

Developing a Shared Measurement System: Leveraging Experience

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Good Food Summit, 10/28/14



Outline

- ✓ Introduction to GSCN and the partnership with MSU
- ✓ Collective Impact background
- ✓ Importance of shared measurement system
- ✓ Description of the project



About GSCN

The Center is a Omaha based independent non-profit research organization providing research, evaluation and partnership.



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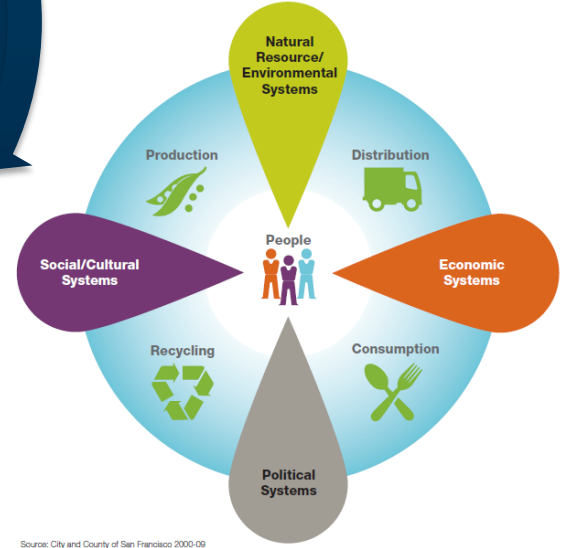
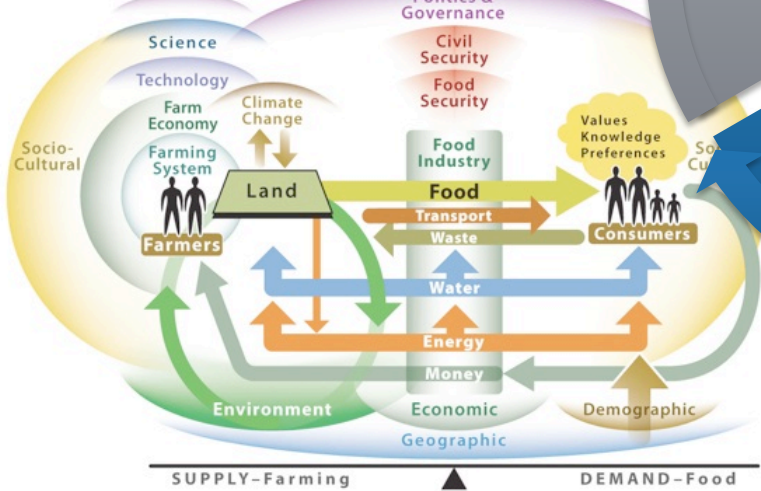
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About GSCN

Core Areas of Focus

Evaluation



Food 5

Source: City and County of San Francisco 2000-09

The Partnership and Backbone Organization



- History of working with partners on regional food systems in Michigan
- Creating Collective Impact already around the Good Food Charter
- Establish a shared measurement system as the backbone organization



- Working on food system projects, both evaluation and implementation
- History of partnering with other organization
- Helping MSU and partners establish a shared measurement system
- Objective group outside of MI but still in the Midwest

Stakeholder Involvement



Michigan Food & Farming Systems-MIFFS
Connecting Farmers to Opportunities



Michigan
**Farmers
Market**
ASSOCIATION



GREATER LANSING
foodbank



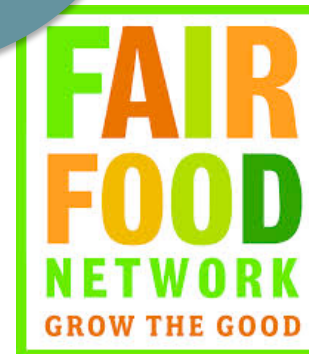
MSU CENTER for REGIONAL FOOD SYSTEMS



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EXTENSION



What is Collective Impact?

Five Conditions

Backbone Support
Organization

Continuous
Communication

Common
Agenda

Mutually
Reinforcing
Activities

Shared
Measurement
Systems

What is Collective Impact?

Benefit of Shared Measurement Systems

Shared Measurement Systems

```
graph TD; A[Shared Measurement Systems] --> B(Learn from successes and failures); A --> C(Ensure efforts remain aligned to common goals); A --> D(Hold stakeholders accountable to each other); A --> E(Document the progress and success of regional food work);
```

Learn from
successes
and failures

Ensure efforts
remain aligned
to common
goals

Hold
stakeholders
accountable
to each other

Document the
progress and
success of
regional food
work

What is Collective Impact?

Process

- **Early years**
 - Focused on understanding context and implementation
 - Establishing the five core conditions of collective impact
 - Coordinating multiple programs and activities
- **Middle years**
 - Achieve some significant progress towards goals
 - A focus on performance measurement and evaluation
- **Later years**
 - Achieve meaningful, measurable change
 - Ready for a summative evaluation

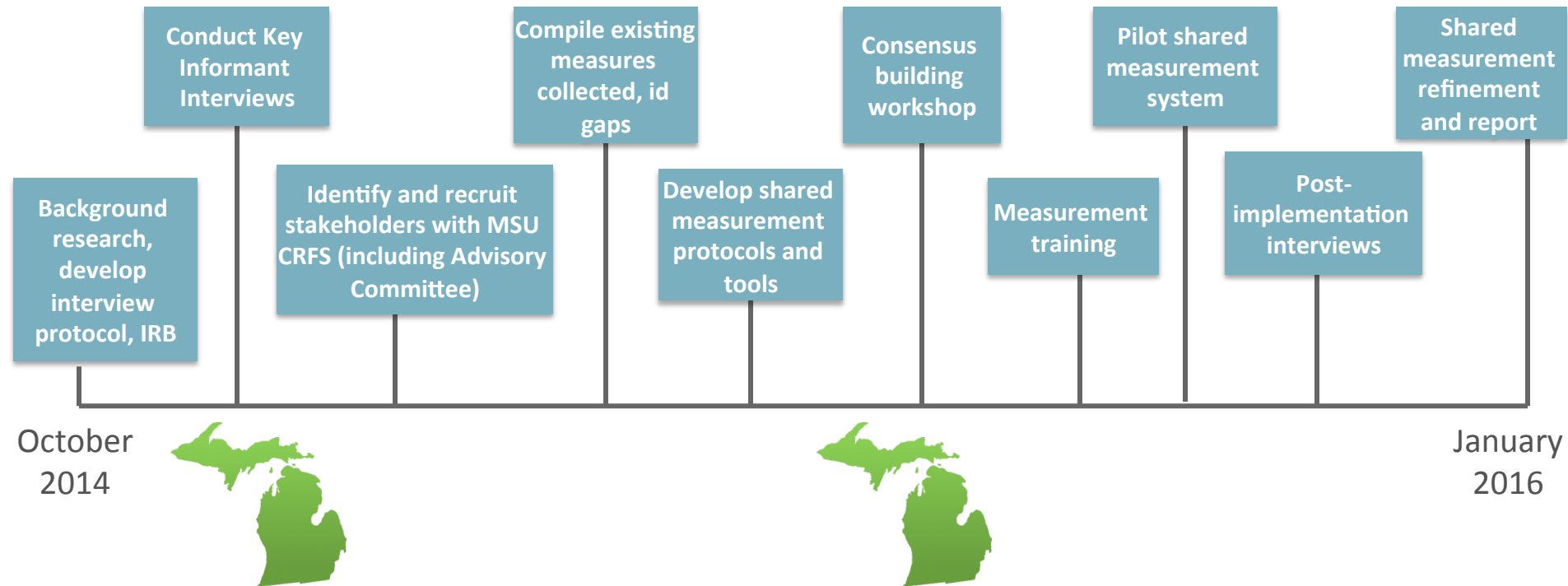
Goal of Developing a Shared Measurement System

Development and execution of design, methodology, collection and interpretation of a shared measurement system, which will help Michigan partners to share a common language around their contributions toward Charter goals.



Description of the Project

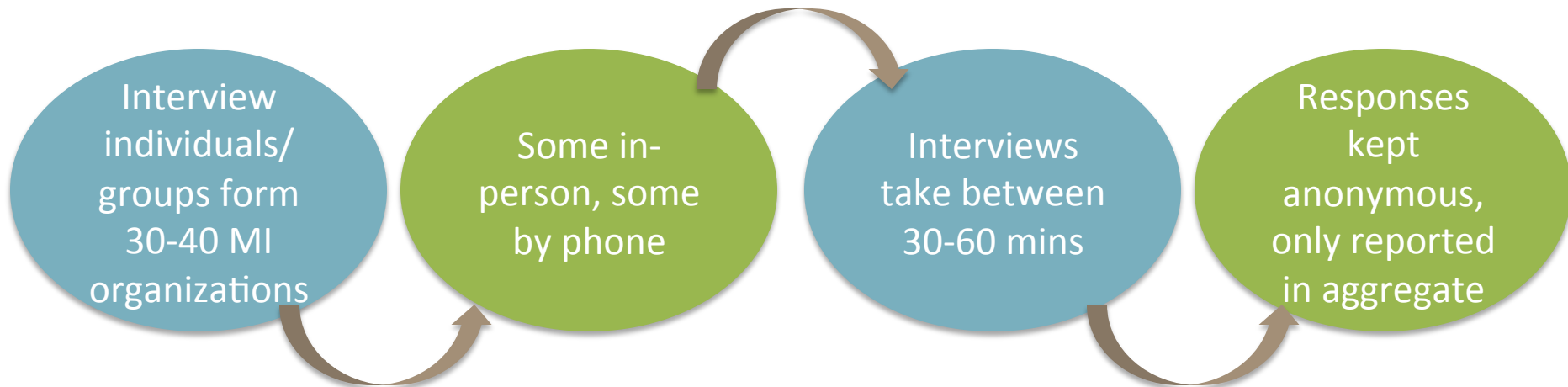
Timeline of Activities



Description of the Project

Key Informant Interviews

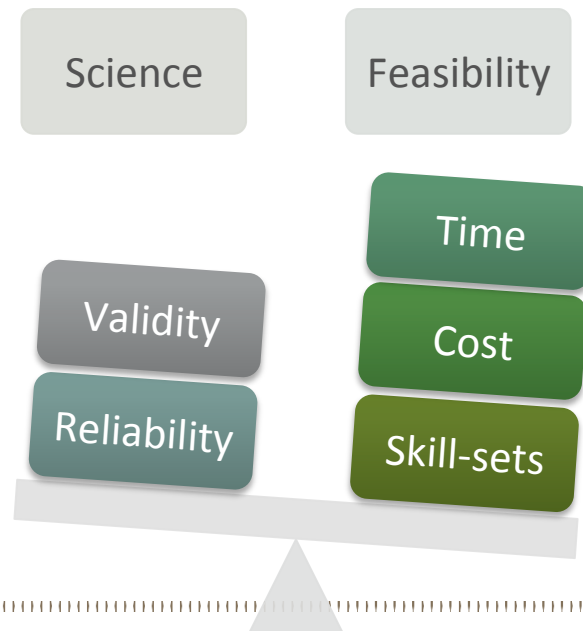
- Interview those who have done “good food” work and those interested in the shared measurement system
 - Understand ongoing activities
 - Which Good Food Charter goal(s) does this align with?
 - Compile measures currently collected
 - Determine capacity and interest of stakeholders for different types of data collection
 - Identify gaps in data collection



Description of the Project

Development of Shared Measurement Plan

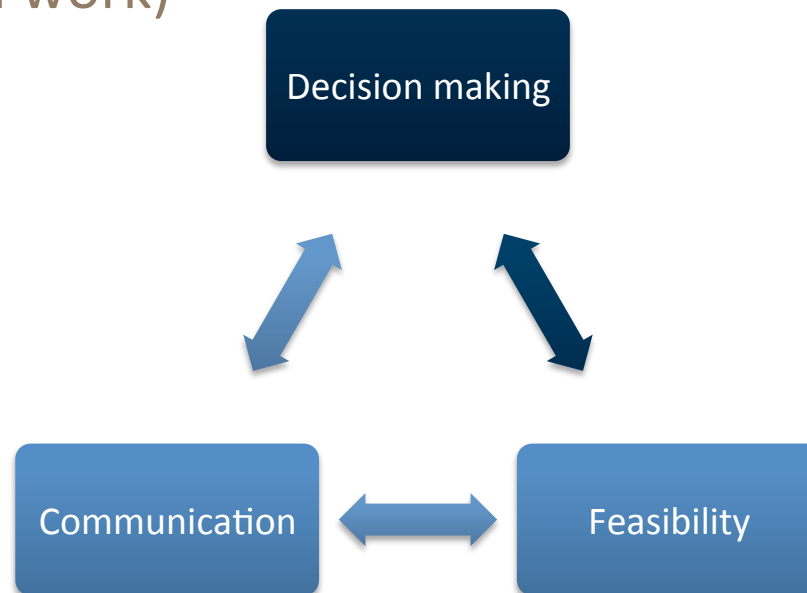
- GSCN draft shared measurement plan tools and protocol
 - Build from existing measures (not reinventing the wheel)
 - Develop guidebook and training materials
 - Conduct consensus workshop with Advisory Committee
 - Prioritize measurements and finalize pilot plan



Description of the Project

Criteria for Inclusion in the Shared Measurement System

- The data generated should:
 - Lead to insights, boost stakeholders ability to make informed judgments
 - Be feasibly maintained by stakeholders and aggregated by the backbone organization (CFRS)
 - Translate to a wider audience (compare to others doing regional food system work)



Description of the Project

Shared Measurement System Training and Pilot

- Potential Topics to address
 - Data collection techniques
 - Interpretation of data
 - Dissemination of data
 - Managing priorities for time and resources
 - IRB reviews
 - Collecting quality data (consistent and meaningful)



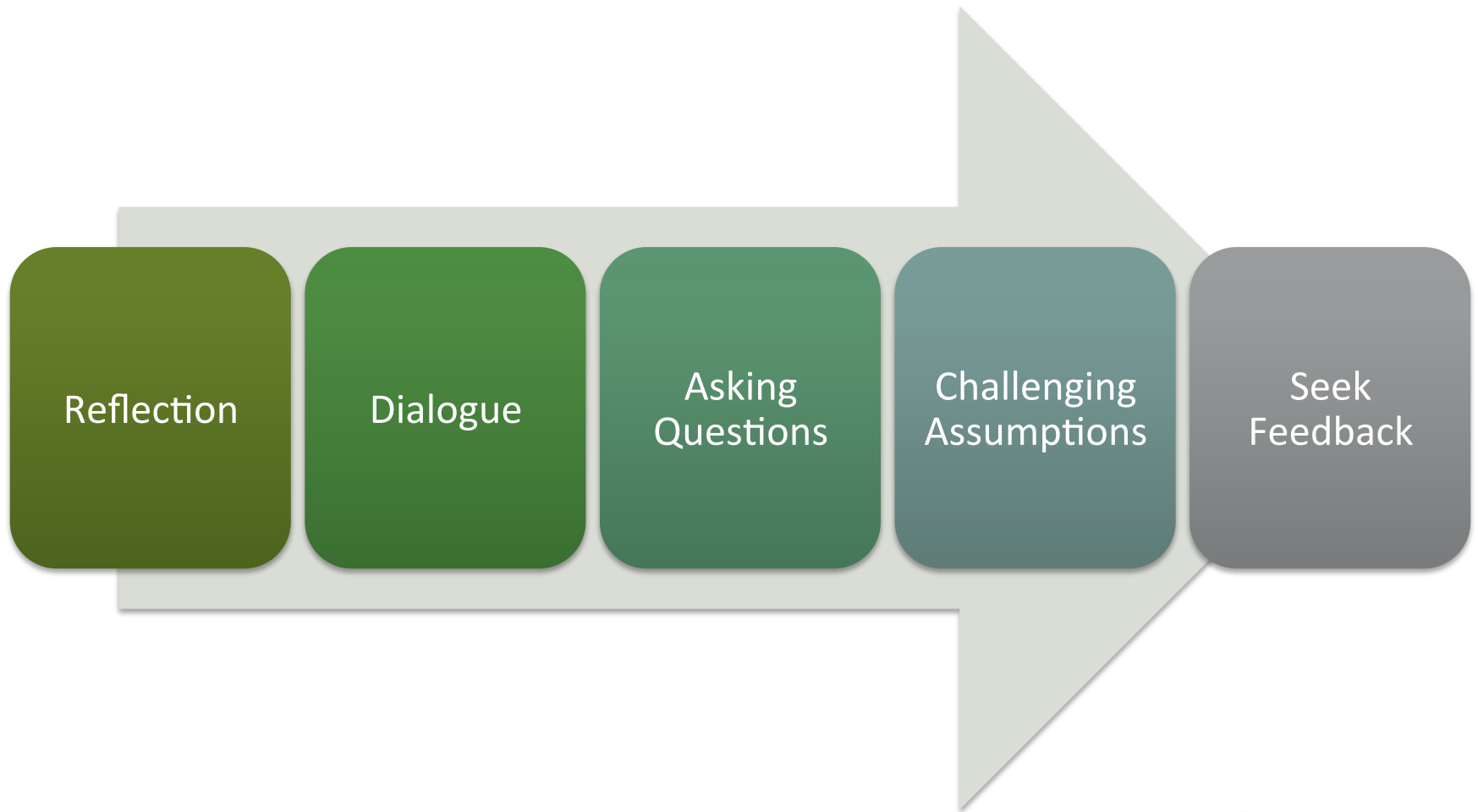
Description of the Project

Follow-up interviews, Refinement, Reporting

- Conduct follow-up interviews with stakeholders
 - Determine areas of success and challenges
- Make changes to the Shared Measurement Guidebook, Protocols, and Tools
 - CFRS to sustain the Shared Measurement System as the backbone organization
- Compile process and results in a final report

Description of the Project

Core Tenants of the Collective Impact Learning Process



What Does it Mean to Participate?

- Start off by expressing interest to Rich
- Potentially participate in a key-informant interview
- Potentially participate in a pilot of the shared measurement system

Contribute to the development of a shared measurement system and progress towards the goals of the Good Food Charter

Acknowledgement



- ✦ Leah Carpenter
- ✦ Rich Pirog



Questions and Discussion?

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