# Background

- > 47 million U.S. residents are Hispanic but little is known about how family strengthening programs effectively reach and serve Hispanic families.
- This study:
  - Documents diverse programmatic approaches;
  - Identifies lessons learned in adapting and implementing services; and
  - Generates a toolbox of promising practices for providing culturally relevant and appropriate family strengthening programs for Hispanic populations.

# Project Description

- The Hispanic Healthy Marriage Initiative (HHMI) Grantee Implementation Evaluation was designed to explore how relationship and marriage education programs serving primarily Hispanic individuals and couples are marketing services and developing culturally appropriate materials and programming for diverse Hispanic populations.
- Funded by the Administration for Children and Families (ACF) and the Office of the Assistant Secretary for Planning and Evaluation (ASPE), within the Department of Health and Human Services (HHS).
- Awarded to The Lewin Group, St. Louis University's Center for Latino Family Research, University of Houston's Center for Drug and Social Policy Research, MDRC, Dr. Allison Hyra and Ms. Whitney Engstrom.
- **Began** in September 2007 and will conclude in September 2012.

## **Evaluation Technical Assistance Activities**

The project has been providing TA to help grantees implement their own evaluations:

- Community of Practice Sharepoint Site
- TA webinar "Using Evaluation for Sustainability Efforts"
- Marketing and press release templates
- Help identifying and describing evaluation findings to potential funders
- Individualized one-on-one TA as requested by sites

### Site Selection

The nine sites were selected for the study on the basis of four criteria.

### Site Selection Criteria

- Grantees needed to be operational, meaning that programs must have begun implementation (i.e., providing services) and recruiting of participants. Grantees were expected to be on track to meet recruitment goals proposed in their funding applications.
- Funding cycle. Because the study will gather multiple rounds of information grantees needed to have approved grant periods through September 2011.
- Hispanic target population. Grantees needed to have a service population at least 50 percent Hispanic overall or at one or more of their service
- Evaluation capacity. Grantees needed to be collecting a minimal amount of output and immediate outcome data and be willing to provide the data for use in the study.

# The Hispanic Healthy Marriage Initiative Grantee Implementation Evaluation

Outcome

analysis to

statistically

significant

values on

between pre-

and post-test

measures of

marriage and

relationship

knowledge,

attitudes,

opinions and

behavioral

# Research Questions

This evaluation will answer four overarching questions:

What do the selected programs look like: How do they operate, whom do they serve, what do they seek to accomplish, what cultural adaptations are necessary to effectively

serve the population?

Qualitative data is being collected through

applications, websites and curricula.

Qualitative Data Activities

9 site visits with extensive

qualitative and quantitative

data collection. First round

approximately 174 program

staff and key stakeholder

interviews, 13 focus groups

with 127 current and past

program participants, and

observation of program

activities. Second round

visits started March 2011.

of visits included

interviews with program staff, focus groups with

of documents such as progress reports, grant

past and current program participants, and reviews

Methods

"success" in implementation and in achieving

The evaluation is employing mixed methods to gather data.

Identification of

Development of

testing

hypotheses about

improving effectiveness

of services for empirical

important tactics and

adaptations to serve

What constitutes Mow well are the selected programs meeting their implementation goals as defined in the second question about "success"?

Intake and

pre- and

collected by

participants

who received

2008 and FY

the nine sites

What features programmatic contextual appear to be related to successful program implementation?

Quantitative data used in this evaluation are the

Demographic

describing

participant

country of

origin, age

characteristic

analysis

Quantitative Data Activities

site-collected data from their own evaluations, namely

and graduation rates, and outcomes like changes in

demographic information, outputs such as numbers served

knowledge, skills, attitudes, opinions and behavioral intent.

analysis

providing

information

on dosage,

graduation

dropout rates

demographics

by important

like gender.

#### 2010 2012 2011 Timeline 1<sup>st</sup> project brief June 2010 2<sup>nd</sup> round of site visits (March 2011 and ongoing) Welfare Research and Evaluation Office of Family Assistance Annual Grantee conference presentation Aug. 2010 Association for Public Policy Analysis and Management conference presentation Nov. 2010

# Site Selection

Criteria for Grantee Diversity Selected study grantees vary according to:

- Geography. Geographic diversity also serves as a proxy for variation in participant country of origin and provides the opportunity to document program operations within different policy and political
- Characteristics of service population. Selected grantees vary by the characteristics of participants (e.g., marital/relationship status, level of acculturation), in addition to country of origin.
- Curriculum. Selected grantees vary based on their choice of marriage and relationship education or responsible fatherhood curricula that provides the basis for core grant services – education skills classes and workshops — and on their approach to delivery (e.g., one-day seminars, weekly sessions).
- Funding source. Grantees have different federal funding sources (OFA Marriage Education Programs, OFA Responsible Fatherhood Programs and OHS Marriage Education Programs).
- Additional program services. Selected grantees provide additional program services such as booster sessions, coaching, economic skills development activities, children's programming, and referrals for needed services.

## Information Dissemination

1st round of site visits

(June 2009 to February 201

Broad dissemination of project findings to MRE providers, Hispanic- focused organizations, policymakers, researchers, and foundations, including presentations at:

2003

Evaluation plan

finalized December

2007/

Latino Behavioral Health Institute Sept. 2009;

Site selection

(March 2008 – March 2009)

Latino Behavioral Health Institute

presentation Sept. 2009

- ► Welfare Research and Evaluation Conference June 2010;
- Office of Family Assistance Annual Grantee conference Aug. 2010;
- Association for Public Policy Analysis & Management conference Nov. 2010;
- Washington University at St. Louis' Center for Latino Family Research Nov. 2010;
- American Evaluation Association conference Nov. 2010; and
- At least one more conference in 2011.
- A toolkit for human service providers to address the diverse assets and needs of Latinos.
- A final report describing results of all analyses, recommendations for further research, and assessment and appropriateness of variables, measures and methods used to study program implementation.
- Reports and Briefs will be posted on both OPRE and ASPE

# Acknowledgements

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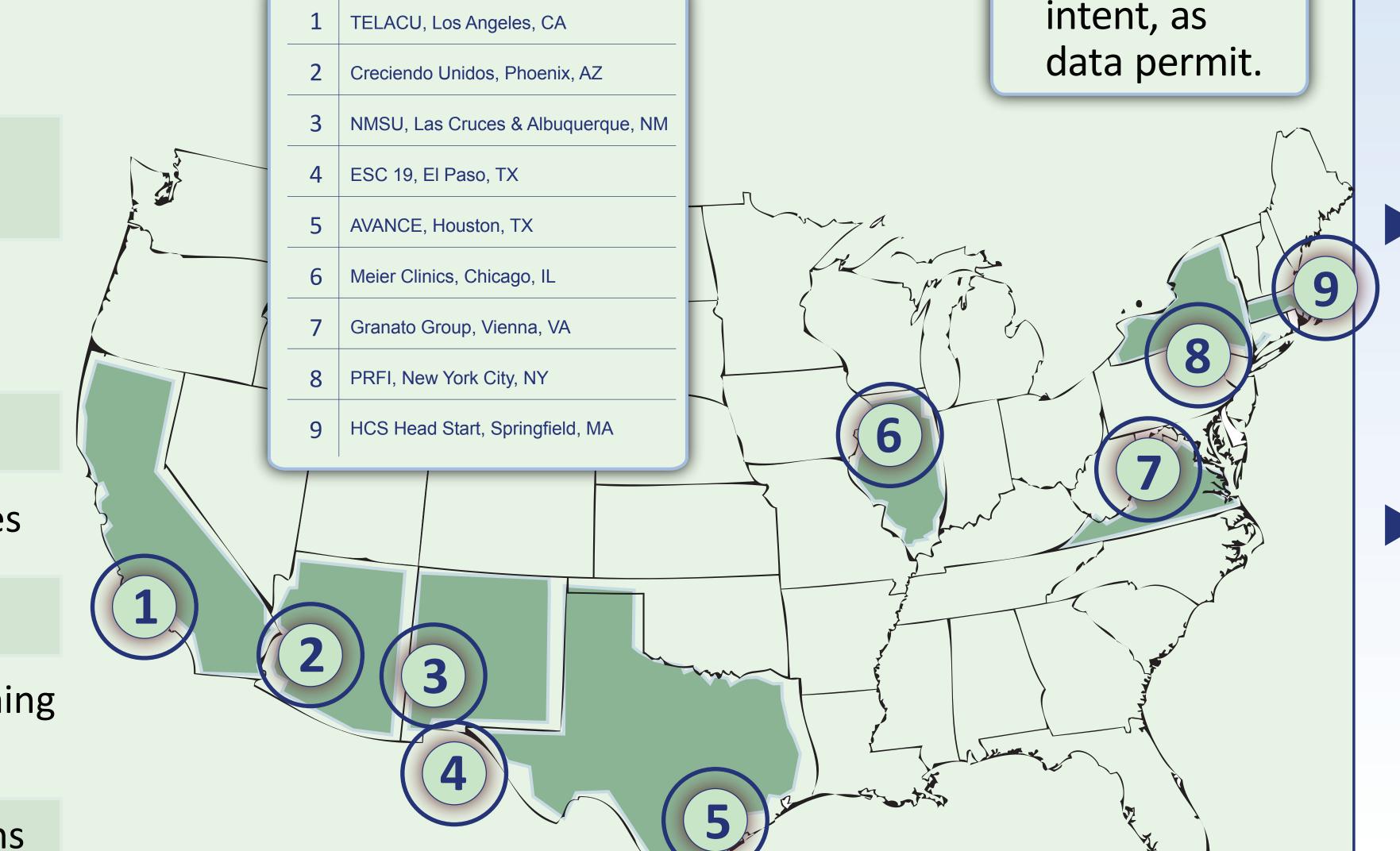
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Authors Allison Hyra, Ph.D., Hyra Consulting Luis Torres, Ph.D., University of Houston Stacey Bouchet, Ph.D., The Lewin Group, Project Director

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Duke M. Taylor, B.A.



# Product Development

- Practice Brief #1—Providing Culturally Relevant Services: Programs in the Hispanic Healthy Marriage Initiative Implementation Evaluation
- Practice Brief #2—Marketing, Recruitment and Retention Strategies
- Practice Brief #3—How Marriage and Relationship Education Services Complement other Existing Program Activities
- Practice Brief #4—Hispanic Diversity
- Practice Brief #5—Addressing Sensitive Issues: Changing Gender Roles
- Practice Brief #6—Cultural Adaptations to Curricula and Services
- Journal Article—Cultural Adaptations for Latinos in Family Strengthening Programs: Findings from an Implementation Evaluation
- Journal Article—Developing Culturally Competent Program Evaluations