



Institute for
Research on
Poverty

UNIVERSITY OF WISCONSIN-MADISON

Measuring How Social Relationships Contribute to the Outcomes of Program Participants

Phillip Graham, Maureen Berner, Laura Erickson, Megan Smith

April 1, 2020

Webinar begins at 2 pm ET/1 pm CT/12 pm MT/11 am PT

Measuring How Social Relationships Contribute to the Outcomes of Program Participants

Strengthening Human Services Through Social Capital



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ncIMPACT Initiative



Presenters



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Project Director



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Yale School of Medicine

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Understanding Social Capital

Phillip Graham, RTI

Social Capital and COVID-19

Social capital is even more important in times of crisis. For example, individuals in COVID-19 self-isolation may be able to use social capital to better:

- Combat social isolation
- Access basic needs
- Endure the economic crisis

Agenda

- Understanding social capital
- Logic Models
- Measuring social capital
- Social capital measurement in action
- Getting started – action steps and resources
- Questions and wrap-up

Program Scan

Expert
Consultation

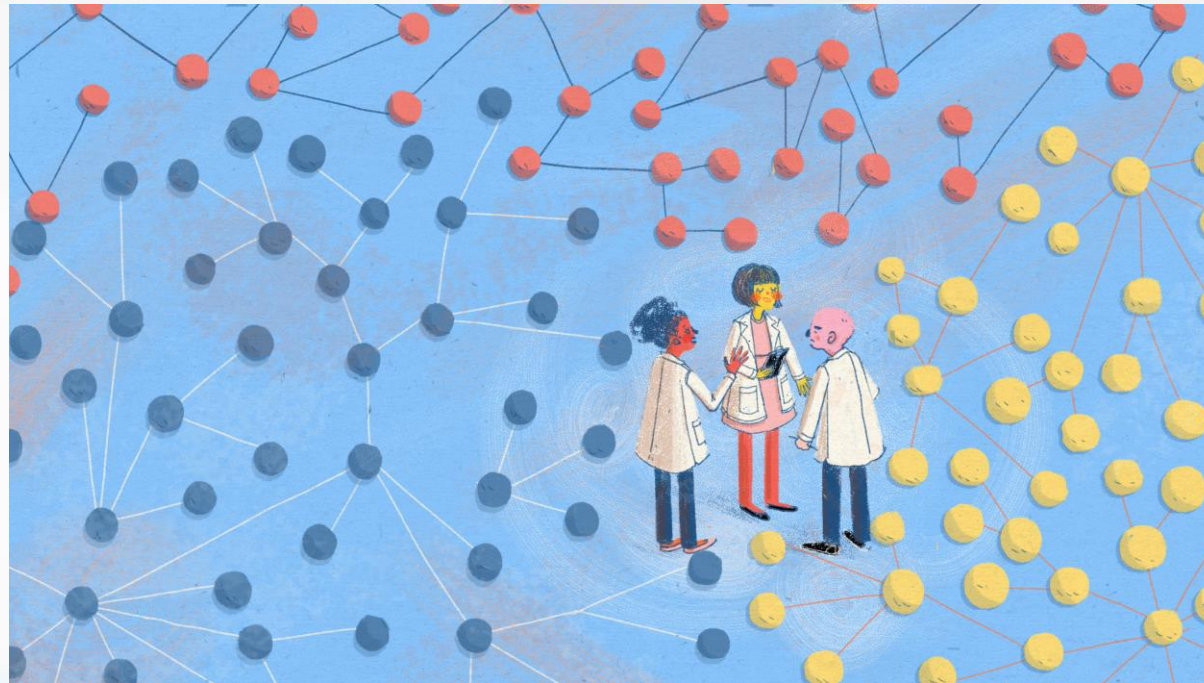
PROJECT
process & input

Case Studies

Site Visits

What is Social Capital?

**Connections, networks,
or relationships among
people and the value that
arises from them**



Types of Social Capital




1. **Bonding** - with people like me
2. **Bridging** - with people different from me
3. **Linking** - with institutions or people in positions of power

Value of Social Capital

Can be tangible or intangible, e.g.:

- Shared information
- Emotional and financial support



Research shows that people with high social capital find better jobs and are happier and healthier.

How Social Capital Data Can Be Used

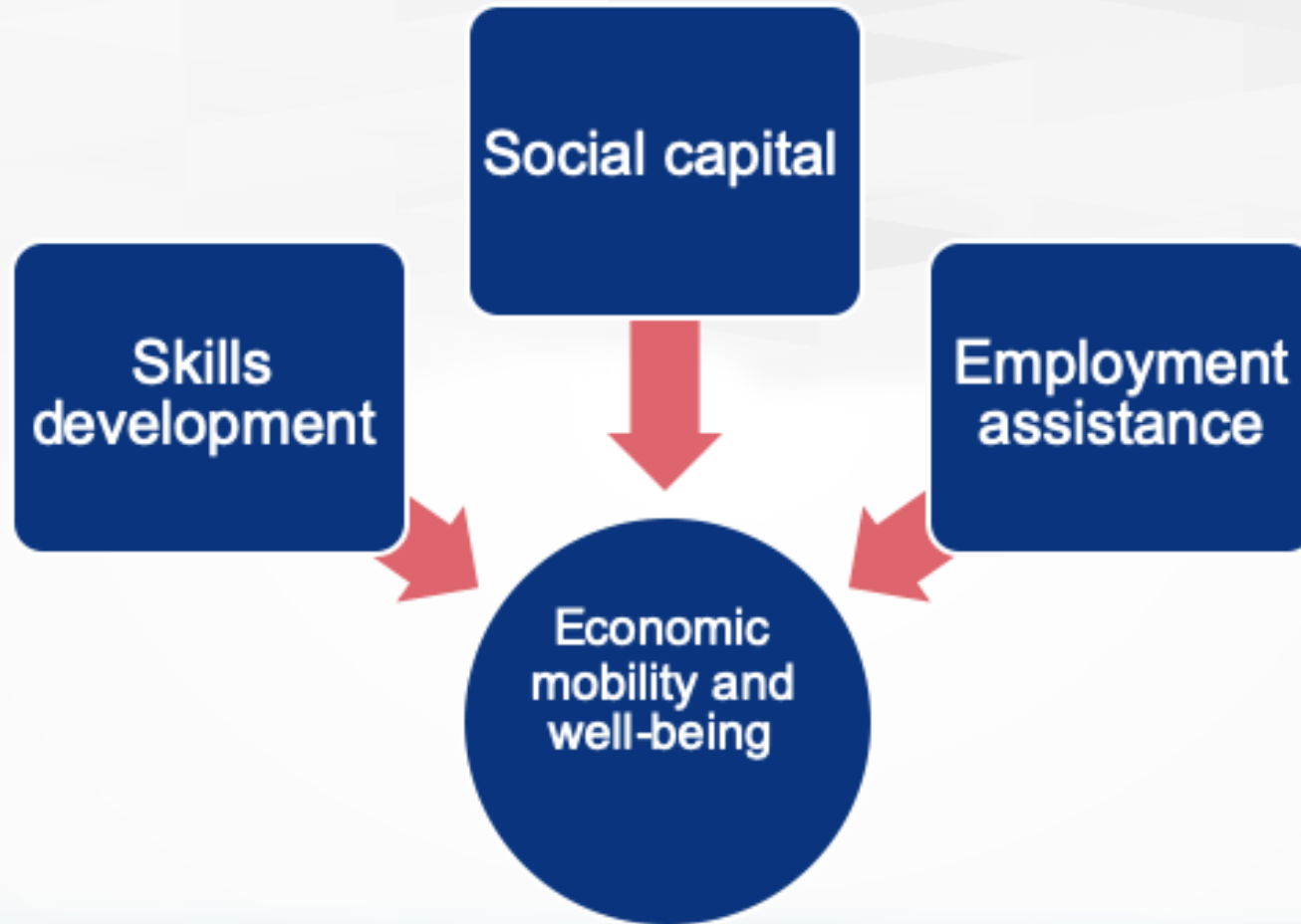


1. Monitor social capital program performance
2. Make program improvements
3. Measure social capital impact for funders and decision making

Logic Models

Maureen Berner, UNC

Examples of Pathways to Mobility



Logic Models



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Resources

Activities

Outputs

Outcomes/
Impact

Logic Models



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Resources

What social capital resources (inputs) can you bring to the table?

Staff, volunteers, financing, equipment, space for networking.

Activities

Outputs

Outcomes/ Impact

Logic Models



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What social capital resources (inputs) can you bring to the table?
Staff, volunteers, financing, equipment, space for networking.

Activities

What will you do to build social capital?
Events, trainings, job fairs, participants matched with mentors, form peer support group

Outputs

Outcomes/ Impact

Logic Models

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Outputs

What is produced?
50 people made employer connections, 3 job fairs held with 17 different employers participating, peer groups met for over 1 year.

Outcomes/ Impact

Logic Models

Resources

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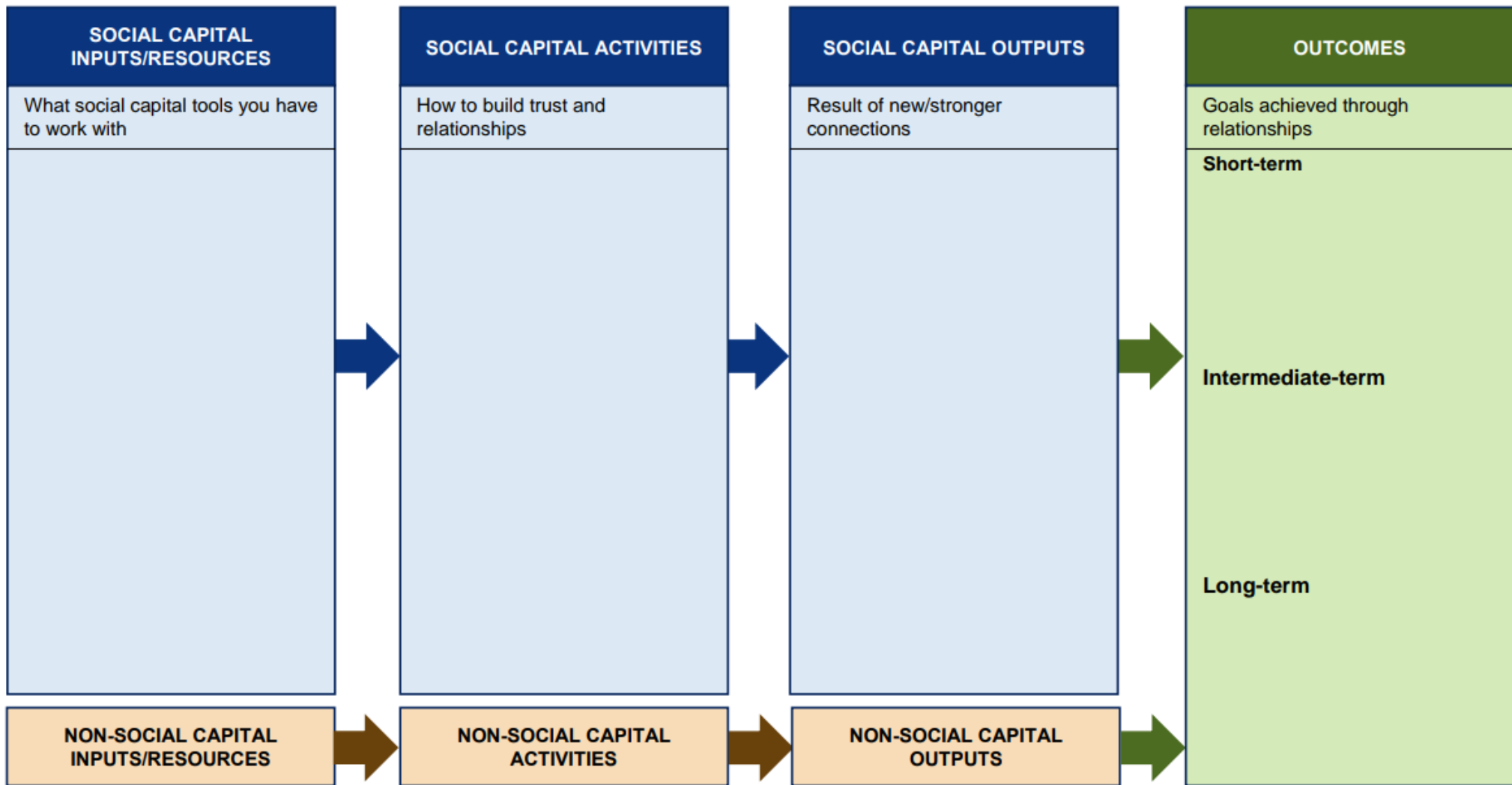
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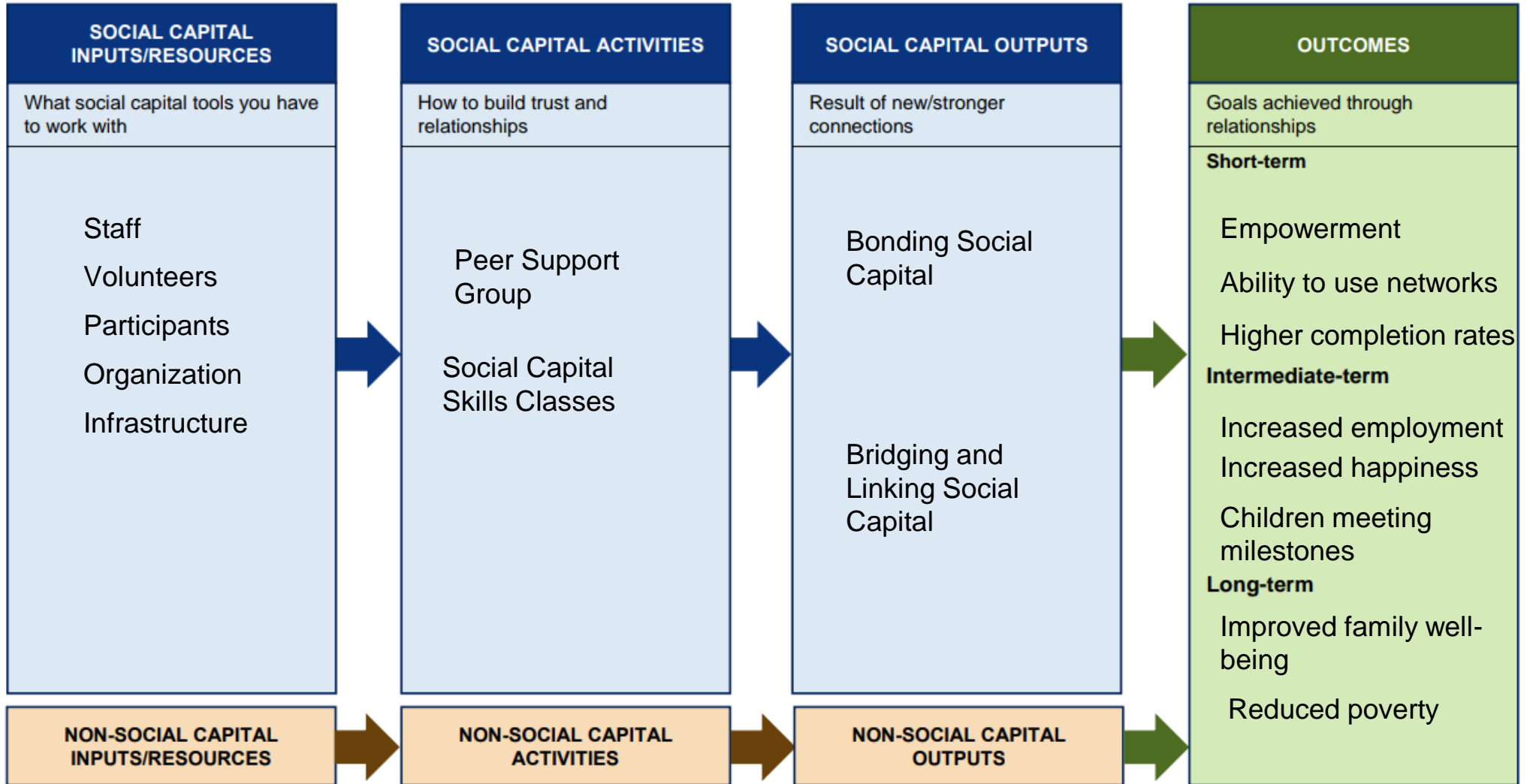
Outcome/ Impact

What is the result/impact of social capital?
10 people in permanent jobs and stable housing for over 2 years.



ASSUMPTIONS

CONTEXT / EXTERNAL FACTORS



ASSUMPTIONS
 Program is Voluntary

CONTEXT / EXTERNAL FACTORS
 Neighborhood Characteristics

Measuring Social Capital Development

Laura Erickson, ASPE

How can we measure social capital?



No one method
or any single
question
captures all
aspects of social
capital.



Measuring Social Capital:

1. Someone to turn to in emergency



Measuring Social Capital:

2. Someone in their lives they trust



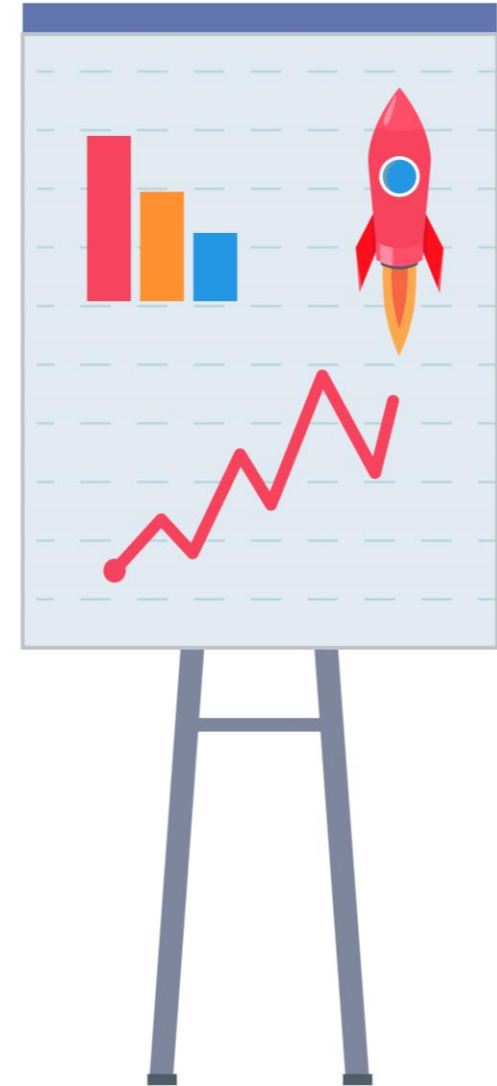
Measuring Social Capital:

3. Level of community and civic engagement



Key Considerations

- Positive versus negative social capital
- Program and participant characteristics
- How and when to measure
- Unintended consequences



Examples: Runaway and Homeless Youth Program

Currently, in your life, are there responsible adults or mentors who pay attention to what's going on in your life?



Innovative approach: Online journaling



Measurement in Action: Social Capital for Program Decisions

Megan Smith, MOMS Partnership



Measuring Social Capital in the Mental health Outreach for MotherS (MOMS) Partnership®

Dr. Megan V. Smith

Why MOMS Exists



Improve Mental Health



Increase Family Stability

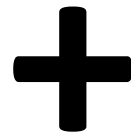
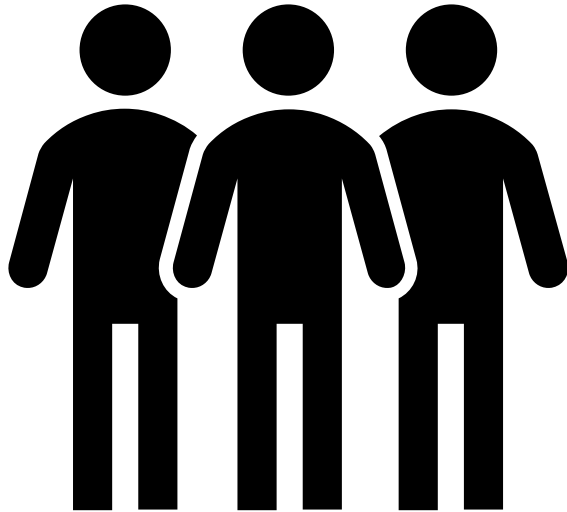


Improve Economic
& Social Mobility

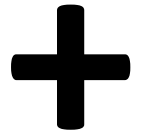
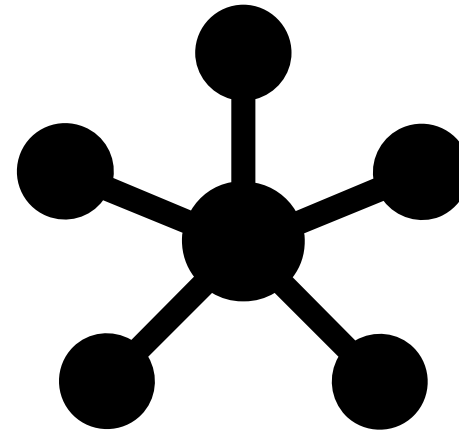
The Program



2 Interventions



Single Stop



Community Partnership



Community Mental Health Ambassadors co-deliver the interventions

Measurement



- Resources in Neighborhood
- Community Support
- Reciprocal Exchange
- Kendler Social Support
- The Medical Outcomes Study Social Support Survey
- Williams Internet Social Capital Scale

Community Support



Measures the extent to which youth and their caregivers feel comfortable with people in their neighborhoods, ask their advice, and interact with them.

Sample questions:

- I regularly stop and talk with people in my neighborhood
- I would feel comfortable asking to borrow some food or a tool from people in my neighborhood
- If I needed advice about something I could go to someone in my neighborhood

Collective Efficacy



Measures informal social control, willingness to intervene, and social cohesion in a neighborhood.

Sample questions:

- If some children were spray-painting graffiti on a local building, how likely is it that your neighbors would do something about it?

Reciprocal Exchange



Measures the relative frequency of social exchange within the neighborhood on issues of consequences for children.

Sample questions:

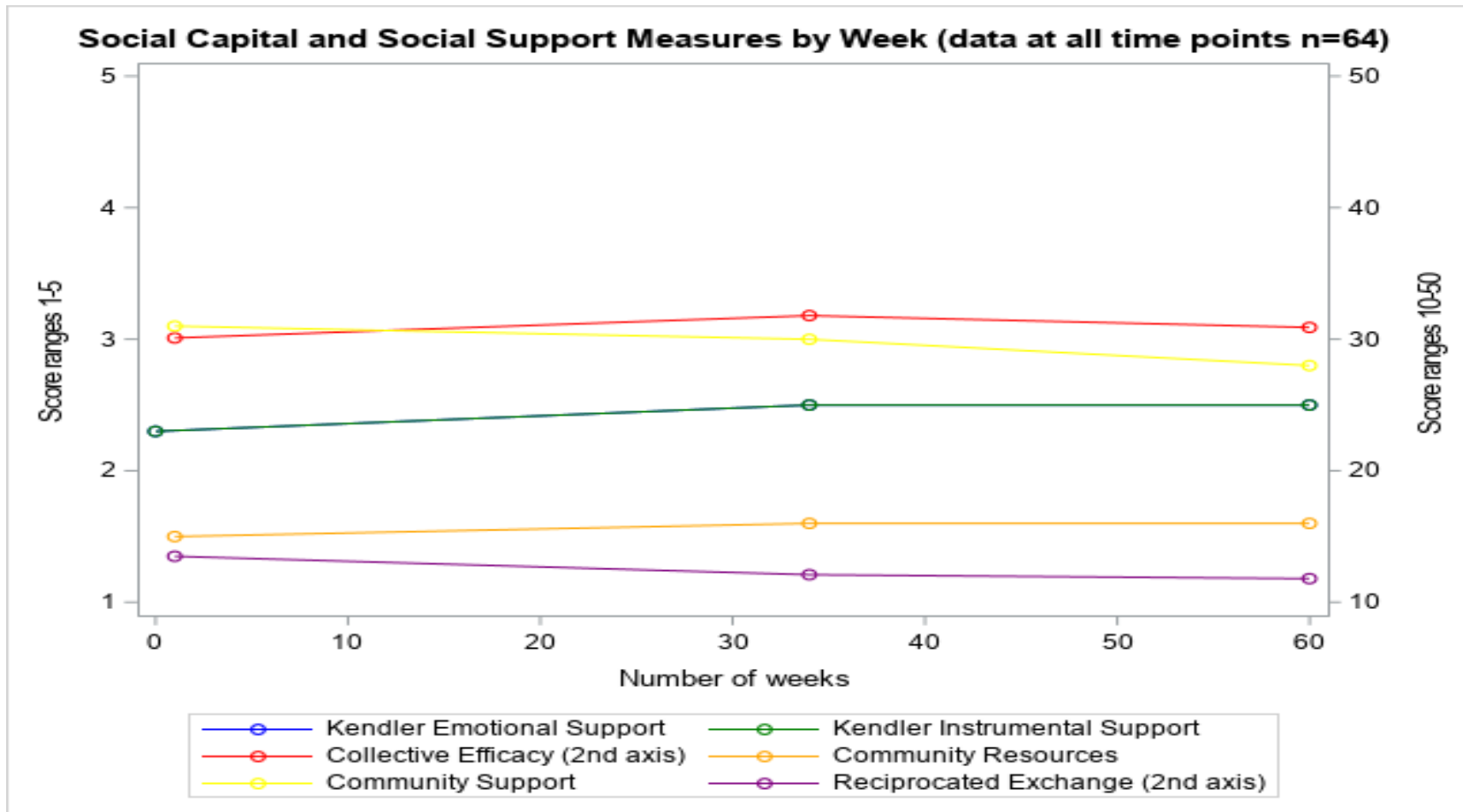
- About how often do you and people in your neighborhood do favors for each other? By favors we mean such things as watching each other's children, helping with shopping, lending garden or house tools, and other small acts of kindness?

Sense of Belonging in DC MOMS



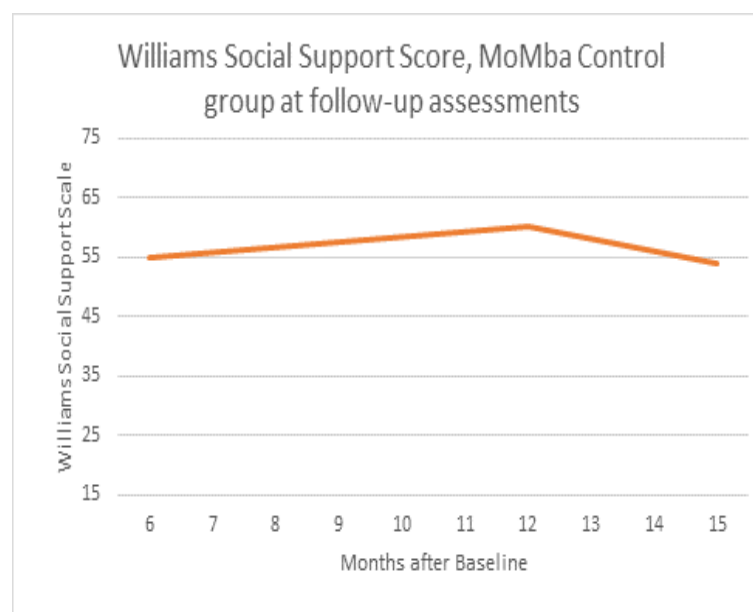
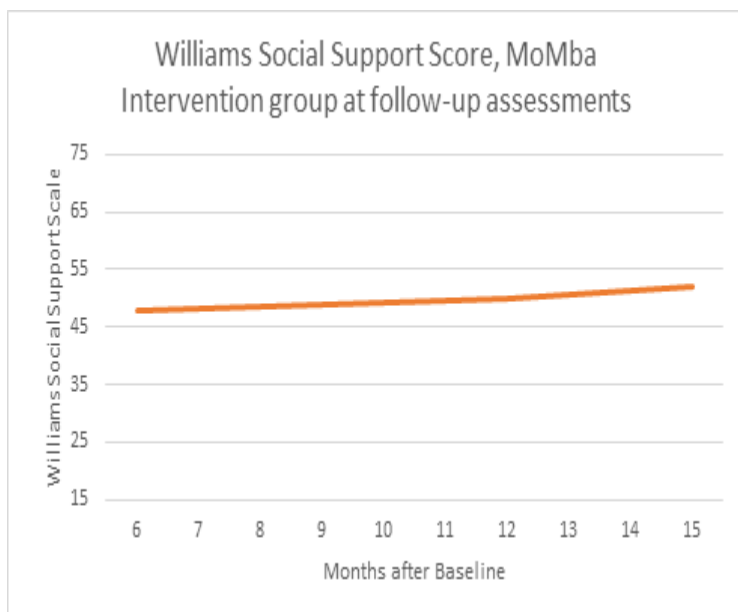
1. Is there any one special person you know from your MOMS group that you feel very close with?
2. Can you count on anyone from your MOMS group to provide you with emotional support - talking over problems and helping you make a difficult decision?
3. Can you count on anyone from your MOMS group to help you with day-to-day tasks like grocery shopping, housecleaning, cooking, telephoning, giving you a ride?

Additional Measurement Challenges



Sensitivity to change

Measurement Opportunities



Sensitivity to change

Digital biomarkers

Sample question: Interacting with moms on MoMba reminds me that everyone in the world is connected.

In Their Own Words



The MOMS Partnership group was a great help because I was in the house, and being in the house wasn't a good thing... you know, to be more social, you know, and everything. It really helps me balance, you know, just being able to talk about things, meeting different people, and realizing that I'm not the only one that went through certain things...

— MOMS Participant

In Their Own Words



“At recent graduation from the MOMS Stress Management class, the room was just filled with love. There were children of participants from ages 0 to 13 in the room. There were fathers who were there in support of their partners. Some long-lost friends were present as participants reconnected with them after the final class, which was focused on networks of support. Graduation also had volunteers who wanted to contribute their time to support the MOMS program.”

—MOMS Clinician

Getting Started: Action Steps and Resources

Laura Erickson, ASPE

Action Steps to Consider: Are you...

Just getting started?

Gathering *some* data already?

Using an established data-gathering system?

Just getting started?

- Begin to document who, what, when, where, and how
- Data can help determine if the program works and if it is reaching the intended audience
- Create a starting point:
 - What will you measure? How?
 - Develop a logic model or incorporate social capital into your existing logic model

Already gathering some data?

- Focus on changes from baseline data
- If not meeting social capital-building expectations, how can you improve this process?
 - Compare the logic model to your actual program
 - Identify areas for improvement

Using an established data-gathering system?

- Focus on measuring outcomes, rather than just outputs
- This takes more capacity:
 - Stay connected with program alumni
 - Update contact information regularly
 - Continue to collect data over the long-term
 - Have data analysis capacity to synthesize patterns
- Determine how to use data to communicate with stakeholders

Find products from this and other ASPE social capital work at:

<https://aspe.hhs.gov/social-capital>



Reach out with any questions or to learn more about our work: Laura.Erickson@hhs.gov

Resources

What is Social Capital? (One-pager/Infographic)

<https://aspe.hhs.gov/system/files/pdf/263491/What-is-Social-Capital.pdf>

How to Include Social Capital in a Human Services Program Logic Model (Practitioner Tool)

<https://aspe.hhs.gov/how-include-social-capital-human-services-program-logic-model>

Measuring Social Capital in Human Services Programs (Research Brief)

<https://aspe.hhs.gov/system/files/pdf/262956/FINALSocialCapitalMeasurementBrief.pdf>

Questions?

[Slides from today's presentation](#)



Wrap-Up