



Culture, Context, & Ecosystem: Why They Matter in Measuring and Monitoring Policy Compliance

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Flow for the next 50 minutes

- Quick refresher about what a measure is
- Review of what culture, ecosystem, and context mean
- Prompts about culture, ecosystem, and context
- Example
- Group exercise

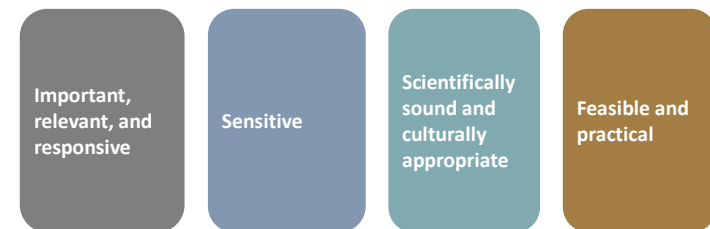


What is a Measure?

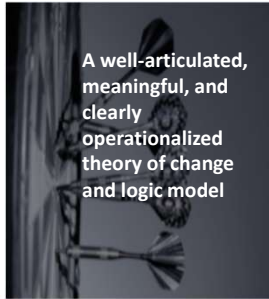
- Measure is the size, amount, or concrete description of the concept underlying what you want to know and learn (construct)
- Examples of measures could be a gauge, appraisal, scale, test



What Constitutes a Good Measure?



To Develop the Best Possible Measure, You Need....



What Types of Measures Are There?



Culture, Ecosystem & Context



Culture: A set of behaviors, beliefs, values, and symbols that a group of people learn, accept, and pass along.



Ecosystem: A system of interconnected organizations and institutions, typically in a particular locale, that can affect and are affected by culture and context



Context: The circumstances, surroundings, and environment that form and influence a situation



Culture, Ecosystem & Context



Considerations of Culture, Ecosystem & Context

For a good measure, ask:

- ✓ What is the construct or concept you want to know and learn about?
- ✓ What is the indicator and measure?
- ✓ Does a validated and reliable measure already exist?
- ✓ Whose input is needed?
- ✓ How will you collect the data? From whom or what? And when?
- ✓ What type of decision or action will the data inform?

For a good measure that considers culture, ecosystem & context, ask:

- ✓ How might the behaviors, beliefs, values, and symbols that a group of people learn, accept, and pass along, change the construct or concept?
- ✓ Which aspect of the indicator and measure is and isn't generalizable to different cultures, contexts, and ecosystems? Pause! What assumptions might you be making?
- ✓ With which cultural group and what context was the measure validated? Are they similar to your context and the group that is supposed to benefit from your organization?
- ✓ What are culturally responsive ways to get the input and from whom?
- ✓ What are culturally appropriate methods for collecting the data?
- ✓ What is happening in the context and ecosystem that should be considered in the interpretation of the data and the difference (or lack of) that you made?
- ✓ How will the decision or action, based on the data, affect others that are part of the ecosystem and the context?



Example

You operate a community health center. The center exists to ensure that everyone in your city uses and benefits from preventive health services.



Construct to measure: *Use and benefits of preventive health services*

What is the measure?

*Type, # and % of health screenings
Frequency of health screenings, by type
Lower occurrence of hospitalization*

Does a validated and reliable measure already exist?

Yes, these measures have been repeatedly used in federal and other studies

How will you collect the data?

*Patient records
Hospital data*

How might the behaviors, beliefs, values, and symbols that a group of people learn, accept, and pass along, change the construct or concept?

Health screenings may not be a priority or a norm

Which aspect of measure is and isn't generalizable to different cultures, contexts, and ecosystems? What assumptions might you be making?

Everyone in the city knows about your center, knows how important it is to get health screenings, and feel comfortable coming to your center for them

With which cultural group and what context was the measure validated? Are they similar to your context and the group that is supposed to benefit from your organization?

Let's compare the demographic composition of your city with other cities with similar or drastically different demographics. What measures do they use?

What happens if you don't consider culture, ecosystem, and context?

administration



Exercise

You are CEO of a community planning organization. Your organization exists to ensure that all public spaces in the county are inclusive and engaging and supports a high sense of community in the region.



Construct to measure: Inclusive and engaging public spaces

What is the measure?

Accessibility of public spaces (within walking distance, good lighting, places to sit)

Use of public spaces

Does a validated and reliable measure already exist?

Yes, it's been used to assess public parks, gardens, and museums in urban settings

Whose input is needed?

Nobody because those measures have been validated

How will you collect the data? From whom or what? And when?

Survey

A booth where people can tape their reactions and comments

What type of decision or action will the data inform?

Design of the next public space

1. How might the behaviors, beliefs, values, and symbols that a group of people learn, accept, and pass along, change the construct or concept?
2. Which aspect of the indicator and measure is and isn't generalizable to different cultures, contexts, and ecosystems? Pause! What assumptions might you be making?
3. With which cultural group and what context was the measure validated? Are they similar to your context and the group that is supposed to benefit from your organization?
4. What are culturally responsive ways to get the input and from whom?
5. What are culturally appropriate methods for collecting the data?
6. What is happening in the context and ecosystem that should be considered in the interpretation of the data and the difference (or lack of) that you made?
7. How will the decision or action, based on the data, affect others that are part of the ecosystem and the context?

Key Takeaways

- Measures that consider culture, ecosystem, and context are more scientifically rigorous,
- More responsive to people's realities and sensitive to their distinct needs,
- Inform decisions that matter to them,
- Improve what you are doing, and most important of all,
- Enable you to support equitable and just change.



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Effective Strategies
Equitable Systems
Strong Communities