The PICO Model: Involving the Community in the Evaluation Process

May 2012

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PICO

P – The target population you plan to serve
I – The intervention or program to be evaluated
C – The comparison you will make to understand how well the program works in your community
O – The intended outcomes you want to see achieved

Tribal Maternal, Infant and Early Childhood Home Visiting Program

- Administration for Children and Families, Office of Child Care in partnership with HRSA
- 5 year grants to Tribes, Tribal Organizations and Urban Indian Organizations
- 19 current grantees, up to 5 more
- Funded to implement and identify evidence-based HV programs
Evaluation Component

- Rigorous evaluation
- Lack of evidence around the effectiveness of home visiting programs in Tribal communities
- Community-based participatory evaluation
Tribal HV Evaluation Institute

• Technical assistance on rigorous evaluation, tracking and measuring benchmarks, continuous quality improvement, data systems
• Intensive individualized TA and universal TA
• Site visits with Federal team
• Using PICO framework
The PICO Discussion

- Brings together program leadership and staff, stakeholders, and evaluators
- Collaborative discussion about community needs, program development, and evaluation
- PICO builds rigor into the discussion
- Allows participatory process within a prescribed framework
Population

- Who is your target population for home visiting? What are their prioritized needs?
- Needs assessment informs target population.
- From broad: what is your community like?
- To specific: who will you serve?
Intervention

• Highlights the linkages between the needs of the target population, the program, and the benefits you hope to achieve.
• What is the theory of change for the program(s) you have selected?
• What implementation supports need to be in place to have a successful program?
Comparison

- Walk through different types of comparisons.
- What is the alternative course of action that your comparison group will experience?
- What is the strongest contrast that is feasible?
- The strongest possible contrast will help to attribute any observed differences between the groups to your program.
Outcomes

• What are the short- and long-term outcomes you hope to achieve?
• Is there evidence that the program will impact those outcomes?
• Which outcomes are most critical for the community?
PICO Example

Do urban American Indian children ages 0-5, living below the poverty level (P) whose families receive Parents as Teachers home visitation services (I) demonstrate greater school readiness (O) compared to children whose families receive usual services (C)?
PICO Example

Do women who are pregnant with their first child (P) who receive Nurse Family Partnership home visiting services (I) experience better birth outcomes (O) compared to pregnant women who gave birth at the clinic before NFP was implemented (C)?
PICO Example

Do home visitors (P) who receive enhanced reflective supervision (I) demonstrate greater confidence and competence in addressing difficult family issues (substance use and domestic violence) (O) as compared to home visitors who receive regular supervision (C).
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