



VIRTUAL
2020 NATIONAL
RYAN WHITE
CONFERENCE ON
HIV CARE & TREATMENT

Designing and Conducting a Culturally Responsive Evaluation (CRE) of the SPNS BMSM Initiative

Disclosures



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- Receives grant/research support from HRSA, CDC
- Is a member of the Advisory Board for the YWCA of Greater Atlanta and Steering Committee for The Society for Health Communication

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Learning Outcomes



At the conclusion of this activity, participants will be able to:

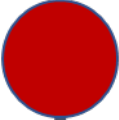




1. Understand the history (and theoretical foundations) of CRE;
2. Identify the nine steps to conduct a CRE to evaluate SPNS initiatives;
3. Specify the obstacles and facilitators to CRE implementation; and
4. Apply CRE for evaluation design, implementation, and data analysis.

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Agenda

-  Introduction
-  CRE History
-  CRE in Practice (9 steps)
-  CRE Barriers and Facilitators
-  CRE Case Studies



Introduction

Our Journey



WHAT is
CRE?



WHY conduct
CRE?



HOW do I
conduct CRE?

What is Culture?



“Culture is a cumulative body of learned and shared behavior, values, customs, and beliefs common to a particular group or society. In essence, culture makes us who we are.”

“Culture is the feature and knowledge of a particular group of people, bounding language, religion, cuisine, social habits, music and arts.”

What is Culture?, cont.



“Culture is circle of religion, food, what we wear, how we wear it, our language, marriage, music, what we believe is right or wrong, how we sit at the table, how we meet visitors, how we behave with some ones, and million other things.”

“Culture is the expression of own nature in our way of life and thinking in our everyday dealings in art, literature, religion, reaction and enjoyments as member of society.”

“Culture includes the social meanings of various aspects of life, such as race, ethnicity, values, languages, religions, and clothing styles.”

What is CRE?



Culturally responsive evaluation is an evaluation approach, framework, and stance.

- As an **approach**, it guides the manner in which evaluations are conducted.
- As a **framework**, it is a flexible organization of steps and procedures.
- As a **stance**, it requires the evaluator to raise issues of differential service delivery and access attributed to race, gender, economic status, and power.

CRE's Many Names



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Multicultural

Cultural
Sensitivity

Culturally Responsive
Equitable Evaluation

Culturally
Competence

Culturally Responsive
Evaluation

Cross Cultural

Culturally
Appropriate

Collaborative
evaluation

There is no such thing as a single-issue struggle because we do not live single-issue lives.

Audre Lorde





CRE History

As a unique approach to the practice of evaluation, the roots of culturally responsive evaluation are in the work of African American evaluators during the 1930s, 1940s, and 1950s.

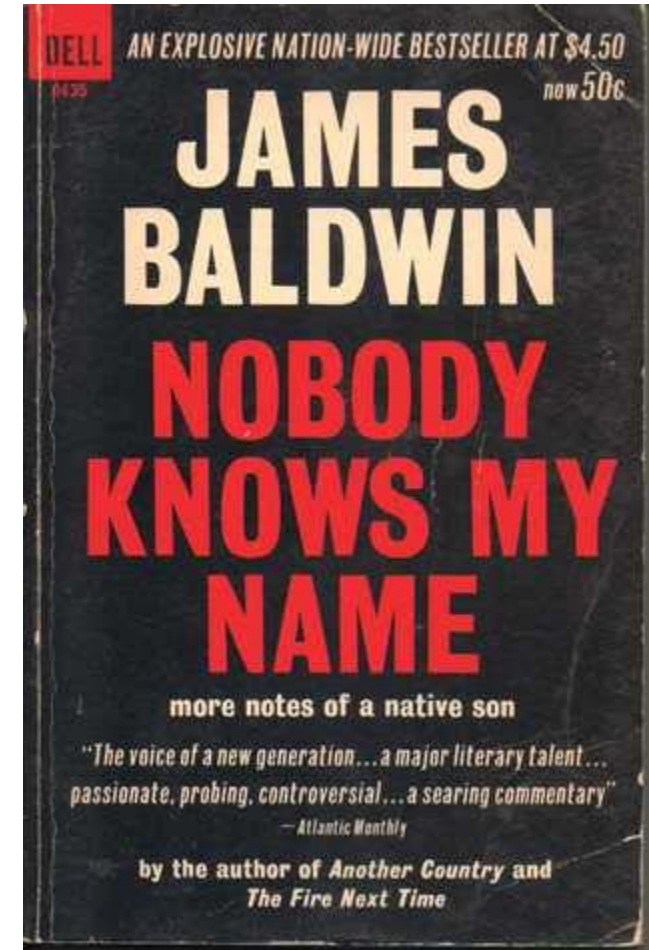
CRE History, cont.



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The “Nobody Knows My Name” Project, spearheaded by Stafford Hood and Rodney Hopson, honors the legacy of these African American contributors to culturally- and socially-responsive educational research and evaluation.

The book, named after a James Baldwin work, uncovers the untold contributions of African American researchers and evaluators during the pre-*Brown v. Board* era.



CRE History, cont.



- Stafford Hood and colleagues' work in the early 1990s started the process by which earlier scholarship would be merged to arrive at CRE as a unique evaluation framework.
- They stressed for the need for evaluation designs and practice that centered culture in evaluation, and elevated the nature of shared lived experiences between a program's stakeholders the evaluation team.

CRE History, cont.

In more recent history, CRE work focuses on **translating the theoretical principles of cultural responsiveness into practice.**



It means locating cultural responsiveness in **nine evaluation phases or steps** from initiation to questions, to design to instrument development through results dissemination.



*CRE in
Practice*

CRE aims to conduct rigorous and valid evaluations that very purposefully endeavor to enhance the social, political, and economic conditions of people from historically underrepresented and underserved communities.

CRE aims to highlight and legitimize multi-issue stories, experiences and the lived experience of and between groups to reveal the intersectionality of culture and how it influences programs' implementation and outcomes.

CRE Steps



Stafford Hood and colleagues published the CRE framework that guides the work of CRE evaluators in two iterations of the National Science Foundation's User-Friendly Handbook for Project Evaluation published twice (Frierson, Hood, & Hughes, 2002; Frierson, Hood, Hughes, & Thomas, 2010).



CRE Steps 1, 2 and 3

1. Prepare for the evaluation

Assemble your evaluation team – **ideally a culturally diverse team of evaluators** with knowledge of the issue and client experiences and sensitive to the context.

2. Engage stakeholders

From start to end of the evaluation (from design through dissemination), **seek, identify, engage, and involve stakeholders in a meaningful way**. Be attentive to power distributions and dynamics during engagement.

3. Identify purpose of the evaluation

Investigate the **social, economic, and political context of a community** and program, attentive to equitable distribution of resources and benefits.



Describe the Program
(Logic Modelling)

CRE Steps 4, 5 and 6



4. Frame the right questions

One of the most important steps! **Use a participatory, deliberative, and democratic process** to determine evaluation questions that reflect values, interest, and concerns of stakeholders and clients.

5. Design the evaluation

Design an appropriate, comprehensive, and rigorous* evaluation – ideally a **mixed method evaluation** that facilitates examining sociocultural, demographic, and psychographic variables.

(Check out R. Creswell or D. Mertens mixed method designs)

6. Select and adapt instruments

Develop and/or adapt data collection instruments. **Validate instruments for one's clients.** Cognitively test and pilot test instruments with clients. Ensure culturally-sensitive and plain language.

*Design evaluation to be as rigorous as you can given time, resources and team capacity.

CRE Steps 7, 8 and 9

7. Collect the data

Collect data consistent with the data collection methods specified in the design (Step 4). These **methods must be appropriate and respectful of the program's cultural context** and clients.

8. Analyze the data

Select analysis techniques attentive to capturing cultural context and nuances. **Involve stakeholders in review of analysis results** to validate evaluation team interpretations.

9. Disseminate and utilize results

Share results broadly using multiple channels (reports, audio, video, etc.) consistent with the evaluation's original purpose. **Ensure that results are plain language** and can be understood by clients and multiple audiences.

What CRE Evaluators Do

Culturally-responsive evaluators DO THESE THINGS:

- Invite and **legitimize diverse perspectives**
- Provide **guidelines for being proactive and reactive** to capture an accurate picture of a program, how it operates, and its impact
- Raise issues of **different program delivery to different people**



What CRE Evaluators Do



Culturally responsive evaluators DO THESE THINGS:

- Bring up **issues of access** related to race, gender, and economic status
- Acknowledge and raise issues related to **power dynamics**
- Take on the **role of an advocate** for underserved, underrepresented, and marginalized people and communities



A Question to Ponder?



Can one be a CRE evaluator and achieve cultural competence in a culture other than their own?



*CRE Barriers
and Facilitators*

- Not having a culturally-diverse evaluative team
- Inability to pose critical questions to challenge biases (lack of safe space for this)
- This type of participatory, democratic evaluation is time-consuming
- Lack of access to intended client population with whom to vet/test instruments
- Language barriers or cultural differences

- A culturally diverse evaluative team with knowledge of the clients under study, topic/issue of concern, and context for evaluation
- Funders or leadership that welcomes asking and grappling with difficult and critical questions to challenge biases
- Sufficient time and resources to engage stakeholders and clients
- Evaluators with qualitative methods and analysis expertise



*CRE Case
Studies*

Using CRE - Case Study 1



The Special Projects of National Significance (SPNS) Initiative, *Implementation of Evidence-Informed Behavioral Health Models to Improve HIV Health Outcomes for Black Men who have Sex with Men*, is a three-year Initiative that funds eight recipient sites to implement evidence-informed behavioral health interventions and/or models of care (MOCs) to engage, link, and retain BMSM living with HIV in medical care and supportive services.

Using CRE - Case Study 2



Trained more than
2,000 FAITH LEADERS
across
45 FAITH LEADER TRAININGS

Garnered commitments from
MORE THAN 175 FAITH LEADERS
across the U.S. to preach about HIV as a social justice issue annually



Incorporated HIV as a social justice issue into courses at
5 SEMINARY SCHOOLS



Received
7 FORMAL RESOLUTIONS
supporting the initiative from religious denominations and
10 PUBLIC ENDORSEMENTS



“The Black Church & HIV Initiative was established to form a national network of faith leaders, religious institutions, and community members committed to making change and ending the HIV epidemic in Black America. The initiative successfully completed its Clinton Global Initiative Commitment to Action in fall of 2018.”

Using CRE - Case Study 3



*It takes the
Strength of a
Woman...*

*to realize the power of a
Mammogram.*

Your life is in your hands. Choose to make the most of it by having a no-cost mammogram* performed by qualified medical professionals.

Call 1-800-4-CANCER to schedule your mammogram today.
If you are a woman aged 40-49, speak with your healthcare provider about getting a mammogram. If you are a woman over 50 years of age, get a mammogram every 2 years.
*Eligibility criteria may apply.



CDC developed the African American Women and Mass Media pilot campaign, which used radio and print media to make more women aware of the importance of getting mammograms to find breast cancer early. The campaign also sought to increase use of CDC's [National Breast and Cervical Cancer Early Detection Program](#) screening services among African American women between 40 and 64 years old.



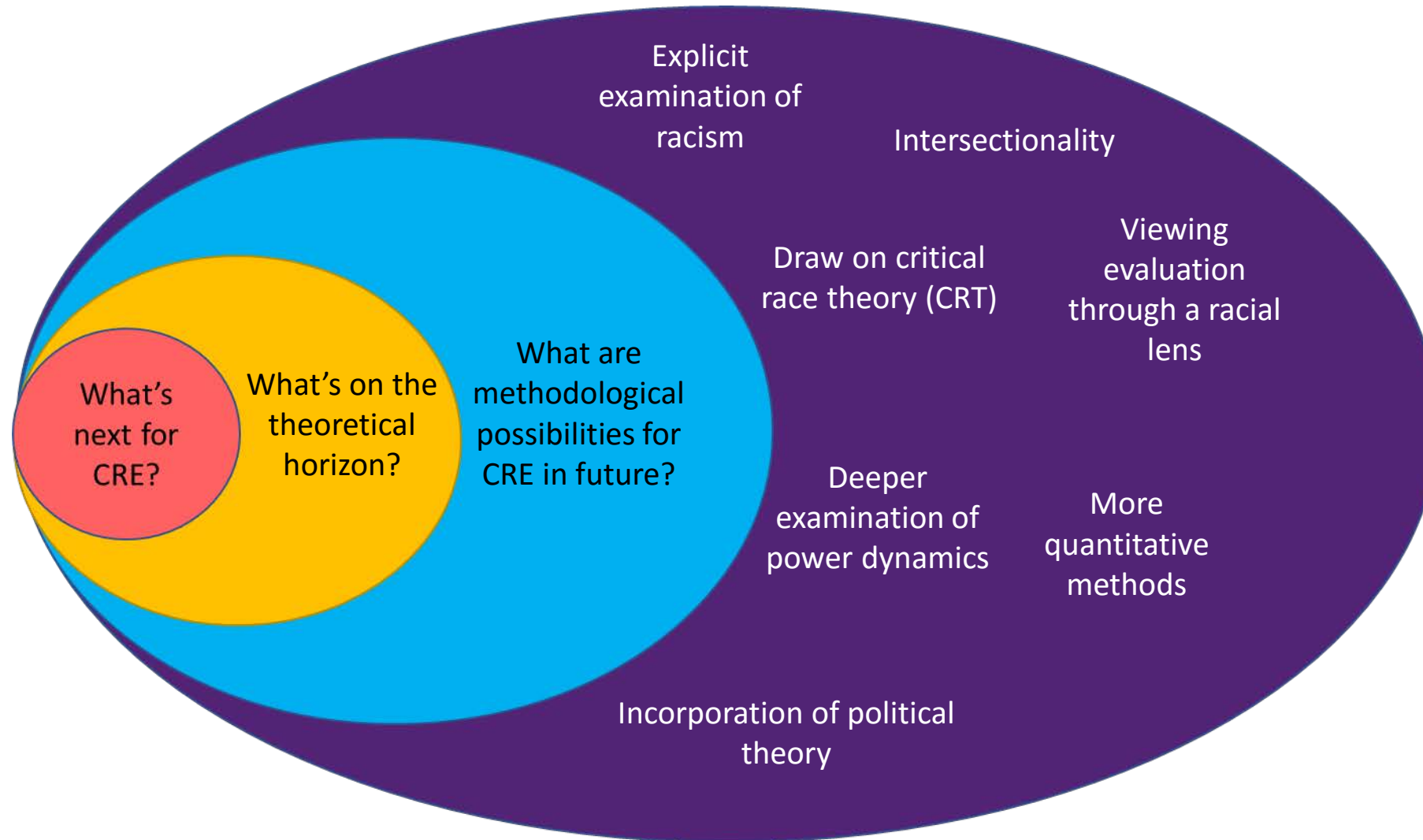
*Ending the
Journey*

Revisiting the Learning Objectives



1. Tell me about the history and theoretical foundation of CRE?
2. What are the nine steps to conduct a CRE (to evaluate SPNS initiatives)?
3. What are barriers to CRE? What are facilitators to CRE?
4. What are some best practices in applying CRE for your project?

Bonus CRE question



“The responsibility of a writer is to excavate the experience of the people who produced him.”

– James Baldwin



“The responsibility of an evaluator is to excavate the experience and *multi-issue* stories of persons that programs serve.”

– BMSM ETAP

Questions



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