



National
Hauora Coalition

Do good, better.



National Hauora Coalition

Gen2040

Impact Lab GoodMeasure Report
March 2020

Impact Lab GoodMeasure Report

Wellington, New Zealand

Prepared for the National Hauora Coalition

March 2020

ACKNOWLEDGEMENTS

We would like to thank Dr Rawiri Jansen and the National Hauora Coalition team who contributed to the preparation of this report by sharing their values, processes, evidence and experiences with us.



Simplifying social impact measurement

I had the privilege in public life to work with people who understood the need for positive change in the lives of those around them and worked hard to achieve it.

Our social services do a tremendous job of bringing positive change to our most deserving individuals and communities. These organisations are built by volunteers and community workers who dedicate their lives to helping others.

Social service workers can see the positive impact of their work. Children thriving, families united, jobseekers in new employment and people empowered to change their life course.

With more tools they could do more good. I want to help them by finding ways to make sure that effort is recognised, results are measurable and they can make decisions about how to do more good.

Impact Lab grew from a desire to make available to community organisations tools that use the power of public information and the latest technology, so these organisations can change more lives.

By measuring social change and positive outcomes, Impact Lab enables charities and social service providers to speak the language of funders, investors and governments.

It has been a pleasure to work with National Hauora Coalition to learn how this organisation changes lives across New Zealand.

Calculating social value helps inform decision making and investment and enables you to do good, better.

Thank you for joining us on this journey.

A handwritten signature in black ink, which appears to read 'Bill English'.

Sir Bill English
Impact Lab Chairman

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Who we are

The team at Impact Lab share the goal of helping all organisations do good, better.

Our story

Our team at Impact Lab has seen the power of understanding social change. Our founders came together working in the public sector, where we led the development of new processes to link social value measurement with decision making. We believe that all organisations should be able to understand and improve their social impact. Our mission is to help impact creators and investors make decisions that change more lives.

Our team

To make better decisions, it's crucial to consider both the hard facts and the human stories that substantiate them. Our family of researchers, data scientists and statisticians are committed to combining powerful analytics with what you know works for your community.

Alongside expertise in data-driven decision making, our team brings a wealth of real-world experience. We are parents, teachers, volunteers and customers of social services.

Our partners

Impact Lab is proud to be partnering with trust company Perpetual Guardian. Together we are using GoodMeasure to improve strategic grantmaking and support collaboration with grantees by applying a consistent measurement framework.

"The strength of Impact Lab is a real depth of experience in a public policy context. They understand what evidence would be helpful to enable us to make decisions for the future"

- Debbie Sorenson, CEO, Pasifika Futures



@impactlabnz



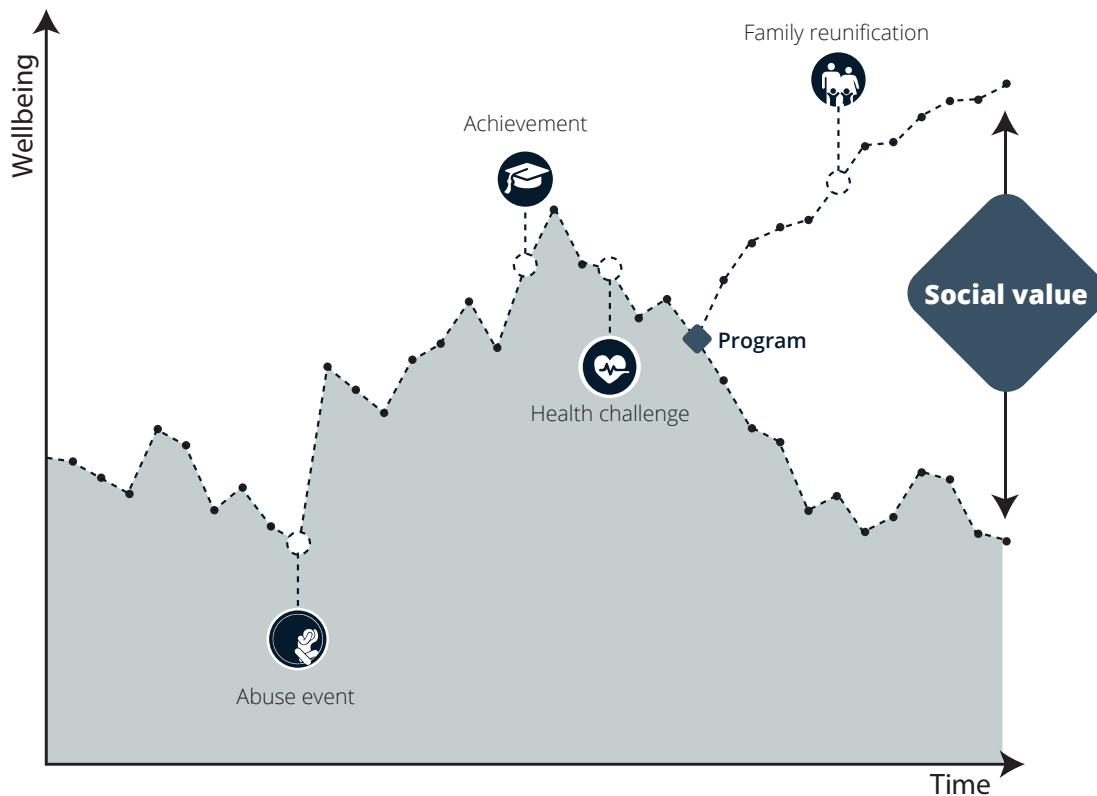
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Understanding social value

Social value is the social impact in dollar terms that a program achieves for participants over their lifetime.

Throughout our lives, different events occur which impact our overall wellbeing trajectory. Impact Lab measures the impact on an individual's wellbeing across multiple domains when they're supported by a program to make positive changes in their life.

We measure this impact in terms of both positive benefits (such as increased income) and avoided costs to government.

To calculate social value, we combine these impact values with

- ◆ Evidence from global literature about how effective a program can be,
- ◆ The size of the opportunity for the people an organisation serves to achieve more positive outcomes,
- ◆ The number of people supported.

By combining these inputs, the social value calculation helps us understand how a program or intervention helps change lives for the better. We combine the social value with cost information to calculate a program's social return on investment.

How we measure social value

Our consistent approach to measurement enables comparisons across wellbeing domains and over time.

Map program dimensions

Impact Lab engages with providers to understand their people, their service and the outcomes they seek to achieve.

Clean and analyse data

Impact Lab uses the best of data about people’s lives to understand what works, for whom, at what cost. We combine publicly available insights from the NZ Treasury, NZ Statistics and other sources. Impact values produced using Statistics NZ’s Integrated Data Infrastructure are a particularly valuable resource. The IDI is a dataset containing information on every New Zealander about many areas of their lives – education, health, social welfare, employment and others. It’s anonymised, so we can’t identify anyone. This adds up to over 166 billion facts, for nine million New Zealanders (some have left the country, and some have passed on), for more than a generation of us.



Collect and synthesize literature

Impact Lab draws on the best academic impact literature from around the world. We access globally screened evidence from top universities and governments to estimate how impactful a program can be. We also identify service delivery model features associated with the most effective programs.

Calculate impact

Our algorithm combines New Zealanders’ life experiences, with the wisdom about what works from the brightest minds across the world, with what we know about need in communities.

This combination of system level insights and grassroots know-how means we can consistently calculate the expected impact of a program, and the social return on investment.

Map social value to frameworks

Because we start with individuals’ experience, we can organise our insights into the relevant government and international frameworks. The Living Standards Framework is the New Zealand Treasury’s way of systematising wellbeing. It has four ‘capitals’ – social capital, financial and physical capital, human capital and natural capital. Impact Lab’s GoodMeasure tool links the social value and return on investment created to domains within human capital.

We can also map social value and return on investment to the relevant OECD Sustainable Development Goals.



Range
7,787 Māmā participating at full rollout
(Data for 2020)

50% of projected births targeted for hāpū Māori

70% of hāpū māmā are known to attend primary health care for pregnancy confirmation

Location
All regions of Aotearoa



Gen2040's people

Gen2040 is a National Hauora Coalition initiative that aims to achieve equity for the cohort of Māori babies who will turn 21 in 2040.

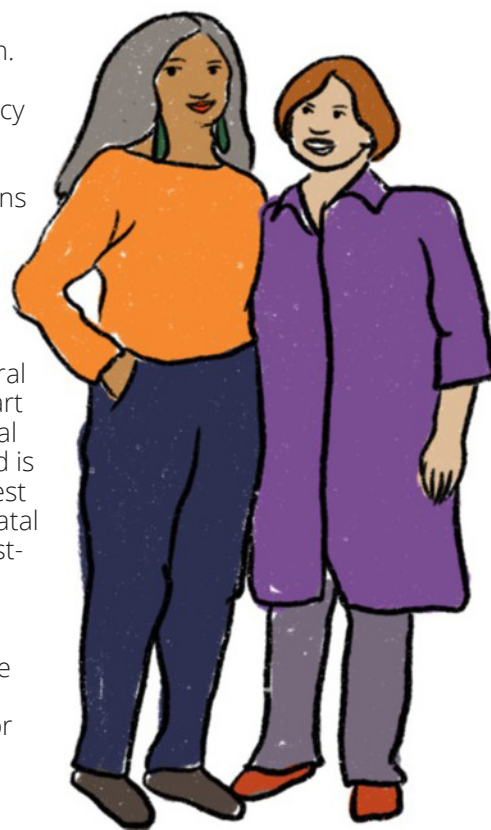
National Hauora Coalition (NHC) is a primary healthcare organization that helps whanau achieve their aspirations. NHC believes whanau who are healthy, engaged, knowledgeable and prosperous are well positioned to succeed. At the heart of NHC's mission is a vision of "mana whanau, whanau ora".

Gen2040 is a Māori-led project that supports Māmā and pēpī Māori to access the full range of existing support services they are entitled to. It is a pro-equity approach to access and optimal care, through early pregnancy assessment and appropriate referral, during early and mid-pregnancy and early infancy.

Māmā enter the program upon their first pregnancy consultation. They are assessed using a standardised Best Start Pregnancy tool, with decision support tools triggering recommendations to support services and interventions based on NZ best practice guidelines.

The 16-week check primarily focusses on immunisation and provides a check point for "referral to services" monitoring. Best Start 6W Pēpī is conducted at the initial enrolment into a GP practice and is an enhanced well child check. Best Start 6W Māmā is the final perinatal check, completed at 6 weeks post-partum.

The Best Start suite of smart tools are embedded into practice management systems, available through a secure web browser or accessed through an API.



The change journey

Gen2040 delivers improved access for māmā and pēpī at key contact points with primary care from pregnancy confirmation to 6 weeks post-partum.

Key touchpoints

Focus on three opportunities to ensure access to appropriate care.

Early Pregnancy Assessment

- Standardised assessment.
- An intuitive, forms-based assessment tool.
- Systematises the comprehensive assessment and prompts referrals to services for the first maternal
- Best antenatal consult.
- Focuses on ‘wrap-around’ support for pregnant māmā.
- Includes obstetric and medical history identifying long term conditions, health checks, medications.
- Vaccinations status, with recall writing back to PMS.
- Care planning, LMC management and recall.

16-week check

- Immunisation for pertussis and influenza management.
- Review of referral support services status.
- Focus on environmental/social factors.

6W Pēpī (6-week infant check)

- Enrolment at GP practice.
- Well child checks.
- SUDI risk assessment.
- Safety checks (car seat).

6W Māmā (6-week post-partum check)

- Social needs (housing, finances, food security).
- Te Reo Māori.
- Maternal mental health and intimate partner violence.
- Physiological assessment.
- LARC- contraceptive assessment/recommendations.

Decision support and service referrals

Decision support embedded in Best Start Pregnancy tools enable GPs and nurses to provide māmā with appropriate advice and recommends referrals to support services.

LMC – early enrolment through direct access to midwives.

Mental health – early identification and links to support and treatment.

Parenting courses – increased referrals.

Smoking cessation – increased referrals and timely referral to appropriate services.

Family violence – increased identification and links to education, support and intervention.

Whānau Ora – early identification of social complexity and increased support.

Healthy Homes – increased identification of housing needs and access to intervention.

Breastfeeding support – early referral.

Drug and alcohol – increased identification and access to support.

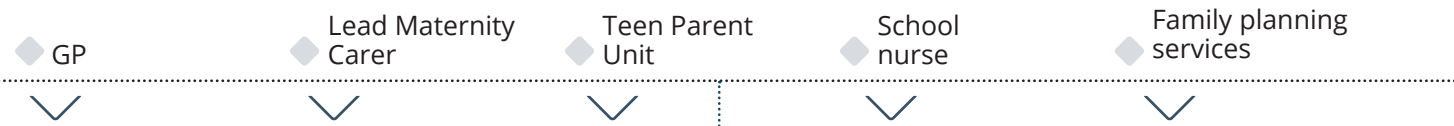
Where available, the system uses e-technology to record the status of the referral, closing the loop and providing data to monitor outcomes.



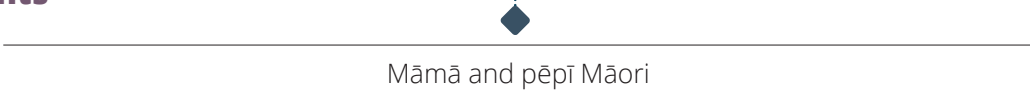
Outcomes map

The outcomes that Gen2040 aims to achieve and how these are reflected in the GoodMeasure calculation.

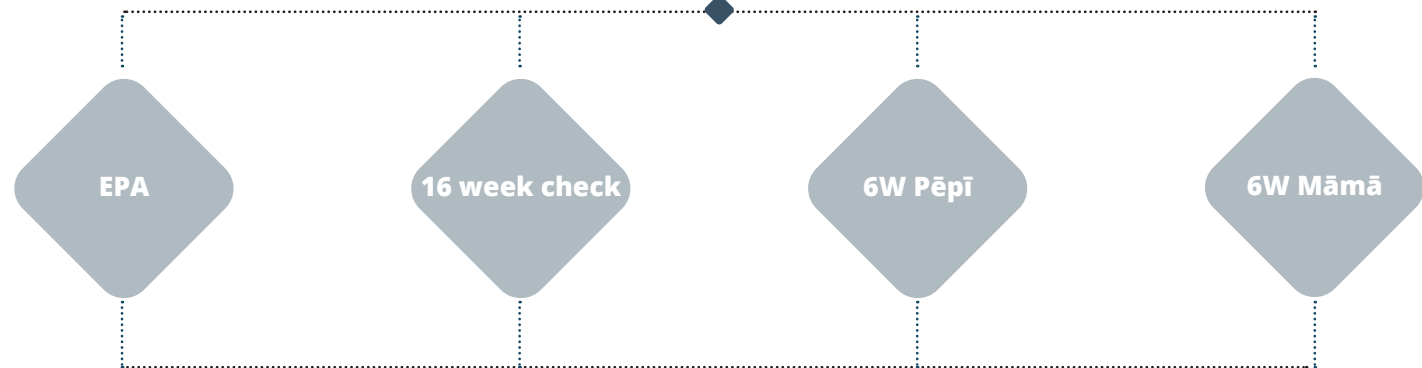
Referral channels



Gen2040 clients



Intervention structure



GoodMeasure outcomes Additional outcomes

<i>These outcomes directly contribute to this year's social value calculations.</i>	<i>These outcomes do not directly contribute to this year's social value calculations.</i>
Reduction in family violence	Reduced birth complications
Reduction in child maltreatment	Increased healthy birth weight
Reduction in addiction	Improved mental health
Smoking cessation	Improved Te Reo Māori and cultural connectedness
Housing improvement	Improved infant health (reduced avoidable hospitalizations, FASD, SUDI)

GoodMeasure results summary

We expect Gen2040 to deliver \$8,845,559 of measurable good to New Zealand society.

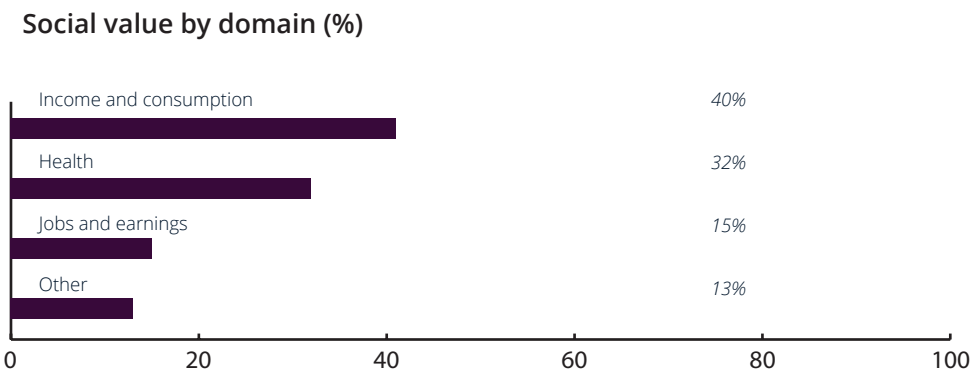
Gen2040's real world value is even greater than this, as some outcomes such as improved infant health cannot yet be directly quantified with available data.



Social value breakdown

Gen2040 creates social value across different aspects of people's lives.

This chart shows the breakdown of social value created according to the NZ Treasury Living Standards Framework. Each domain highlights a different aspect of wellbeing.



When we take into account the operating costs of Gen2040, we can calculate the social return on investment that is generated for every dollar that is invested in the program.

Social value generated for each successful participant:	\$1,136
Measurable benefits as proportion of program cost:	626%
Cost of the program per participant:	\$181.43



This means that every dollar invested in the Gen2040 project delivers \$6.26 of measurable good to New Zealand.

The Living Standards Framework is a practical application of national and international research around measuring wellbeing.

It was designed drawing from the Organisation for Economic Co-operation and Development’s (OECD) internationally recognised approach, in consultation with domestic and international experts, and the NZ public.

Definitions

Jobs and Earnings: Freedom from unemployment

Income and Consumption: People’s disposable income

Health: People’s mental and physical health

GoodFeatures

GoodFeatures is a tool that allows service providers to compare the features of their unique service offerings to the features of effective practice in comparable programs identified in international academic literature.

Evidence-based screening

- ◆ Maternal smoking screening looks for smoking's negative effect on myocardial infarction, stroke and low birthweight.
- Pre-eclampsia screening uses biological placental protein markers as well as considering wider risk factors.
- Alcohol consumption screening uses biological markers as well as interviewing techniques.
- Mental health maternal screening includes routine enquiry for mother's self-reported mental health. This includes asking about fear of childbirth and mothers' prior experience of emergency caesarean section, which has a strong association with childbirth fear and postnatal trauma.
- Post-natal depression screening occurs within six weeks of birth, and does not consider physical symptoms, because these can indicate a range of concerns.
- Screening which may result in the mother being prescribed pharmaceuticals includes secondary screening. This can reduce the number of women who unnecessarily stop breastfeeding.
- Intimate Partner Violence screening gives clinicians guidelines on how to ask sensitive culturally appropriate questions in order to elicit honest responses. The screening directions also give clinicians a selection of support services they can contact to immediately respond to disclosures of Intimate Partner Violence.

Actionable advice for mothers

- ◆ Long-time smokers are informed of the need to stop smoking up to their first trimester.
- Pre-eclampsia advice includes the importance of using nutritional supplements.
- Women are made aware of the consequences of failing to cease drinking alcohol.
- Advice on alcohol consumption is proportionate to the level of alcohol use/abuse. This is to ensure women who are social or occasional drinkers are identified as well as those who drink more heavily.
- Mothers are referred to quality, evidence based support programs.

Communication

- ◆ The screening program makes educational material available, notifies parents of results, includes risks of screening, explains the possibility of a false positive result, explains the importance of the test, and explains the storage and use of residual samples to the participant.
- The immunisation screening program includes record keeping and documentation, recall/reminder facility, and tracking systems within practice settings.
- Younger mothers, those with fewer qualifications, those who are single parents, and have experienced pre-term delivery require greater support to ensure vaccination uptake .
- Tests are explained to mothers as only applying to the conditions being tested, and not as tests of the overall health of their babies.

References and further reading

In compiling our reading lists we consider a wide variety of topics, focussing on specific aspects of service delivery or outcome attainment. Here are a selection of readings that may be of interest.

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- Ahmad et al.** "Implementing successful intimate partner violence screening programs in health care settings: Evidence generated from a realist-informed systematic review." *Social Science & Medicine*. Vol 72, no. 6, 2011, pp. 855 - 866.
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Whether you're funding change-making organisations or delivering the services that make a difference, GoodMeasure simplifies impact measurement so you can learn what works and make a bigger impact.

We take great pride in providing a research process that our customers can trust. GoodMeasure's power comes from calculations using multiple reputable data sources, including the Treasury Living Standards Framework for Wellbeing. GoodMeasure also uses the best of the worldwide evidence about what works. This includes published literature and evidence databases from world renowned academics and impact organisations.

Contact us



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Understanding social value

Throughout our lives, different events occur which impact our overall wellbeing trajectory. Impact Lab measures the impact on an individual's wellbeing across multiple domains when they're supported by a program to make positive changes in their life.

We measure this impact in terms of both positive benefits (such as increased income) and avoided costs to government.

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Helping you do good, better.

Our team

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Sir Bill English
Impact Lab Chairman

GoodMeasure for Gen2040

What does the Gen2040 project do?

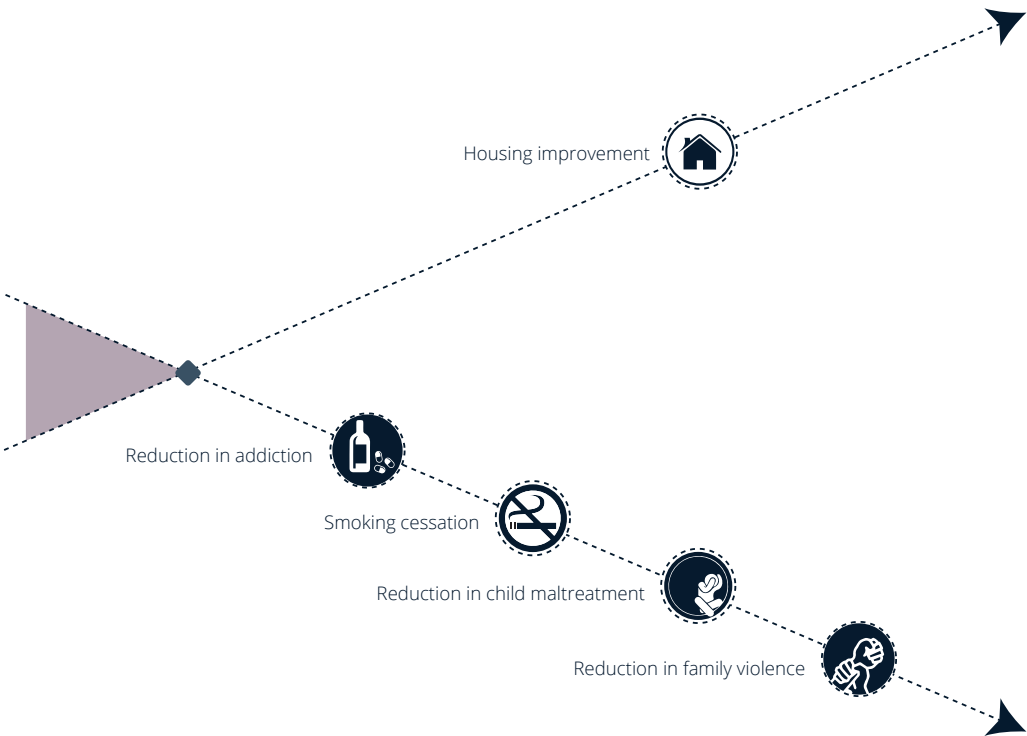
Generation 2040 aims to achieve equity for the cohort of Māori babies who will turn 21 in 2040.

Whom does Gen2040 serve?

Gen2040 supports Māmā and pēpī Māori to access the full range of existing support services they are entitled to. It is a pro-equity approach to access and optimal care, through early pregnancy assessment and appropriate referral, during early and mid- pregnancy and early infancy.

GoodMeasure results summary

Because of National Hauora Coalition's Gen2040 project, māmā and pēpī Māori experience healthier, safer whanau and homes in which to grow and flourish.



GoodMeasure outcomes

These outcomes directly contribute to this year's social value calculations.

- Reduction in family violence
- Reduction in child maltreatment
- Reduction in addiction
- Smoking cessation
- Housing improvement

Additional outcomes

These outcomes do not directly contribute to this year's social value calculations

- Reduced birth complications
- Improved infant health
- Increased healthy birth weight
- Improved mental health
- Improved Te Reo Māori and cultural connectedness

Gen2040's impact



Social value definition

Social value generated for each successful participant:	\$1,136
Measurable benefits as proportion of program cost:	626%

When we take into account the operating costs of Gen2040, we can calculate the social return on investment that is generated for every dollar that is invested in the program





Below is a list of definitions of key terms contained in this report.

The dollar amount that has been invested in a specific program, in New Zealand dollars.

The dollar amount invested in the program divided by the number of people supported by the program (include those who did not successfully complete it).

A domain is a way of dividing or filtering the subject and outcome material in your Impact Lab results. Impact Lab refer to domains as per the New Zealand Treasury's living standards framework domains.

The group of people supported by the program, in terms of age, gender, and ethnicity.

The services delivered by the provider for the amount invested.

This is the Social Return on Investment. It is calculated by comparing the social value generated by the program to the amount invested in it.

The social impact in dollar terms that the amount invested achieves for participants over their lifetime. The social value is calculated by combining impact values with a service delivery quality score, with the size of the opportunity to support a population, and the number of people supported.

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This disclaimer sets out important information about the scope of our (Impact Lab Limited) services. It should be read in conjunction with the contract that we have entered into with you (or your company/ organisation) for our services, including the applicable terms and conditions.

We have endeavoured to ensure that all material and information on GoodMeasure (including all ROI calculations and impact numbers) (together, the Information) is accurate and reliable. However, the information is based on various sources, including information that you have provided to us, which we do not independently verify. Accordingly, we do not provide any representations or warranties in relation to any information, including any representations or warranties relating to the accuracy, adequacy, availability or completeness of the information or that it is suitable for your intended use. We do not provide advice or make any recommendations in relation to decisions, financial or otherwise, that you may make.

