A Culturally Appropriate Evaluation Design for a Pacific Northwest Native American Community Coalition

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**Background**
- Indigenous Foods and Fitness Coalition (IFFC) in setting of rural PNW Tribal community
- IFFC goals include:
  - Reducing obesity and diabetes
  - Promoting wellness and wholeness among Tribal Members
- Coalition in its beginning stages, seeking structure to continue growth for maximal effectiveness
- Coalition leaders expressed desire for evaluation plan with coalition member input.

**Methods**
- Community engagement framework

**Project Aim:** To create culturally appropriate evaluation design recommendations for a tribal community health coalition

**Analysis**
- Verbatim transcription & latent content analysis
- Major themes identified among Native, non-Native, and health leaders, and differed among groups with some overlap.

**Recommendations**
- Based on themes and literature.
- Efforts were made to tailor recommendations to the coalition’s specific cultural context, assuming that themes were representative of culturally appropriate norms.
  - Consider measuring the following in an evaluation:
    1. Community effects are the short-, intermediate-, or long-term changes that occur in the community as a result of the coalition.
    2. Participation should include consideration of who is participating, when, how, where, and why
    3. Capacity building & empowerment must have established to evaluate against. Also consider the differing opinions of who should be empowered/have their capacities built.
    4. Community response was related to feedback desired from the community on the coalition’s work—e.g., are shared values and priorities being pursued? (especially important to Native participants).
    5. Policy change and leadership were closely linked. These variables had to do with what systems and policy changes happened, and who led those changes.

- Assess developmental stage of coalition and current priorities and goals
- Attention to both process (participation, engagement) and outcome (specific program evaluation of community changes)

**Applications to Practice**
- For community-based coalition work to be successful, periodic evaluation of its work is prudent.
- Such evaluation may be more effective when key indicators that indicate progression toward goals are determined by key stakeholders.
- In small, time-limited, student capstone projects such as this, limitations arise that may be better handled in the context of a larger, more long-term effort.

**Selected References**