Lessons learned: Recommendations for data collection and management from Stanislaus County's Healthy Birth Outcomes Program

Colleen Woolsey, PhD, and Amelia Goodfellow, BS
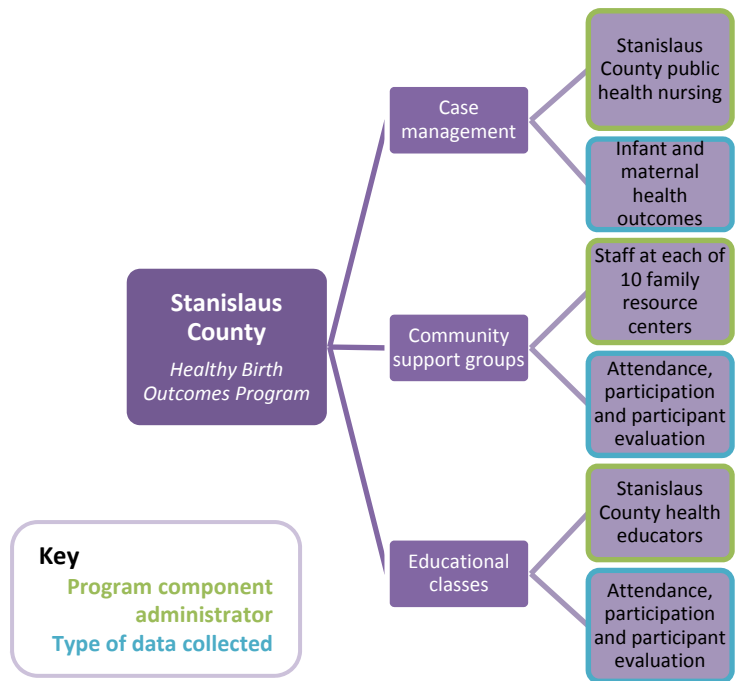agoodfellow@schsa.org
209.558.7195

Session objectives

1. Describe three of the health promotion programs presented.
2. Evaluate whether the health promotion program met the needs of the identified vulnerable group.

Background

Stanislaus County Health Services Agency's **Healthy Birth Outcomes (HBO)** program is a California Prop 10 funded initiative that improves infant mortality and morbidity rates through education classes, support groups, and intensive PHN case management.

The program is administrated by public health nurses and community health workers in the Department of Maternal and Child Health and ten local family resource centers.

Due to changes in program evaluation, service delivery scope, and data management methods, HBO has many "lessons learned" to share with other departments on building streamlined, efficient, and effective systems for data collection and management.

Stanislaus County
Healthy Birth Outcomes Program

Case management
→ Stanislaus County public health nursing
→ Infant and maternal health outcomes

Community support groups
→ Staff at each of 10 family resource centers
→ Attendance, participation and participant evaluation

Educational classes
→ Stanislaus County health educators
→ Attendance, participation and participant evaluation

Key
Program component administrator
Type of data collected

Lessons learned

Lessons Learned

Develop infrastructure to support funding requirements

Using an ad hoc strategic planning process can account for all components needed to support funding deliverables, i.e., lesson plans, pre- and post-tests, and where the data from these components will be used.

Plan for succession

Longitudinal programs need clear guidelines for sustainability through staffing and programmatic changes. Implement a system of tracking changes—and the purpose of each change—when databases are altered.

Allow for expansion in programmatic planning

Designating which data comes from who—and what methods are used to deliver it—allows new program components to get on board quickly.

Involve subject matter experts, administrators, and support staff in developing databases

Design as a team to ensure data can be tracked in real time, is easy to evaluate, and satisfies all evaluation requirements.

Good data management:
→ Improves program delivery
→ Enables ongoing and real-time evaluation
→ Helps the program meet the needs of the target group

HEALTH SERVICES AGENCY