

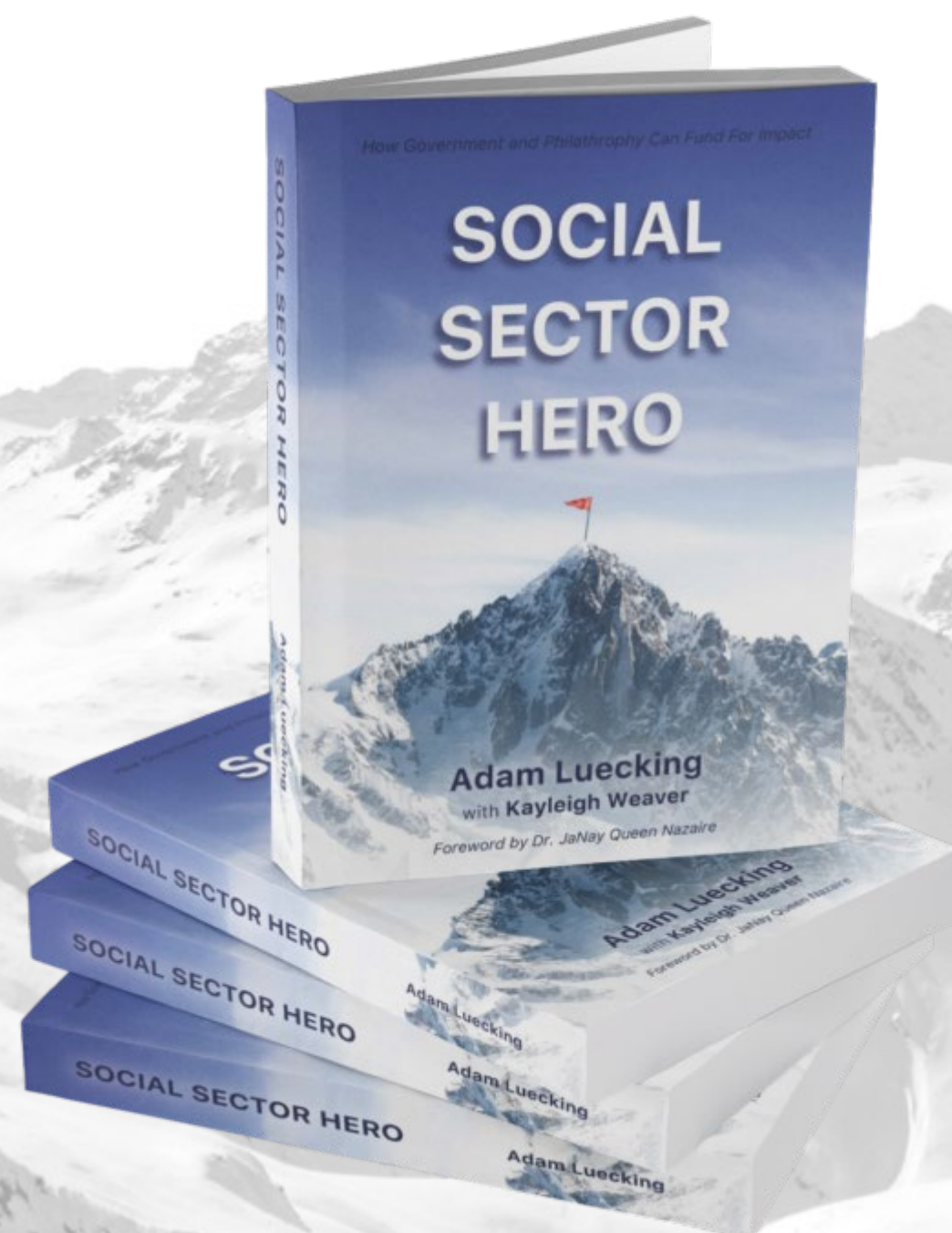


# ***Social Sector Hero: How Government and Philanthropy Can Fund for Impact***

**Adam Luecking, CEO**

**June 15, 2023**

**U.S. Virgin Islands Digital Health Summit 2023**





# Clear Impact



**Clear Impact Works with Government and Nonprofit Organizations  
Around the World to Help use Data to Create Measurable  
Community Outcomes**



# Clear Impact Customers

## Foundations



## Non-Profits



## Federal Gov



## State & Local Gov



## Public Health





# What is a Social Sector Hero?



# 8 Performance Reporting Tips for Funders

1. Align with a common purpose
2. Assure alignment with your partners
3. Remember, less is more
4. Disaggregate your data by race and gender
5. Be consistent and flexible
6. Never report on data without the story
7. Use the data and corresponding analysis for meaningful dialogue
8. Share the performance reports publicly



# Tip #1: Align with a common purpose

**Common purpose =  
a result + an indicator**

Example:      **Result:** All children enter school ready to learn  
                  **Indicator:** % of children entering school fully ready



# Tip #2: Assure alignment with your partners

**Hold a 1x1x1x1 (4x1) meeting with each partner**

**One metric**

**One hour**

**One partner at a time**

**Once per year**





# Tip #3: Less is More

## Three types of performance measures:

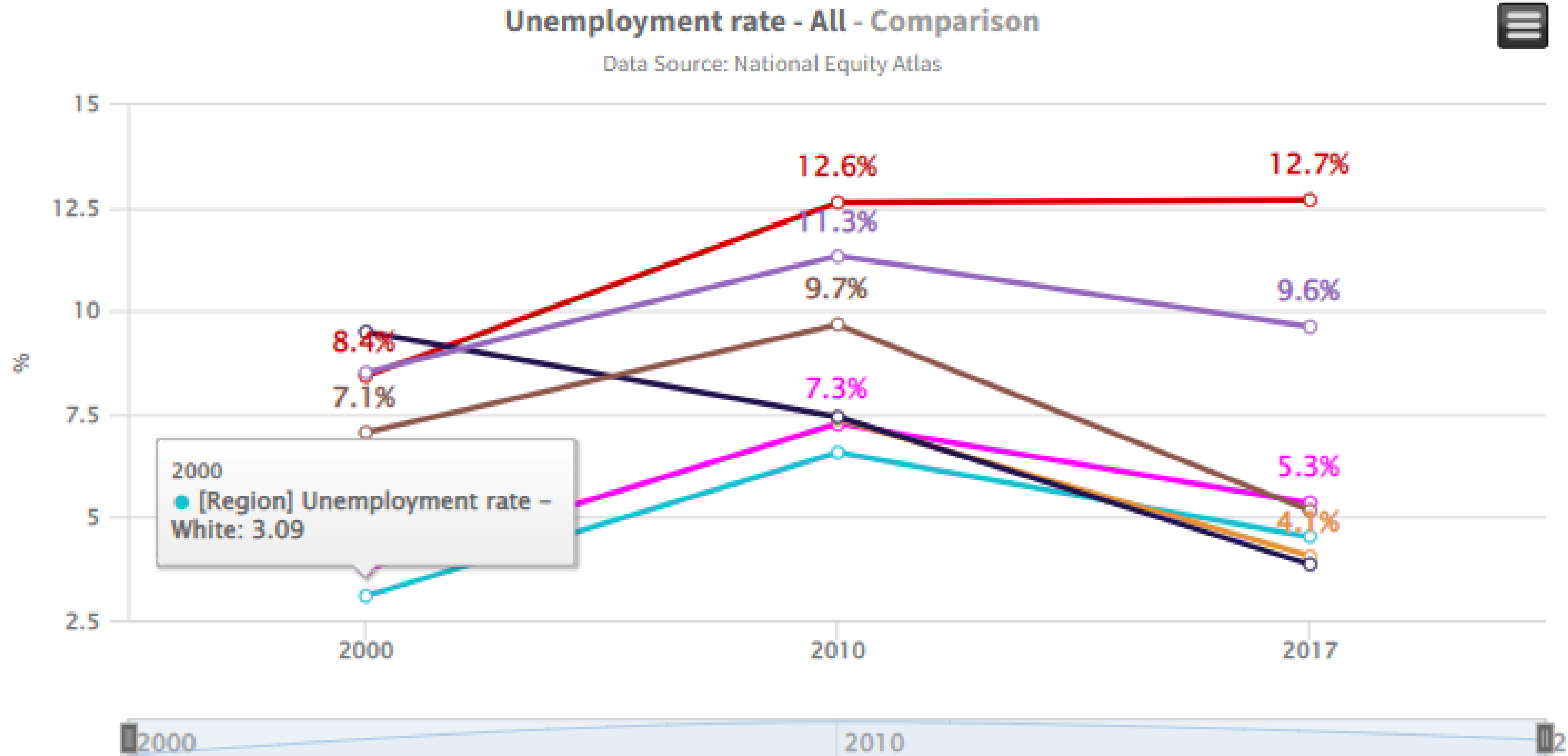
1. How much did you do?
2. How well did you do it?
3. Is anyone better off?

**Pick 3-5 tops**





# Tip #4: Disaggregate your data



- [Region] Unemployment rate - All
- [Region] Unemployment rate - White
- [Region] Unemployment rate - Black
- [Region] Unemployment rate - Latino
- [Region] Unemployment rate - API
- [Region] Unemployment rate - Native American
- [Region] Unemployment rate - Mixed/other
- [Region] Unemployment rate - People of Color



# Tip #5: Be Flexible and Consistent



**Consistent:** Happy, Healthy and Thriving

**Flexible:** Interests, Areas for Personal Growth





# Tip #6: Never report data w/o the story

## Premature Death: Years Lost/100,000 people

3,780 2021



## Story Behind the Curve

The following are the most significant factors, positive and negative, that influence the rate of premature death in Sample. These factors are listed in order of priority.

### Positive Factors:

- 1. High to Medium Socioeconomic Status.** In Sample, the high to medium socioeconomic status (SES) enjoyed by 40% of the population is a key preventative factor impacting the rate of premature death. SES, based on a combination of income, education, and occupation, is a major determinant of rates of premature death. (CDC Study of Preventable Premature Deaths)
- 2. Social Relationships -- quantity and quality -- impact health.** Research indicates that the presence of good social support networks and a wide network of friends, even when controlling for SES, is a major determinant of health. (Social Relationships and Health (National Library of Medicine)). There have been no formal assessments of social support and companionship in Sample (see Assessing Social Support and Companionship (NIH Toolbox)); there are, however, many examples of formal and informal sources of social support and companionship available to and accessed by residents of Sample.
- 3. Access to Primary and Emergency Care.**
  - a. Medicaid/CHIP.** 15% of the people in Sample are covered by Medicaid/Children's Health Insurance Program. Medicaid/CHIP contribute to declines in infant and child mortality rates, long term health and educational gains for children, and improvements in health and financial security. (For information about Medicaid, see: Medicaid Webpage.)
  - b. Affordable Care Act (ACA).** In its first three years, ACA reduced from 13% to 9% the rate of uninsured people in Sample.

### Negative Factors:

- 1. Low Socioeconomic Status.** Research applicable to Sample indicates that low SES reduces life expectancy by an average of 2.1 years, worse than obesity or high blood pressure. 23% of the children and 16% of the adults in Sample live below the poverty rate.
- 2. Structural Racism.** A Racial Equity "Groundwater Analysis"<sup>SM</sup> recently conducted for Sample (examining (a) patterns of disparities in outcomes for people of color across all systems (i.e., not just health but education, employment, justice, housing, etc.) and (b) the historic of and ongoing causes of the disparate treatment experienced by people of color in Sample) has evidenced the profound impact of structural racism on health outcomes for people of color in Sample. Importantly, this analysis indicates that low socioeconomic status among people of color is a product of structural racism. (Link to Sample Racial Equity Groundwater Analysis<sup>SM</sup>)
- 3. Diseases.** The following diseases, in order of impact, have the greatest impact on the rate of premature death in Sample:
  - a. Heart Disease**
  - b. Opioid Addiction**
  - c. Cancer**



# Tip #7: Support Effective Dialogue

## Sample Effective Questions:

1. What are the most important factors influencing performance?
2. Who are internal and external partners that can help you?
3. What would work to improve it?
4. What do you propose to do?





# Tip #8: Report your data publicly



# SisterWeb

San Francisco Community Doula Network

EN



Language

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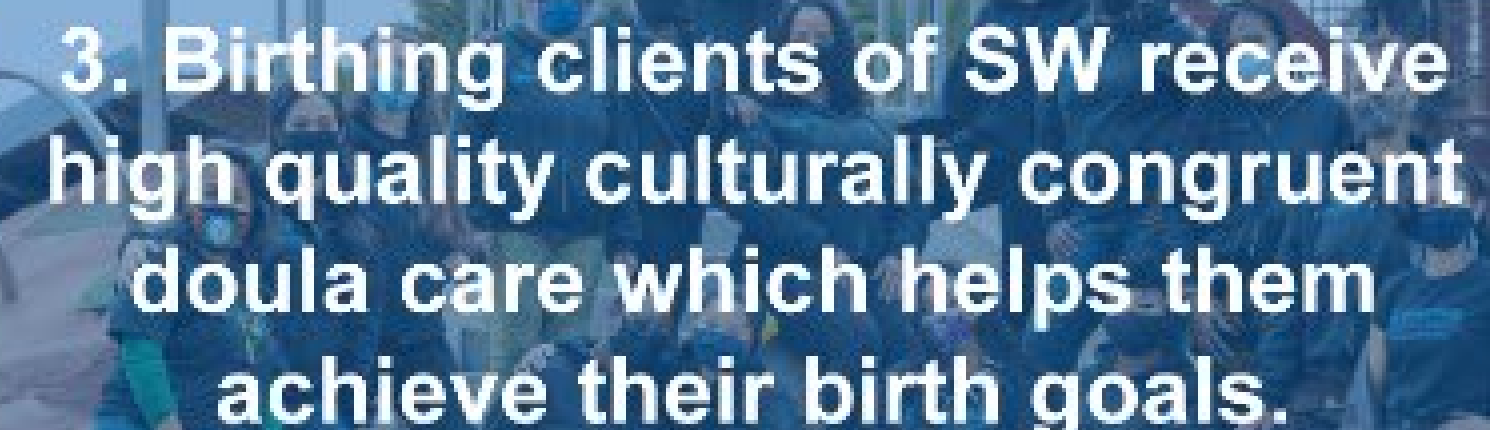
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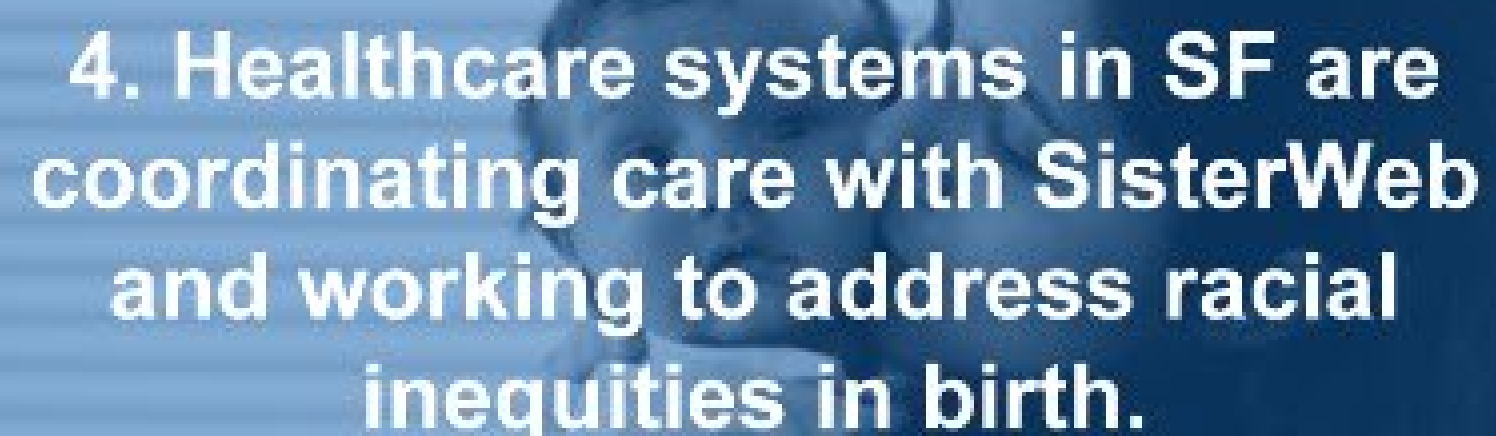
1. Nurture a skilled workforce of Community Doulas who see birth work as a viable profession.



2. SisterWeb clients feel informed and empowered during their birth journey.



3. Birthing clients of SW receive high quality culturally congruent doula care which helps them achieve their birth goals.



4. Healthcare systems in SF are coordinating care with SisterWeb and working to address racial inequities in birth.

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