

Communicating Results: Your RBA Elevator Speech

Organization/Group: _____

And Specify Audience: _____

Write a message for each of the prompts/RBA elements.

Prompts	RBA Element	Message
Quality of life condition we want for our community.	RESULT	
How we will know we have achieved it.	INDICATOR	
What we do with partners across the community.	STRATEGY Collective Impact	
The 3 messages above can combine to become a common message for partners. The part below tells how you contribute.		
What our strategy is. What we do as an organization, program, project team.	STRATEGY Program Specific	
How well we do it.	PERFORMANCE MEASURE-HEADLINE QUALITY MEASURE	
What change our work produces.	PERFORMANCE MEASURE- HEADLINE CUSTOMER RESULT	
What we want to move forward.	WHAT WORKS TO DO BETTER?	
Our next step.	ACTION	

Put the message pieces together to form **Your RBA “Elevator Speech”**:

REFERENCES: This workbook was modified from a tool created by the [WNC Healthy Impact](http://www.wnc.edu/healthy-impact) Evaluation Work Group that drew upon ideas presented in “Trying Hard Isn’t Good Enough” (THIGE) (Friedman, 2009) and other materials available at www.raguide.org and www.resultsaccountability.com.

Sample NCCHW Elevator Speech for Mothering Asheville

Organization: Mothering Asheville/ NC Center for Health and Wellness
 Specify an Audience: All In Data for Health Conference

Prompts	RBA Factor	Message
Quality of life condition we want for our community.	RESULT	All babies in our community should be born healthy and have the opportunity to reach their full potential.
How we will know we have achieved it.	INDICATOR	Black babies die almost four times more often than White ones in Buncombe County, North Carolina. We want them all to be born on time, at a healthy weight, and survive their first year.
What we do with partners.	COLLECTIVE STRATEGY	Through Mothering Asheville, we work with many partners to build community capacity, create clinical shifts, and advocate for stronger policies.
What our strategy is.	SPECIFIC STRATEGY	The NC Center for Health and Wellness provides planning and evaluation training and support to this cross-sector initiative.
How well we do it.	PERFORMANCE MEASURE-HEADLINE QUALITY MEASURE	We have worked with the Steering Committee to co-create a vision and unify our communications and helped doulas better evaluate their impact.
What change our work produces.	PERFORMANCE MEASURE- HEADLINE CUSTOMER RESULT	Through the measurement systems we have built together, we are seeing that over 87% of the babies they help deliver are born on time and 93% are a healthy weight
What we want to move forward.	WHAT WORKS TO DO BETTER?	We hope that presenting at this conference shows you how useful the Results-based Accountability processes can be.
Our next step.	ACTION	As we discuss these methods, think about how you might apply these to your own work and check out the tools on our collaborative research website.

The message pieces together form **Your RBA “Elevator Speech”**:

All babies in our community should be born healthy and have the opportunity to reach their full potential. Black babies die almost four times more often than White ones in Buncombe County, North Carolina. We want them all to be born on time, at a healthy weight, and survive their first year. Through Mothering Asheville, we work with many partners to build community capacity, create clinical shifts, and advocate for stronger policies. The NC Center for Health and Wellness provides planning and evaluation training and support to this cross-sector initiative. We have worked with the Steering Committee to co-create a vision and unify our communications and helped doulas better evaluate their impact. Through the measurement systems we have built together, we are seeing that over 87% of the babies they help deliver are born on time and 93% are a healthy weight. We hope that presenting at this conference shows you how useful the Results-based Accountability processes can be. As we discuss these methods, think about how you might apply these to your own work and check out the tools on our collaborative research website.