



DELANEY DATA
EMPOWERMENT

Storytelling with Impact



Welcome from the Michigan Health Endowment Fund!

Neel Hajra, CEO

Veronica Marchese, Program Officer Community Health & Capacity Building

Meet other Health Fund Team Members!

Objectives

At the end of today, you will:



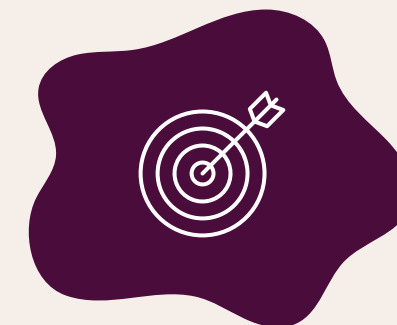
Practice Making TDEs

Practice using your theory of change to tell the story of your potential impact.



Develop or Refine Your TDE

Develop or refine your program's theory of change



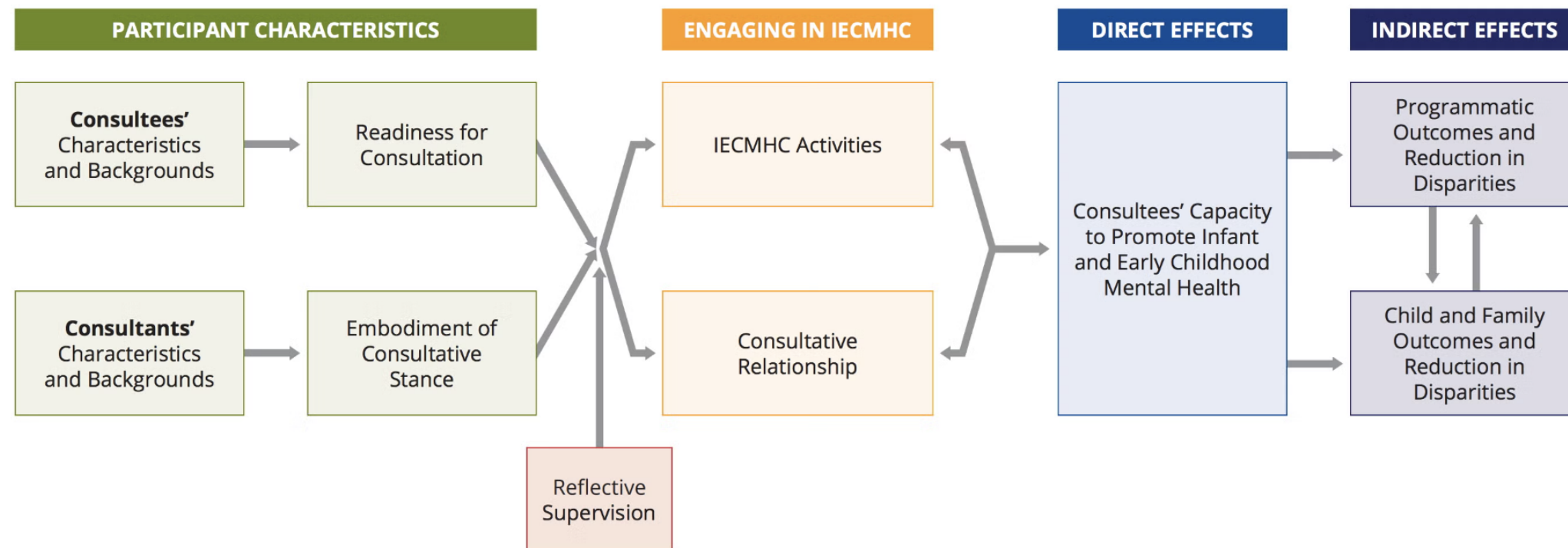
Connect Numbers & Narrative

Understand how and practice how you can use your theory of change to prioritize narrative for needs statements

Theory of Change

What is a theory of change?

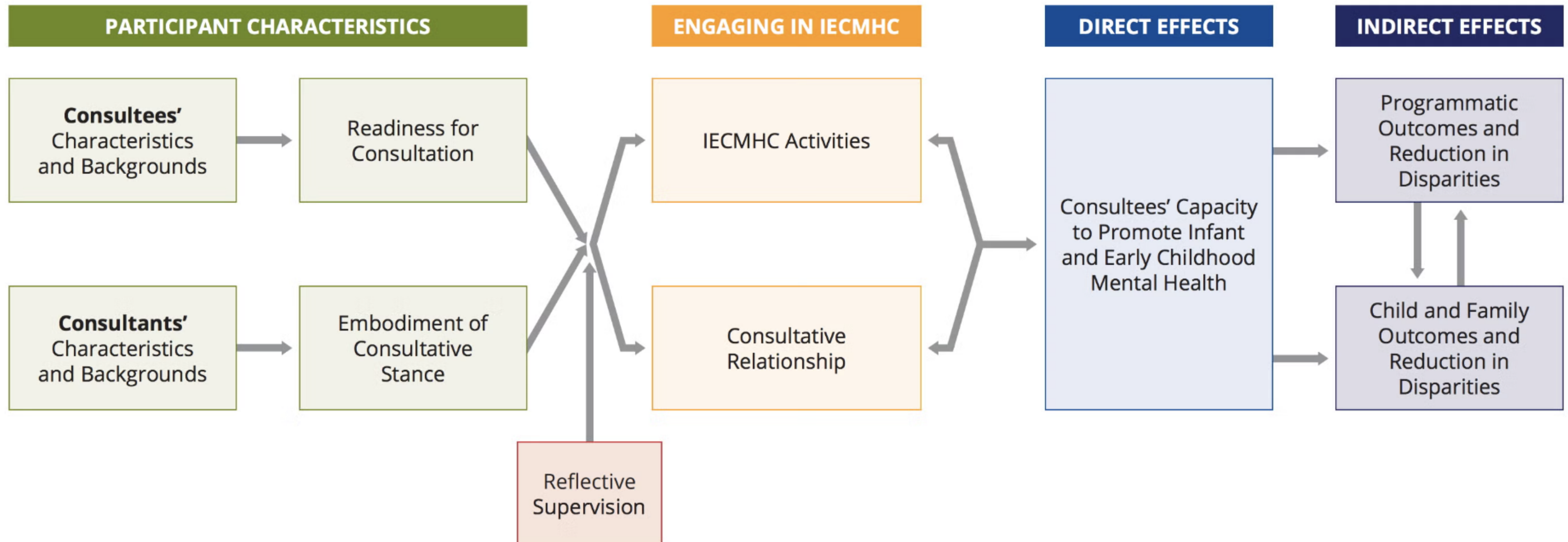
Theory of Change for Infant and Early Childhood Mental Health Consultation



- Visual way to represent how outcomes are tied to activities for a program
- List out assumptions for the theory to work
- Informed by best practices or literature
- Living document with relatively stable outcomes

Example

Theory of Change for Infant and Early Childhood Mental Health Consultation



Why a theory of change?



Surface gaps in logic



Clearly communicate the program
in a visual and why it is important



Build collective understanding



Build for evaluation

Example

Older adults have shared on their county community health needs assessment (CHNA) that they feel lonely. They know there are activities they can do in the community, but they haven't been attending, because they don't have access to reliable transportation, are on fixed incomes, and aren't interested in the events that are offered.

Silver Stars is a program that aims to offer social engagement, physical activity, and healthy eating to older adults in mid-Michigan. We do this by working with committees of older adults to develop social events, opportunities to work out together, and make food together. We remove barriers to participation by providing transportation, offering coupons for fresh produce from the farmers' market, ensuring culturally relevant and health-focused recipes, and develop physical activities that work for a variety of abilities. By doing this work, we want those who participate in our program:

1. Feel connected to other older adults,
2. Maintain their highest quality of life, and
3. Have weekly access to free, high-nutrient meals.

Surface Gaps

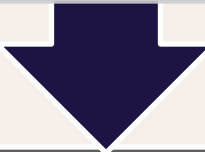
Older adults have shared on the CHNA that they feel lonely. They know there are activities they can do in the community, but they haven't been attending, because they don't have access to transportation, are on fixed incomes, and the events haven't piqued their interest that much.

Problem

What will be the long-term or community-wide impact?

Impacts

Older adults in our community live longer healthier lives.



What are you trying to change?

Program Outcomes

Older adults feel connected to other older adults

Older adults maintain their highest quality of life

Older adults have weekly access to free, high-nutrient meals



What needs to happen before that for the change to happen?

Program Outputs

Older adults know about events

Older adults attend weekly physical, healthy eating, and social engagement activities

Older adults participate in planning events



What do you have to do to make those things happen?

Program Activities

Remove barriers

Host collaborative planning with older adults

Host events (physical activity, healthy eating, & social engagements) to older adults

Assumptions

Older adults have an interest and time in helping to develop programming. Older adults have time to participating in programming. Older adults will be more interested in participating in programming developed by their peers.

Surface Gaps

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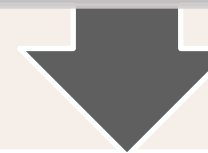
What are you trying to change?

Program Outcomes

Seniors feel connected to other older adults

Seniors maintain their highest quality of life

Seniors have weekly access to free, high-nutrient meals



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Advertise about events

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Clearly Communicate & Build Understanding

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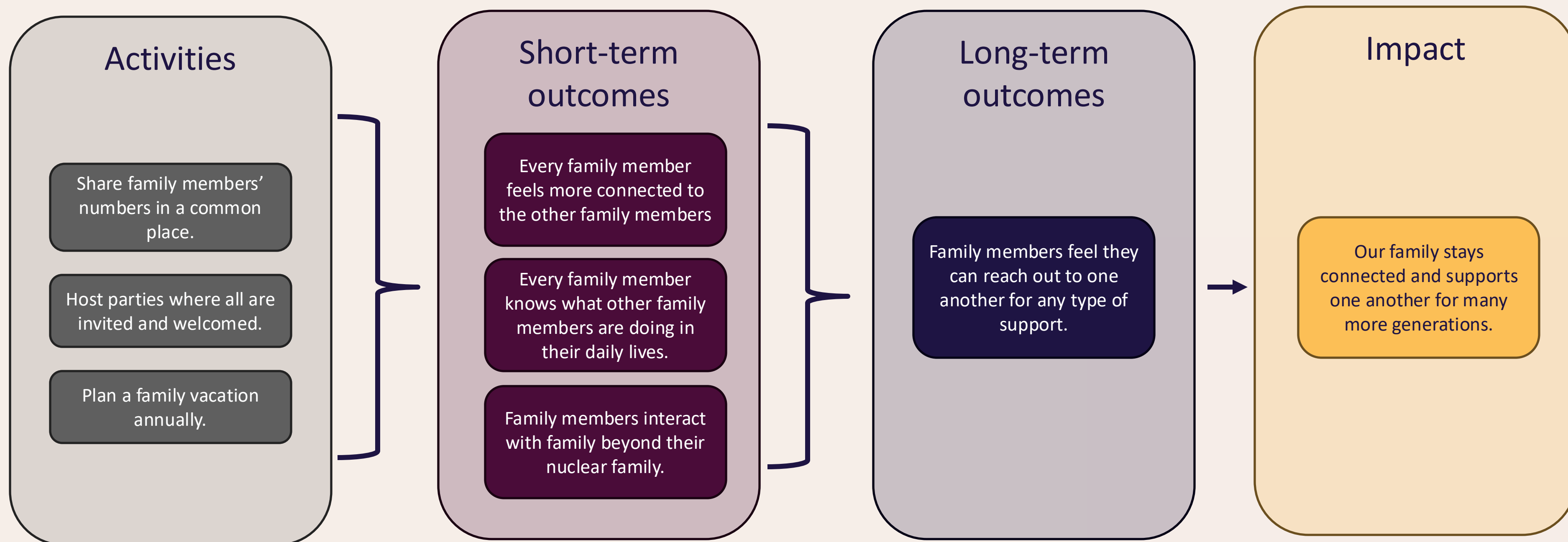
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How do you make one?

- 1 Identify an issue or problem and a population impacted by this issue or problem.
- 2 Indicate what you want to change – make sure it is measurable. It can be very long-term.
- 3 Ask yourself what needs to change for that to change. These will be shorter-term outcomes or changes.
- 4 Keep working backwards until you get to your program's activities. Consider how items relate to one another and add arrows.
- 5 Document your assumptions. What are unspoken ideas or connections you are taking for granted in your theory?

Let's Try it together!

Problem: My very large family has been under a lot of pressure, because everyone has so many demands. They are starting to feel like they don't have time with one another or know what is going on in each others' lives.



What are the assumptions here?

1. Family want to spend time together
2. Spending time together makes people more connected to one another
3. Spending time together means you will know what is going on in each others' lives
4. Not knowing what is going on in family members' lives is a problem



Group Activity





Group Activity

1

Each table has a topic to make a TOC.

2

Identify a problem or need. Make a TOC. List out assumptions.

3

Be prepared to walk us through your TOC.





Share Out



Individual Activity



Individual Activity

1

Think about one problem you are working to solve in your work.

2

Make a TOC for that one problem on large paper – feel free to use the sticky notes.

3

What assumptions do you have?





Pair Activity





Pair Activity

1

Partner with another person.

2

Walk them through your TOC.

3

Help each other find gaps in the theory and have a more representative of their work.





Share Out Session



Share Out Session

1

What made this activity easy?

2

What made this activity hard?

3

How can you do this in your work?



**How can you
communicate
this to a
funder?**

Focus Your Work

Problem

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Shop for funders!

- RRF Foundation for Aging
- Michigan Health Endowment Fund: Healthy Aging
- Michigan Health Endowment Fund: Nutrition & Healthy Lifestyles
- Superior Health Foundation

What to look for to find potential alignment

1. Do they have a category you think you fit in?
2. Do they fund in your geographic location?
3. Are the activities and outcomes closely aligned with what they fund?
4. Does the timing align with your needs?

DISCLAIMER: This is a snapshot of funding available as of May – Funders regularly update their priorities and funding strategies.



Pair Activity





Pair Activity

1

Partner with the same person.

2

Read through Superior Health Foundation's RFP. Practice using your TOCs or the Silver Stars TOC to help a funder make connections between their work and your work.

3

Be prepared to answer, what came easy for this exercise, what was a challenge, or what might you have to do differently in the future?



Survey



<https://www.surveymonkey.com/r/JLDKDLJ>