

Ripple Effects Mapping

An evaluation of Chronic Disease Risk Reduction programs in Kansas

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Overview of Ripple Effects Mapping

- Participatory visual approach
 - Guides research to areas that overlooked
 - Helps evaluators ask the important questions
 - Shown to generate excitement and reinvigorate passion for the work participants do
 - Brings together program providers, community members, and program participants

Guiding Questions

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- How are Kansas CDRR programs:
 - Preventing the initiation of commercial tobacco use amongst youth?
 - Eliminating nonsmokers' exposure to second hand and third hand smoke?
 - Promoting quitting among adults and young people?
 - Improving the ability of those with chronic disease to manage their conditions?
 - In what ways are Kansas CDRR programs effectively:
 - Increasing physical activity?
 - Improving access to healthy foods?
 - Increasing community resilience?
 - Promoting health equity at the community-level?
 - Promoting policy change?
 - What barriers were discovered in efforts to achieve program goals?
 - What are the broader impacts (ripples) of the program/services?
 - What types of ripples are evident across all program efforts?
 - What surprising insights were discovered as a result of program efforts?
 - What new opportunities were discovered as a result of program efforts?

Participation

Five grantee communities across Kansas:

- Finney County
- Harvey County
- Crawford County
- Johnson County
- Early Childhood

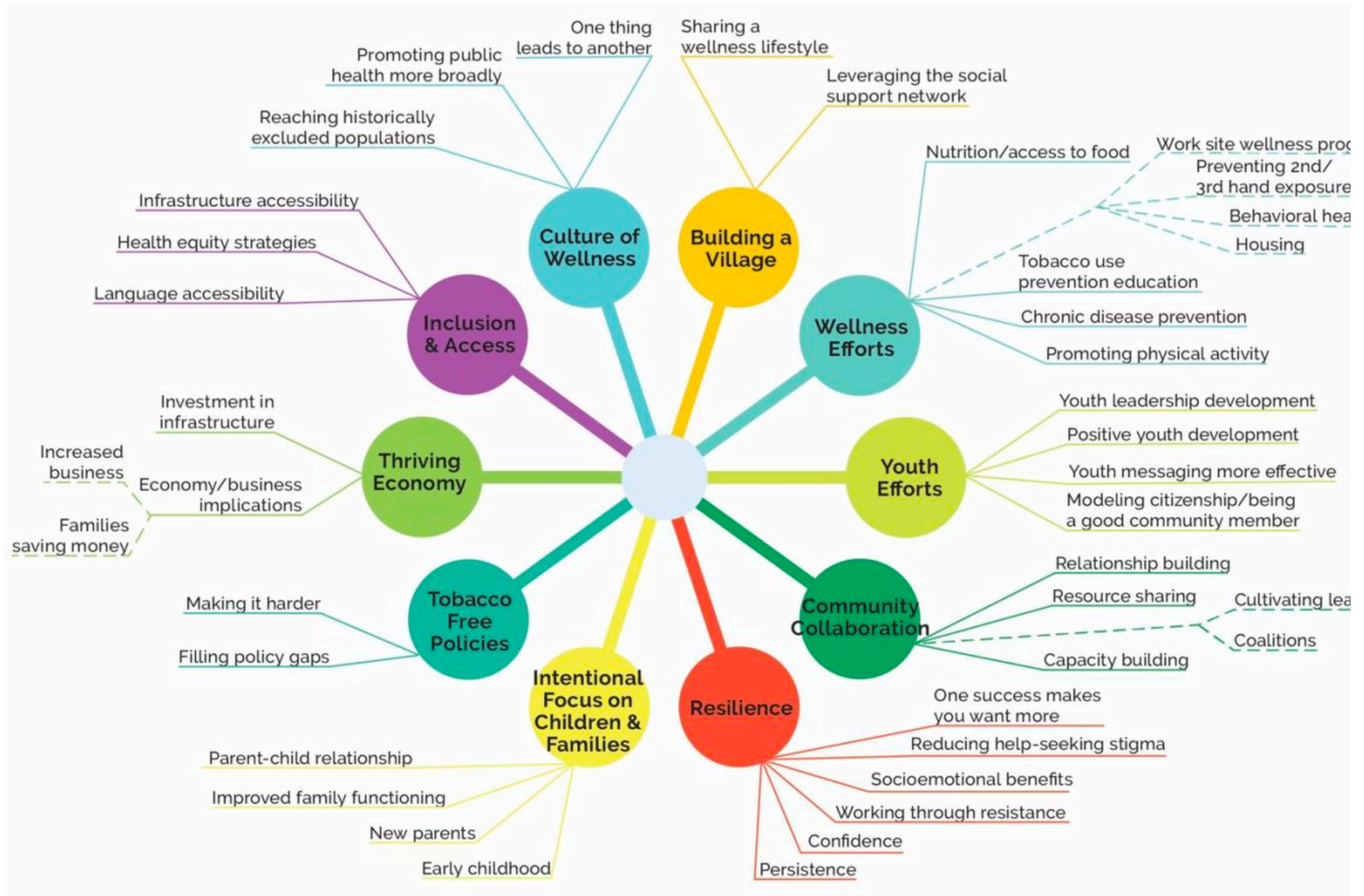
“We helped coach students to go in front of city council, and took youth to engagement opportunities with their state representatives. We helped youth learn how to feel more confident and resilient in front of policy makers.”

Framing the Findings



- Complex and simplified maps (visual data)
- Primary themes (qualitative data)
- Unique community aspects
- Opportunity for growth
- Additional findings and honorable mentions

Key Themes



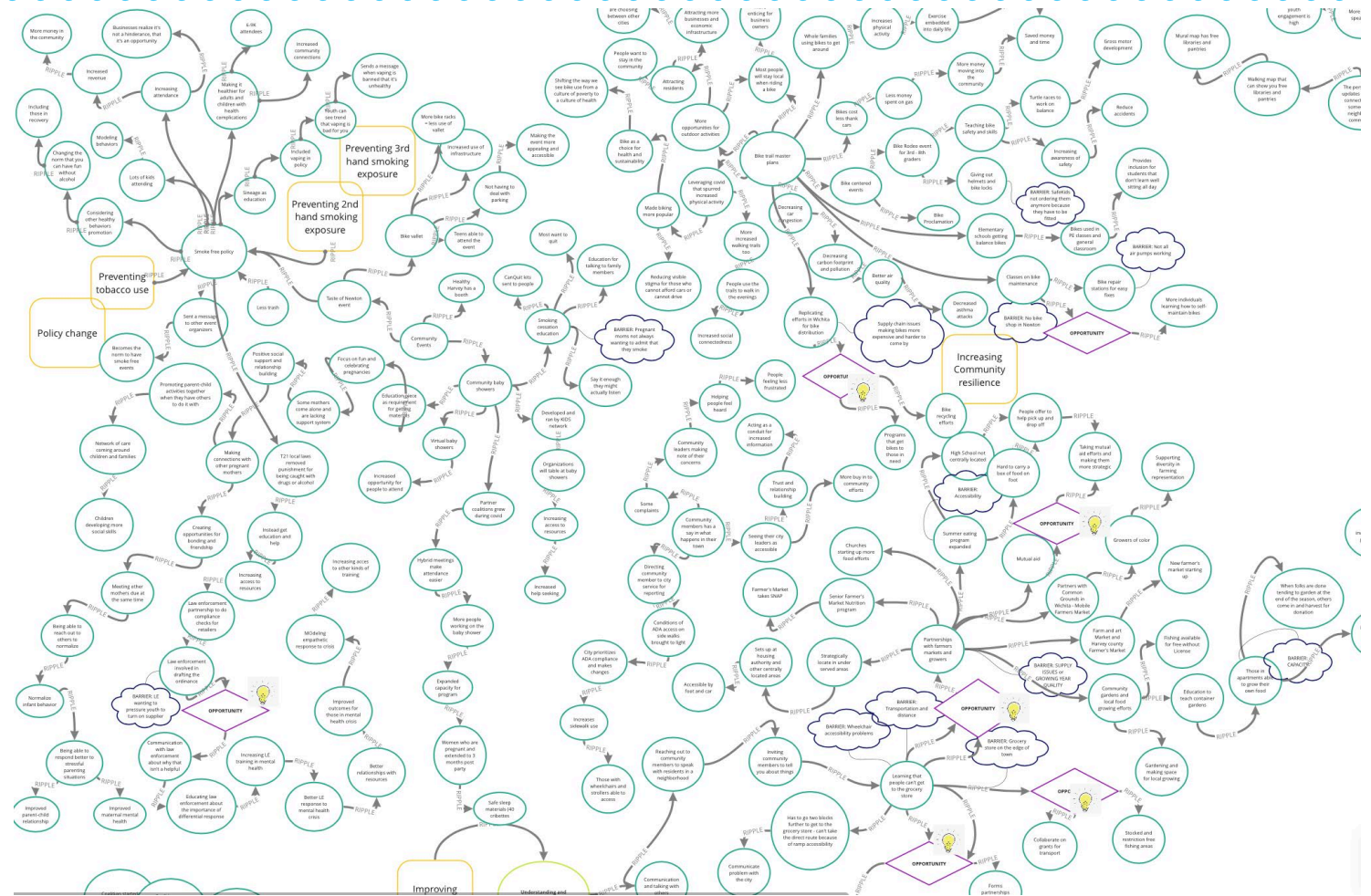


Harvey County, KS Example

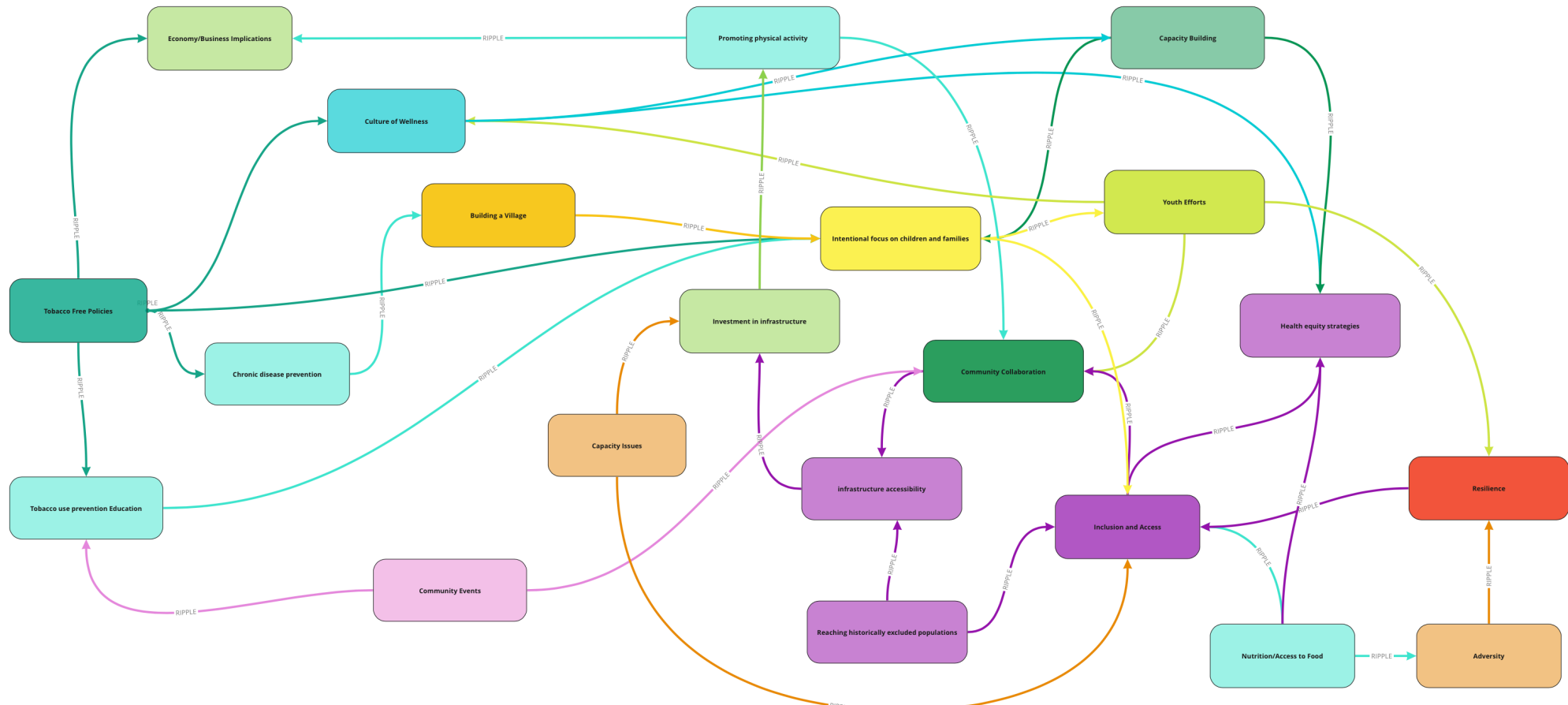
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Ripple Effects Maps

- Radiant thinking mind map
- Generated in the REM focus group session



Post Analysis Map



Primary Themes and Ripples

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Image description: Visual representation of theme prevalence in the data. The size of the dot relates to how frequent the theme was mentioned in the data. The thickness of the line indicates the number of ripples coming from the theme. Larger dots and thicker lines depict more prevalent themes.

Connecting to Best Practices *for Comprehensive Tobacco Control Programs*

Using REM to explore health equity

Activities to Support Equity Achievement and Eliminate Tobacco-Related Disparities

- Conduct surveillance to identify populations disproportionately affected by tobacco use.
- Partner with population groups and community-based organizations that serve these populations experiencing tobacco-related disparities.
- Ensure that health equity is an integral part of state and community tobacco control strategic plans.
- Mitigate barriers to effective implementation of tobacco control interventions, such as
 - enhancing access to cessation services for low-income or other communities.
- Fund organizations that can effectively reach, educate, and involve populations experiencing tobacco-related disparities.
- Provide culturally competent technical assistance and training to grantees and partners.

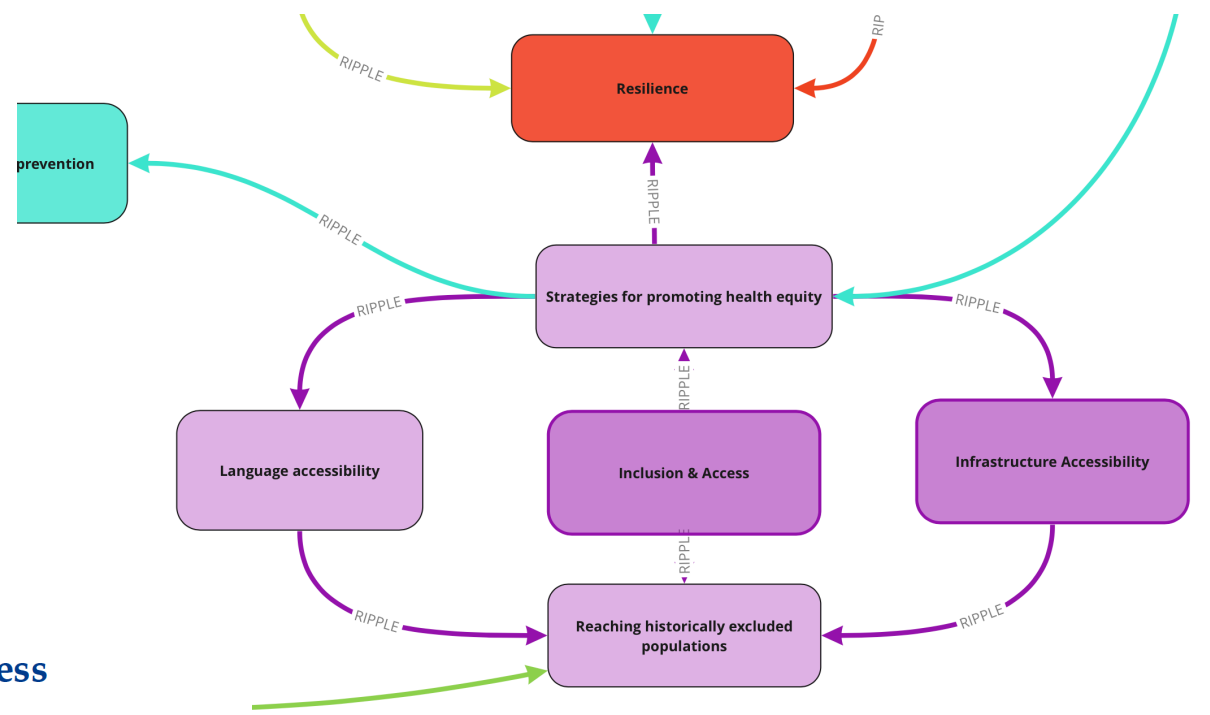
Connecting to Best Practices for Comprehensive Tobacco Control Programs

- Finney County, Kansas:
 - Provided Spanish-language classes and support
 - Outreach within the Mennonite population
- Learned how health equity strategies were interconnected
- Discovered opportunities for removing barriers and improving health equity strategies

Opportunities

Leveraging Language Accessibility Strategies for Inclusion and Access

Scaffold language accessibility efforts across other facets of CDRR work, increase language accessibility, and outreach with refugee and other linguistically diverse populations. These efforts will also promote the ability to strategically engage youth minority leaders as CDRR advocates.



Questions?

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