CHIP Solution Scoring Methods and Analysis
Scoring the Strategies

• Each strategy was scored against three criteria:
  • Equity
  • Community Support
  • Impact
Equity and Community: Method

- Criteria scored through survey instrument sent to workgroup members - thank you!
Equity

Does this solution directly reduce an existing disparity, or difference, in outcomes, opportunities, or quality of life between groups of people?

Potentially impacted groups of people include—but are not limited to—people of color, women, people with disabilities, seniors, and those who are LGBTQ+.

Rate the strategy based on whether it meets this criteria (Yes, No, Maybe, or I Don't Know).

What do my answers mean?

Yes = This strategy directly impacts equity
No = This strategy does not directly impact equity
Maybe = This strategy might directly impact equity
I Don't Know = I do not have enough information to determine whether this strategy directly impacts equity
Community Support

Does this strategy fit with Alexandria values and could it have support from our community?
   Consider also whether education and engagement could build community support for this strategy.

Rate the strategy based on whether it meets this criteria (Yes, No, Maybe, or I Don't Know).

What do my answers mean?
   Yes = This strategy meets this criteria
   No = This strategy does not meet this criteria
   Maybe = This strategy might meet this criteria
   I Don't Know = I do not have enough information to determine whether this strategy meets this criteria
Impact: Method

• Smaller task force assigned to scoring impact
  • Included group of Health Department Staff and Partnership for Healthier Alexandria members.

• Scored by consensus – single agreed upon score for each strategy.

• Single score then extrapolated to number of survey participants so not outweighed by equity and community support scores.
Society/Community:
Impacts community conditions - built environment, access, policies, laws

Relationships/Organizations:
Impacts networks - friends, family, schools, faith-based

Individual:
Impacts personal knowledge, skills, beliefs

Adapted from Heise, L., Ellsberg, M., & Gottemoeller, M. (1999)
Impact

How likely is this strategy to achieve community-wide results? Rate the strategy based on the level it impacts.

What do my answers mean?

- **Individual** = Strategy impacts an individual's personal knowledge, skills, and beliefs.
- **Relationship/Organizations** = Strategy impacts networks, such as peer groups (e.g. family and friends) and social networks, or institutions such as faith-based organizations, schools, and workplaces.
- **Community/Society** = Strategy impacts community level conditions, such as the built environment, access, relationship between agencies/organizations, and public policies, regulations, and laws.
- **I Don't Know** = I do not have enough information to determine whether this strategy meets this criteria
What does each score mean?

• Strategies were scored depending on how well they met the criteria - the higher the score, the better the strategy met the criteria.

• The higher the score the...
  • Better it addresses equity
  • More community support it has (or potential)
  • The greater the impact
Analysis

• The equity, community support, and impact scores were summed for each strategy.

• Criteria weighting:
  • Equity: 40%
  • Community Support: 30%
  • Impact: 30%

• Weighting sounds complicated, but is really just math...
Weighting Explained:

**Example:** You are an HR professional tasked with coming up with best way to increase employee morale.

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Ease</th>
<th>Cost $</th>
<th>Effective</th>
<th>Total Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have a potluck</td>
<td>15</td>
<td>15</td>
<td>15</td>
<td>45</td>
</tr>
<tr>
<td>Buy everyone hats</td>
<td>15</td>
<td>5</td>
<td>10</td>
<td>30</td>
</tr>
<tr>
<td>Give everyone the day off</td>
<td>5</td>
<td>15</td>
<td>10</td>
<td>30</td>
</tr>
</tbody>
</table>

5=Not Easy, High Cost, Not Effective  
10=Moderately Easy, Moderate Cost, Moderately Effective  
15=Very Easy, Low Cost, Very Effective
But then...boss says “keep costs down”. **We need to consider cost more than ease and effectiveness.** So we use math so it makes up greater proportion of total score.

### Original Matrix:

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Ease</th>
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<th>Effective</th>
<th>Total Score</th>
</tr>
</thead>
<tbody>
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<td>15</td>
<td>15</td>
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<td>10</td>
<td>30</td>
</tr>
<tr>
<td>Give everyone the day off</td>
<td>5</td>
<td>15</td>
<td>10</td>
<td>30</td>
</tr>
</tbody>
</table>

### Weighted Matrix:

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Ease (25%)</th>
<th>Cost $ (50%)</th>
<th>Effective (25%)</th>
<th>Total Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have a potluck</td>
<td>4</td>
<td>8</td>
<td>4</td>
<td>15</td>
</tr>
<tr>
<td>Buy everyone hats</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>9</td>
</tr>
<tr>
<td>Give everyone the day off</td>
<td>1</td>
<td>8</td>
<td>3</td>
<td>11</td>
</tr>
</tbody>
</table>
Analysis (Continued)

• We did the same thing with our three criteria – multiplied the original score by the weighted percent.
  • Equity: 40%
  • Community Support: 30%
  • Impact: 30%
• The three weighted criteria scores were summed for each strategy, resulting in a total score.
• Strategies were ranked based on their by their total score.
Questions?