participants
    - Providers (county program leadership, staff, and service providers)
  - All participating counties
  - The sample is everyone involved in the program



# Qualitative Evaluation: Surveys

- **What:**

- Participant survey: Adult and child developmental, educational, and health outcomes related to participation; perceived outcomes resulting from participation; program satisfaction over time
- Provider survey: Program satisfaction over time; overall perception of services; perceived effectiveness of related training opportunities; perceived strengths and weaknesses of service coordination and referrals between counties and service organizations
- Both surveys: Anonymous demographics questions

# Qualitative Evaluation: Surveys

- **When:** Three rounds
  - Round 1: January 2020
  - Round 2: December 2020
  - Round 3: November 2021
- **Where:**
  - Online or paper
- **How:**
  - Surveys will be available in threshold languages
  - Use contact information provided (via secure communication) from county programs, quantitative arm, and CDSS
  - Via Survey Gizmo or REDCap
  - Response data not linked to respondents' names or contact information
  - Paper or tablet participant self-administration may be supported by home visitors or providing agencies if home internet access is limited

# Qualitative Evaluation: Surveys

## Sample questions for participants:

- HVP staff help me connect to services I need. [agree/disagree scale]
- I am satisfied with the services I have received from the HVP. [agree/disagree scale]
- My life is [select better/the same/worse] as a result of my participation in the HVP so far

# Qualitative Evaluation: Surveys

## Sample questions for providers:

- So far, the HVP [MODEL NAME] in my county has helped to improve parents' physical health. [agree/disagree scale]
- In the past six months I or my team have worked in support of the HVP with [county personnel; State employees; HVP program provider leadership; HVP program provider staff; none of the above].
- Service coordination between agencies around the Home Visiting Program in my county works well. [agree/disagree scale]

# Evaluation Tool Review and Feedback

- From the CalWORKs HVP Evaluation advisory work group:
  - Reduce technical language in questions and ensure appropriate reading/comprehension level of written materials for program participants (survey)
  - Be specific in how questions are worded and ensure all appropriate answer options are included (survey)
  - Include additional open-ended response opportunities throughout surveys
  - Note that attrition (program exit) may affect participation in multiple point-in-time data collection activities

# Evaluation Tool Review and Feedback

- **Add questions to assess:**

- Participant access to immigration services
- Impact of program on non-custodial parents, non-primary children in household
- Rate of participation in early learning programs
- Food and housing instability
- How clients became connected with services and what motivated their participation

# Additional Opportunities for Feedback

- Kick-off meeting discussion – today
- Visit <https://tinyurl.com/ygr45hoo> to review the evaluation materials and offer feedback

# Discussion Questions

- What else would you like this evaluation to include?
- Are there other stakeholders you think we should be talking with? Who?
- In addition to translation and interpretation services, how can we encourage participation from non-English speakers?
- What tips do you have for the evaluation team to connect with program participants?
- What tips do you have for the evaluation team to connect with program providers?
- Do you have any concerns or advice regarding the timeline of the evaluation?



Thank you!