

## Mission and Objective

As a woman-owned, small business operating since 1999, Scott Consulting Partners specializes in working to strengthen community organizations and build infrastructure for addressing critical public health disparities. Our approach is participatory, creative, and action oriented.

## Highlights

- ✓ Created computerized, evaluation data collection systems that have helped public health agencies improve programs and understand critical strategic information. Several of our systems have been in continuous use for five to ten years
- ✓ Collaboratively developed creative, innovative and *sustained* programs that address the leading cause of death in communities with disparities, including
  - **Return to First Medicines** - a culturally based program addressing tobacco abuse created through a long-term partnership with the Indigenous Peoples Task Force
  - **Question Why Youth Empowerment** —a public health, advocacy-based model for empowering youth to create change in their communities which was so successful that it has formed the basis for a new non-profit agency in youth leadership development
  - **Smoke-free HBCUs**—a policy curriculum that builds the leadership skills of African Americans to take their place at the table in the public health movement for community change
- ✓ Generated over 2 million dollars for community-based organizations to develop programs

## Evaluation Services

**Program Monitoring, Logic Models, Objectives, and More** - We have experience in all aspects of evaluation, and can help your organization create integrated systems for performance monitoring, whether single projects or complex statewide/regional initiatives. Working closely alongside staff, we develop systems to capture *meaningful, useful* outcomes, not “garbage in, garbage out”. We help clients create evaluation plans and data useful for strategic planning.

**Computer Use in Evaluation** - Our staff create user-friendly tools using the latest technology, with requirements that don't overwhelm program staff, and built-in reporting to generate useful, real-time data for managers, funders, Boards, and Tribal Councils.

**Coalition, Capacity and Leadership** - We have developed effective mixed methods for assessing core aspects of community-based work such as coalition or collaborative infrastructure and staff capacity. We emphasize *applying results* to accomplish real world program improvement.

**Cultural Diversity/Competence** - Our staff works with and represents diverse populations. Collaboration is key to creating culturally relevant evaluation plans, methods and analysis tools.

**Advocacy and Environmental Change** —While Scott Consulting Partners has experience in traditional methods, we have also focused on innovative ones, such as reflection sessions, observations, and data parties. We love working with clients to try out new technology to collect data.

**Creativity and Fun** — Despite most people's reaction, we believe that evaluation can be an exciting, creative (and yes, even fun!) part of any project. We truly enjoy learning about our clients' work, both trials and tribulations, and strive to bring this enjoyment to the process.

# Scott Consulting Partners LLC

## Program Development Services

**Needs Assessment**—We partner with communities to develop methods to assess and uncover community needs to best determine how to use scarce resources.

**Grant writing**—Our success rate is over 80% for securing grants to startup and sustain programs

**Content Expertise** — We have content expertise in multiple areas in public health, including cancer, tobacco control, HIV/AIDS, women’s health, diabetes, substance abuse and more. We conduct literature reviews and environmental scans to learn from best and promising practice.

**Creating or Enhancing Programs**—We work closely with agencies to expand or enhance programs in ways that build capacity and draw on existing resources and staff strengths.

**Program, Training & Curriculum Development** - We build on ‘best practices’ of both community experience and research to create effective programs. Our staff develop and test health promotion materials and curricula. We have provided dozens of highly-rated training workshops.

## Community Research Services

**Partnering with communities**—We partner with communities as a fundamental “bottom line” to conducting any kind of research inquiry. Developing relationships and listening to community voices is critical to our approach; we value community practice as much as academic research.

**Building capacity through staff mentoring and training**— We believe that communities have a wealth of untapped potential to use research techniques to build better practice. Finding that potential and nurturing its growth are cornerstones of our process.

**Playing a “translator” role between research and community cultures** —The cultures of community and academia sometimes seem miles apart, and can appear to be in conflict. Having worked in both, we provide a bridge between these cultures, bringing the best of both worlds together for a stronger research practice.

## Key Personnel & Expertise

**Sheryl Scott.** Principal Consultant, has a Master's Degree in Public Health from the University of Minnesota and over 20 years of experience in public health. She has focused much of her work on efforts to empower women, youth and culturally diverse populations.

**Lannese Baker.** Tribal Tobacco Education & Policy Project Director, has an MPH in public health administration from the University of Minnesota, and 5 years of experience in tobacco control and health in Indian Country. She is enrolled member of the Turtle Mountain Band of Ojibwe, and grew up on the Fond Du Lac Reservation in Minnesota. Lannese was a Morris Udall Congressional Intern and is an active participant in the John Hopkins University Indigenous Health Summer Institute.

**Leigh Welper.** Technology Wizard, creates user-focused and creative database tools that have been lauded by program managers, field staff and evaluators for their ease of use and access to data. She had successfully programmed web sites for projects requiring data collection from over 50 sites.

**Associates.** Scott Consulting Partners works with experts in the fields of public health programming, curriculum development, community- based participatory research. and cultural competence.

## Relevant Scott Consulting Experience in Evaluation and Program Development

Client Organization	Timeline	Description of Consultation
<b>Statewide</b>		
<b>Wisconsin Comprehensive Cancer Control Plan</b> Contact: Amy Conlon, MPH Program Director 610 N Walnut St Room 370 WARF Madison, WI 53726 608-265-9322 608-262-2425 (fax)	2005 to present	Scott Consulting serves as the evaluation consultant for the statewide CDC funded Comprehensive Cancer Control Plan. We provide overall support for creating a user focused evaluation design to assess whether the 5-year strategic plan is being implemented, and if the plan is contributing to improving outcomes for Wisconsin citizens.  -Using the <b>CDC Framework for Program Evaluation</b> , we work with stakeholders to develop user-focused evaluation plans based on the Framework principles of utility, feasibility, propriety and accuracy.  -We developed web-based tools to evaluate partnership & collaboration based on key elements identified by stakeholders.
<b>ClearWay Minnesota<sup>SM</sup></b> Contact: Chris Matter, MPH 8011 34th Ave. S Minneapolis, MN 55425 952-767-1400	2009 to present	In this project focused on advocacy and environmental change, we work collaboratively with the funder and grantees to develop evaluation questions and methods that will provide useful feedback for program improvement. We build on our experience creating innovative advocacy evaluation methods, yet with cultural responsiveness, respect for tribal sovereignty, and empowerment of tribal program staff as primary goals. We emphasize structured story-telling and dialoguing as critical tools to learn about the nuances of strategies and practice in tribal communities.
<b>NC Tobacco Prevention and Control Branch</b> Contact: Sally Herndon, MPH Branch Head 919-707-5200	1999-present	Scott Consulting created innovative evaluation & educational materials, such as quantitative summaries ( <i>Disparities Short Reports</i> ) and qualitative stories ( <i>Community Change Chronicles</i> ).  -Developed <i>Progress Tracking System (PTS)</i> for coalition activity/outcome tracking and held "Data Parties" to build motivation and improve data validity.  -Built a comprehensive system for evaluating youth summits using multiple methods, including web-based surveys and photo projects
<b>Question Why Youth Empowerment (now Youth Empowered Solutions)</b> Contact: Jeanne Dairaghi, MS 31 College Place Asheville, NC 28801 828-232-5801	2001-2005	Scott Consulting developed a youth empowerment, multi-site evaluation program, including mentoring of youth evaluators & training youth teams in the use of creative data collection techniques such as PDAs. We successfully integrated evaluation & critical thinking into the program.  -Created an evaluation workbook, interactive evaluation activities, toolkits (e.g., Tools for Schools), focus group analysis guides, and the "Survey Wizard" database to allow youth to analyze their own data.  -Conducted special projects for youth to mentor them through data collection to action for policy change.
<b>Indigenous Peoples Task Force</b> Contact: Sharon Day 3019 Minnehaha Ave S Minneapolis, MN 55406 612-721-0253	1993/94 & 2000 – 2009	Scott Consulting helped compiled Task Force practice into a holistic adolescent peer education curriculum that has been in use for over 10 years. We have sustained a long-term partnership to work on programs and research. Projects included creating the <i>First Medicines</i> program, stewarding an innovative action research PhotoVoice project, developing an innovative smoking cessation model, and conducting community-based research to address smoking policy in tribal casinos.

<b>Federal</b>		
Centers for Disease Control & Prevention TKC Integration Services Julie Emery 404-418-4357 ext 7 julie.emery@tkcis.com	2007-present	<p>Scott Consulting Partners served as the evaluator for a the development of a training curriculum and manual for the dissemination of CHOICES –a four session, evidence-based public health program to <i>prevent</i> fetal alcohol spectrum disorders (FASD) among women of child-bearing age using motivational interviewing.</p> <p>Our current focus is working collaboratively with American Indian communities and the Indian Health Service to adapt the program for use in diverse settings serving Native women.</p>
<b>Office of Women’s Health</b> Contact: Retta Terry, M.S. Public Health Advisor 202-205-1952 202-690-7172 (fax)	2005-2008	<p>We partnered with Native agencies in Minnesota to create culturally relevant and empowering health promotion projects, including:</p> <ul style="list-style-type: none"> <li>-Developed, implemented, and evaluated a diabetes prevention project using family members as peer educators (which they called <i>Piya Wiconi</i>) within social networks of this American Indian community at high risk.</li> <li>-Organized and presented a series of Lupus seminars to reach grass-roots women at higher risk of developing this chronic condition. The project also trained women to serve as “Community Health Leaders.”</li> </ul> <p>Working collaboratively, we implemented a strong evaluation component for these projects, including a Storybook methodology that combined quantitative and qualitative measures. We also conducted pre &amp; post tests, with follow-up interviews, to evaluate outcomes.</p>
<b>Title X Region VI Family Planning</b> Contact: Betty Chern-Hughes 1301 Young Street Ste 1124 Dallas, TX 75202 214-767-3482	2002  2004 - 2005	<p>Scott Consulting has completed 2 evaluation projects for Region VI of the Title X Family Planning program of DHHS.</p> <ul style="list-style-type: none"> <li>-Developed and implemented a methodology to review HIV written clinical policies and procedures against best practice in the HIV prevention field. An important component was to share findings and recommendations directly with regional state directors.</li> <li>-Worked with Title X staff to develop a multi-site research protocol that would effectively, but sensitively, compare policies and procedures on mandatory child sexual abuse across very different states. We conducted key informant interviews and prepared a document analyses with findings reported by state. We presented these to state directors, and helped staff interpret them into action for improvement.</li> </ul>
<b>Regional</b>		
<b>North Carolina Central University</b> Contact: David Jolly, DrPH Durham, NC 27707 919-530-7130 919-530-7985 (fax)	2001-2005	<p>Scott Consulting partnered to mentor African American leadership in evaluation and tobacco prevention and control on historically black college campuses. We mentored a student coalition who chose to advocate for smoke-free dorms (and were successful!)</p> <ul style="list-style-type: none"> <li>-Trained students to conduct campus environmental and policy assessments, and use the analyses for policy action. We held a conference to disseminate our <i>Advocacy Toolkit</i> to HBCUs throughout the Southeast.</li> </ul>
<b>Southeast AIDS Education and Training Center</b> Contact: Debbie Isenberg MPH 404-727-4909 404-712-8467 (fax)	1999 - 2000	<p>Scott Consulting worked closely with staff to build capacity for evaluation. We prepared a two-year training evaluation plan, including logic models for training, evaluation tools and recommended actions to develop internal capacity for future activity</p> <ul style="list-style-type: none"> <li>-Created HIV needs assessment methods, including instrument, sampling plan, data management, and analysis. We developed a sensitive, yet rigorous sampling plan for diverse populations, including GLBT populations of color, homeless, substance abusers, and women.</li> </ul>