



Performance Measurement Toolkit: How to Start Measuring Your Performance?

Administration for Community Living

November 12, 2013



Webinar Overview

- What is “POMP” and the POMP Toolkit and why was it developed
- Using the Toolkit- Examples from the field:
 - Massachusetts and Florida adapted the tools to gather additional local data and for national comparisons
 - New York had a unique way of collecting data that saved resources and increase response rates
 - Georgia will talk about the value of the sample size calculator and other simple ways of improving survey samples.



❖ Performance Outcome Measurement Project (POMP)

- ❖ Older Americans Act requires AoA to work with States on performance measures
- ❖ Focus on elders at risk of losing independence

POMP Website:

http://www.aoa.gov/AoARoot/Program_Results/POMP/Index.aspx

The Older Americans Act (OAA)

- Goals of Title III of the OAA-
 - to encourage and assist State agencies and area agencies on aging to develop greater capacity and foster the development and implementation of comprehensive and coordinated systems to serve older individuals
 - for the planning, and for the provision of, supportive services, and multipurpose senior centers, in order to—
- (A) secure and maintain maximum independence and dignity in a home environment for older individuals capable of self care with appropriate supportive services;
- (B) remove individual and social barriers to economic and personal independence for older individuals;
- (C) provide a continuum of care for vulnerable older individuals; and
- (D) secure the opportunity for older individuals to receive managed in-home and community-based long-term care services.




How ACL uses POMP

- ❖ National surveys use POMP instruments
- ❖ Results of surveys used in performance measures
 - ❖ GPRA (GPRAMA)
 - ❖ Program Evaluation
 - ❖ Budget justification to Congress



Introduction to POMP

- Goal was to form a collaborative effort with State Units and Area Agencies on Aging
 - Early planning began Fall, 1997
 - Meeting of representatives of AoA and the network to identify domains of interest and approach
- 




Introduction - continued

- Representatives of State and Area Agencies on Aging engaged in developing and field testing the questionnaires in the POMP Toolkit:
 - Home delivered meals
 - Congregate meals
 - Transportation
 - Caregiver Support services
 - Homemaker services



Introduction continued

- Analyzed results from field testing
 - Conducted validity and reliability testing
 - Refined questionnaires
 - Westat provided technical assistance by building databases and a sample size calculator.
 - The POMP Participants developed and wrote the Toolkit
 - In the next part of the webinar, Robin Ritter, of Westat will walk you through the POMP Toolkit.
- 

Navigating the POMP Toolkit

Home > Program Results

Program Results and Evaluation

AoA has developed a strong focus on measurement of program results, including: implementing and strengthening OAA program information reporting from the states, development of new and well-tested performance outcomes measures, national surveys of OAA participants which assess OAA services, a series of past, current, and planned program evaluations and related studies, and compilations of relevant aging population statistics. AoA's success in these activities has been recognized by its Program Assessment Reporting Tool (PART) assessment by the Office of Management and Budget (OMB) and its success in achieving documented OAA program results. These activities are implemented by AoA's Office of Evaluation and other program offices.

Please select from the topics below to learn more:

- OAA Performance Information: Reporting and Data Collection
- AoA Program Evaluations and Related Reports

For more information about the aging population, we recommend the following:

Aging Statistics, a main section of AoA's website, provides the latest demographic, health, and other statistical information on the aging.

AGID (Aging Integrated Database), an on-line query system based on AoA-related data files and surveys, and includes population characteristics from the Census Bureau for comparison purposes. The system allows users to produce customized tables in a step-by-step process and output the results in print or spreadsheet form. ACL and the Census Bureau have developed a PowerPoint presentation with information about the Census Special Tabulations on Aging that are in the AGID system. Census also has a video recording of the webinar available. This webinar is a general overview of the American Community Survey and how the Administration on Aging uses this information for their special tabulation reports.

Performance Outcome Measurement Project (POMP) website - Administration on Community Living (ACL), formerly Administration on Aging's (AoA) initiative helped State and Area Agencies on Aging assess their own program performance, while assisting AoA meet both the accountability provisions of the Government Performance and Results Act and the Office of Management and Budget's program assessment requirements. The POMP website contains all the information and tools necessary to conduct performance-related surveys of Older Americans Act service recipients on the state and local level. These tools may also be useful to other social service and support programs. [POMP Tutorial \(WWW, 7 minutes\)](#) to familiarize you with the POMP web pages.

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Department of Health & Human Services

ADMINISTRATION ON AGING

Home > Program Results

Performance Outcome Measurement Project POMP

Welcome

Welcome to the Performance Outcome Measurement Project (POMP) web pages. This Administration for Community Living (ACL, formerly Administration on Aging) initiative helped State and Area Agencies on Aging assess their own program performance, while assisting AoA to meet both the accountability provisions of the Government Performance and Results Act (GPRA) and the Office of Management and Budget's (OMB) program assessment requirements.

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- [POMP Tutorial](#) for the POMP Toolkit (7 minutes)
- [POMP Toolkit](#)
- [Instruments](#)
- [Utilities](#)
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Department of Health & Human Services

SEARCH

AoA ADMINISTRATION ON AGING

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POMP Toolkit Contents

Performance Outcome Measurement Project **POMP**

AoA Performance Measurement Toolkit

The Administration on Aging (AoA), U.S. Department of Health and Human Services, supported the Performance Outcome Measurement Project (POMP) to develop tools and procedures to measure the impact of programs funded under the Older Americans Act (OAA). POMP was a collaborative effort between AoA and grantees that represented State Units on Aging (SUAs) and Area Agencies on Aging (AAAs), with their providers and university research partners across the country.

[Complete Toolkit in PDF format](#)
[Appendix B in PDF format](#)

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- [Chapter 9. Prepare the Report and Disseminate the Results](#)
- [Chapter 10. Compare the Results to Other National Surveys](#)
- [Appendix A: Survey Instruments \(Mail and Telephone\)](#)
- [Appendix B: Supplemental Materials](#)

POMP Participants (Acknowledgements)

Performance Outcome Measurement Project 

Acknowledgements

[Acknowledgements in PDF format](#)


Contract No. 233-02-0087 supported the development of the Toolkit.

The Performance Outcome Measurement Project (POMP) grantees that represented the State Units on Aging and Area Agencies on Aging, with their providers, university and other research partners, collaborated with the Administration on Aging through a cooperative grant program to develop and test the contents of the Toolkit. The grantees spent many years refining and testing the products and survey instruments. This Toolkit represents the fruits of their hard work.

We would like to thank the following agencies for their participation in POMP:

- State and Area Agencies on Aging from the following states:
 - Arizona
 - California
 - Delaware
 - Florida
 - Georgia
 - Illinois
 - Indiana
 - Iowa
 - Massachusetts
 - New York
 - North Carolina
 - Ohio
 - Oklahoma
 - Rhode Island
 - South Carolina
- University and other research organizations:
 - Ahal Inc., Tempe, AZ
 - Arizona State University, Phoenix, AZ
 - Finger Lakes Geriatric Education Center, Rochester, NY
 - Hana Research Group, Stow, OH
 - Scripps Gerontology Center, Miami University, Oxford, OH
 - University of Georgia, Athens, GA
 - University of North Carolina at Chapel Hill
 - University of North Florida, Jacksonville, FL
 - Westat, Rockville, MD

Chapter 3: Select the Survey Instrument

Performance Outcome Measurement Project 

Chapter 3: Select the Survey Instrument

[Chapter 3 in PDF format](#)

[Assessing Specific Programs and/or Services](#)
[Cross-Cutting Modules](#)

This Toolkit contains nine survey instruments to assess programs and to learn about service recipients. The survey instruments are designed to be administered by telephone; however, it is possible to administer them by mail, or, in the case of congregate meals, in person. The POMP grantees field-tested and refined these survey instruments over several years, and they conducted reliability and validity testing to ensure they were psychometrically sound.

Table 3-1. POMP Survey Instruments

Types	Names
Field-Tested Survey Instruments for Five Services*	<ul style="list-style-type: none"> • Caregiver Services • Case Management • Congregate Meals • Home-Delivered Meals • Transportation
Cross-Cutting Modules Instruments about Service Recipients' Characteristics that Can Accompany the Service-Specific Instruments	<ul style="list-style-type: none"> • Additional Services Rendered • Demographics • Physical Functioning and Health • Social and Emotional Well-Being

*The workgroup also developed survey instruments for additional services that did not have the benefit of complete testing. These covered information and referral/assistance and senior centers.

For the information and referral assistance report see http://elderaffairs.state.fl.us/does/evaluations_0003.php

For the senior center report please see http://elderaffairs.state.fl.us/does/sc_toolkit.php

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Assessing Specific Programs and/or Services
[Caregiver Services Survey Instrument](#)

Select Survey Instrument

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Step 1-Select Survey from Instrument Page

<ul style="list-style-type: none"> Press Room Elders & Families Emergency Preparedness Aging Statistics AoA Programs Program Results OAA Performance Information Program Evaluations & Related Reports Grant Opportunities AoA Funded Resource Centers 	<p>Performance Outcome Measurement Project </p> <h3>Instruments</h3> <h4>Service Specific Surveys</h4> <p>Service Specific surveys are designed to evaluate service rendered under Title III OAA. The links below will take you to the survey instruments. A brief description of each survey instrument follows the link.</p> <ul style="list-style-type: none"> • Caregiver Services Survey Instrument — This survey instrument focuses on the amount and type of care provided by the caregiver, the burdens and rewards of caregiving, impact on employment, the health of the caregiver, and information needs. • Case Management Survey Instrument — The survey instrument contains items on the length of time services have been received, consumer assessment of the service, and the ways in which case management has helped the service recipient. • Congregate Meals Survey Instrument — The survey instrument contains items on the length of time service recipients have used the service, the contribution of the congregate meal to daily food intake in total and by food group, consumer assessment of the meal, self-reported outcomes and food security. • Home-Delivered Meals Survey Instrument — This survey instrument focuses on the extent of participation in the program, its contribution to service recipients' total food intake, consumer assessment of the program, self-reported program outcomes, and food security. • Transportation Survey Instrument — This survey instrument focuses on the frequency of the use of the service, consumer assessment of the service (including drivers and vehicles) self-reported outcomes, and reasons for using the service (e.g., doctor's appointments, shopping, etc.). <h4>Cross-Cutting Survey Modules</h4> <p>Cross-Cutting survey modules are considered so because they concentrate on the individual client and not just a particular service. These surveys are specifically designed to collect general information on service recipient characteristics, gauge their perceptions of the care provided, and the level of care needed. Administration of these survey instruments is concurrent with the service specific survey instruments. Individually these surveys return specific data sets. When interpreted together with the service-specific surveys, they return a more complete picture the impact of services received.</p> <ul style="list-style-type: none"> • Additional Services Received Module— This module contains items asking the service recipients whether they received any other services. • Demographics Module — This module contains items that ask for gender, birth year, level of education, race, ethnicity, marital status, number of persons in the household, and income. • Physical Functioning and Health Module — This module contains a self-rating of physical health, the use of assistive devices, the number of medications, and overnight stays in a hospital or nursing home. • Social and Emotional Well-Being Module — This module focuses on the amount of contact with other persons (e.g., friends, neighbors, family), satisfaction with the amount of contact, and the extent to which service recipients feel stress, grief, worry, anger or loneliness.
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Home-Delivered Meals Survey Versions

The screenshot shows the Administration on Aging website. The header includes the Department of Health & Human Services logo and the AoA logo. The main content area is titled "Performance Outcome Measurement Project POMP" and "Home-Delivered Meals". It provides information about the survey instrument, which has 47 questions. There are links for "Mail" and "Telephone" versions of the survey instrument, each available in DOC and PDF formats. A sidebar on the left contains navigation links for various program areas. The page is last modified on 4/4/2013 at 12:53:23 PM.

POMP Final: Home-Delivered Meals Survey Instrument

(Telephone Version)

Hello. My name is _____. I am calling from the (name of AAA). I understand that you participate in the meal program. We would like to ask you a few questions about the meals that you receive. The interview will take about 15 to 30 minutes. We are interested in the length of time you have received home-delivered meals, what you like about the meals, and if the meals have helped you. Your answers will help us make sure that the service meets your needs. Participation in the interview is voluntary and you may skip any question. Your answers will be kept confidential and will not influence the services that you receive.

Now we are going to talk about home-delivered meals you receive from (agency/provider name).

HDM1. When was the last time you received a home-delivered meal?

- | | | |
|---|----|--|
| Today or yesterday | 1 | Thank you, but the focus of this survey is on people who have used the service within the past year. END INTERVIEW |
| More than 1 day, but not more than a week ago | 2 | |
| More than 1 week, but not more than a month ago | 3 | |
| More than 1 month ago | 4 | |
| Over 1 year ago | 5 | |
| Refused | -7 | } END INTERVIEW |
| Don't Know | -8 | |

HDM2. How long have you been receiving home-delivered meals? Would you say...

- | | |
|--|---|
| 6 months or less | 1 |
| More than 6 months, but less than 1 year | 2 |
| At least 1 year, but less than 2 years | 3 |
| 2 to 5 years | 4 |
| More than 5 years | 5 |
| Refused | 7 |

Step3: Develop Work Plan & Budget

Performance Outcome Measurement Project **POMP**

Chapter 5. Develop the Work Plan and Budget

Chapter 5 in PDF format

- Clear Steps at the Survey Planning Stage
- Clear Steps to a Successful Telephone Survey
- Clear Steps to a Successful Mail Survey

The survey planning process involves developing a schedule and budget to ensure that the survey is completed on time and within the allocated resources. Prior to conducting a survey, identify specific dates for the period of performance for each task. This will ensure that the survey is completed within the allowed timeframe. Tables A and B contain samples of schedules for a telephone and mail survey, respectively.

Most agencies that conduct surveys of clients have a specific budget allocation for sampling, data collection, data entry, analysis, and report preparation. There is always a tradeoff between the desired procedures and the available funds. Prior to finalizing the design of a survey, develop a budget with a line item for each task. Ensure that costs are realistic. For instance, if an agency is conducting a telephone survey, make sure that the interviewer hours include enough time to contact service recipients more than once in case the sampled person is not at home on the first or second try. That will ensure that the agency is able to implement the survey design and procedures within the allocated funds. Tables C and D contain samples of spreadsheets for estimating costs for each line item. Tables E and F contain samples of budget shells for conducting telephone and mail surveys, respectively.

Clear Steps at the Survey Planning Stage

Survey Planning Process:

Cost Estimates for a Telephone Survey

TELEPHONE SURVEY — COST ESTIMATES				
Step	Item/Activity	Sub-Components	Estimating the Cost	Notes
Plan	Staff time		___ days @ \$ ___ per day	The survey plan includes selecting service, determining method to survey and evaluating resources. Staff involvement will vary depending on size of agency.
Sample	Staff time		___ days @ \$ ___ per day	If service recipient information is in a centralized database, allot time for selecting sample. If service recipient information must be obtained from local providers, include time for obtaining information and creating a combined database.
Mailouts		Paper	___ packages @ \$ ___ per ream	If not a part of agency overhead. Labels are not needed if you are using window envelopes and properly fold the letter. Be sure they accommodate all materials being enclosed. Remember return envelopes for mail surveys.
		Printer cartridge/toner	___ packages @ \$ ___ per package	
		Address labels	___ packages @ \$ ___ per package	
		Envelopes	___ packages @ \$ ___ per package	

Welcome Page → Utilities

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- Resources
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Utilities Page

Performance Outcome Measurement Project **POMP**

Utilities

The sample size calculator is designed to assist users in determining the appropriate sample size given the population of service recipients. This will save users the time necessary to calculate a power analysis. The POMP data entry utilities are designed to assist the users in accurate and efficient data entry. The Toolkit contains a customized database built for each survey instrument. There is no need to code the closed-ended questions on the survey instruments. The data entry utilities have drop down menus with each response option listed with a pre-defined numerical code. This will save users a lot of time, especially when the sample sizes are large.

The website contains suggestions for performing analysis with users' data. For instance, [Chapter 8](#) of the Toolkit presents examples of how to analyze data. Additionally, [Chapter 10](#) of the Toolkit presents a discussion of comparing data collected on the local level to national datasets, including the Surveys of Older Americans Act Participants. This type of comparison will help you understand how the service recipients in your area assess services compared to a national sample of service recipients.

Sample Size Calculator

POMP utilities include a sample size calculator and custom Access databases for entering survey data. The Sample Size Calculator is a downloadable executable file that assists users in calculating the appropriate sample size for a survey. The Sample Size Calculator contains a help page and instructions for using it are in the Toolkit. [Chapter 6](#) of the Toolkit also contains a help page and instructions for using the Sample Size Calculator.

[Sample Size Calculator](#)

Data Entry Utilities

These utilities provide easy-to-use tools for converting paper survey responses to computer files for convenient storage and analysis in response to your information management and reporting needs.

- [Data Entry Utilities](#)

Sample Size Calculator

Confidence Level: An indicator of how often the true percentage of the population would pick an answer lying within the confidence interval. For example, 95% confidence level means you can be 95% certain. Most researchers use the 95% confidence level.

Population Size: The exact number of people in the population that you are studying and from which the sample will be drawn.

Margin of Error: Indicates the desired degree of precision attached to an estimate computed from the survey. It indicates the range into which the estimate would fall if the entire population was surveyed. For example, if a 5% margin of error is acceptable to the researcher and the survey estimate of the measured characteristic is 48%, then if the entire population were surveyed, one would expect the true value of the characteristic of interest to lie between 43% and 53%.

Estimated Response Rate: This is an estimate of the percent of the sample that will complete the survey and is usually based on previous experience. For example, 95% response rate assumes that 5% of the people in the sample will not complete the survey because they refused or couldn't be located or other reasons.

Population Proportion: This is an estimate of the percentage of your sample that will pick a particular response. If most of the respondents will answer in a particular way, for example 90% yes and 10% no, then a smaller sample will suffice, compared to the "worst-case" scenario, where 50% say yes and 50% say no. To ensure an adequate sample size, it is best to assume the worst-case scenario.

Sample Size: This is the number of people out of the entire population of interest that will be selected for the administration of the survey. It is NOT the number of completed surveys to be gathered. Depending on the response rate selected, the sample size estimate includes the number of completed surveys and a percentage of refusals or no contacts.

POMP Sample Size Calculator

INPUT PARAMETERS

Confidence Level:
 90% 95% 99%

Population Size:

Margin of Error: %

Response Rate: %

Population Proportion: %

SAMPLE SIZE

Sample Size:

Sample Calculation

POMP Sample Size Calculator

INPUT PARAMETERS

Confidence Level:
 90% 95% 99%

Population Size:

Margin of Error: %

Response Rate: %

Population Proportion: %

SAMPLE SIZE

Sample Size:

Appendix B

Performance Outcome Measurement Project 

Appendix B. Supplemental Materials

[Appendix B in PDF format](#)

Supplemental Materials

Appendix B contains resources used in the field by the POMP participants. POMP participants provided the documents produced by AAAs and SUAs for collecting data and reporting the results of surveys. The documents include:

- Catawba County Council on Aging sample letter of invitation
- Confidentiality Agreement
- Establishing Contact
- Script for Interviewers to Use for Answering Machines or Voice Mail
- Sample List and Results and Telephone Interviewer Caller Log
- POMP Survey Contact Sheet
- Sample instructions for POMP Survey Interviewers
- Reminder/thank you post card
- New York State Office for the Aging Reminder Letter
- New York State Office for the Aging Followup Letter
- Ohio Department of Aging, Analysis of Surveys: Senior Farmers' Market Nutrition Program
- Pass It On Newsletter
- Report to the NCDOT Public Transportation Division's Human Services Transportation Council
- Amber River Area Agency on Aging Annual Report
- Memo to In-home Aide Providers

Resources

Performance Outcome Measurement Project 

Resources


POMP Report

[Risk Factors for Nursing Home Placement Among Older Americans Act Service Recipients: Summary Analysis of Data from Five Sources](#)

As part of the Administration on Aging's Performance Outcomes Measurement Project (POMP), this report examines the effect of the receipt of Older Americans Act (OAA) services on the potential delay in nursing home placement among OAA service clients age 60 and older. The report is based on analysis of administrative service client data from Rhode Island, Georgia, North Carolina, and New York, as well as respondents to the Health and Retirement Study (HRS), a nationally representative longitudinal survey of older persons, conducted by the University of Michigan Institute for Social Research.

Reports From POMP Participating States

POMP grantees prepared these reports as part of the project. The studies used the survey instruments and data collection procedures developed under the POMP project.

[Elder Helpline User Satisfaction Survey 2001](#)
[Senior Center Measurement Guidelines](#) 

AoA Research Briefs—Results of the National Surveys of Older Americans Act Participants

[OAA Title III Services Target the Most Vulnerable Elderly in the United States](#)
[Aging in Place: Do Older Americans Act Title III Services Reach Those Most Likely to Enter Nursing Homes?](#)
[Multiple Service Use Among OAA Title III Program Participants](#)
[Multiple Chronic Conditions Among OAA Title III Program Participants](#)
[Supporting Family Caregivers Through Title III of the OAA](#)

Links Page

Performance Outcome Measurement Project 

Links

Administration on Aging

Data Resources and Aging Integrated Database (AOA's National Surveys, Census special tabs, and State Program Reports)
 Products and Materials (Fact Sheets and Snapshots contain data on a range of issues on aging)
 Profile of Older Americans

Aging and Disability Resource Center (ADRC) Initiative

Center for Disease Control and Prevention

Behavioral Risk Factor Surveillance System (BRFSS) health survey for each state
 Morbidity and Mortality Weekly Report (MMWR) analysis of BRFSS and other data
 Second Supplement on Aging (SOA), National Health Interview Survey (1994/95): Trends in the Health of Older Americans
 Trends in the Health of Older Americans (PDF 338 kb)

The Clearinghouse for Home and Community Based Services

Federal Interagency Forum on Aging-Related Statistics

National Center on Elder Abuse

National Long-Term Care Ombudsman Resource Center

U.S. Census Bureau

American Community Survey
 American FactFinder (access to pre-configured detailed tables at the state and local level)
 Survey of Income and Program Participation (SIPP)

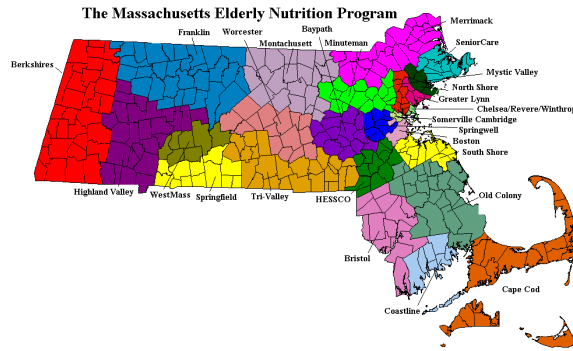
United States Department of Agriculture

United Way Outcome Measurement Resource Network



MA Elderly Nutrition Program 2012 Satisfaction Results





FY 2012 Satisfaction Surveys

26,583 surveys distributed; 12,024 returned

HDM (NAPIS SRT Report: 46,785)

40% Response Rate

- 19,739 distributed
- 7,827 returned

Congregate (NAPIS SRT Report: 27,372)

61% Response Rate

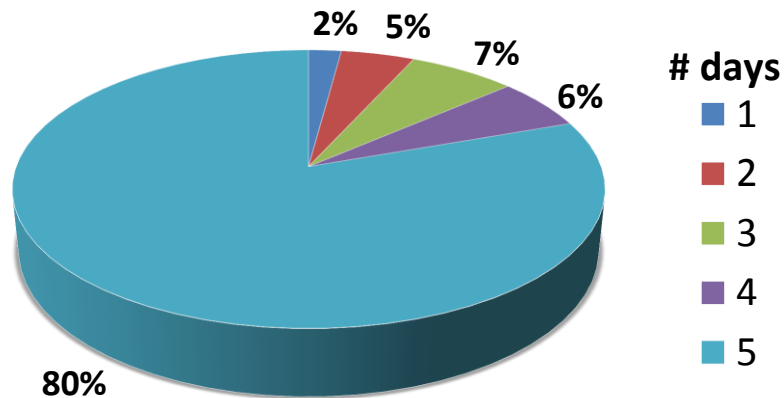
- 6,844 distributed
- 4,197 returned



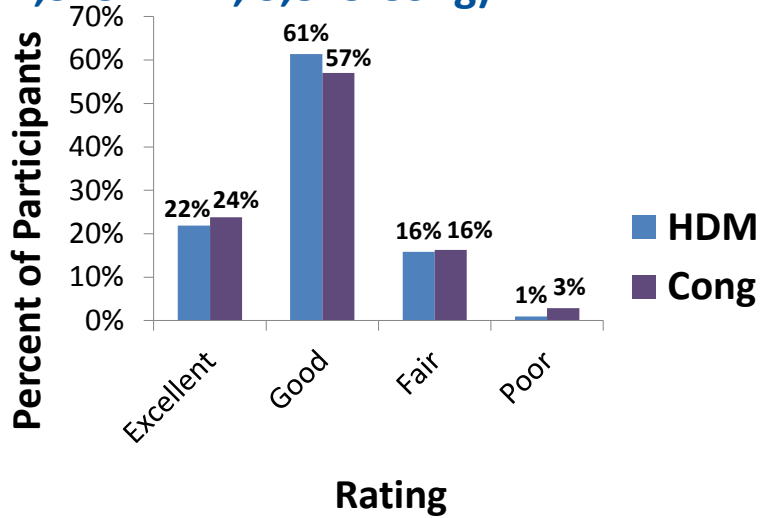
Examples of Survey Item Revisions

- *Use of meal services*
- *Service quality of HDM*
- *Impact/outcomes of HDM*

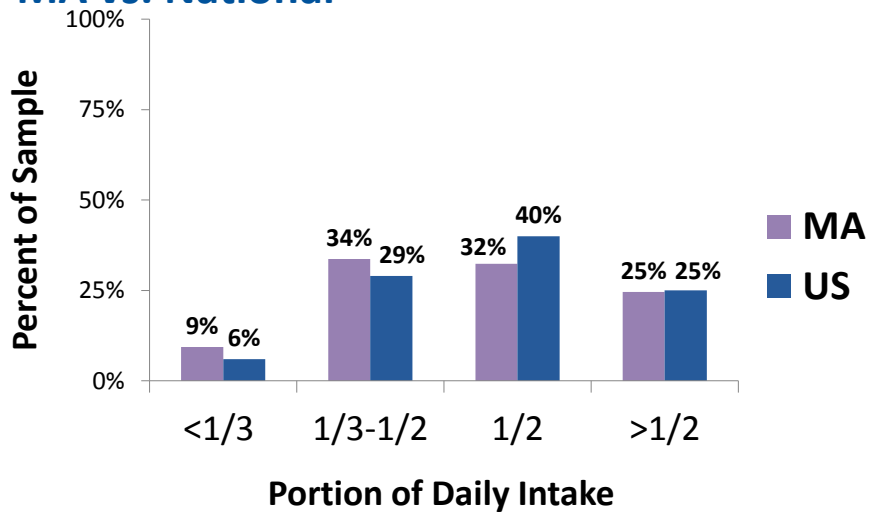
HDM: Number of Days/Week Meals Received (N=7,357)



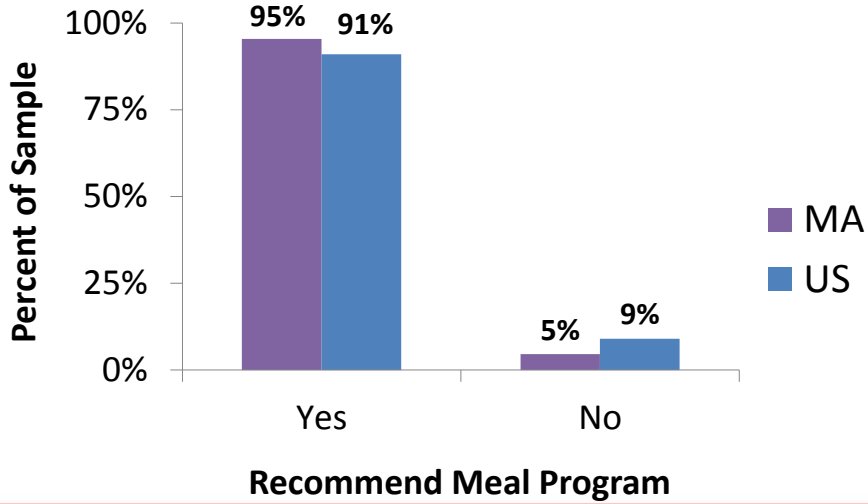
Meal Rating (N=7,315 HDM, 3,875 Cong)



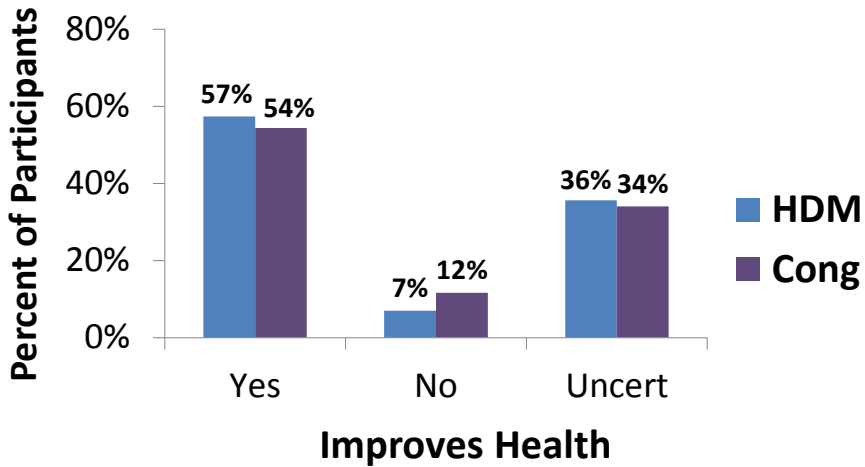
HDM: Portion of Daily Intake from Meal, MA vs. National



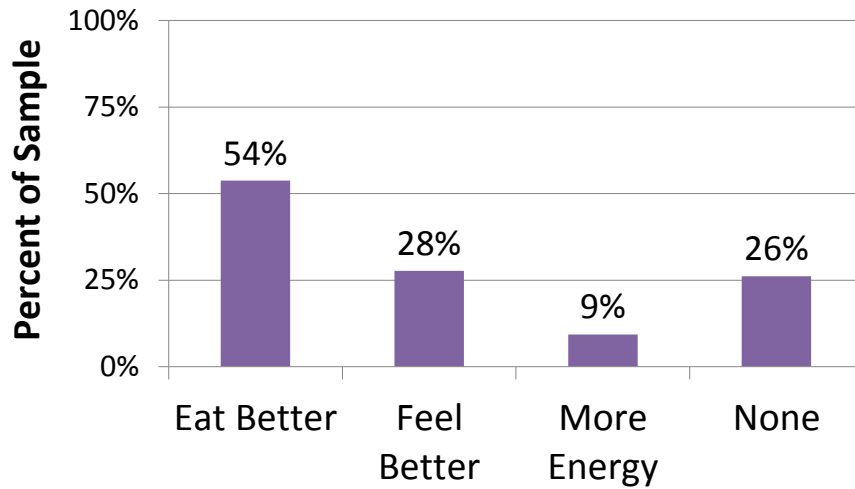
HDM: Would Recommend Meal Program, MA vs. National



Meal Improves Health (N=5,065 HDM, 2,516 Cong)



HDM: Improvements as a Result of Meals (N=7,000)



New POMP Questions Added – Awaiting Results

- Number of meals per week.
- How have the HDM services helped you?
- Do you have any recommendations for improving the service?
- What recommendations do you have for improving the service?



Florida's Home Delivered Meals Survey 2011


Challenges and Resolutions for a Telephone Survey



- Florida conducted the POMP Home Delivered Meals Survey in the fall of 2011 as a part of our regular review of programs overseen by the Department of Elder Affairs.
- The survey was conducted by telephone using trained interviewers experienced in communicating with elders.




Adapting the survey to address specific needs

- **Challenge:** To maintain the integrity of the POMP Home Delivered Meals (HDM) survey while collecting important information for the department.
 - **Resolution:** Added 6 questions at the end permitting the standard administration of the POMP survey and allowing collection the additional information without compromising Survey validity.
 - **Lesson:** The HDM Survey can be modified without compromising its reliability or validity if done correctly.
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Adapting the survey to special clientele

- **Challenge:** Many elders could not process difficult questions over the telephone, became frustrated and wanted to quit. Some gave answers that did not seem to be reasonable. Those data were considered unreliable and omitted from the report.
 - **Resolution:** When an interviewer didn't think the elder could or would answer a question, they skipped those questions and move on to the next set. We did not try to analyze the data or report the results.
 - **Lesson:** Be ready to adapt to the characteristics of your clientele. Get as much information as you can. Do not use data that is questionable.
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Analyzing data and reporting results (1)

- **Challenge:** What do you do the “extra” questions?
- **Resolution:** The final report was organized by topic, not by survey item sequence. The added questions were incorporated into the report within the context of the topic.
- **Lesson:** Write the report so the reader can understand the results in context.
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Analyzing data and reporting results (2)

- **Challenge:** What do we do with data we have reason to believe is unreliable?
- **Resolution:** Use only data that you are confident is correct. We knew the data for number of servings eaten per day was not reliable. We cited the problem and omitted the questionable data from the report.
- **Lesson:** All is not lost just because something doesn't go as expected. What we did obtain was valuable to the department and for better serving our elder population.





Georgia and Its Twelve AAAs

*What did Georgia not have
that it has now?*



**Consistent Comparable AAA and
Statewide Data!**

Reasons Georgia needed a Survey Toolkit!

- No step-by-step instructions from start to finish for conducting surveys
- Using different questions and/or different answer options; No service specific questions!
- No specified services to survey each year
- Using own interpretations as to the number of Service Recipients (SR) to survey
- No consistent /valid way of selecting the SR to receive the survey
- AAAs reporting Provider collected survey data to DAS (No layer between the SR & Surveyor)
- No specified deadline to submit data each year
- No standardized way to report the data to DAS

Why did Georgia Develop Its Own AAA Survey Toolkit?

We Needed:

- “Go to” and Specific Instructions; Yet, Based on Valid Concepts!
- Instructions specific to the way we do business in Georgia; i.e., the way we collect, enter and extract client information from AIMS
- To reduce opportunities for 12 different interpretations for conducting surveys
- Specific, Not so Lengthy Surveys w/Consideration for:
 - The way Georgia captures client data such as NSI & DON-R scores, demographics, food security, caregiver, income, and much more during assessments & reassessments.
 - AAA staff time & costs associated with collecting the data (printing, packaging & mailing surveys, or conducting telephone surveys; & compiling the results).
- To reduce survey training (initial deployment/staff turnovers)

**Department of Human Services Division of Aging Services
Policy Manual 5600 requires Georgia's AAAs to Utilize the
HCBS AAA Survey Toolkit.**

- Step-by-step instructions & guidance to for conducting surveys
- Required service specific survey questions & required answer options
- Even year/odd year schedule for specific services
- Draft survey cover letter/telephone script (w/individual service descriptions to customize either)
- *Sample size calculator & sample randomizer instructions & websites
- Relative to Georgia's data, directions on extracting the survey population from AIMS to Excel; & then importing the sample from Excel to Word for label printing.
- Excel Files Specific to Each Survey w/Formulas to report results
- Specified Annual Deadline to submit Excel files w/Survey Data


Note: *Instructions were reviewed and validated by Dr. Matthew Zack, Georgia DAS Contractor.






Home Delivered Meals Survey

New York Data Collection Approach





The New York State Office for the Aging (NYSOFA) has been exploring various cost-effective data collection methods for conducting Home Delivered Meals Survey.

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- Given the concerns over administrative costs and burden on the frail elderly, NYSOFA decided that a mail survey would be the most appropriate approach.
 - The survey packet will be delivered by either the postal service or home-delivered meals drivers/volunteers.
 - Both delivery options will allow survey respondents to return the survey within a two-week time frame.
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- Erie County Department of Senior Services adopted the hand-delivery method for its 2011 HDM survey.
- The survey population was those who were aged 60 or older and had received HDM services for six months or more.




- One thousand and four hundred (1,400) clients were selected to participate in the survey.
- Eight hundred and eighty (880) completed surveys were returned, representing a response rate of 63%, which is higher than the average response rate (≈ 50%) suggested in the literature for postal surveys (Instructional assessment resources, 2011).



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- The success of the hand-delivery method is validated by a recent study (Edelman, Yang, Guymon, & Olson, 2013).
 - The authors suggested that older adults who were handed the survey packets by the home-delivered meals drivers were significantly more likely to return the survey (57%) as compared with those who received survey materials in the mail (31%).
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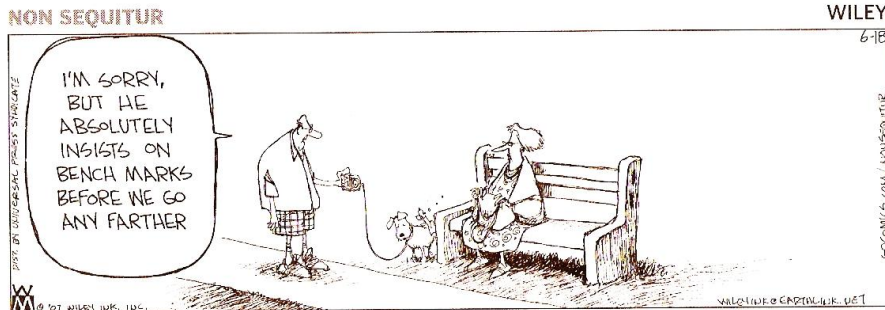
In conclusion

NYSOFA will use the mixed-mode survey approach for its statewide outcome data collection for home delivered meals and encourage AAAs to choose the best approach that fits their local situation.



References

- Edelman, L., R. Yang, M. Guymon, & L. Olson, (2013). Survey Methods and Response Rates Among Rural Community Dwelling Older Adults. *Nursing Research*. July/August 2013 - Volume 62 - Issue 4 - p 286-291
- Instructional assessment resources (2011) accessed via Internet.
<http://www.utexas.edu/academic/ctl/assessment/iar/teaching/gather/method/survey-Response.php>.



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POMP to Go – Part 2

How to Successfully Use Your Data?

Date: Thursday, November 14, 2013

Time: 3:30 - 4:30 p.m. EST

Hear about specific examples from states, area agencies and local service providers where information gathered with POMP has been used to improve programming, secure funding and expand services.

To register: <http://www.media-server.com/m/p/4azu8crr>

