Embedding Equity in Program Design, Implementation, and Evaluation

Jenita Parekh, PhD (Child Trends);
Cody Ragonese, MPH (Equimundo);
Lauren Lapointe, MPH (LAYC)
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Objectives of our workshop

By the end of the session, participants will be able to:

• describe the value and at least two benefits of embedding equity into their implementation and evaluation planning.
• list key elements of an equitable evaluation framework.
• identify three examples of ways to embed equity into their implementation and evaluation.
• identify future directions for embedding equity.
When you think of equity, what is one word or phrase that comes to mind?
Question for the group

How comfortable do you feel implementing equity into your project?
Integrating Equity in Evaluation Research
### Orthodoxies to be Challenged

**Orthodoxies to be Challenged (Foundation – emerging 2018)**

<table>
<thead>
<tr>
<th>The foundation defines what success looks like.</th>
<th>Grantees and strategies are the evaluand, but not the foundation.</th>
<th>The foundation is the primary user of evaluation.</th>
<th>Evaluations should provide generalizable lessons.</th>
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<tr>
<td>Evaluators should be selected based on credentials that reflect traditional notions of expertise.</td>
<td>Evaluators are the experts and final arbiters; grantees are the beneficiaries.</td>
<td>Credible evidence comes from quantitative data and experimental research.</td>
<td>Evaluators are objective.</td>
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<td>Evaluation funding primarily goes to data collection, analysis and reporting.</td>
<td>Time frames / short-term outcomes as indicators of good stewardship.</td>
<td>Evaluation in service of foundation brand.</td>
<td>Trust / relationships come from doing the work but are not the starting point.</td>
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The Equitable Evaluation Framework (EEF)

Evaluation and evaluative work should be in service of equity:
- Production, consumption and management of evaluation and evaluative work should hold at its core a responsibility to advance progress toward equity.

Evaluative work should be designed and implemented commensurate with the values underlying equity work:
- Multiculturally valid.
- Oriented toward participant ownership.

Evaluative work can and should answer critical questions about the:
- Ways in which historical and structural decisions have contributed to the condition to be addressed.
- Effect on strategy of the underlying systemic drivers of inequity.
- Ways in which cultural context is tangled up in both the structural conditions and the change initiative itself.

Program Design & Tools
Method: Highlighting Diversity and Inclusion

What did we learn?

➢ Youth want to see their lived experiences reflected in the content – intersecting race, gender, sexual orientation, and other identities

What did we do?

➢ Developed examples, storylines, and characters that reflect diversity and intersectionality
➢ Included conversations about racial and other biases in access to SRH services
➢ Program is open and synchronous to all genders
Method: Real Life Application

What did we learn?

➢ Youth highlighted media and online interactions as a core component to their relationships
➢ Youth want to learn the "how’s" instead of just the "what’s"

What did we do?

➢ Inclusion of a session on media's influence on sexuality, relationships, and sex
➢ Concentrating on what to do with the information in their lives (i.e., communicating with partners, what to do at a clinic, etc.)
Method: Bolstering Facilitator Guidance

What did we learn?

➢ Facilitators didn't always feel like they knew the material content well enough
➢ Various facilitators implementing the same curriculum can result in a low standardization and fidelity

What did we do?

➢ Guidance on possible probing questions and responses
➢ Inclusion of scripts throughout the curriculum to standardize messaging and assist with providing equal footing for facilitators
Program Implementation
Method: 
Know and Advocate!

- Know your population (e.g., culture, history, language, identities, etc.)
- Speak up from the beginning at meetings and planning sessions
- Examples:
  - Language inclusion
  - Gender inclusion
  - Incentives
Method: Emphasize relationships & reciprocity

- What are the needs and requirements of your partners?
- How can you make this a mutually beneficially partnership?
- Examples
  - Offering community service hours at schools
  - Doing your research & understand the context: setting up informational interviews with staff who closely partner with them
Method: Hiring Tips

➢ Hire people who understand their role in social justice and equity
➢ Hire people who are part of the community you are serving
➢ Possible hiring questions
  ➢ How might/do your multiple identities influence your work as a facilitator?
  ➢ What do you think your role is in social justice efforts?
  ➢ What does equity mean to you?
Program Evaluation
Method: Reflection and Discussion

➢ More being, less automatic doing

- Review checklist for culturally responsive evaluation in all internal meetings and select external meetings
- Ask and discuss "what does success look like for this project?" with our implementation partners
Method:
Data Collection

➢ Cultural humility training for data collectors
Method: Research and Survey Questions

➢ In progress: waiver to remove the federally-required binary gender question:

What is your sex?
- Male
- Female
Method:
Research and Survey Questions

To a more gender inclusive item:

Which of the following best describes your gender identity (which may be different than your sex assigned at birth)?

- Female (Girl/Woman)
- Male (Boy/Man)
- Non-binary, Gender fluid, or Gender expansive
- A gender not listed here
Method: Research and Survey Questions

Deficit based → Asset based

"Does Many Ways of Being program increase the likelihood that youth and their partner have agency during their last sexual experience, compared to the control condition?"
Method: Research and Survey Questions

➢ Remove unnecessary measures

➢ Add asset-based measures
  ➢ Items from the Sexual and Reproductive Empowerment Scale for Adolescents and Young Adults (e.g., “I am worthy of love,” “I know my body well,” “My sexual needs or desires are important,” “I expect to enjoy sex”)
Small Breakout Session
Breakout groups of 8 people each, pick someone to report out

Pick a stage of the project: Planning and Design, Implementation, or Evaluation

Discuss these questions in your group:
1. What are some tangible ways to integrate equity into your stage of the project cycle?
2. What are some possible challenges you might encounter and solutions to overcome them?
Full Group Reflection
Share back with the full group

**Question 1**: What are some tangible ways to integrate equity into your stage of the project cycle?

*Reporters*, what did your groups discuss?
Question 2: What are some possible challenges you might encounter and solutions to overcome them?

Reporters, what did your groups discuss?
Resources

Equitable Evaluation:  
https://www.equitableeval.org/

Cultural Responsiveness of Evaluation Self-Assessment:  
Questions?
Thank you!

You can find us at

- jparekh@childtrends.org
- c.ragonese@equimundo.org
- lauren@layc-dc.org