

A Framework for Designing, Implementing and Evaluating Interventions

Born in Bradford & Better Start Bradford

Who We Are

- Better Start Bradford –
“the Commissioners & Designers”
- To take 22 interventions through service design with parents and the community
- To commission delivery of 22 interventions
- Test and learn – doing the right thing at the right time



Who We Are

- Service Providers –
“the Implementers”
- To implement the intervention in the community
- To engage and recruit participants
- To capture data to report on performance and challenges



Who We Are

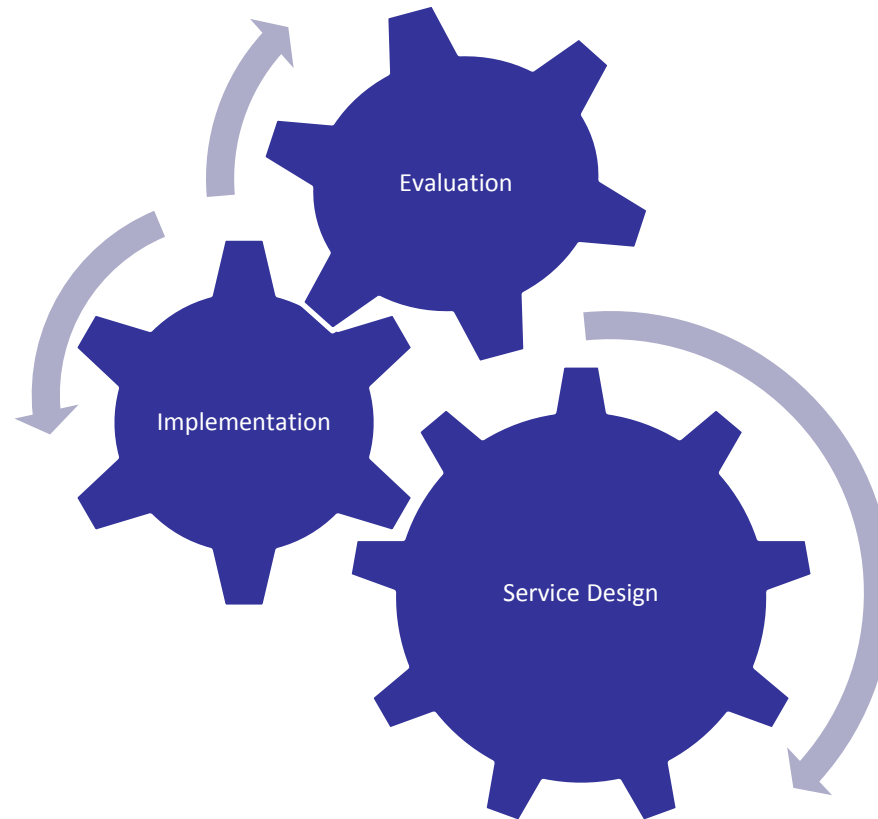
Better Start Bradford Innovation Hub
'the evaluators'



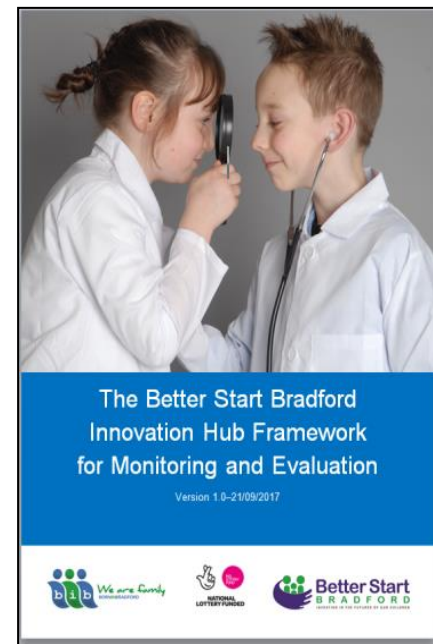
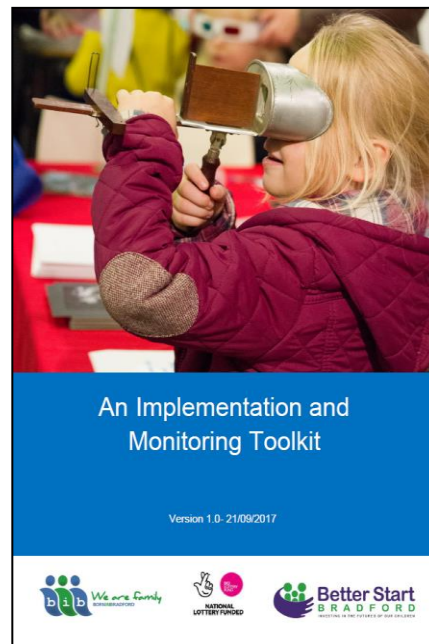
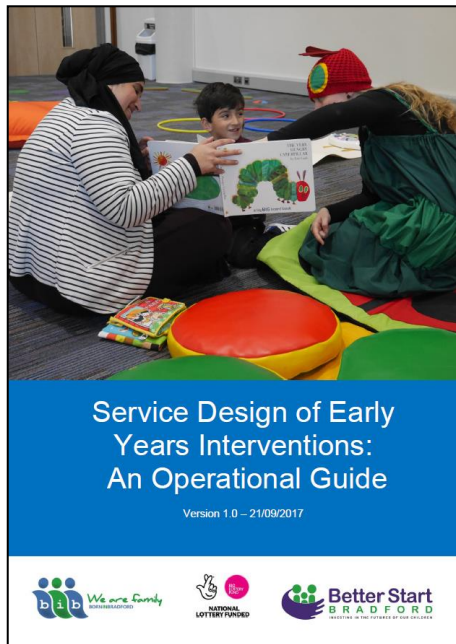
Set up to monitor and evaluate all projects

- To monitor the performance of projects
- To improve the evidence base of interventions
- To share learning

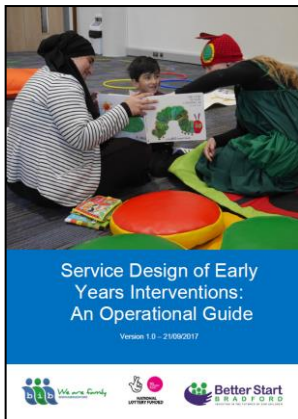
Who We Are



Our Tools



<https://borninbradford.nhs.uk/what-we-do/pregnancy-early-years/toolkit/>



Toolkit 1: Service Design

Getting the Foundations Right



Service Design of Early Years Interventions: An Operational Guide



Phase 1

Agenda

1. *Allocate responsibilities*
2. *Overview of intervention and manual (provider)*
3. *Expectations of provider*
4. *Service Design Questionnaire*
5. *Theory of change, logic model and outcomes*
6. *Consultation findings*
7. *Agree timeline and next steps*

Actions

- *Complete actions from meeting* ✓
- *Develop manual (if necessary)* ✓
- *Complete theory of change* ✓
- *Develop logic model (if necessary)* ✓
- *Gather and share existing documents:*
 - *consent*
 - *registration*
 - *monitoring* ✓
 - *assessments*

*more than one meeting might be needed to achieve actions so that Phase 2 can begin



Toolkit 1: Service Design Tools

The Building Blocks



Logic Model: [*Intervention name*]

Need

Inputs

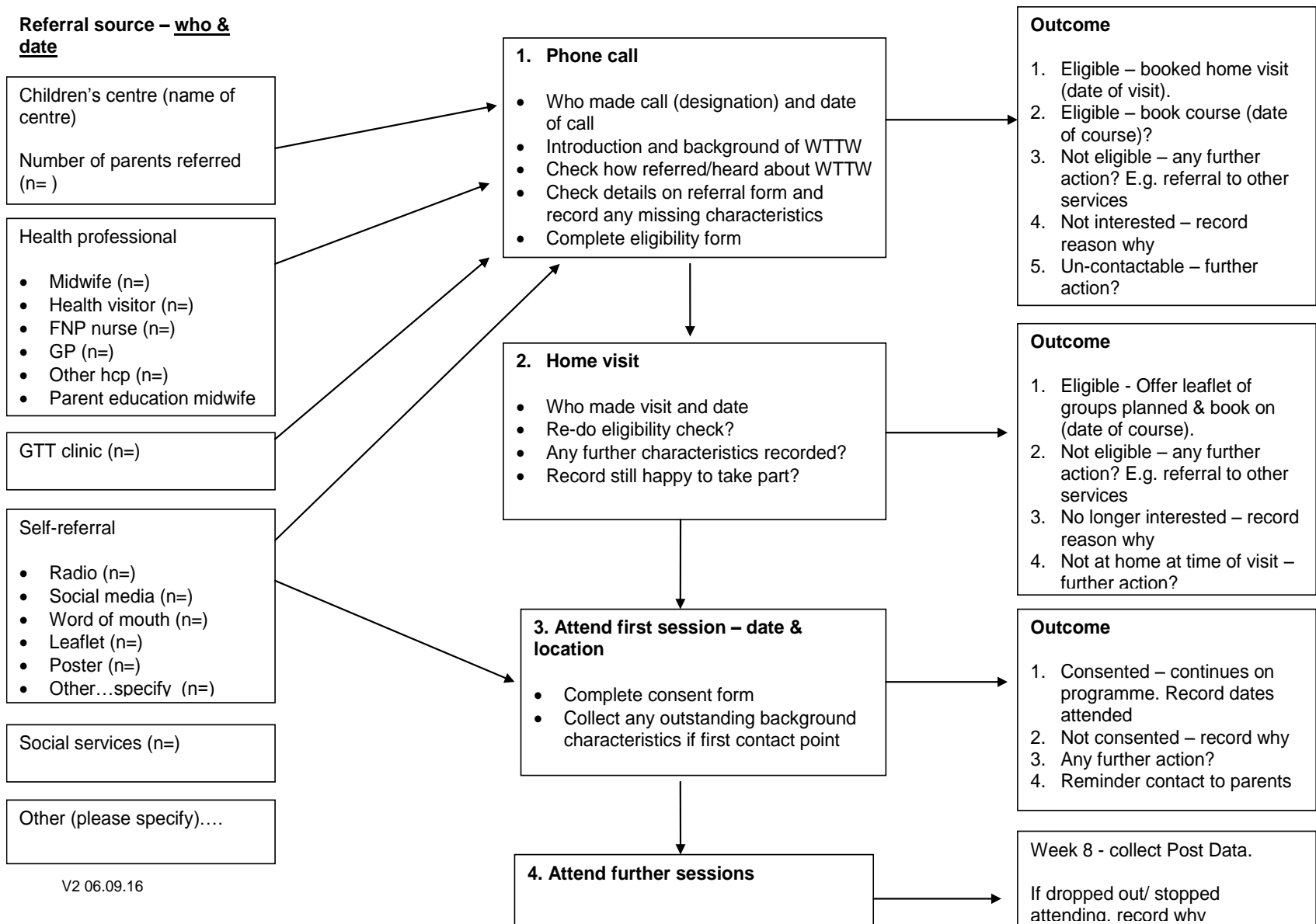
Activities

Outputs

Outcomes

Impact





Minimum Demographic Dataset

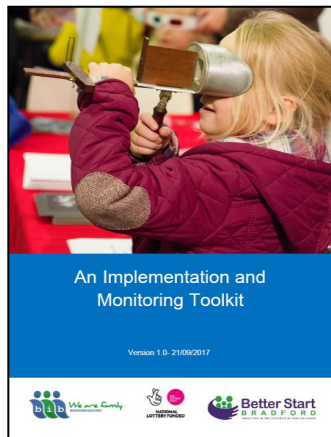
Table 1: Minimum demographic dataset for recipients

| Demographic | Details | Suggested specification | ✓ |
|---|---|--|--------------------------|
| Consent to share data/ record of privacy notice opt-out | Per recipient; data only to be shared if consent recorded/participant has not elected to opt-out. | Binary | <input type="checkbox"/> |
| Unique participant ID | Allocated per intervention, per recipient | Free text | <input type="checkbox"/> |
| Unique family ID <i>if necessary</i> | Allocated per intervention, per family group | Free text | <input type="checkbox"/> |
| NHS number | Of all recipients | Validation: Modulus 11 | <input type="checkbox"/> |
| Forename | Of all recipients | Free text | <input type="checkbox"/> |
| Surname | Of all recipients | Free text | <input type="checkbox"/> |
| Date of birth | Of all recipients | Validation: expected date range YYYY-MM-DD | <input type="checkbox"/> |
| Sex | Of all recipients | Categorical: Text or coded – must be pre-set to include: Male Female | <input type="checkbox"/> |
| Address line 1 | Of all recipients, if parent and child differ | Free text | <input type="checkbox"/> |
| Address line 2 | Of all recipients, if parent and child differ | Free text | <input type="checkbox"/> |
| Address line 3 | Of all recipients, if parent and child differ | Free text | <input type="checkbox"/> |
| Postcode | Of all recipients, if parent and child differ | Free text | <input type="checkbox"/> |

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| | | | |
|------------|-------------------|--|--------------------------|
| Disability | Of all recipients | Categorical: Text or coded – must be pre-set to include: Not disabled Disabled “Prefer not to say” | <input type="checkbox"/> |
| Religion | Of all recipients | Categorical: Text or coded – must be pre-set to include: None Christian (including Church of England, Catholic, Protestant and all Christian denominations) Muslim Sikhism Buddhism Hinduism Judaism Any other religion: [free text space] “Prefer not to say” | <input type="checkbox"/> |
| Ethnicity | Of all recipients | Categorical: Text or coded – must be pre-set to include: White; English/Welsh /Scottish/Northern Irish/British White; Irish White; Polish White; Slovakian White; Romanian White; Czech White; Gypsy/Roma or Irish traveller Other White: [free text space] Pakistani Indian Bangladeshi Chinese Other Asian: [free text space] African Caribbean Other Black: [free text space] Mixed White and Black African Mixed White and Black Caribbean | <input type="checkbox"/> |

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Toolkit 2: Implementation & Monitoring. *The Cement*

Progression Criteria

Implementation Plan

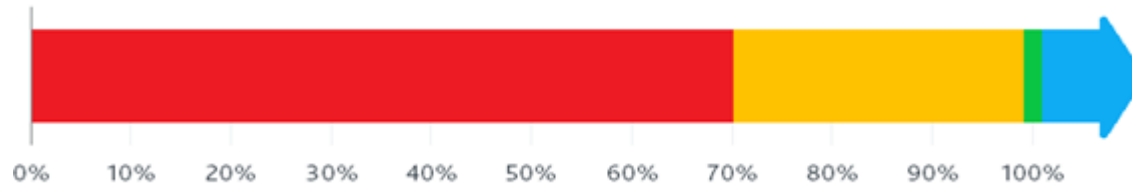
Risk Log

Reviews & Reports

Selecting Progression Criteria

| Recruitment | Reach | Fidelity | Implementation | Completion | Satisfaction |
|--|---|---|--|---|--|
| Anticipated number of participants to be seen/attend each year. | Demographics characteristics of recruited participants compared to local population | Anticipated length of programme/ anticipated number of sessions per participant | Anticipated number of courses per year (where applicable) | Proportion of participants completing intervention – criteria defined during service design | Individuals' satisfaction with the project |
| Number of participants referred who were eligible for intervention | | % of participants receiving intervention as according to protocol | Anticipated and actual numbers of staff trained to deliver programme | Proportion of participants who withdrew/dropped out/lost contact | |
| Number of eligible participants contacted | | | | Staff/ volunteer retention | |
| Number of eligible participants who started intervention | | | | | |

Agree targets for criteria



Recruitment: Amber Red cut off: 70% of anticipated

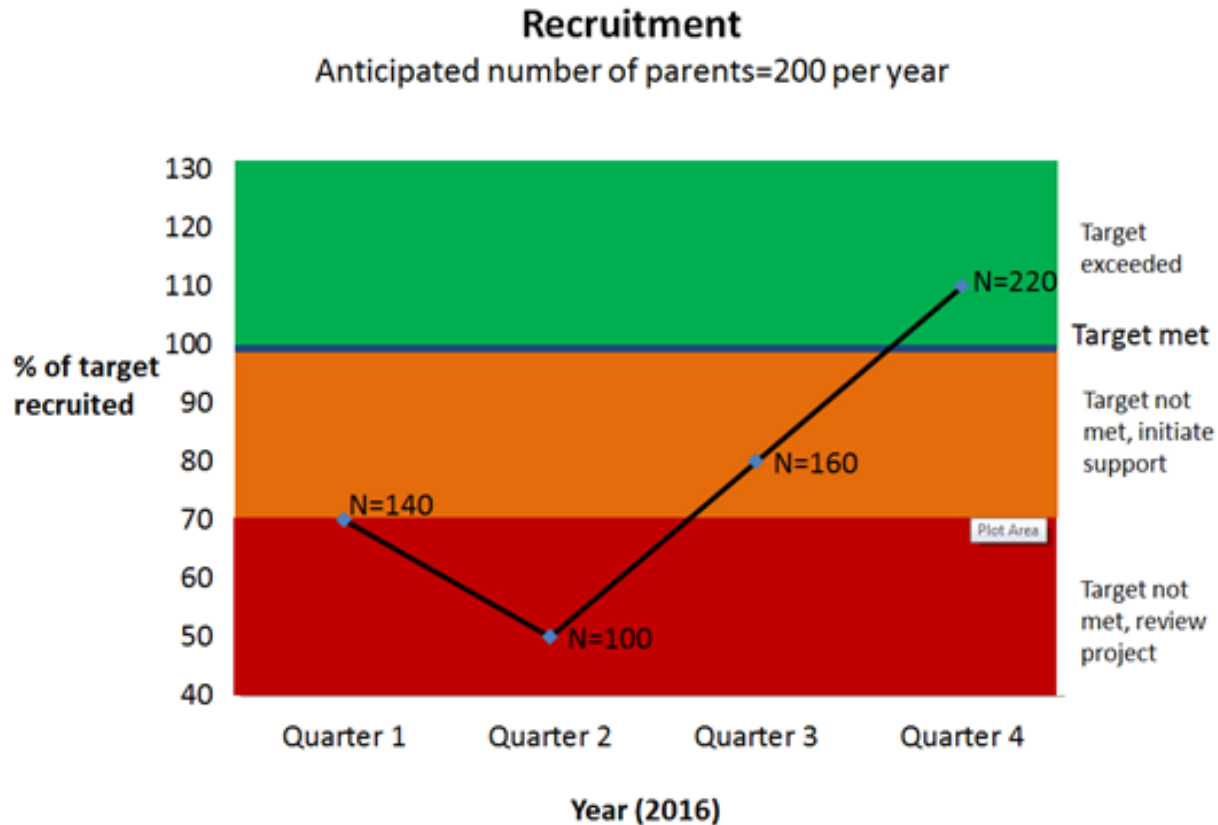
Reach: Amber Red cut off: 70% of anticipated

Implementation: Amber Red cut off: 85% of anticipated

Fidelity: Amber Red cut off: 80% of anticipated

Satisfaction: Amber Red cut off: 80% of anticipated

Progression Criteria in Action

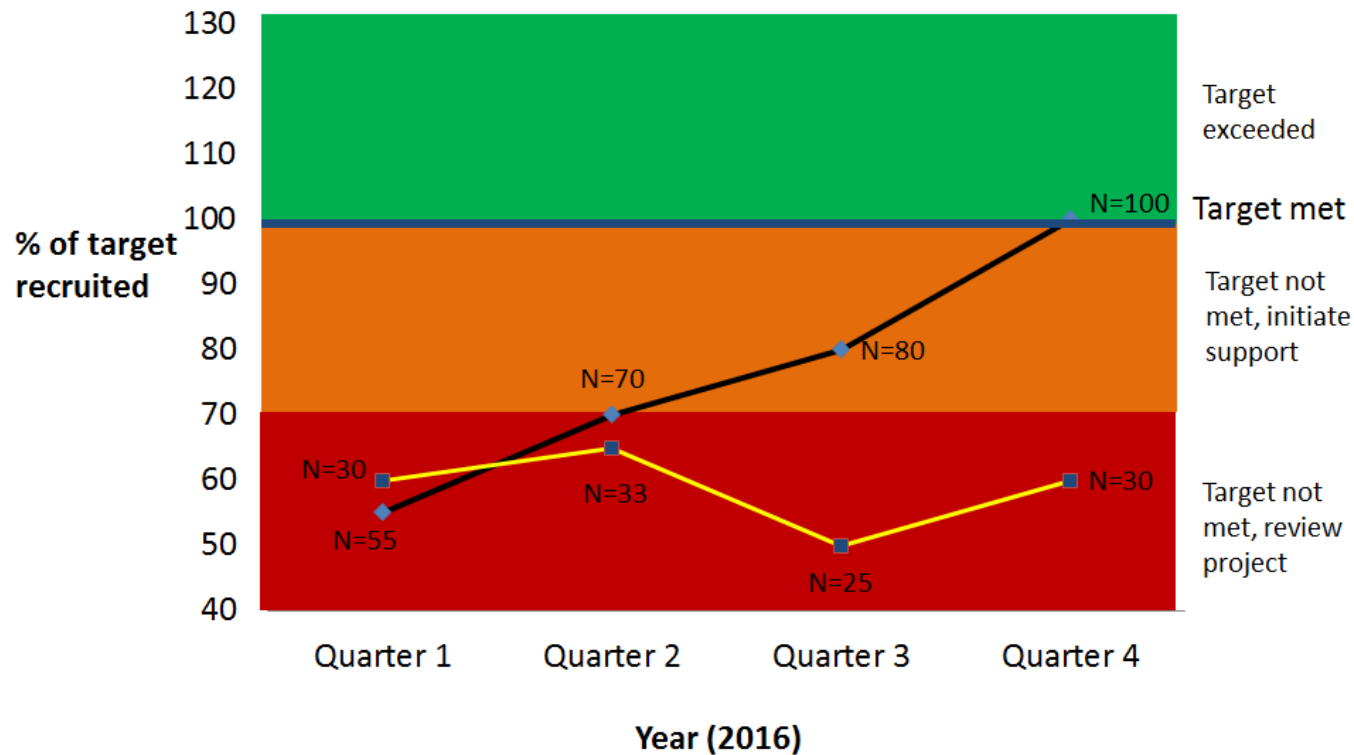


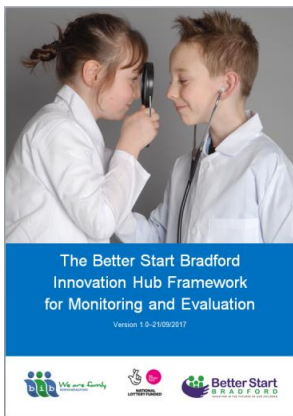
Progression Criteria in Action

Reach

Anticipated reach: South Asian: 50% (black line), White British: 25% (yellow line)

Anticipated number of total parents = 200 per year



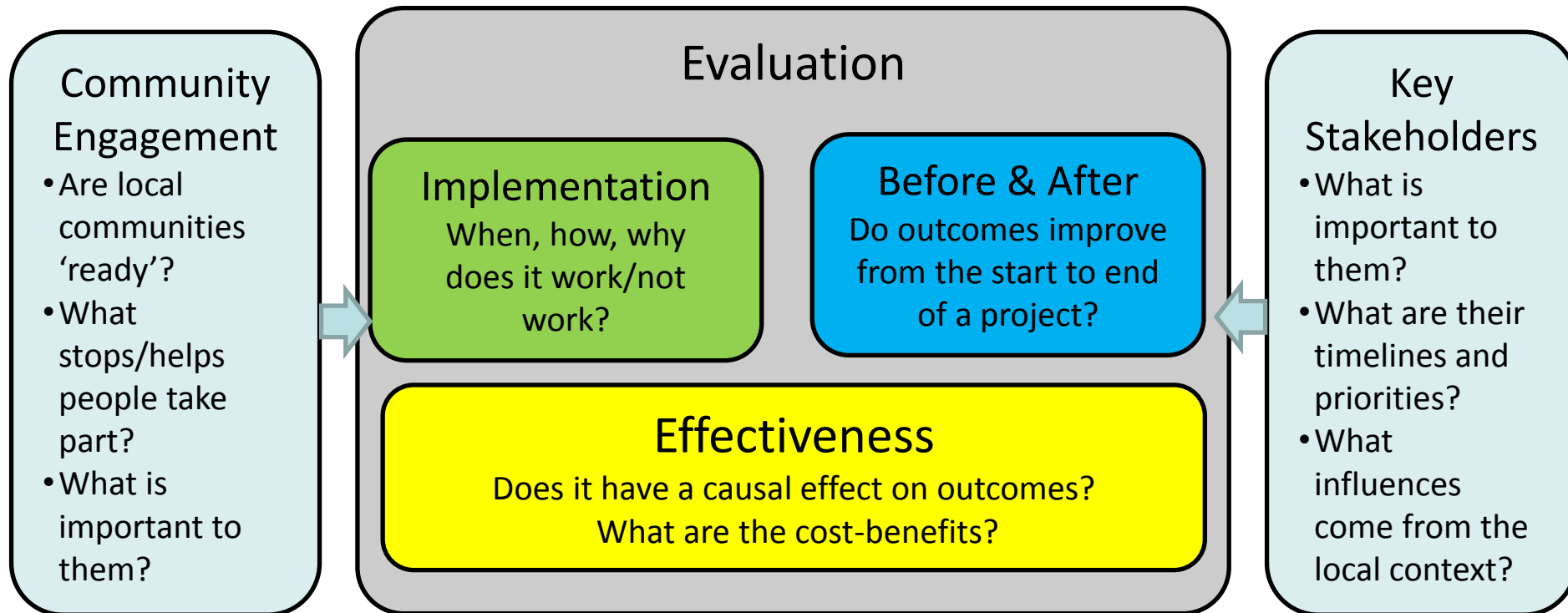


Toolkit 3: Evaluation Framework

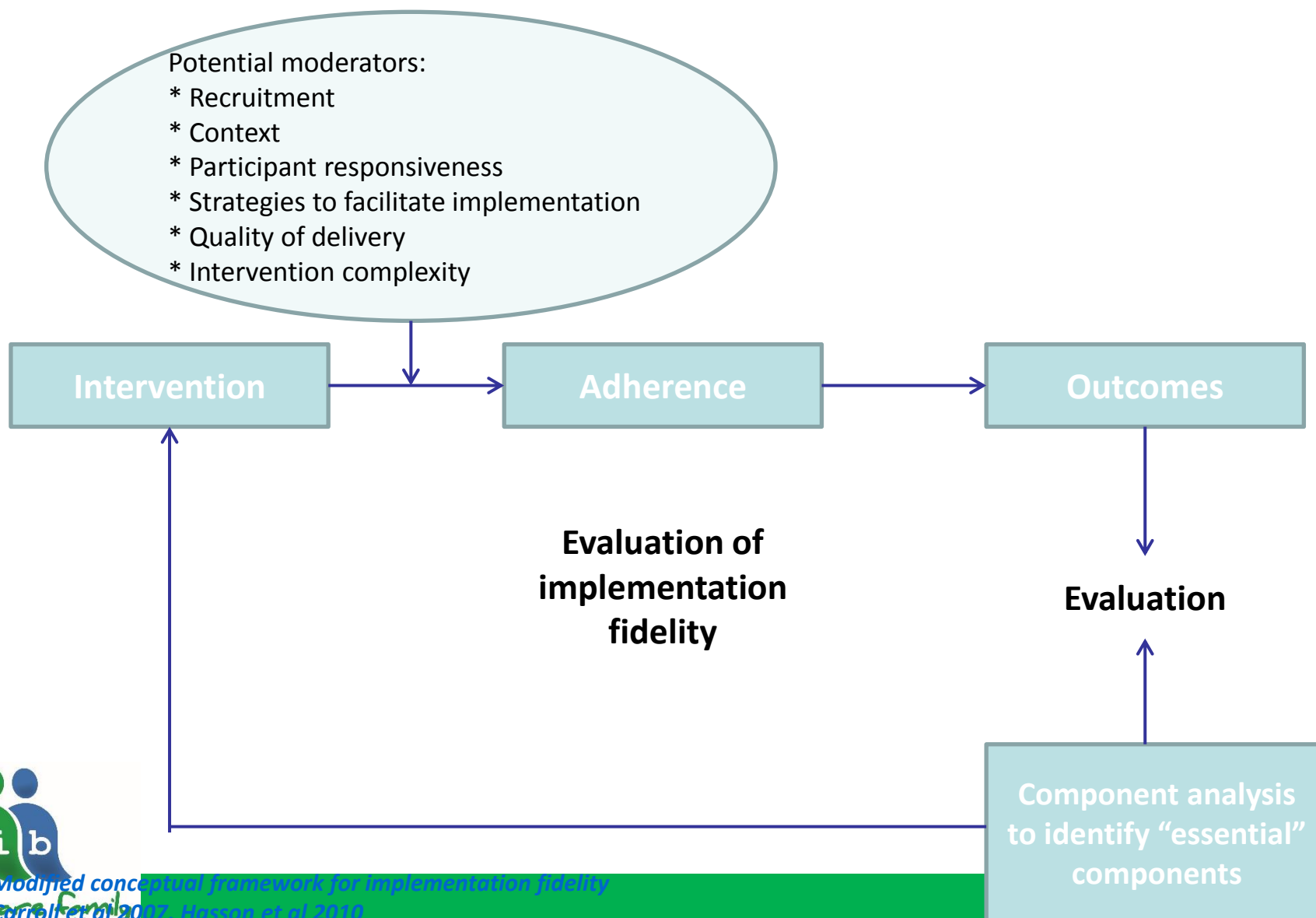
The Survey – does it work?



Evaluation Framework



Implementation evaluation



Under 'Construction' –

Moving in or moving on: How do you make a re-commissioning decision?



Re-Commissioning Criteria

1. Impact

2. Value for Money

3. Implementation

4. Local Context



Questions?



We're Always Happy to Hear from You!

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