

Results-based Accountability™

Results-based Accountability™ (RBA) is a framework for moving from talk to action in a disciplined manner. It is evidence-based, action-oriented, and data-informed. RBA is used to plan, evaluate, and improve projects, programs, and community-wide efforts. The framework helps people describe the contribution their work makes to the health and wellbeing of their community overall.

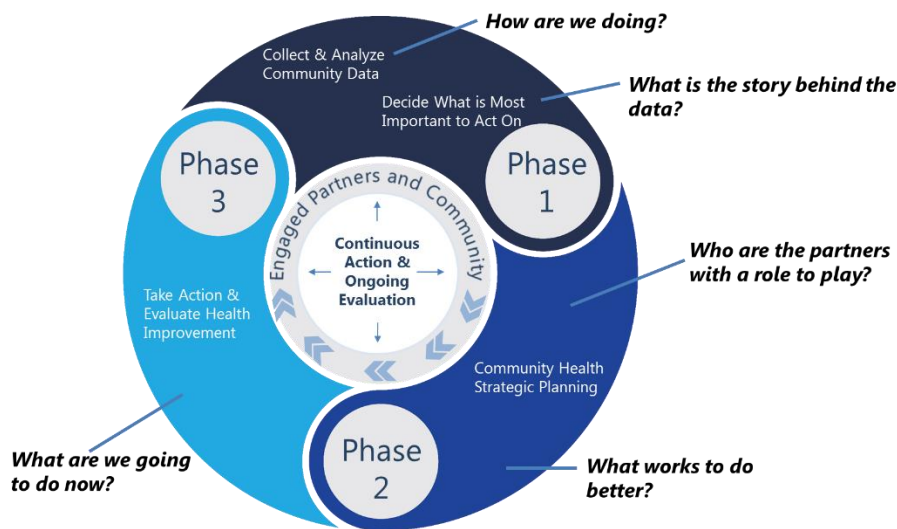
RBA has been recognized by the Center for Disease Control (CDC), the National Institute of Health (NIH) and the NC Department of Health & Human Services Agency (NCDHHS) as an evidence-based practice for evaluation and planning.

Core Principles:

- 1) **Common Ground**-- Start with a focus on the result in mind for your work, then move backward to the means or strategies to achieve it. This helps bring diverse perspectives together to establish common understanding and shared values.
- 2) **Common Language**-- Use clear, simple words with agreed upon meaning. This makes planning processes inclusive, as people with different professional backgrounds, life experiences, and levels of education can all participate and build trust.
- 3) **Common Sense**—RBA uses a core seven step thinking process (Fig. 1) that is straight-forward and easy to follow. The exercises can be completed iteratively (over and over) to build skills and embed in program development, improvement, and evaluation.

How is Results-based Accountability™ used?

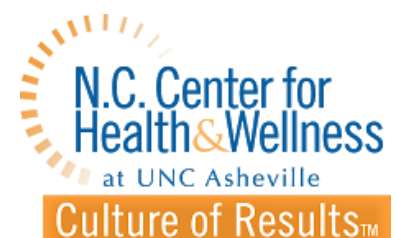
RBA has been used to improve population health and wellbeing and program performance across North Carolina and beyond. Hospitals and health departments infuse RBA in their community health needs assessment and improvement processes. Local coalitions, grassroots community groups, not-for-profits, and public health agencies also use RBA to improve the effectiveness and efficiency of their work.



RBA Use in Community Health Improvement

Many free RBA resources are available online to help teams learn and incorporate the exercises in their work. The Culture of Results Initiative at the North Carolina Center for Health and Wellness provides training and technical assistance to support the infusion of RBA in community health and program planning and evaluation efforts. Please contact us to learn how you might use RBA in your work.

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This overview presents ideas introduced in “Trying Hard Isn’t Good Enough” (Friedman, 2009). Other materials are available at www.raguide.org and www.resultsaccountability.com.