



ARIZONA RURAL WOMEN'S HEALTH NETWORK

Evaluation Report

December 30, 2015

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I. Background

Arizona is the nation's sixth largest state in terms of land area, with rural residents widely dispersed in many small communities. Women in rural areas face higher rates of chronic diseases than their male counterparts, and encounter greater barriers to health care access as a result of poverty, lack of or under-insurance, lack of public transit, geographic isolation, and reduced access to health care providers. In rural Arizona, these circumstances are made more complex by the state's diverse mix of cultures, languages and health literacy levels.

From its genesis in 2006 as a loosely-formed Arizona Rural Women's Health Initiative Council, the Arizona Rural Women's Health Network (AzRWHN) has evolved into a more formal structure that links a core group of organizations committed to improving the health status of rural women in our state. AzRWHN was established to find solutions to address these issues. AzRWHN is a collaborative partnership of several of Arizona's Area Health Education Centers in conjunction with other key state and nonprofit organizations involved in rural and/or women's health. Considerable preliminary work—including data collection, regional community forums, priority-setting, information dissemination, and training—has been completed by the Network members to create a foundation for meaningful collaboration and forward progress. The past few years have been busy ones for the AzRWHN as it has capitalized on the collective power of its diverse network members to assess, coordinate, and respond to some of the multiple issues that shape rural women's health in Arizona.

The overarching goal of the Network is to strengthen the rural health care system to improve women's health throughout rural Arizona. Assessment of the impact on this long term goal is beyond the scope of this evaluation. The focus of this evaluation was to examine the process and outcomes of the Network's activities and programs as reported through member surveys and interviews as well as feedback obtained from program participants collected after each program.

This report represents activities from September 2014 through December 2015.

II. Evaluation Objectives and Activities

Objective 1.1 – Diversify network membership through recruitment and retention of at least 15 new members.

This objective has been partly met.

Through the first year of the grant, the AZRWHN implemented several membership recruitment and retention strategies. The AZRWHN leadership team has met regularly to

provide oversight, support and guidance and formulate recommendations. During 2014-2015, the leadership team met monthly and in advance of face to face meetings. The Network staff worked with the members to develop marketing materials (brochure, letterhead, letter, etc.) for AzRWHN including member information packet and other articles for promotion. Marketing materials, including member information packets, are available and have been distributed and posted on the Network's website. The AzRWHN has recruited three new members and increased its membership in 2014-2015 to a total of 14 members. Updates to the website were needed during the 2014-2015 year and were completed on an on-going basis. Additional social media components (Facebook and Twitter) were also developed, see Objective 3.1 for more details.

Over the 2014-2015 grant year, the Network recruited three (3) new members, and has on average 9-10 participants at each of its quarterly meetings. New members include: Arizona Coalition to End Sexual and Domestic Violence, Arizona Child and Family Advocacy Network and Arizona Family Health Partnership.

The AzRWHN has coordinated events as well as sponsored events with other organizations across the state. Some of the activities the Network has been involved in include:

- a. Awarding 2 stipends for members to attend a national conference.
- b. Sponsoring the annual Arizona Community Health Outreach Worker Network's (AzCHOW) conference.
- c. Partnering with the Southwest Telehealth Resource Center, Arizona Telemedicine Program and University of Arizona's Center for Rural Health on to present three webinars.
- d. Sponsoring a Sexual Violence 101 training in Cochise County, presented by Arizona Coalition to End Sexual and Domestic Violence and hosted by the Cochise County Sexual Assault Response Team.
- e. Partnering with Creative Narrations and Sexual Violence Curriculum graduates to create nine digital stories.
- f. Representing the AzRWHN at two statewide (AzCHOW and University of Arizona's Center for Rural Health) and one national (Rural Health Summit with 3RNet, NCHN and NOSORH) conference to present on the SV Curriculum and the report findings.

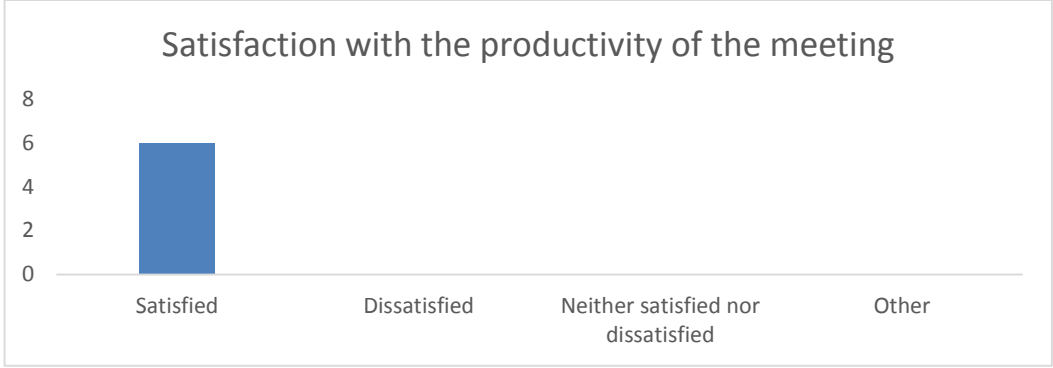
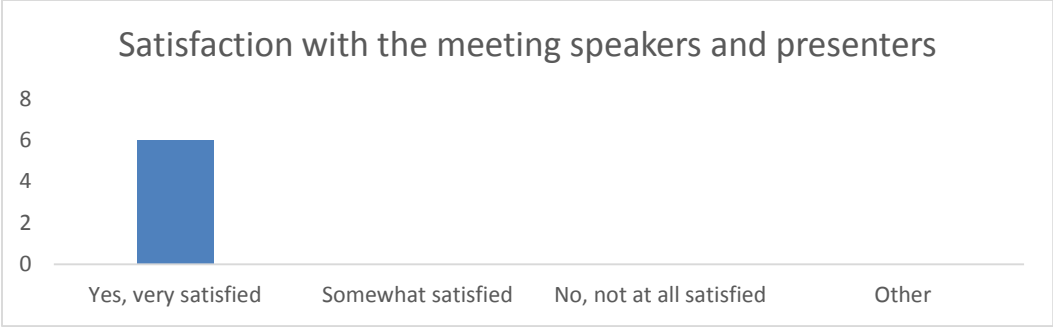
Face to Face Quarterly Network Meetings in 2014-2015

<i>Meeting Location</i>	<i>Meeting Date</i>	<i>Attendees</i>
<i>Phoenix</i>	<i>9/30/2014</i>	<i>6</i>
<i>Phoenix</i>	<i>01/12/2015</i>	<i>10</i>
<i>Nogales</i>	<i>04/21/2015</i>	<i>10</i>
<i>Sedona</i>	<i>08/03/2015</i>	<i>13</i>
<i>Page</i>	<i>10/20/2015</i>	<i>11</i>

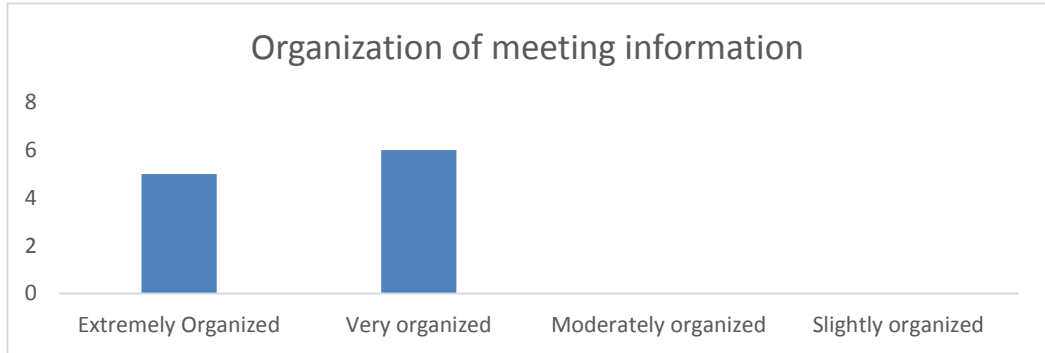
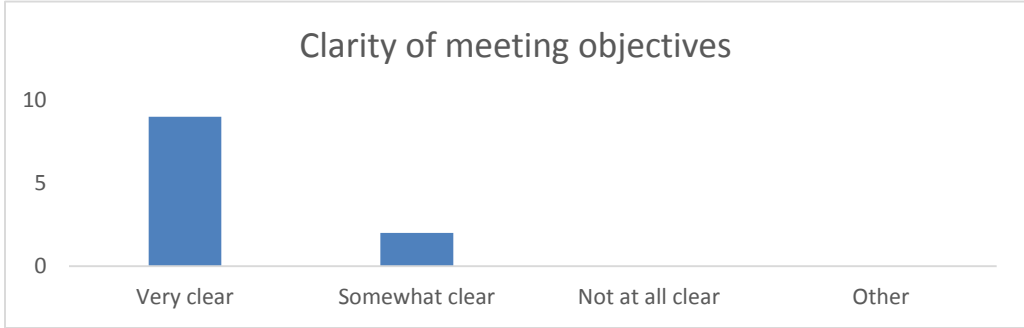
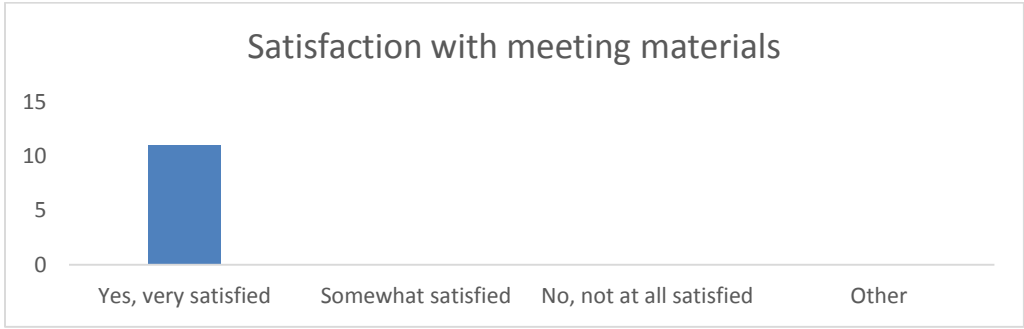
Summary of Quarterly Network Meetings Satisfaction Surveys

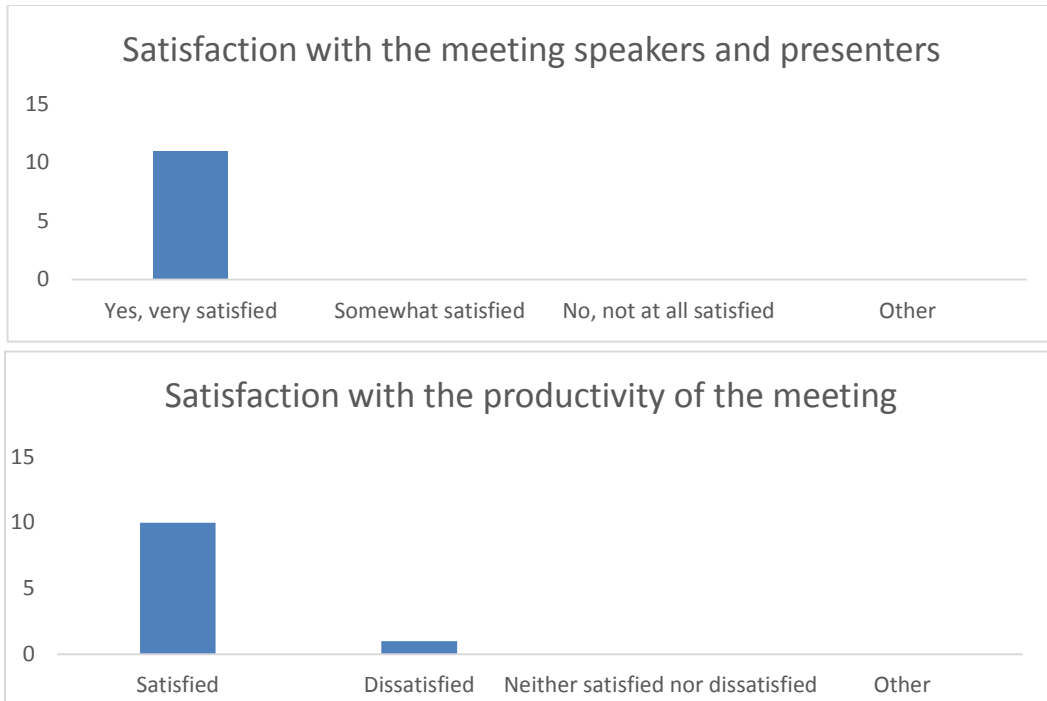
Network Meeting in Nogales on April 21, 2015





Network Meeting in Sedona on August 3, 2015





Meeting productivity for both of these meetings (Nogales and Sedona) was assessed using a meeting satisfaction survey that was emailed to all Network member participants and conducted using Google Forms. Over the course of the 2014-2015 evaluation period said survey tool was revised as appropriate. The response rate to survey ranged between 45-55%. Oral and written reports on survey results were provided to network LT and members.

Meeting participants were satisfied with the meeting materials. The meeting materials were considered helpful to highlight the discussion. Overall, it was considered useful to be able to follow the agenda items, and presentations. The majority of participants expressed feeling very satisfied with the speakers and presenters. The length of the meeting seemed adequate to the majority of survey respondents while most respondents agreed that the meetings were well organized. The majority of respondents also expressed feeling satisfied with the productivity of the meeting. Some of the respondents did express concern for the productivity of the group and its ability to move forward. Respondents felt the discussion at the meetings at times strayed from the objectives of the sessions.

One suggestion of note to improve the meeting experience was that the meeting time be spent on discussions about the big picture agenda items and dealing with small tasks via e-mail/phone call. Members did feel during these meetings that the Network was making progress towards its goals. Examples provided included:

- Addition of new members as well as the interest of other organizations in becoming a member
- Network has very focused activities/projects ahead
- Meetings are well organized and driven
- Network has a greater online presence

- Sexual violence curriculum is in use
- National exposure of Network and its programs via presentations and other venues
- Network is planning a conference on women's issues
- The digital stories put a face on the Network (need further dissemination)

Some suggestions provided include: inviting speakers/guest to talk to the group about topics related to women's' issues and sexual violence and/or understanding more about signs, prevalence and other psychological effects related to sexual violence.

Other topics Network members would have liked to see in the agenda or discuss during the meeting include:

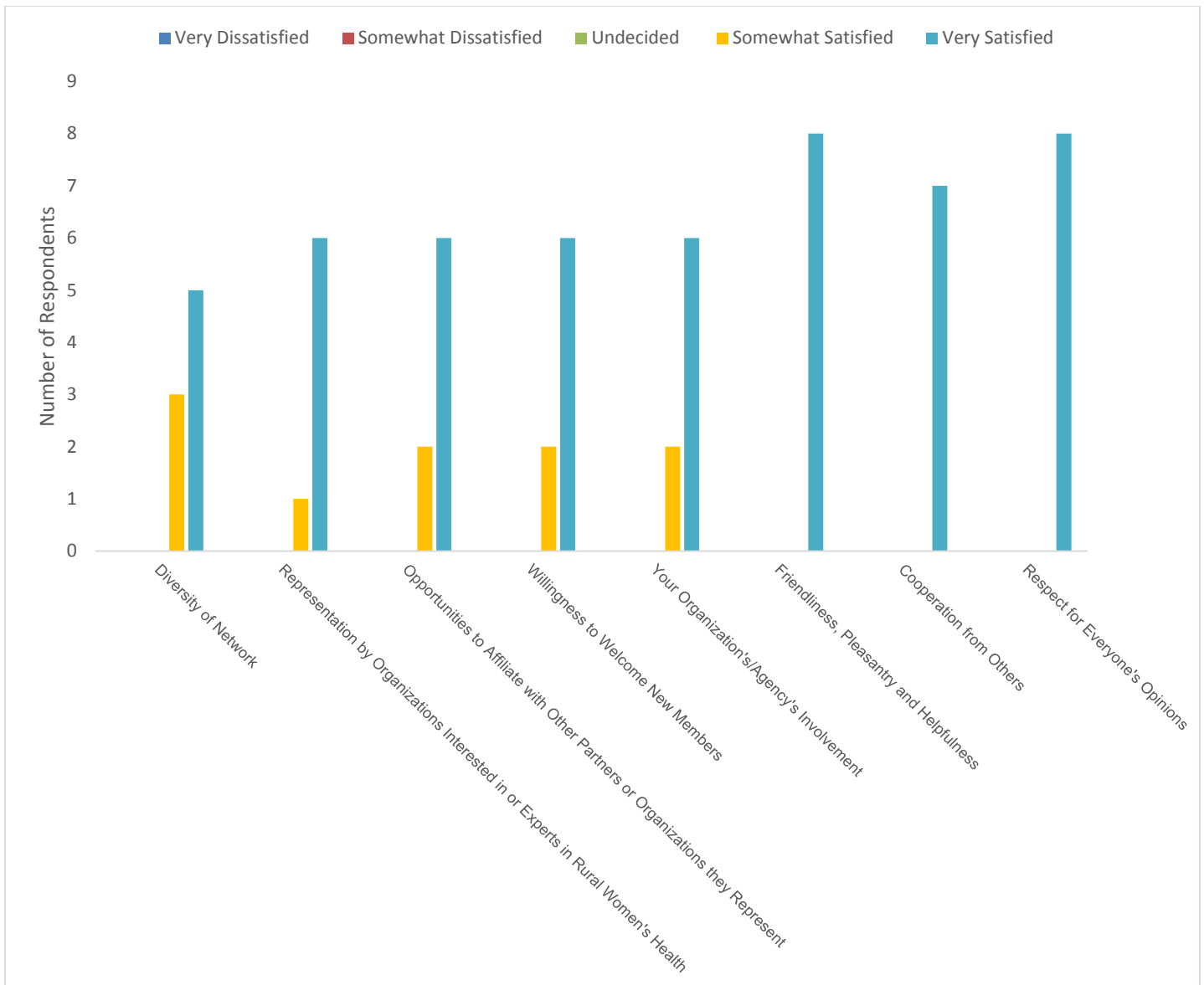
- Future trainings--how are we going to get trainers, when are we going to train the trainers, etc.

The rest of the feedback provided was very complimentary of the facilitators/leadership team for keeping the Network moving forward, Hailey's graphic creativity/weekly updates and Leah's collaborative leadership.

Summary of Quarterly Network Member Satisfaction Surveys

A member satisfaction survey was conducted at the end of the 2014-2015 fiscal year to address member concerns. The results of this opinion survey were shared with the Network and represent a snapshot of the satisfaction of the members on a five-point verbal (Likert type) rating scale. The survey has been open continuously since July 2015 to present and a total of 8 members participated.

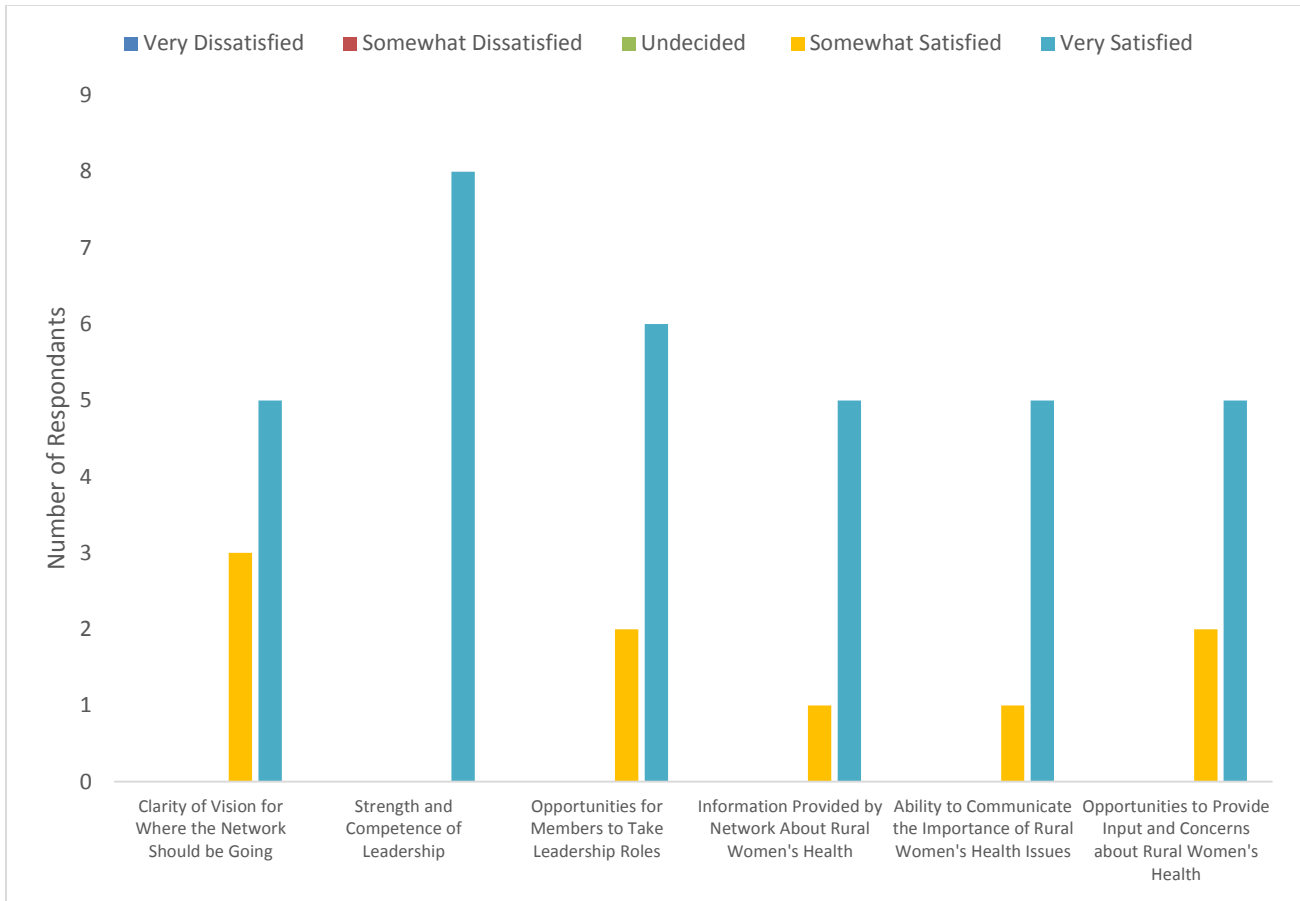
1. Network (diversity, representation, opportunities for networking, open to new partners, agency's involvement, friendliness, cooperation, acceptance of other opinions)



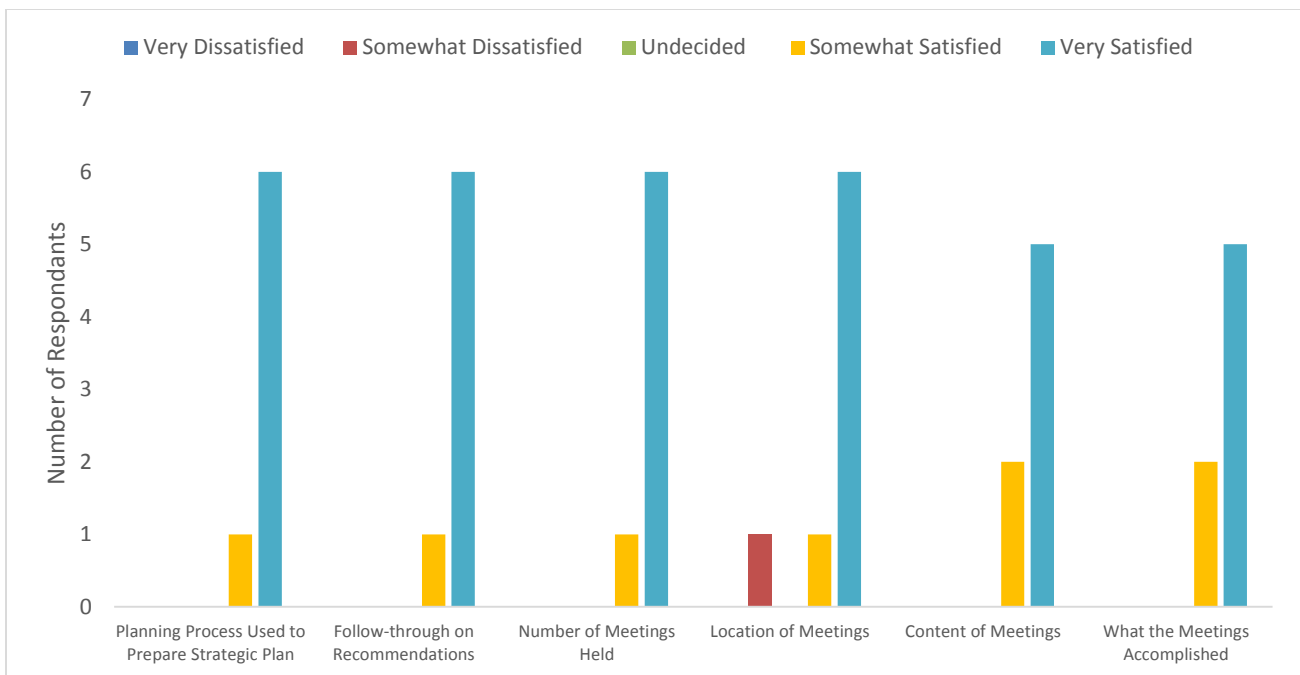
The highest area of satisfaction with the Partnership was with regards to “Friendliness, pleasantry and helpfulness” and “Respect for Everyone’s Opinions” were all participants reported they were very satisfied, which seems to indicate that members are comfortable and engaged in working collaboratively. The least satisfaction was with regards to “Diversity of the Partnership” suggesting that efforts to bring new partners require further examination.

2. Leadership and Communication (clarity of vision, strength and competence, opportunities for others to take lead, information provided, ability to communicate importance, opportunities for input)

The area that was rated as very satisfactory by all participants with regards to Leadership and Communication was the “Strength and Competence of the Leadership” showing that Network members have great confidence in their leaders.

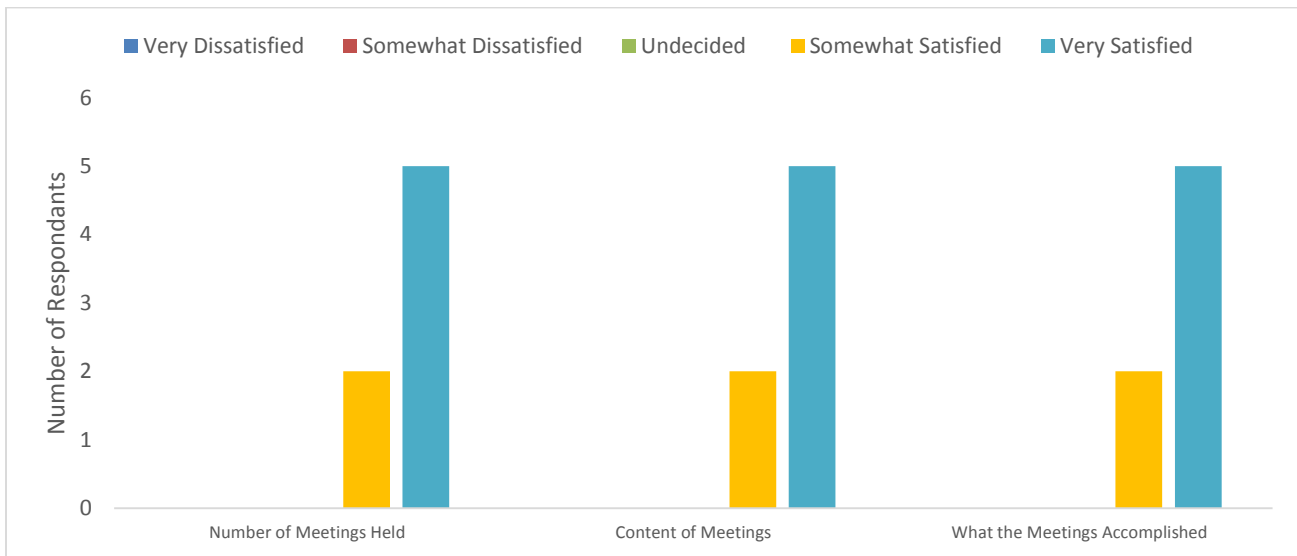


3. Planning and Process (input into priorities, follow through on recommendations, number, location and content of meetings, what meetings accomplished)



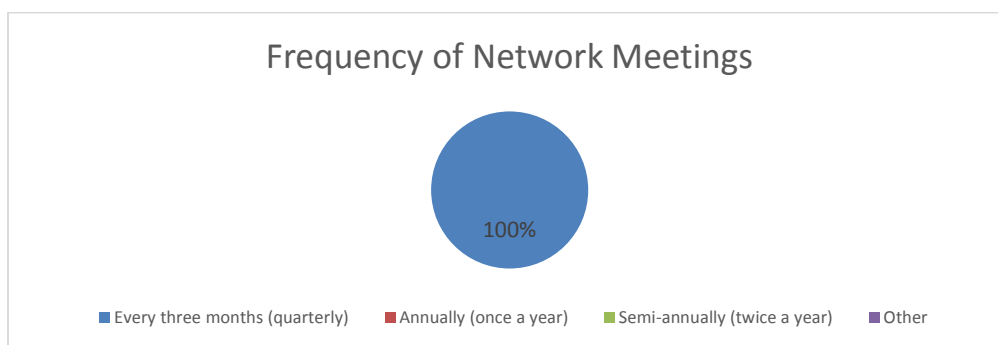
The highest satisfaction rating with regards to planning and process were “Planning Process Used to Prepare Strategic Plan”, “Follow-through on the committee recommendations” and “Number of Meetings Held” were the areas rated with the most satisfaction among members. The “Location of meetings” had more variety of responses suggesting that there might be a need to review the decision making process surrounding the location of meetings.

4. Committees (number, location and content of meetings, what was accomplished)



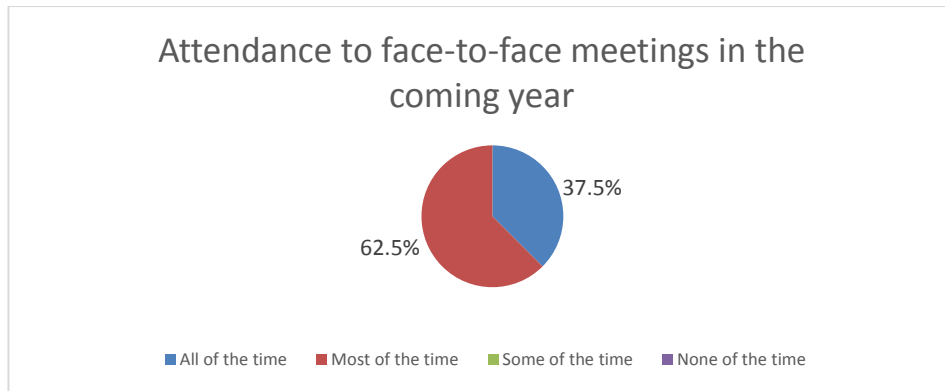
The highest satisfaction rating among the Committees was “What the Meetings Accomplished”, the “Content of the Meetings” and the “Number of Meetings Held”.

5. Preference for frequency of meetings

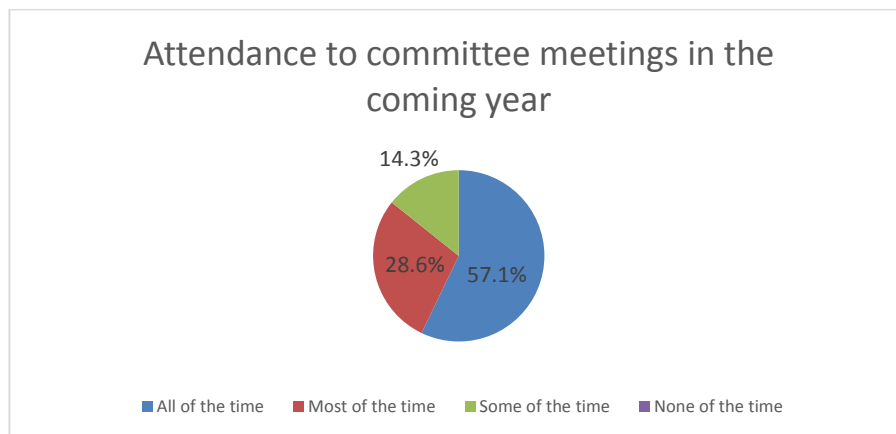


100% of survey respondents indicated that they had a preference for quarterly meetings.

6. Intentions to participate in face to face and committee meetings in the coming year

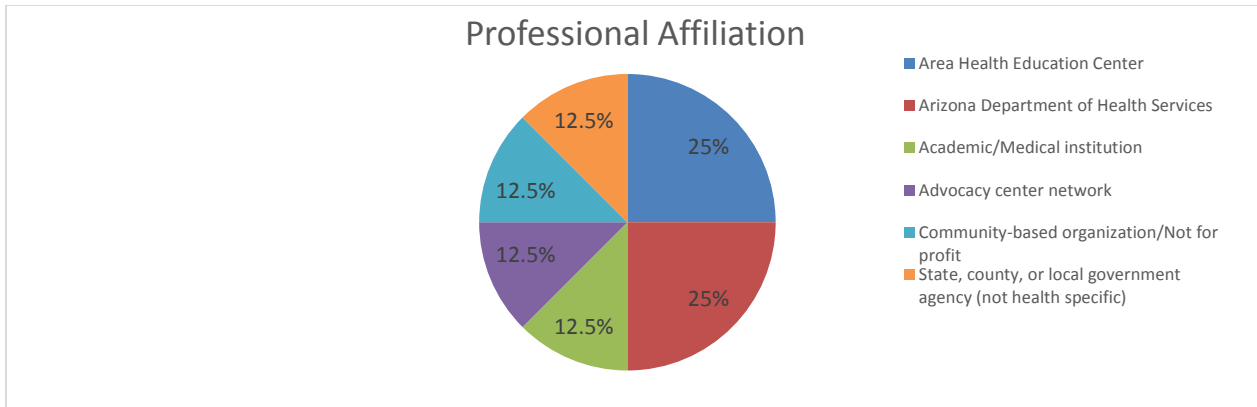


With regards to their intentions to participate in meetings 37.5% indicated that they intend to attend meetings all of the time, while 62.5% indicated they plan to attend most of the time. Meanwhile, 57.1% of the respondents intended to attend committee meetings all of the time in the coming year.



7. Professional Affiliation of Survey Respondents

The figure below highlights the organizations that are represented in this survey sample. Although the sample is small there is a good cross section of respondents consistent with the groups represented in the AzRWHN meetings.



Objective 1.2 – Provide professional development to rural healthcare providers and community organizations.

This objective has been partially met.

During 2014-2015, the Network’s leadership collaborated in designing a survey that aims to assess the needs of women, including pregnant women and adolescents, residing in rural Arizona. The survey will ask about the top priorities for these three groups from the provider and community perspective as well as from the perspective of women residing in these communities.

Additionally, during this first year of the grant, the AzRWHN has begun to develop the relationships necessary to establish collaborations to train rural healthcare providers and community organizations. Through the development of these relationships the Network has begun to plan the delivery of the several webinars and events designed to strengthen knowledge and awareness among rural healthcare providers and community organizations of sexual violence and trauma, among other topics.

Objective 1.3 – Identify and educate others on gaps in access to sexual violence services in rural Arizona.

This objective has been partially met.

The AzRWHN has collaborated on sexual violence training opportunities for rural service providers and community members in at least 2 community forums. In 2015, the Network also supported Sexual Violence 101 training in Nogales, AZ (July 16, 2015) for potential first responders in Cochise County. A total of 41 individuals participated in the training. The Network also conducted a Webinar on November 24, 2015 in collaboration with Southwest Telehealth Resource Center, Arizona Telemedicine Program, University of Arizona Center for Rural Health and Arizona Coalition to End Sexual and Domestic Violence on 16 Trauma-Informed, Evidence-based Recommendations for Healthcare Providers and

Advocates Working with Children Exposed to Intimate Partner Violence. A total of 62 individuals participated in the Webinar.

The AzRWHN needs to establish collaborations to develop consistent means of collecting de-identified data related to rural sexual violence and services in Arizona.

Objective 1.4 – Support and sustain the Arizona Rural Women’s Health Network.

This objective has been partially met.

During 2014-2015, the Network hired two full-time staff members (Director and Program Coordinator), conducted four Network meetings, conducted monthly leadership team meetings, created a new three-year strategic plan, created three working committees, Online Curriculum Committee, Policy and Advocacy Committee and the Women’s Health Symposium Committee, which started meeting monthly in September 2015, created social media accounts (Twitter and Facebook) and updated the website with a database of resources, goal dashboard, and calendar of events. The Network was selected to have a site visit with a Technical Assistant (TA) provider for the Health Resources and Services Administration (HRSA) grant office to engage in business planning. The goal of the TA support is to develop a business model and sustainability plan. Finally, over the past year, the Network also developed and implemented a member/partner satisfaction survey to identify areas for program improvement and enhancement, the results of which are reported under objective 1.1.

The Network must continue to work on developing a business model and sustainability plan and looking for additional funders

Objective 2.1 – Increase the number of Sexual Assault Nurse Examiners Registered Nurses in rural Arizona.

This objective has not been met.

The AzRWHN needs to develop partnerships to ensure that they are able to facilitate training opportunities that increase the number of trained SANE RN’s in rural Arizona. To assist with this goal a scholarship request form has been posted on our website, which includes what and how AzRWHN can assist with forensic exam training. In year one, we received two requests for support, but the need was met by their place of work.

Objective 2.2 - Enhance working relationships, provide professional development and share best practices related to coordinated response to sexual violence

This objective has been partially met.

During, 2015, the AzRWHN established and maintained collaborative relationships with the following organizations:

- Arizona Child and Family Advocacy Network (ACFAN)
- Arizona Coalition to End Sexual and Domestic Violence (ACESDV)
- Arizona Department of Health Services (AzDHS) Statewide Advisory Group on HIV/AIDS
- AzDHS Preconception Health Alliance
- Chinle Comprehensive Health Care Facility
- Governor's Office for Youth, Faith and Family
- Greater Valley Area Health Education Centers
- Navajo Apache Zuni Hopi Coalition Against Sexual Assault and Family Violence (NAZHCASAFV)
- Northern Arizona Area Health Education Centers
- Northern Arizona Center Against Sexual Assault (NACASA)
- Southeast Arizona Area Health Education Centers
- Southern Arizona Center Against Sexual Assault (SACASA)
- Tuba City Regional Health Care
- University of Arizona, Center for Rural Health
- Western Arizona Area Health Education Centers

These relationships will allow the Network to conduct sexual violence training and professional development activities for its members and rural health care providers

Objective 2.3 – Promote and deliver Community Health Worker (CHW) curriculum and training course.

This objective has not been met.

Over the past year, the AzRWHN has focused on disseminating information about the curriculum in a variety of forums to promote its use. The Network has promoted the curriculum through the creation of nine digital stories with Community Health Workers that participated in the training and by publishing the report: *An In-depth Look at the Sexual Violence Curriculum for Community Health Workers/Promotoras*. This report was presented in the following forums:

- Arizona Community Health Outreach Workers (AzCHOW) Annual Conference, Phoenix, AZ on June 11, 2015 to approximately 120 participants
- Arizona Rural Health Conference, Sedona, AZ on August 4, 2015 to approximately 48 session participants
- National Cooperative of Health Networks Association's (NCHN) Rural Health Summit, Best Practices Sharing Session panel, September 1, 2015, Portland, OR. to approximately 36 session participants

- Governor’s Commission to Prevent Violence Against Women, November 19, 2015, to approximately 22 participants.

The next step is for the Network to focus on creating opportunities to deliver the sexual violence curriculum and training for CHW’s.

Objective 2.4 - Provide technical assistance to at least 2 rural organizations wishing to establish forensic exam sites.

This objective has been partially met.

The AzRWHN has provided technical assistance and collaborated with Northern Arizona Center Against Sexual Assault (NACASA) and Canyonlands Healthcare to help them establish a new rural site for forensic exams in Page, AZ. Through the collaboration with the AzRWHN, NACASA and Canyonlands Healthcare came together to sign a memorandum of understanding (MOU) to utilize clinic space at Canyonlands to perform exams in Page.

Staff has also met and worked with Santa Cruz County Sexual Assault Response Team members, including Mariposa Community Health Center, Southern Arizona Center Against Sexual Assault (SACASA), Santa Cruz County Attorney’s Office and Holy Cross Hospital, to discuss setting up an exam site at Holy Cross Hospital. Efforts for this site were suspended when Holy Cross began a merger process with Carondelet.

Objective 2.5 - Pilot test a pediatric/adult dual use rural forensic exam site utilizing national best practices.

This objective has not been met.

The AzRWHN needs to engage a partner to pilot test a pediatric/adult dual use rural forensic exam site. This opportunity has been presented to a number of potential sites, but no one has elected to do this.

Objective 3.1 – Increase awareness of rural women’s health issues through multimedia.

This objective has been partially met.

Over the past year, the AzRWHN has increased its social media presence and begun to use social media to inform and advance policy change on rural women’s health issues. The AzRWHN produced and shared digital stories resulting from the training on sexual violence for CHWs. The 9 digital stories and the *An In-depth Look at the Sexual Violence*

Curriculum for Community Health Workers/Promotoras report debuted at the Arizona Community Health Outreach Workers (AzCHOW) 12th Annual Conference, *Uniting CHWs for a Sustainable Future*, Phoenix AZ. An estimated 120 people in the audience viewed the stories and received a copy of the report. Additionally, a special screening of the 9 digital stories was provided in conjunction with the 42nd Annual Arizona Rural Health Pre-Conference August 3, 2015.

The Network must continue to pursue relationships with AzCHOW and AzSORH to create awareness, policy change and disseminate digital stories. The Network through its new staff must continue to work on keeping the website updated with resources and project information, tracking policy messages delivered through social media and any policy changes that result from these efforts. The Network has 173 followers on Twitter, 89 followers on Facebook, and over 28,863 visitors to its website as of February 18, 2016.

Objective 3.2 – Create an advocacy sub-committee.

This objective has been partly met.

The AzRWHN has formed a policy and advocacy committee composed of staff and 5 Network members focusing on sexual violence and women’s health issues to plan and guide activities. The AzRWHN has begun the process of working with partners to develop an advocacy plan. The Committee members include representatives of several member organizations and they are currently in the process of developing a policy and advocacy agenda for the Committee.

The AzRWHN has begun the process of identifying champions for rural women’s health concerns to receive awards given at May 2016 Symposium. The AzRWHN is working with ACESDV to develop a policy agenda to advance sexual violence services in rural communities.