Beyond Funding: Evaluating and Planning for your Program’s Sustainability

Sarah Dexter, M.S.W. and Kim Prewitt
Center for Public Health Systems Science at Washington University in St. Louis

GEORGE WARREN BROWN SCHOOL OF SOCIAL WORK
Washington University in St. Louis

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Disclaimer and Disclosure

Disclaimer:
The views, opinions and content expressed in this presentation do not necessarily reflect the views, opinions or policies of the Center for Mental Health Services (CMHS), the Substance Abuse and Mental Health Services Administration (SAMHSA) or the U.S. Department of Health and Human Services (HHS).

Disclosure:
The presenters Sarah Dexter and Kim Prewitt, have no conflicts of interest or financial relationships to disclose.

Learning Objectives

At the end of this session, grantees will be able to:

• Explore the components of program sustainability capacity

• Use the Program Sustainability Assessment Tool (PSAT)

• Understand the Program Sustainability Action Planning process
The Sustainability Process

**Understand**

**Assess**

**Plan**

Define: Program

“Program” can be..

- Set of programs
- One single program
- Set of activities within a program (but not the whole program)
What is Sustainability?

How would you rate the overall sustainability of your program?

• 1 - Not at all sustainable
• 2
• 3
• 4
• 5 Very sustainable
Our Background

It's more than just money
The Program Sustainability Framework


Sustaintool.org by the Numbers

PSAT Completed 3500+ times on Sustaintool.org

Public Health – 45 %
Social Services – 20 %
Clinical Care – 12 %
Other – 23 %
Program Sustainability Framework

Environmental Support

Having a supportive internal and external climate
Funding Stability

Establishing a consistent financial base for your program

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Partnerships

Cultivating connections between your program and its stakeholders

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Organizational Capacity

Having the internal support and resources needed to effectively manage your efforts and its activities

Program Evaluation

Assessing your program to inform planning and document results
Program Adaptation

Taking action to adapt your efforts to ensure its ongoing effectiveness

Communications

Strategic communication with stakeholders and the public about your program
Strategic Planning

Using processes that guide your program’s directions, goals, and strategies

Domain Connectivity
Focus on what you can change

Capacity for Sustainability
Program Sustainability Assessment Tool
Sustaintool.org/understand

- 8 domains
- 5 items per domain
- < 15 minutes
- Individual or Group (12)
Before the PSAT: Terms to Remember

In the assessment:

- “program” = The program you have been invited to assess & defined by your sustainability group
- “staff” = The staff and volunteers who work on that specific program

Who to invite?

Select a team to take the assessment

- Multi-level
- Engaged in the program
- Committed to seeing the program (and its benefits) last
- Can include board members, volunteers, front-line staff, program managers
Start your assessment!

Set Up Your Assessment
Group Assessment

Each person will receive an individual email with a unique link to take the Program Sustainability Assessment Tool for your program. People will not have to create an account. The link will send them directly to the PSAT for your program.

Customize your message

Subject

Please participate in the Assessment of Test.

Body

Hello,

You are invited to assess the sustainability of Test using the Program Sustainability Assessment Tool. The results of this assessment will provide you with important information about the sustainability capacity of Test.

Once you complete the assessment, you will be able to view an immediate summary of your responses in a Sustainability Report. Later, your responses will be combined with responses from other program staff and stakeholders into a single summary Sustainability Report. This summary report can then be used to guide your sustainability planning. Your individual responses will remain anonymous.

The assessment should take approximately 10-15 minutes to complete. Please follow the instructions below to complete your assessment.

Thank you.

The Testteam

- Remember to give your participants a deadline to complete the PSAT
- Remember to say who this email is from

Sustaintool.org: Begin Assessment

Overview

What is the purpose of this assessment?

The Program Sustainability Assessment Tool will enable you to assess Sample Assessment’s current capacity for sustainability across a range of specific organizational and contextual components. Your responses will identify sustainability strengths and challenges. You can then use results to guide sustainability action planning for your program.

What is program sustainability capacity?

We define program sustainability capacity as the ability to maintain programming and its benefits over time.

Why is program sustainability capacity important?

Programs at all levels and settings struggle with their sustainability capacity. Unfortunately, when effective programs shut their doors, hard won improvements in public health, clinical care, or social service outcomes are lost. To maintain these benefits to society, stakeholders must understand all of the factors that contribute to program sustainability. Ignorance of these critical components, stakeholders can build program capacity for sustainability and position their efforts for long term success.

In the following questions, you will rate Sample Assessment across a range of specific factors that affect sustainability. Please respond to as many items as possible. If you truly feel you are not able to answer an item, you may select “NA.”

For each statement, select the number that best indicates the extent to which Sample Assessment has or does the following things.
Sustaintool.org: Assess

Environmental Support
Internal and external environments that support Sample Assessment

<table>
<thead>
<tr>
<th>Item</th>
<th>Less Extent</th>
<th>More Extent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Champions exist who strongly support the program.</td>
<td></td>
<td>NA</td>
</tr>
<tr>
<td>The program has strong champions with the ability to garner resources.</td>
<td></td>
<td>NA</td>
</tr>
<tr>
<td>The program has leadership support from within the organization.</td>
<td></td>
<td>NA</td>
</tr>
<tr>
<td>The program has leadership support from outside of the organization.</td>
<td></td>
<td>NA</td>
</tr>
<tr>
<td>The program has strong public support.</td>
<td></td>
<td>NA</td>
</tr>
</tbody>
</table>

Sustaintool.org: Submit

Congratulations
Submit your assessment to receive your PDF report.

Submit
Sustaintool.org: View Results

Sustainability Profile

Many factors affect a program's ability to continue providing services and producing benefits over time. For example, funding, quality evaluation, infrastructure, strong partnerships, and clear communication all have a role to play in supporting program sustainability. The Program Sustainability Assessment Tool allows stakeholders to rate their programs on the extent to which they have processes and structures in place that will increase the likelihood of sustainability. This report summarizes the current sustainability capacity for your program. Results are based on your program's responses to the Program Sustainability Assessment Tool. Assessment results can then be used to identify next steps in building program capacity for sustainability in order to position efforts for long-term success.

<table>
<thead>
<tr>
<th>Overall Capacity for sustainability</th>
<th>4.5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Environmental support</td>
<td>4.4</td>
</tr>
<tr>
<td>Funding strategy</td>
<td>2.4</td>
</tr>
<tr>
<td>Partnerships</td>
<td>3.0</td>
</tr>
<tr>
<td>Organizational capacity</td>
<td>4.0</td>
</tr>
<tr>
<td>Program evaluation</td>
<td>3.8</td>
</tr>
<tr>
<td>Program adaptation</td>
<td>3.0</td>
</tr>
<tr>
<td>Communications</td>
<td>5.5</td>
</tr>
<tr>
<td>Strategic planning</td>
<td>4.5</td>
</tr>
</tbody>
</table>

Interpreting the Results:
The table presents the average rating for each sustainability domain based on the responses that you provided. The remainder of the document presents the ratings for indicators within each domain. There is no minimum rating that guarantees the sustainability of your program. However, lower ratings do indicate opportunities for improvement that you may want to focus on when developing a plan for sustainability.

Sustaintool.org: Results E-mail

Your sustainability profile results.

From: Program Sustainability Assessment Tool <admin@sustaintool.org>
Sent: Thu, 12/18/2014 4:29 PM
To: [Name], [Email]

Thank you for taking the Program Sustainability Assessment Tool. We hope you will use these results to engage in sustainability action planning for your program. You may click the link below to view or download a PDF of your sustainability profile results.

https://sustaintool.org/node/3511/sustainabilty.pdf

Thanks for participating.
The CPHSS Team
Sustaintool.org: Results PDF

Assessment Results

- Did your results surprise you at all?
- Any domains currently under-emphasized?
- What do the results tell you about your program’s strengths and opportunities for improvement?
- How can you leverage your collective strengths to build on potential areas of need?
Remember..

Action Planning

<table>
<thead>
<tr>
<th>Sustainability Domain 1: Partnerships</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sustainability Objective</strong>: Increase the number of community gardens from 3-4 (and ensure gardens are continuously maintained) by establishing three new strategic community partnerships by Dec. 30, 2016</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Steps to achieve objective:</th>
<th>Who will do the work?</th>
<th>What does success look like?</th>
<th>What non-financial resources are needed for this step?</th>
<th>Due date</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Step 1.</strong> Create a list of potential community partners for creating and sustaining an additional community garden.</td>
<td>Program manager, with input from HEAL teams</td>
<td>List of potential partners created</td>
<td>Staff time to explore, identify and discuss potential strategic partnerships</td>
<td>Feb. 30, 2015</td>
</tr>
<tr>
<td><strong>Step 2.</strong> Develop a list of talking points for each potential partner.</td>
<td>Communications team, with oversight from Program manager</td>
<td>List of talking points for each potential partner created</td>
<td>Best practices guide for creating talking points</td>
<td>Apr. 30, 2015</td>
</tr>
<tr>
<td><strong>Step 3.</strong> Assign someone to reach out to each potential partner.</td>
<td>Program manager</td>
<td>Staff person assigned to each potential partner</td>
<td>None</td>
<td>May 31, 2015</td>
</tr>
<tr>
<td><strong>Step 4.</strong> Schedule partner meetings.</td>
<td>Person assigned to reach out to each partner</td>
<td>All meetings scheduled</td>
<td>None</td>
<td>June 30, 2015</td>
</tr>
<tr>
<td><strong>Step 5.</strong> Hold potential partner meetings.</td>
<td>Person assigned to communicate with each potential partner</td>
<td>All meetings held</td>
<td>Transportation to meetings</td>
<td>Oct. 31, 2015</td>
</tr>
<tr>
<td><strong>Step 6.</strong> Establish partnership agreement with each organization and/or agency that is interested in partnering on the project.</td>
<td>Person assigned to communicate, with input from the partner and the rest of the HEAL teams</td>
<td>Partnership agreements (agreed-upon by both parties) created for each new partner</td>
<td>Staff time to communicate with new partners and create agreement</td>
<td>Dec. 30, 2016</td>
</tr>
</tbody>
</table>
The Process

Pre-Planning Steps
1. Identify your team
2. Target Population
3. Mission and Vision
4. What to Sustain

Action planning
5. Choose Domain
6. Write an Objective
7. Identify Steps
8. Implement, Monitor and Reassess

Using your PSAT results: sustaintool.org
Questions?

Resources

e-mail integration@thenationalcouncil.org

Visit the new website:
https://www.samhsa.gov/integrated-health-solutions
Thank you for joining us today.

Please take a moment to provide your feedback by completing the survey at the end of today’s webinar.