

CONSIDERATIONS FOR STAKEHOLDER PARTNERSHIPS: STEPS FOR TELESAFE CLINICIANS

The Purpose of Engaging Stakeholders

Your evaluation is likely to involve individuals coming from multiple perspectives (e.g., on-site practitioners, teleSAFEs, advocates, law enforcement personnel, and patients). Early engagement ensures you're meeting the needs of each group and developing an evaluation that they can successfully participate in. For example, a local hospital may have a policy that makes providing the evaluation to patients immediately after the exam impossible. Connecting with stakeholders at the local hospital early in the process will allow your evaluation team to account for these challenges. Alternatively, you may learn that a local advocacy group is enthusiastic about the program and would love to support your evaluation efforts. Collaboration is critical to a successful evaluation¹.

Identifying Key Stakeholders for Your Evaluation

You will likely want to connect to and establish relationships with a point of contact from each of the key groups you plan to involve in your evaluation, within each of your hub and spoke sites. These groups may include clinicians, advocacy, or law enforcement. Your point of contact should be someone who is

- familiar with the group's interests,
- well-connected within the group,
- respected by the group,
- able to contact the group with ease (e.g., email distribution list, bulletin board), and
- a decision-maker for the organization or has the ears of the decision-makers.

Explaining the Evaluation to Your Point of Contact

For each stakeholder group, schedule a meeting with your potential point of contact to discuss the evaluation and answer any questions they might have before agreeing to support your efforts.

1. Begin by describing the purpose and intended outcomes of your evaluation. What is the evaluation team hoping to learn? Why is it meaningful? What impact might the information have on patients, their organization, and the community?
2. Next, describe why your point of contact's group is key to the evaluation. What perspective do they bring to the project? How can they benefit from the outcomes? How will you share the findings with them when the evaluation is complete?
3. Third, review the evaluation process and be clear with your point of contact that they will not be responsible for conducting the evaluation. Rather, you are requesting that they support *your team* in conducting the evaluation.
4. Then, answer any questions they might have. For example, stakeholders may ask about the methods you will use to collect data (e.g., surveys, secondary data) or will want to see the measures you will use (e.g., the survey questions). If you already know this information, you should openly share it with the

¹ Additional information on stakeholder engagement and collaboration can be found in IAFN's *TeleSAFE Evaluation Handbook*.

"This product was supported by cooperative agreement number 2019-MU-GX-K009, awarded by the Office for Victims of Crime, Office of Justice Programs, U.S. Department of Justice. The opinions, findings, and conclusions or recommendations expressed in this product are those of the contributors and do not necessarily represent the official position or policies of the U.S. Department of Justice."

stakeholders and seek their feedback. If you do not already know this information, it is completely fine. This allows you the opportunity to seek the stakeholder's input on what approaches will work best for their group.

Consider using the following example questions to guide your conversation with each stakeholder group:

- What is your role at your place of work?
- What questions do you have about the teleSAFE program?
 - *See if these questions can be answered in your evaluation; have you thought of these questions before? Are you able to include them and share the findings with the stakeholder group?*
- What concerns do you have about conducting the evaluation?
- What advice do you have for me about connecting with your stakeholder group? For example, would your advocates be more likely to complete a survey or checklist? What is the best way to reach your advocates after they leave the hospital?
- What types of data-sharing agreements or memoranda of understanding are required for working with your organization? Whom do I need to contact to establish these items?
- Would you be willing to distribute information about the evaluation to the stakeholder group?

Working with Key Stakeholders Throughout the Evaluation Process

After you've established an initial connection, there are many ways to leverage your relationships with key stakeholders to better your evaluation:

- Consider holding a regular meeting with representatives from all stakeholder groups to update them on the evaluation progress and provide an opportunity to ask questions.
- Ask the stakeholders if they would be willing to provide feedback on materials. For example, create informative flyers that can be shared with possible participants and solicit feedback about whether the materials will be effective for their group. Have them review your data collection materials; are you using the right phrases? Are you missing important questions?
 - Note that it is not necessary for your stakeholder groups to review these materials, particularly if they do not want to or do not have time to; offering, however, will likely be a welcomed courtesy.
- Provide materials that they can use to distribute information about the evaluation. Note that your point of contact should *NOT* recruit participants for the evaluation, but simply raise awareness that an evaluation will be occurring and whom to contact with questions. These materials might look like one-page PDFs that can be emailed to a distribution list or printed and posted on a community bulletin board.

In most circumstances, it is fine if your point of contact will be a participant at a later time (i.e., they complete a survey using the questions they provided feedback on). An element of surprise is not likely necessary for these evaluations.

A Note on Memoranda of Understanding (MOUs) and Data Use Agreements (DUAs)

When necessary, allow plenty of time to set up agreements with each stakeholder group. Ask if they have a template they regularly use to develop these agreements. Some groups (e.g., hospitals) may have lawyers with whom you will work to establish these agreements. Note that the Health Insurance Portability and Accountability Act (HIPAA) does not prohibit evaluations.²

² U.S. Office for Civil Rights. (2013, July 26). *Summary of the HIPAA Privacy Rule*. Office for Civil Rights Privacy Brief. U.S. Department of Health and Human Services. <https://www.hhs.gov/hipaa/for-professionals/privacy/laws-regulations/index.html>

"This product was supported by cooperative agreement number 2019-MU-GX-K009, awarded by the Office for Victims of Crime, Office of Justice Programs, U.S. Department of Justice. The opinions, findings, and conclusions or recommendations expressed in this product are those of the contributors and do not necessarily represent the official position or policies of the U.S. Department of Justice."