

Results-based Accountability (RBA)TM

Results-based AccountabilityTM (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 understand and 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), the NC Department of Health & Human Services Agency (NCDHHS) and other institutions as an evidence-based practice for planning, evaluation and improvement.

Core Principles

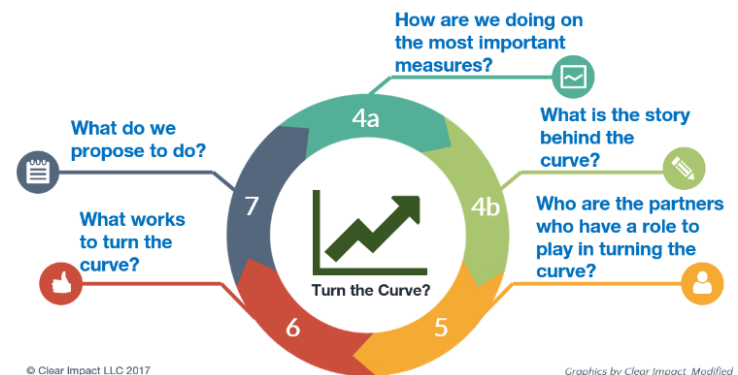
- 1) **Common Ground**-- Start with a **focus on the result** in mind for your work, then move backward to the means or strategies to achieve it. This helps bring diverse perspectives together and establish shared values and goals.
- 2) **Common Language**-- Use clear, **simple words with agreed upon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

RBA for Population and Performance Accountability

RBA can be applied on a population and/or performance level to improve program, agency or initiative impact and contribute to community health and wellbeing.

SEVEN STEP THINKING PROCESS FOR POPULATION & PERFORMANCE ACCOUNTABILITY

- | Population Accountability | Performance Accountability |
|---|--|
| 1. What are the quality of life conditions we want for the people who live in our community/region? | 1. Who are our customers? |
| 2. What would these conditions look like if we could see them? | 2. How can we measure if our customers are better off? |
| 3. How can we measure these conditions? | 3. How can we measure if we are delivering services well? |
| 4. How are we doing on the most important of these measures? Include the story behind the numbers. | 4. How are we doing on the most important of these measures? Include the story behind the numbers. |
| 5. Who are the partners that have a role to play in doing better? | 5. Who are the partners that have a role to play in doing better? |
| 6. What works to do better, including no-cost and low-cost ideas? | 6. What works to do better, including no-cost and low-cost ideas? |
| 7. What do we propose to do? | 7. What do we propose to do? |

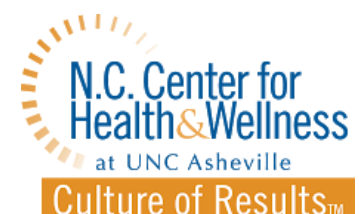


Part of the seven step process is the “turn the curve” improvement cycle, which uses a key piece of data for understanding context, identifying partners, exploring strategies, and action planning.

Culture of Results

The Culture of Results (COR) Initiative at the North Carolina Center for Health and Wellness provides training and technical assistance to support the infusion of RBA in community health assessment and improvement processes as well as program planning and evaluation efforts. Over the last five years, COR has provided support to over two thousand partners in counties across North Carolina. Please contact us to explore 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.