From Pilot to Policy

Elevating Evaluation, Results and Research in Policymaking

February 23, 2024

hpio
health policy institute
of ohio

VISION

Ohio is a model of health, well-being and economic vitality

MISSION

To advance evidence-informed policies that improve health, achieve equity, and lead to sustainable healthcare spending in Ohio.

Participating in Zoom

Chat

Q&A

Download slides and resources from today's webinar on the HPIO events page at:
www.healthpolicyohio.org/events

From pilot to policy

Considerations for state and local policymakers

What is *From Pilot to Policy?*

Throughout the state, creative and caring Ohioans in the public and private sectors are working together to design and implement programs that they hope will improve the health and well-being of their communities. These programs are often "piloted" at a relatively small scale to test whether the innovative or tailored approach achieves desired outcomes.

Ohio ranks 47 out of 51 states (including Washington D.C.) on health value, according to the Health Policy Institute of Ohio's 2021 *Health Value Dashboard*, indicating that the state faces significant challenges in both population health and healthcare spending. Despite these challenges, improvement is possible.

The challenges Ohioans face are complex and will likely require policy and system changes. Approaches being taken by health and human services pilot programs can result in positive change in the lives of Ohioans, and policymakers can invest resources strategically.

"From Pilot to Policy: Considerations for state and local policymakers" provides recommendations, guidance, tools and resources for use by state agency staff, local policymakers and legislators to:
• Understand the steps involved in launching, evaluating and scaling up pilot projects and innovative programs
• Guide effective decision making about scaling pilot projects and supporting evidence-informed approaches through policy change
• Understand the types of evaluation and evidence that may be available to assess whether a pilot or innovative program has contributed to improvements in health, equity and healthcare spending

Recommendations

State and local policymakers can promote the development, implementation and sustainability of evidence-informed or promising pilot programs in Ohio by:

1. **Engaging with philanthropy and program leaders** to learn about existing models, results and lessons already learned before developing or funding new programs

2. **Encouraging program evaluation and continuous quality improvement** by dedicating training, technical assistance and financial resources for this purpose

3. **Sustaining public funding for programs with proven or promising results** by removing barriers to success for pilot programs

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From pilot to policy

Tools for program staff, philanthropy and other stakeholders

What is *From Pilot to Policy?*

Throughout the state, creative and caring Ohioans are working together to design and implement programs that improve health and well-being in their communities. Private philanthropy, nonprofit organizations and public entities are launching pilot programs to test whether an innovative or tailored approach can achieve desired outcomes. Even with proven or promising results, it can be difficult for program leaders to communicate lessons learned with policymakers and others, advocate for policy changes to support the program and secure funding to sustain or expand the program.

Ohio ranks 47 out of 51 states (including Washington D.C.) on health value, according to the Health Policy Institute of Ohio's *2021 Health Value Dashboard*, indicating that the state faces significant challenges in both population health and healthcare spending.

Though the challenges Ohioans face are complex and will likely require policy and system changes, improvement is possible. Approaches being taken by different health and human services pilot programs can result in positive change in the lives of Ohioans, and policymakers can invest resources strategically.

This document provides recommendations, tools and resources for use by program staff and philanthropy to:
• Determine the barriers faced and successes achieved in launching, evaluating and scaling up pilot projects to improve health, achieve equity and lead to sustainable healthcare spending
• Understand the steps involved in launching, evaluating and scaling up pilot projects
• Increase awareness of the types of evidence and information that policymakers need to support scaling up pilot projects
• Identify potential sources of sustained funding, including blending and braiding of public and private funding sources
• Understand the next steps needed to increase the successful scaling of pilot projects into programs and policies that reach Ohioans in need at the scale necessary to achieve measurable improvements in health, equity and healthcare spending

Recommendations

Program staff, philanthropy and other stakeholders can promote the development, implementation and sustainability of evidence-informed or promising pilot programs by:

1. **Building trust with policymakers and other decision-makers** by developing strong relationships that transcend specific pilot program needs or "asks"

2. **Presenting policymakers and other decision-makers with high-quality, contextualized data** showing effectiveness or promising results of pilot programs paired with testimonies from clients

3. **Aligning messaging** with priorities of policymakers and other decision-makers

4. **Engaging the assistance of a champion or group of champions** — people who will advocate strongly on behalf of the program for its sustainability and longevity

5. **Educating state and local decision-makers about health and human services policy** and demonstrating how evidence-informed and community-supported programs address complex problems facing Ohio

Objectives

As a result of this event, attendees will have increased knowledge of:

- The value of using data to inform policy decisions and the roles that community organizations can play in generating evidence
- Strategies for communicating about research evidence in a policy context
- How Ohio policymakers are using data and evidence to make policy decisions, champion programs and determine resource allocation

Sarah Needler, MPA

Associate Director for State Impact

Results for America

$2 trillion opportunity

- Each year local, state, and federal governments in the United States spend more than $2 trillion to meet the needs of our most vulnerable populations.

- These investments can produce equitable economic mobility outcomes if these governments partner with communities to determine priorities, set a shared vision, prioritize services with evidence of effectiveness and ensure continuous improvement.

Source: USA Facts

RESULTS
FOR AMERICA

We know a great deal about what works

There are **over 2,000 strategies** that have been demonstrated to work ("evidence-based practices") in nonprofit and government clearinghouses. These tools seek to distill rigorous research papers into summaries that convey how confident you can be that they will achieve outcomes.

Example Clearinghouses include:
- Federal What Works Clearinghouse
- Results First Clearinghouse
- Results for America Economic Mobility Catalog

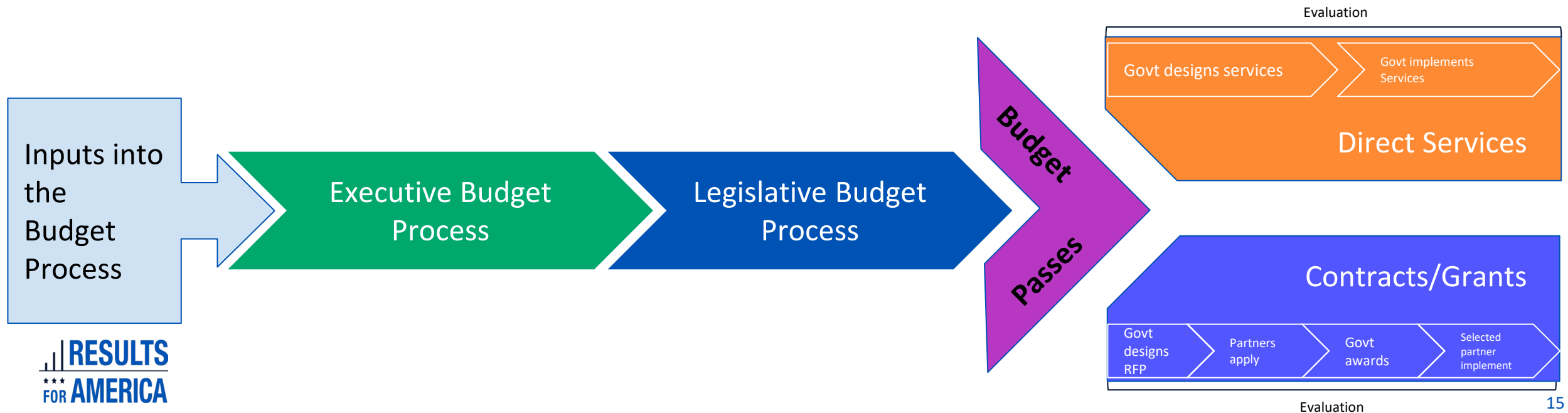"Evidence based" may make it sound like these programs are inaccessible to many providers, but in a recent survey of nonprofits, more than half of respondents said they were implementing one.

Policymakers care about what works

- In one state's survey, **97%** of legislative and executive branch policymakers reported that **having access to program effectiveness data is an important part** of their decision-making.

  - *But, **only about half** were satisfied with the information they currently have access to.*

- A recent experiment with state government decision makers showed that they are **22% more likely to select a proposal that had a rigorous evaluation and an "evidence-based" label** than the same proposal without this label.

There are opportunities for change that are under-utilized

Underneath policymaking headlines, there is an "inside game" and players who have discretion to write grant funding announcements, design budget templates, and set spending goals. **These are changeable**. Modifying them has resulted in billions of dollars being spent on solutions that have been demonstrated to work.

Inputs into the Budget Process → Executive Budget Process → Legislative Budget Process → Budget Passes

Direct Services
- Evaluation
- Govt designs services → Govt implements Services

Contracts/Grants
- Govt designs RFP → Partners apply → Govt awards → Selected partner implement
- Evaluation

RESULTS FOR AMERICA

How Tennessee used evidence to improve student learning outcomes

TN General Assembly passed the TN Learning Loss Remediation and Student Acceleration Act which required local education agencies and public charter schools to implement a program of after-school learning mini-camps, learning loss bridge camps, and summer learning camps to remediate student learning loss

TN used these funds to implement evidence-based summer learning camps

The TN Education Research Alliance evaluated the program
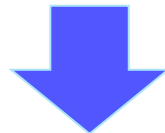
Student learning outcomes improved
(especially for elementary, non-White, and economically disadvantaged students)

RESULTS FOR AMERICA

Strategies for increasing the impact of government funding

1. **Define evidence** of effectiveness
2. Implement evidence-based **direct services**
3. Incorporate evidence in the **budget process**
4. Prioritize evidence in **grants** and **contracts**

Find other strategies for how state governments can invest in what works in the RFA Invest in What Works State Standard of Excellence - https://2023state.results4america.org/

RESULTS FOR AMERICA

1. Define "evidence-based"

- **"Evidence-based program"** means a program with either impact evidence or implementation evidence that is relevant and credible and has an informed rationale.
- **"Evidence-building program"** means a program that has an informed rationale and is undergoing an impact evaluation or implementation evaluation that is relevant and credible

- States that have a statewide evidence definition or framework:

    - Colorado
    - Illinois
    - Minnesota
    - North Carolina
    - New Mexico
    - Rhode Island
    - Tennessee

RESULTS FOR AMERICA

2. Implement evidence-based direct services

- Identify an **evidence-based intervention** that will be responsive to your jurisdiction's most pressing needs and contexts, including:

  - community priorities
  - existing resources and capacity
  - prioritizing most vulnerable populations
  - alignment with other priorities and commitments

- **Clearinghouses** can be used to identify interventions with evidence of effectiveness.

- Once selected, you can build support for implementation, integrate the intervention into policies and procedures, train staff across the organization, implement in a manner that ensures services are culturally competent, and conduct **ongoing monitoring and evaluation**.

Minnesota and Tennessee have program inventories that include a list of state funded programs, including weather they are supported by evidence.

3. Incorporate evidence in the budget process

1. Request evidence in **budget proposals**
2. Support development of **evidence-based budget requests**
3. Prioritize evidence using **decision materials** and **processes** that highlight evidence-based items
4. Set **evidence-based targets**
5. Include information on the **evidence-basis of each line item/proposal** in statewide public budget documents and for items signed into law

10 states incorporate evidence in their budget process by implementing one or more of the above strategies - CO, IL, MN, NM, NC, OH, OR, RI, TN, UT
See RFA 2023 Invest in What Works State Standard of Excellence for more information.

4. Prioritize evidence in grants and contracts

- Strategy A: **Require** that funding be used to support evidence-based interventions

    The [Tennessee High-Dosage Tutoring](#) program ($27 million in 2021) prioritizes evidence by exclusively funding evidence-based high-dosage low-ratio tutoring for students.

- Strategy B: **Allocate points** to grant applications that meet the government's evidence definitions

    The Texas Workforce Commission's [Building Construction Trades](#) program ($1.8 million in 2023) prioritizes evidence by awarding up to 10 points based on the level of causal evidence.

82 state grant programs administered by 56 state agencies representing 34 states define and prioritize evidence effectiveness.
See [RFA Honor Roll of State Grant Programs that Define and Prioritize Evidence of Effectiveness](#)

Questions?

Sarah Needler
Sarah@results4america.org

Max Crowley, PhD, HDFS

C. Eugene Bennett Endowed Chair
Professor, Human Development, Family Studies and Public Policy
Director, the Edna Bennett Pierce Prevention Research Center
Director, Evidence-to-Impact Collaborative
Co-Director, Research-to-Policy Collaboration
Pennsylvania State University

COMMUNICATING ABOUT RESEARCH EVIDENCE IN A POLICY CONTEXT

Max Crowley PhD
C Eugene Bennett Endowed Chair
Director, Evidence-to-Impact Collaborative
Professor of HDFS & Public Policy
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OVERVIEW

- The Evidence-to-Impact Collaborative (EIC)

- Observing Use of Research

- Improving Use of Research

EVIDENCE-TO-IMPACT COLLABORATIVE: WHO ARE WE?

- The EIC's mission is to increase the societal benefits of science through improving the relevance, value, and use of scientific insights by decision-makers

    - **Relevance**—creating more useful and timely scientific insights through better data, design, and optimization research

    - **Value**—increasing decision-makers' appreciation for and perceived utility of scientific insights and research institutions

    - **Use**—improving decision-makers' engagement with scientists, decision-making informed by scientific evidence, and decisions that promote positive impact

- The EIC offers a **home for inquiry** into the science of scientific impact and a resource for enhancing the relevance of scientific discovery and translating it for use by decision-makers.
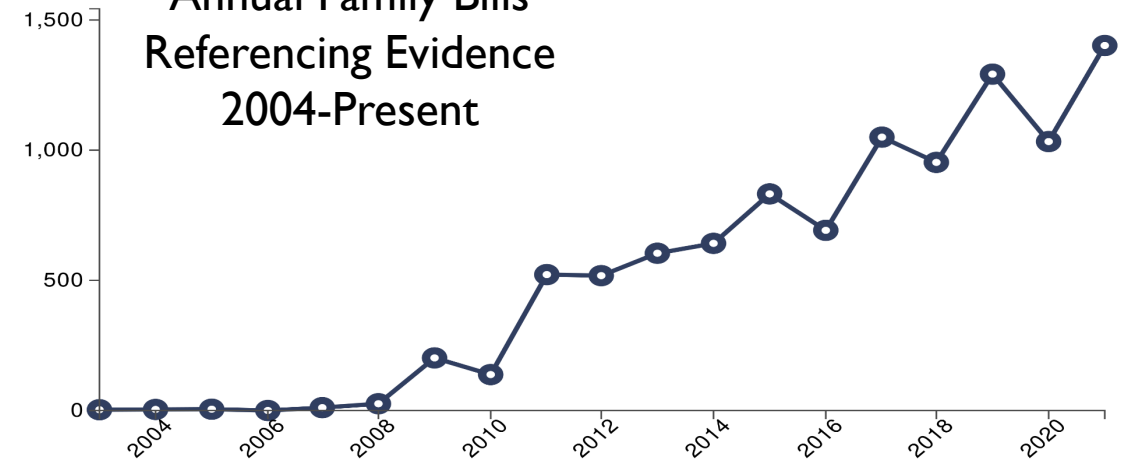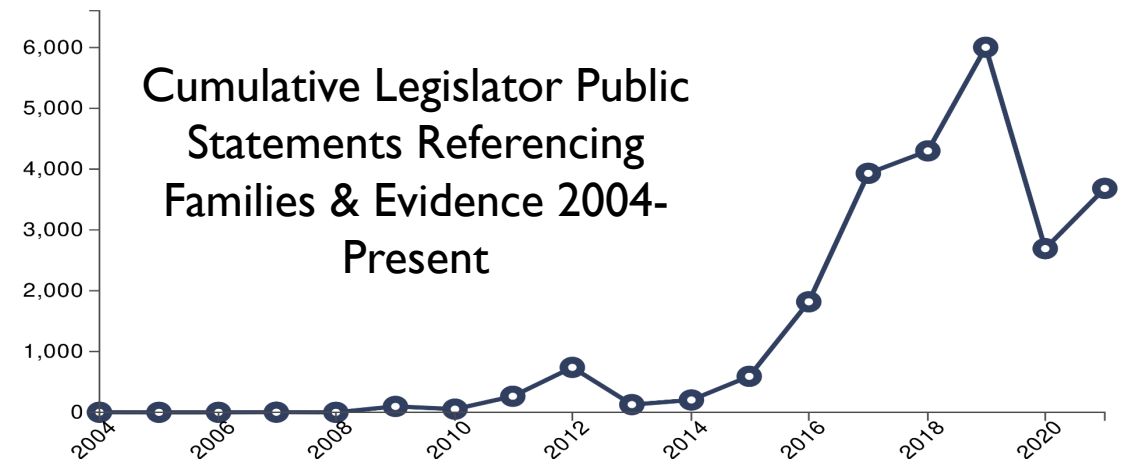
POLICY LANDSCAPE SCANS & ANALYSES

Cumulative Family Bills Referencing Evidence 2004-Present
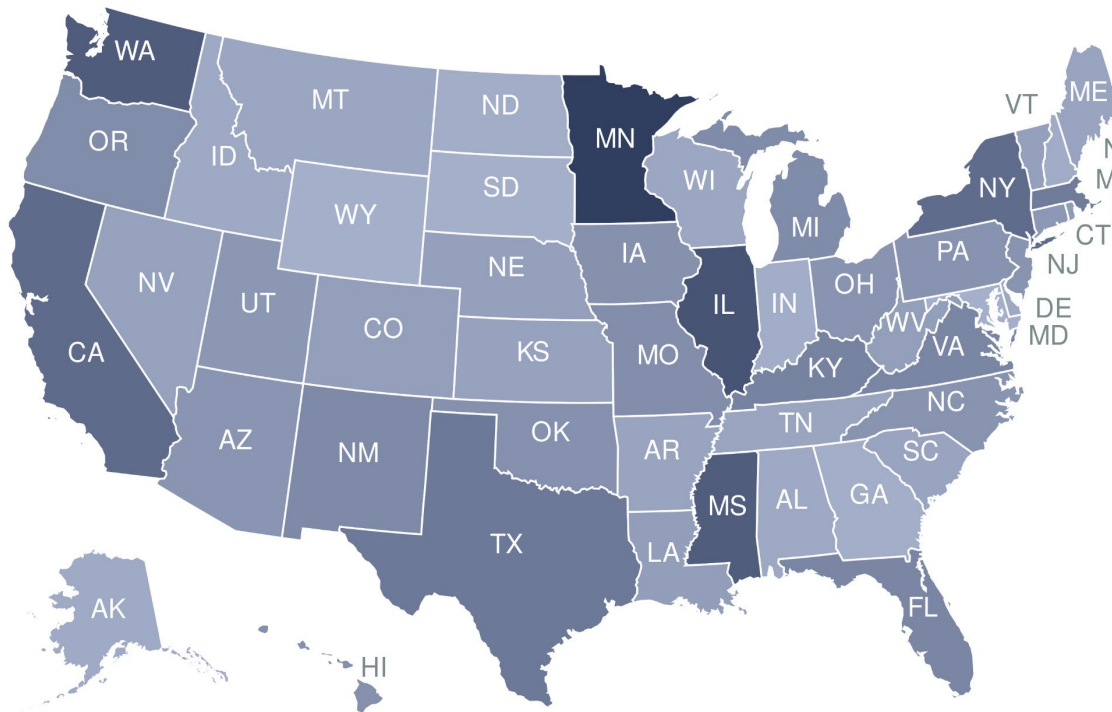
### Annual Family Bills Referencing Evidence 2004-Present

Cumulative Legislator Public Statements Referencing Families & Evidence 2004-Present

Crowley, D. M., Connell, C. M., Noll, J., Green, L., Scott, T., & Giray, C. (2021). Legislating to prevent adverse childhood experiences: growth and opportunities for evidence-based policymaking and prevention. *Prevention science*, 1-11.

RESEARCH-TO-POLICY COLLABORATION (RPC) MODEL
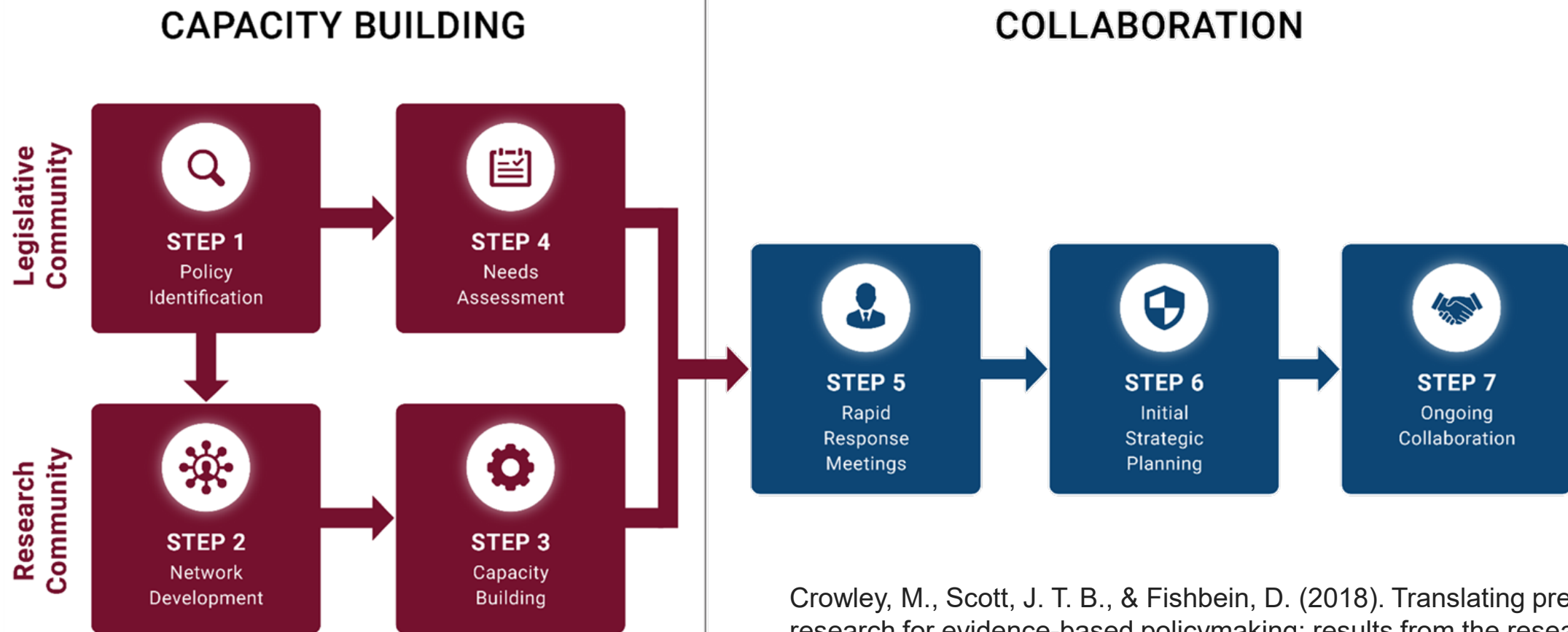
Crowley, M., Scott, J. T. B., & Fishbein, D. (2018). Translating prevention research for evidence-based policymaking: results from the research-to-policy collaboration pilot. *Prevention Science*, *19*(2), 260-270.
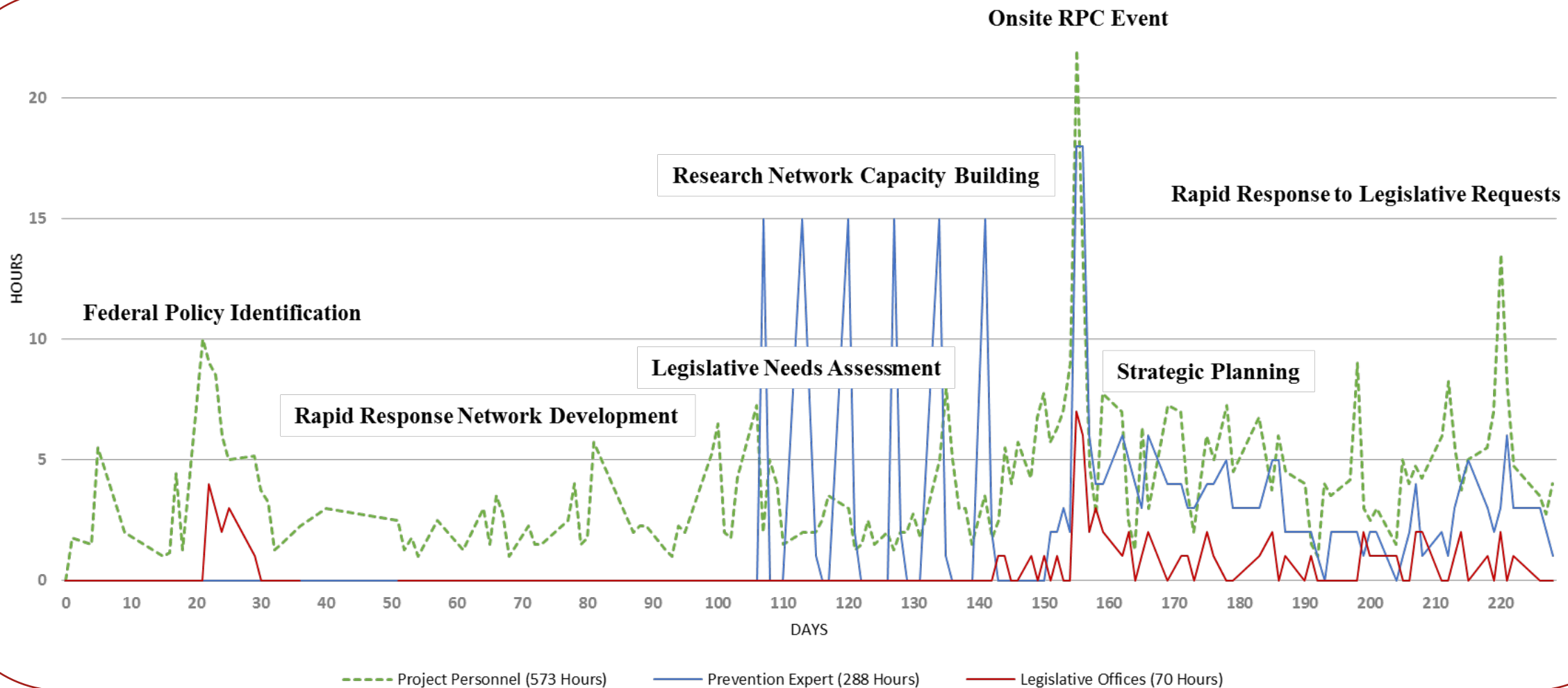
FREQUENCY OF LEGISLATIVE REQUESTS FOR SCIENTIFIC EVIDENCE

Request Type	Percentage
Review Intervention Strategies	37%
Summarize Etiologic Evidence	23%
Identify Impact of Existing Policy	19%
Provide Analysis of Administrative Data	6%
Prepare Policy Briefs	6%
Offer Legislative Language	5%
Hold Congressional Briefings or Support Hearings	4%

Crowley, M., Scott, J. T. B., & Fishbein, D. (2018). Translating prevention research for evidence-based policymaking: results from the research-to-policy collaboration pilot. *Prevention Science*, *19*(2), 260-270.

Crowley, D. M., & Scott, J. T. (2017). Bringing rigor to the use of evidence in policy making: Translating early evidence. *Public Administration Review*, *77*(5), 650-655.
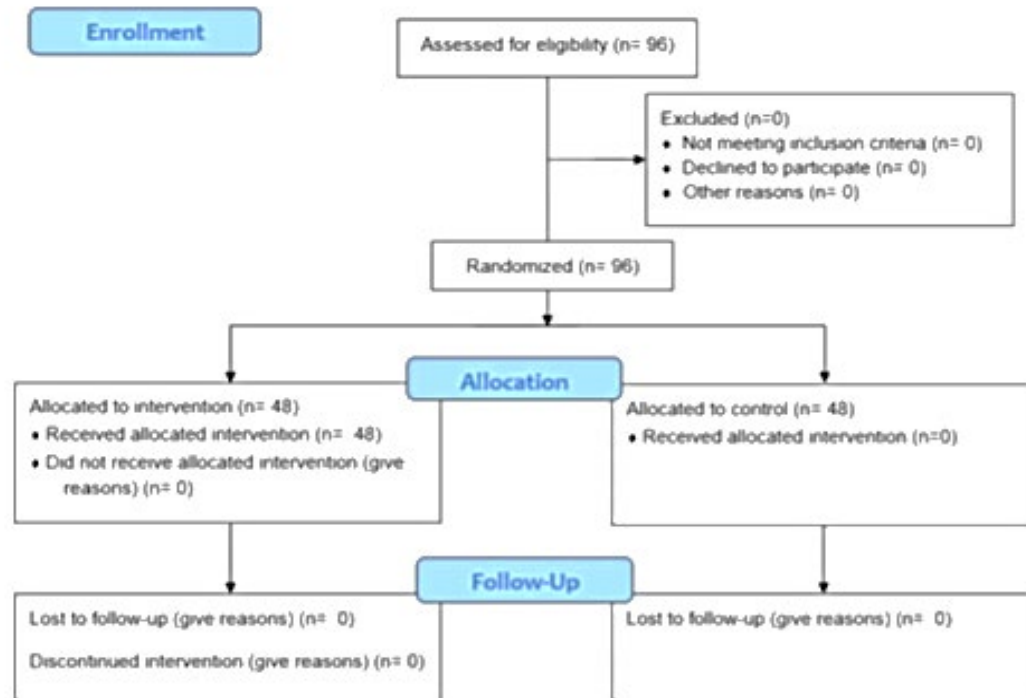
RESOURCE CONSUMPTION FOR RPC IMPLEMENTATION

But…how do we know??
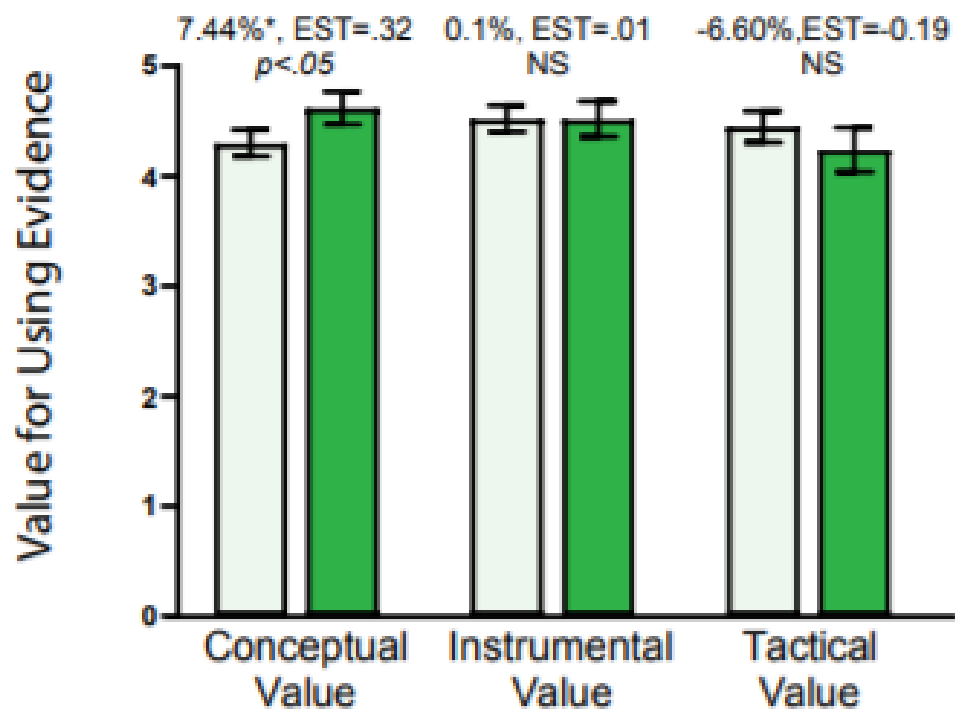
EXPERIMENTING WITH CONGRESS

MIXED METHODS EVALUATION

Long, E. C., Smith, R. L., Scott, J. T., Gay, B., Giray, C., Storace, R., ... & Crowley, D. M. (2021). A new measure to understand the role of science in US Congress: lessons learned from the Legislative Use of Research Survey (LURS). *Evidence & Policy*

RPC CONGRESSIONAL TRIAL

Crowley, D. M., Scott, J. T., Long, E. C., Green, L., Israel, A., Supplee, L., ... & Giray, C. (2021). Lawmakers' use of scientific evidence can be improved. *Proceedings of the National Academy of Sciences*, 118(9).

RPC CONGRESSIONAL TRIAL
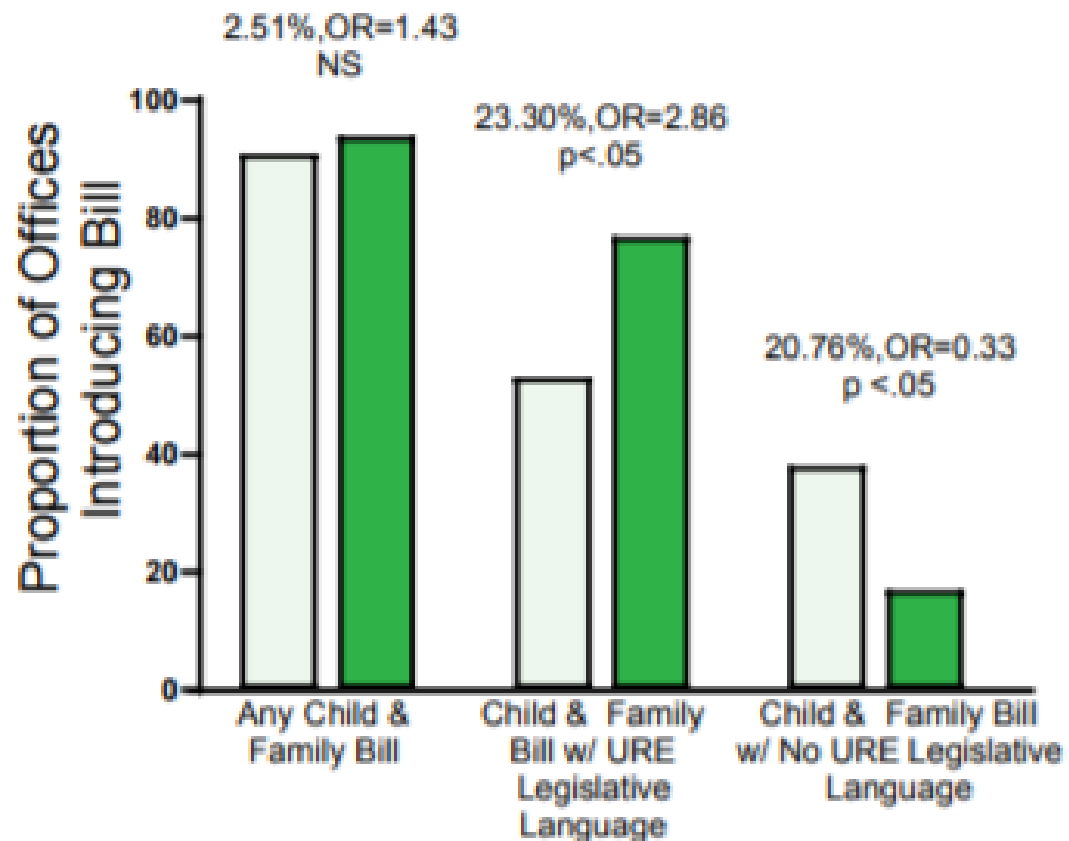
Crowley, D. M., Scott, J. T., Long, E. C., Green, L., Israel, A., Supplee, L., ... & Giray, C. (2021). Lawmakers' use of scientific evidence can be improved. *Proceedings of the National Academy of Sciences*, 118(9).

DISSEMINATION: SCICOMM OPTIMIZER FOR POLICY ENGAGEMENT (SCOPE)

- Testing Frames for Implementation
- Building Effective Outreach
- Increasing Engagement
- Assessing Impact

Problem-framed **messages**

Trial 1:
- LGBT hate crime **solutions**
- LGBT hate crime **crisis*****

Trial 2:
- **Solutions** to meet the needs of linguistically diverse students
- **Problems** to meet the needs of linguistically diverse students**

Trial 3:
- **Solutions** for data on police-minority contact
- **Problems** for data on police-minority contact**

Racial Justice **messages**

Trial 1:
- **Information** on marijuana policy reform
- **Research** on marijuana policy reform
- **Social disparities** in marijuana policies*

Trial 2:
- Briefing on racial and rural **health issues**
- Briefing on racial and rural **health disparities**
- Briefing on racial and rural **health inequities**

Trial 3:
- Black community faces more **oppression** during COVID**
- **Compounded risks** for black people during COVID
- **Unequal threats** for black people during COVID

Trial 4:
- Briefing: **New solutions** for addressing health differences
- Briefing: **threats** to the health of various communities*

Personalized **messages**

Trial 1:
- Mitigating the effects of COVID on **the world's** families
- Mitigating the effects of COVID on **American** families
- Mitigating the effects of COVID on **[state]** families*

Trial 2:
- Ways that **policy efforts** can address exploitation
- Ways that **[name]** can address exploitation**
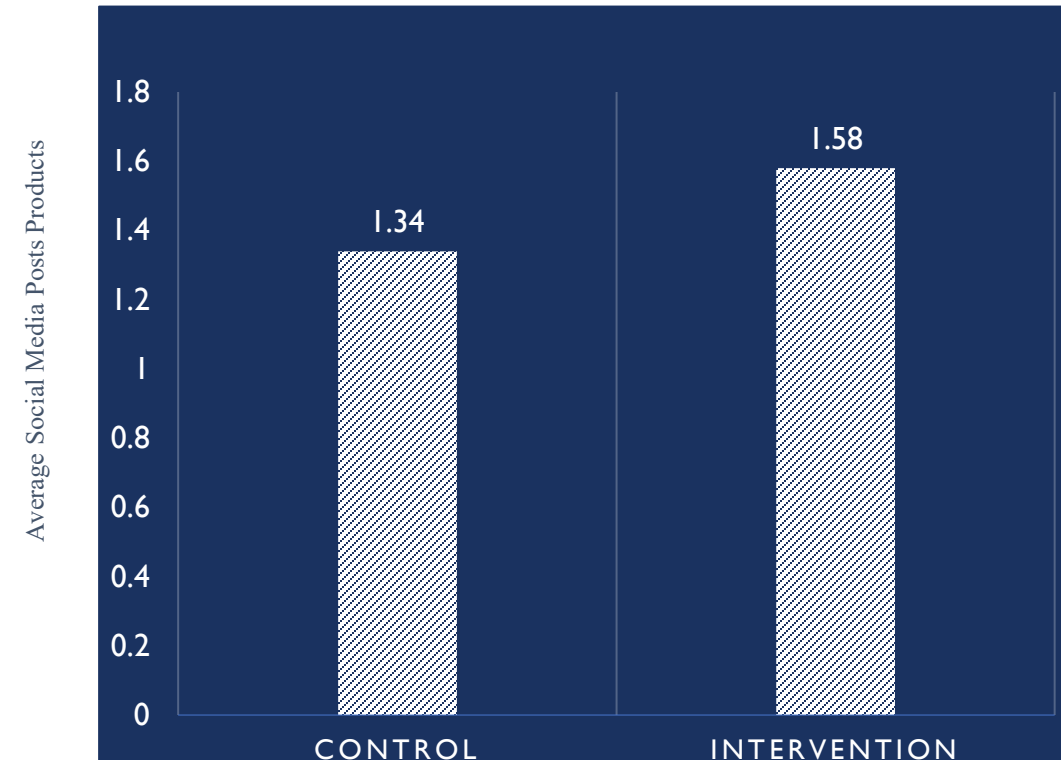- Ways that **[state]** can address exploitation**

Trial 3:
- Police-community relations **fact sheet**
- Police-community relations for **[state]**
- Police-community relations for **[name]**

Note: * *p* < 0.05, ** *p* < 0.01, *** *p* < 0.001

Long, E. C., Pugel, J., Scott, J. T., Charlot, N., Giray, C., Fernandes, M. A., & Crowley, D. M. (2021). Rapid-Cycle Experimentation With State and Federal Policymakers for Optimizing the Reach of Racial Equity Research. *American Journal of Public Health*, 111(10), 1768-1771.

BETTER SCIENCE COMMUNICATION CAN CHANGE POLICY DISCOURSE

- Dissemination trial of SciComm found 20% more social media posts containing evidence language compared to control offices (*IRR*= 1.21, *p* = .03)

- Post-hoc analyses revealed that the increased research language on social media was particularly prominent as it related to data and analytics (77% more, *IRR* = 1.77, *p* < .01) and conceptual research use (26% more, *IRR* = 1.26, *p* = .01)

Scott et al (under review) In the Midst of Misinformation: Improving policymakers' use of research in public discourse
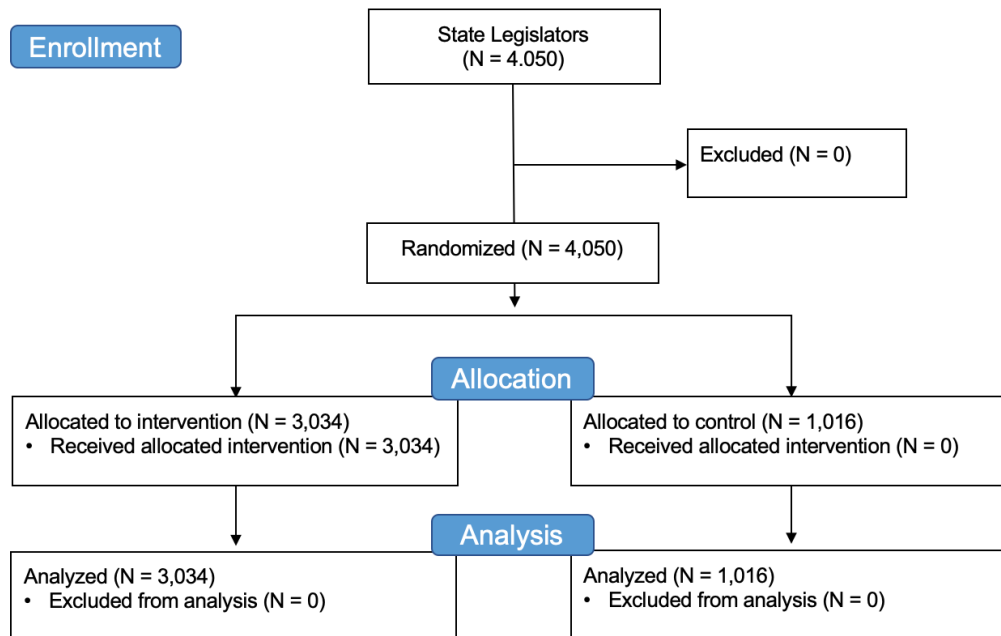
SO WHAT DOES THE SCIENCE TELL US??

- Dissemination – necessary but insufficient

- Relationships are essential
  - Fast moving policy windows
  - Timely and relevant research

- Need for appropriate and sustainable collaboration

Boaz et al., 2019

Evidence Use

Relationships

Dissemination

SO WHAT DOES THE SCIENCE TELL US??

- Policymakers prefer people

-

-

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Policymakers Prefer **People**

Hello Michael,

In light of efforts across the country to safely re-open, increasing participation in and cooperation with contact tracing is crucial. I'd like to share this piece with you from the Societal Experts Action Network (SEAN) that highlights lessons from survey research that may be applied to contact tracing:

https://www.nap.edu/read/25916/chapter/1

If you have any questions or comments, please let me know and I'll be happy to discuss.

Best,
Monica N. Feit, PhD, MPH
Principal Investigator, Societal Experts Action Network
Deputy Executive Director
Division of Behavioral and Social Sciences and Education
The National Academies of Sciences, Engineering, and Medicine

Data on email open and click rates will be used for research and quality improvement. If you have questions about this research, you may contact the Office for Research Protections at (814) 865-1775, ORProtections@psu.edu, or Elizabeth Long at ecl5218@psu.edu. If you would like to change your communication preferences, please contact Morgan Thomas at Morgan.Thomas@research2policy.org

276 clicks*

Families in {{recipient_state_name}} need help adjusting to the pandemic we are all facing.

We recognize the nation's top priority is to address the coronavirus crisis as quickly and effectively as possible. We're here to help! We're collecting science-based input on issues impacting your constituents.

Mitigating the Implications of Coronavirus Pandemic on Families   Issue 6

This issue presents research-informed policy recommendations regarding migrant workers and children. Particularly, attending to the impact of COVID-19 on health and economic disparities among America's international workforce, as well as implications for educational access and linguistically diverse students.

Download PDF

Migrant workers make up a significant portion of the workforce affected by the crisis, including healthcare and service industries.

Ineligibility for Relief Programs and Other Services.

Healthcare and Education.

Discrimination based on race and ethnicity.

Detention Centers are at high risk of virus infection, transmission and mortality.

More info →

FEATURED FACT SHEETS:

Migrant Families and Children
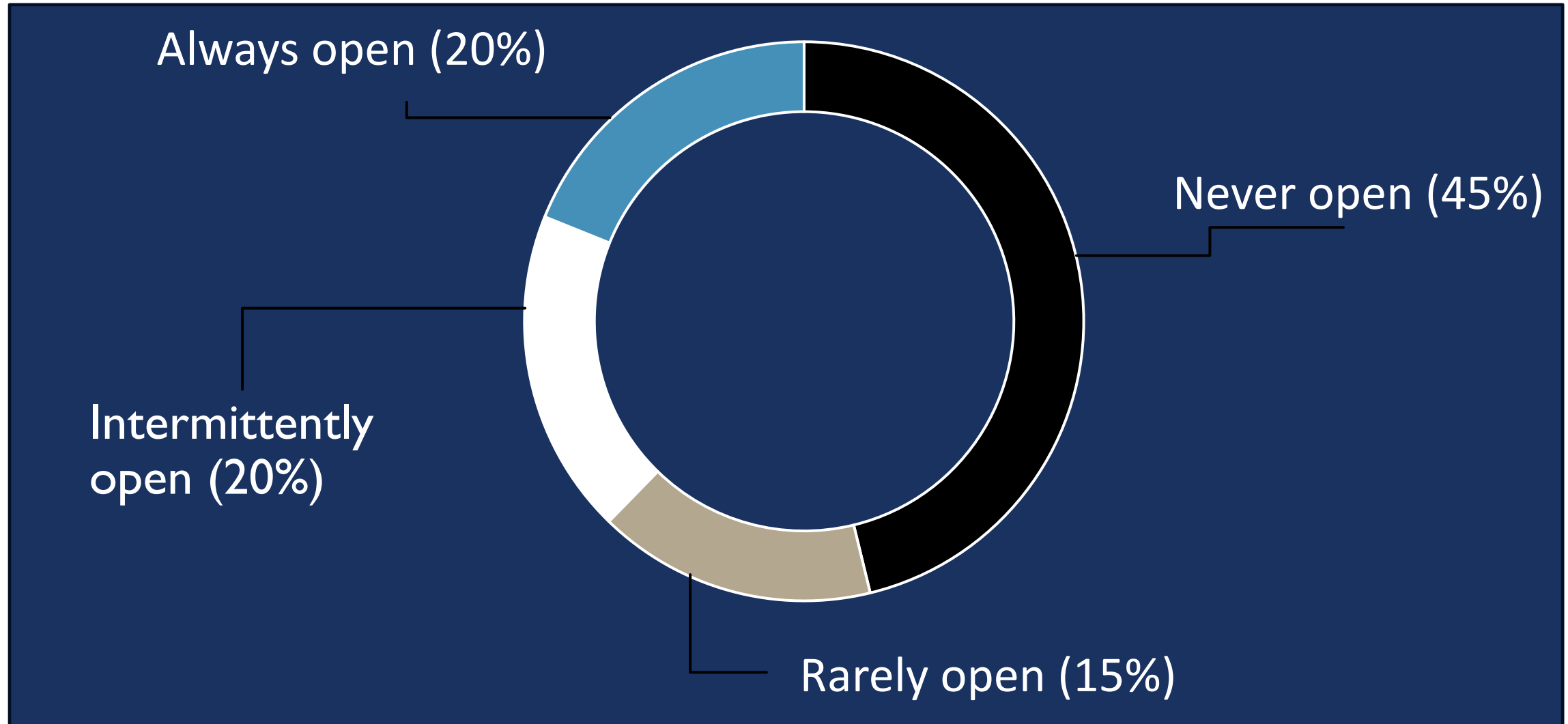
Fact Sheet

24 clicks

SO WHAT DOES THE SCIENCE TELL US??

- Policymakers prefer people

- Science frames requires transparency

-

-

SO WHAT DOES THE SCIENCE TELL US??

- Policymakers prefer people

- Science frames requires transparency

- Officials have different engagement styles

-

Officials Engage **Differently**

Always open (20%)

Never open (45%)

Intermittently open (20%)

Rarely open (15%)

N = 2818 state legislators across 5 trials

Pugel et al., 2021

SO WHAT DOES THE SCIENCE TELL US??

- Policymakers prefer people

- Science frames requires transparency

- Officials have different engagement styles

- Context matters!

Thank You!

Taylor Scott, PhD
Director of Research Translation Platform; Co-Director RPC

Beth Long, PhD
Director of Research and Evaluation

Brittany Gay, PhD
Associate Director of Implementation Science

Gary VandLandingham, PhD
Results First, Founder

Jessica Pugel, MA
Research Associate
CIQ Analyst

Rachel Storace
Project Manager
Research Support

Antoine Lovell, PhD
Policy Associate
Postdoctoral Scholar

Mallory Matheson
Policy Associate

Questions?

POLL QUESTIONS

Legislative panel discussion
Identifying successful programs to champion

Moderator: Amy Rohling McGee, President, Health Policy Institute of Ohio

The Honorable Michele Reynolds

Ohio Senate

The Honorable Allison Russo

Minority leader, Ohio House of Representatives

Questions?

Executive panel discussion
Sustaining programs that work

Moderator: Amy Rohling McGee, President, Health Policy Institute of Ohio

Bill Beagle
Senior Director of Policy and Program Administration
Ohio Treasurer's Office

Ursel McElroy
Director
Ohio Department of Aging

Marisa Weisel
Deputy Director of Strategic Initiatives
Ohio Department of Medicaid

Kara Wente
Director
Ohio Department of Children and Youth

Questions?

Ways to influence policy

- Write letters, emails or make phone calls
- Provide district specific data
- Provide analysis of a bill
- Provide testimony at a legislative hearing
- Provide a one-page fact sheet
- Organize community partners to visit key policymakers
- Invite policymakers to visits your organization or speak at a meeting you host

POLL QUESTIONS

Download slides and resources from today's webinar on the HPIO events page at:
www.healthpolicyohio.org/events

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THANK YOU