W.K. Kellogg Foundation Grant Advisory Committee
March 12, 2007

Meeting Summary

Attendees:
Barry Bass, MSW
Bobbie Berkowitz, PhD, RN, CNAA, FAAN
David Corbin, PhD
Marc Hiller, DrPH
Edwin Marshall, OD, MS, MPH
Paul Meissner, MSPH
James Nelson, MS
Olivia Carter-Pokras, PhD
Tom Quade, MA, MPH
Walter Tsou, MD, MPH
Jan Wallinder, RN, MSN
Bernard Weintraub, MPH
Elizabeth A. Zelazek, RN, MS

APHA:
Georges Benjamin, MD, FACP
J. Alan Baker, MA
Susan Polan, PhD
Regina Davis, MPH,CHES
Catherine Henze, MPH
Kaitlin Sheedy

Policy and Research Group:
Lynne Jenner, MA
Tara Townsend, PhD

The meeting was called to order at 9:15am.

Welcome
Regina Davis Moss, Director of Affiliate Affairs, welcomed attendees and introduced Olivia Carter-Pokras, the final appointment to the Kellogg Foundation Grant Advisory Committee for 2006-2008, and Catherine Henze, the new Deputy Director of Affiliate Affairs.

Web-Based Needs Assessment Survey Results
Catherine Henze, Deputy Director of Affiliate Affairs, presented a summary of results from the web-based needs assessment survey. The survey was conducted from February 5 – 26, 2007. It covered three key areas – organizational structure, organizational needs and organizational capacity. At the time, 49 of the 53 Affiliates had responded. APHA and Regional Representatives had followed-up with the remaining four Affiliates and were expecting to receive their surveys soon.

A discussion followed the presentation. Several members of the committee recommended a secondary analysis to stratify the data. It was suggested APHA seek Institutional Review Board (IRB) approval to allow for a secondary data analysis and publishing of the results.

One comment referenced lower than expected percentages for those with general liability insurance and inquired about the potential of APHA contracting and offering an umbrella liability plan as a less expensive option for Affiliates. Regina Davis Moss stated that this issue had been brought to the attention of Dr. Benjamin and a meeting with Dr. Benjamin, APHA's

Chief Financial Officer, Alan Baker, herself and staff members would take place to discuss that possibility.

Other comments expressed concern that Affiliates understand the difference between 501(c)3 status and incorporation and that APHA request certificates of incorporation from those Affiliates who described themselves as incorporated.

Key Informant Interviews

Regina Davis Moss began the discussion by noting the need to finalize the key informant interview questions. The purpose of the key informant interviews is to validate the web-based needs assessment survey and to gather more detailed information from Affiliates.
Peter D. Hart Research Associates, Inc., a leading survey research firm, will conduct the key informant interviews.

APHA provided the committee with three potential options for key informant interviews, taking into consideration the number of Affiliates reached, budget constraints, and the May 1 deadline for completion of the Affiliate Needs Assessment:

Option 1

- 2 telephone focus groups with 8-10 Affiliates in each group
- 8 individual interviews with selected Affiliates
- 5 individual interviews with APHA staff
- 3 individual interviews with volunteer leadership

Option 2

- 3 telephone focus groups with 8-10 Affiliates in each group
- 8 individual interviews with selected Affiliates
- 1 focus group with APHA staff
- 3 individual interviews with volunteer leadership

Option 3

- 1 telephone focus group with 8-10 Affiliates in each group
- 16 individual interviews with selected Affiliates
- 5 individual interviews with APHA staff
- 3 individual interviews with volunteer leadership

Key comments included:

- The focus groups should be used to define the strategic implementation of the grant rather than to collect more data or confirm existing data.
- The key informant data should contain a good representative sample of possibly three strata of state affiliates, based on their level of development, and a combination of both focus groups and individual interviews.
- The focus groups should collect more detailed information about the Affiliates and identify themes to help shape the RFP as well as ask questions about what has worked, what has not worked for them and what technical assistance would be of value and would enhance their sustainability.

Alan Baker, Chief of Staff, emphasized the importance of following the timeline laid out in the Kellogg Grant. It was agreed that Option 2 would achieve the most representative sample of Affiliates while maintaining cost-effectiveness. Hart Associates would help formulate the questions for the interviews.

Susan Polan, Associate Executive Director, clarified that participation in the Get Ready campaign is required once you receive a grant, not to be eligible to receive a grant, and that it would be more clearly outlined in the RFP ways the Affiliates can participate in the Get Ready campaign. She also emphasized that an Affiliate needed to have 501(c)3 status or a 501(c)3 fiscal agent to receive grant funds.

Dr. Benjamin's Remarks

Dr. Benjamin commented on the Kellogg grant and thanked the members of the Advisory Committee for their commitment. He also reminded the committee that other grant makers were observing carefully the progress of the Kellogg grant and that it was critical to demonstrate progress and success. In response to questions about the Get Ready campaign, Dr. Benjamin noted that the campaign coincided with the Kellogg Board's interest in pandemic flu preparedness at the community level. They were interested to see if Affiliates would be a good agent to foster community action around this issue.

Grants Discussion

Once the RFP goes out, the Affiliates will need ample time to respond to it. Preliminary discussion took place around who would review the grant applications and how they would determine awards. Dr. Benjamin proposed advertising in The Nation's Health for members to volunteer and then forming a subcommittee to review and select applications.

Key comments included:

- Reviewers should be knowledgeable about APHA, the Affiliates, and the process of reviewing grant applications.
- APHA should seek nominations for reviewers from the Sections, Caucuses, Governing Council, and past Affiliate and Committee on Affiliates leadership.
- The Advisory Committee would hold a conference call to review the applications for grant reviewers and to make recommendations to the APHA staff.
- APHA staff would make the final selection on reviewers.
- APHA will require a letter of intent from Affiliates to assess how many will apply for grants and how many reviewers are needed.
- The Advisory Committee and APHA need to provide guiding principles to the reviewers.
- The RFP should call for measurable objectives and for those objectives to be tied to the evaluation.
- The reviewers should look for merit and measurable objectives in the applications.
- APHA should provide a means for Affiliates to ask questions and get answers about the RFP through an FAQ, conference call or key staff contact.
- Grant manager will pre-screen grant applications on whether the affiliate followed the requirements of the RFP.

- Multi-state applications will be accepted; however, an Affiliate cannot apply as an individual Affiliate and as a part of a multi-state grant.

Policy and Research Group Evaluation Presentation and Discussion
APHA sent out an RFP for evaluation services in January, requiring a letter of intent by January 24 and submissions by February 5. APHA awarded the contract to the Policy and Research Group on March 6. Regina Davis Moss introduced Lynne Jenner, MA and Tara Townsend, PhD from the Policy Research Group. They will serve as Project Director and Project Manager, respectively, on the evaluation.

Lynne discussed the three levels of impact in the evaluation component required by the Kellogg Foundation – outputs, organizational outcomes, and mission impact. She presented a draft logic model. The logic model covered: Activities, Affiliate Outputs, Affiliate Outcomes, APHA Mission Impact, and Long-term Impacts.

Lynne then discussed the evaluation plans and tools. She expressed that in planning the evaluation they worked toward using a cost-effective, collaborative, multi-method approach that included both qualitative and quantitative measures. The evaluation plan will include a formative evaluation, which will evaluate progress and provide feedback throughout the course of the grant, and summative evaluation, which will end with a final report.

The proposed measurement tools include Capacity Status Form, Affiliate Survey, Affiliate Network Survey, Affiliate Members Survey, Grantee Self-Evaluation Form, Satisfaction Questionnaires, APHA Key Staff Interviews, and Case Studies. The logic model, evaluation plan, and measurement tools will continue to evolve as the grant process evolves.

The Policy and Research Group also agreed with the Advisory Committee to stratify the Affiliates by development, conduct the eight individual interviews, use the information to draft the RFP, and use the focus groups to respond to and formulate the RFP. The secondary analysis and the key informant interviews could happen simultaneously. Policy and Research Group offered to conduct the secondary data analysis and submit the project for IRB review.

Action Items
- Policy and Research Group will conduct the secondary data analysis of the web-based needs assessment survey.
- The secondary data analysis will identify individuals for the eight key informant interviews and respondents will be randomly selected.
- APHA will use the information and themes from the analysis of the web-based survey and the individual key informant interviews to draft an RFP.
- APHA will determine the make-up of the focus groups, based on the recommendations of the Advisory Committee, Hart Associates and Policy and Research Group's data analysis.

Regina Davis Moss reminded committee members that the next conference call is scheduled for April 9, 2007 from 3:00 – 4:30 pm EST.

The meeting adjourned at 3:30.