

# UNITED STATES PROGRAMS

FHI 360's United States Programs Research and Evaluation (R&E) team has decades of experience in designing and conducting studies that have expanded the evidence base on strategies for improving the lives of Americans in lasting ways.

## RESEARCH AND EVALUATION

We bring methodological expertise and deep content knowledge to R&E studies related to strategies for improving **health, education,** and **workforce development,** and the use of **social marketing and communication** campaigns to address social issues.

Our Formative–Process–Outcome approach to R&E systematically tracks and monitors program implementation, activities, key performance measures and targets, impacts, and benefits accrued.

Our R&E findings have helped government agencies, non-profit organizations, foundations, and corporate social responsibility initiatives gain insight into communities and populations, design effective interventions, and measure the impact of policies and programs.



## FHI 360 PROVIDES A COMPREHENSIVE SET OF R&E SERVICES



### ENVIRONMENTAL SCANS/LITERATURE REVIEWS

We help you understand what is known about an issue, guide you through existing data, and put together issue briefs that summarize the research literature.



### SURVEY DEVELOPMENT AND ADMINISTRATION

We design, pilot, and administer effective questionnaires that provide reliable and valid data and a meaningful response rate.



### AUDIENCE RESEARCH

We use focus group discussions, key informant interviews, and in-depth interviews to identify meaningful segments within intended audiences so that messages and materials can be developed and tailored appropriately.



### ANALYSIS AND REPORTING

We design both qualitative and quantitative analysis plans, generate data, develop descriptive and statistical models, and produce powerful statistical reports with compelling graphics that bring critical data to life.



### MESSAGE AND MATERIAL TESTING

We rigorously test messages and materials in both English and Spanish to ensure that both content and format support communication objectives.



### DATA MANAGEMENT

We customize innovative and efficient solutions for data collection, storage, and cleaning to fit the needs of your study and sites.



### STUDY DESIGN

We design detailed procedures for quantitative, qualitative, and mixed methods R&E, from randomized controlled trials and quasi-experimental studies to grounded theory and narrative inquiry.

## SELECTED RESEARCH AND EVALUATION PROJECTS



### EDUCATION & WORKFORCE DEVELOPMENT

#### Annual Evaluations of Bridge to Employment

This global, cross-sector youth development program aims to introduce young people to healthcare careers—and, at the same time, to enrich the working lives of Johnson & Johnson employees. FHI 360 evaluators administer annual student and volunteer surveys as well as collect focus group and academic performance data.



### EDUCATION

#### Evaluations of Gaining Early Awareness and Readiness for Undergraduate Programs (GEAR UP)

We assist GEAR UP state and partnership grantees in designing evaluation plans to meet current program guidance and align to individual program goals and components. This includes the collection of outcome data, program measurement, and the use of performance indicators.



### EDUCATION, HEALTH, & WORKFORCE DEVELOPMENT

#### Evaluation of the Tiwahe Initiative

Six tribes participated in the Tiwahe initiative, a 5-year project designed to support tribal communities in developing coordinated strategies to address interrelated education, economic, and health challenges. This evaluation collects information to identify implementation processes and factors that accelerated the program objectives and goals, and elements that may have impeded the team's ability to reach certain goals.



### EDUCATION

#### Investigating the Importance of Girls' Math Identities in STEM Programs

This systematic literature review investigated the importance of math identity in science, technology, engineering, and math (STEM) programs to better understand its relationship with participation and achievement, potential moderating and mediating factors, and effective strategies for promoting positive math identity in girls and women. The review suggests that positive girls math identity was consistently linked with increased performance, participation, and persistence in mathematics.



### HEALTH & SOCIAL MARKETING AND COMMUNICATION

#### Immunization and Respiratory Diseases Audience Research

FHI 360 provides formative research and message and materials testing services for CDC's influenza campaigns. This work includes research with the following audiences: health care professionals, parents of young children and adolescents, pregnant women, older adults, and other professionals who deal with infectious respiratory diseases. Methods employed in this research include national public opinion polls, online panel surveys, in-depth interviews, cognitive interviews, and small group and focus group discussions.



### HEALTH

#### Raising Concussion Awareness and Treatment in Youth Sports

In this randomized controlled trial, FHI 360 worked across the United States with coaches, parents, and youth ages 10–17 in YMCA-sponsored athletic leagues to determine the impact of the use of CDC-developed Heads Up materials on concussion knowledge, attitudes, behaviors, and intentions.



### SOCIAL MARKETING AND COMMUNICATION

#### Marketing Support to the National ROPS Rebate Program

For more than a decade, FHI 360 has provided social marketing and communication, design, and research support to the National Rollover Protection System (ROPS) Rebate Program. Recently, we helped test videos with industry partners and potential funders. Using rough cuts of videos, we worked with the client to create a moderator guide to assist ROPS with focus group testing. FHI 360 analyzed these data and provided recommendations to inform the final production and dissemination of the video.



### SOCIAL MARKETING AND COMMUNICATION & WORKFORCE DEVELOPMENT

#### Promoting Job Skills

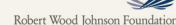
This initiative, launched in Baltimore and Chicago, aimed to educate retail workers and employers about the value of retail work experiences, encourage skills development, and promote career advancement. Activities included a review of target audience data and existing workforce development programs; stakeholder interviews; and message and materials development and testing.

## SOME OF OUR RECENT CLIENTS

### GOVERNMENT AGENCIES



### FOUNDATIONS



### ORGANIZATIONS

