



The METRIC Model:

Measuring Engagement and Tracking Influencer Communications

An Innovative Approach to Measuring Stakeholder
Relations



CHANDLER CHICCO
C O M P A N I E S

 INVENTIV HEALTH

The Need

Providing Clients Another Way to Shine Within



When it comes to “public affairs” and “stakeholder engagement,” clients often know they need it, but they don’t know how to measure its progress – and certainly don’t know how to communicate its success internally.

The STOP Obesity Alliance

The Strategies to Overcome and Prevent (STOP) Obesity Alliance is a collaboration of consumer, provider, government, labor, business, health insurers and quality-of-care organizations united to drive innovative and practical strategies that combat obesity.



<http://www.stopobesityalliance.org/>

The Alliance's goal is to help reverse America's rising trend in obesity and related conditions such as diabetes, heart disease, and certain cancers by foster change in society's perceptions of, and approaches to, preventing and treating obesity in the context of the real-world environment in which we live.

- Identifying and breaking down cultural and systemic biases around obesity;
- Re-defining success as sustained weight loss based on health rather than only by societal norms;
- Highlighting research-based initiatives and technologies to improve prevention and care; and
- Identifying, recommending and promoting innovations in community, employer, and healthcare delivery and financing systems.

The STOP Obesity Alliance

Steering Committee Members

- America's Health Insurance Plans (AHIP)
- American Diabetes Association (ADA)
- American Heart Association (AHA)
- Canyon Ranch Institute (CRI)
- National Quality Forum (NQF)
- Obesity Action Coalition (OAC)
- Partnership for Prevention
- Service Employees International Union (SEIU)
- The American Medical Group Association (AMGA)
- The Care Continuum Alliance
- The National Business Group on Health (NBGH)
- The Obesity Society
- The Reality Coalition
- Trust for America's Health (TFAH)

Associate Members

- American Academy of Nurse Practitioners (AANP)
- American Association of Diabetes Educators (AADE)
- American College of Preventive Medicine (ACPM)
- American College of Sports Medicine (ACSM)
- American Dietetic Association (ADA)
- American Medical Women's Association (AMWA)
- American Sleep Apnea Association (ASAA)
- American Society for Metabolic & Bariatric Surgery (ASMBS)
- American Society of Bariatric Physicians (ASBP)
- Association of Clinicians for the Underserved (ACU)

Associate Members cont'd

- Association of Women's Health, Obstetric and Neonatal Nurses (AWHONN)
- Binge Eating Disorder Association (BEDA)
- Black Women's Health Imperative Campaign to End Obesity (CEO)
- Commissioned Officers Association of the U.S. Public Health Service (COA)
- DiabetesSisters
- Healthcare Leadership Council (HLC)
- HealthyWomen
- Institute for Health and Productivity Management (IHPM)
- Institute for the Advancement of Multicultural & Minority Medicine (IAMMM)
- Jacobs Institute of Women's Health
- Joslin Diabetes Center
- National Association of Chronic Disease Directors (NACDD)
- National Association of Social Workers (NASW)
- National Black Nurses Association (NBNA)
- National Council of La Raza (NCLR)
- National Hispanic Medical Association (NHMA)
- National Indian Health Board (NIHB)
- Rebecca Puhl, Ph.D.
- Surgical Review Corporation (SRC)
- The Aspen Institute
- The COSHAR Foundation Inc.
- The Society for Women's Health Research (SWHR)
- WomenHeart

The METRIC Model Provides Unique Framework for Tracking and Communicating Programmatic Success

Masuring Engagement and TRacking Influencer Communications

Goal of the model:

- Go beyond media results to provide full picture of relationships with coalition members and their activities
- Provide baseline metrics which will be used to set future goals and targets
- Compare engagement level among member organizations
- Provide comparisons for future periods to illustrate continued success and identify best practices

Customized Criteria for Measuring Member Engagement: *Action and Weighting*

LIMITED (1 POINT)

- Periodic touch base with Alliance staff
- Providing organizational info for Member page on Alliance Website

BASIC (2 POINTS)

- Participation in internal Alliance meetings and calls
- Submitting featured news items in STOP Obesity Alliance E-Newsletter

INTERMEDIATE (3 POINTS)

- Contributing as guest bloggers and/or commentators on STOP Obesity Alliance “Weighing In” blog
- Attendance at Alliance public events

ADVANCED (4 POINTS)

- Requesting content from STOP Obesity Alliance or featuring STOP Obesity Alliance news/materials on public and private communications channels (e.g., Web site, bylined articles for member publications and/or internal newsletters)
- Recruiting/suggesting potential members and/or funders for the Alliance
- Including Alliance news on social networking sites (e.g., Twitter, Facebook)
- Following the Alliance on social networking sites (e.g., Twitter, Facebook)
- Participation in Alliance projects, discussions or task forces

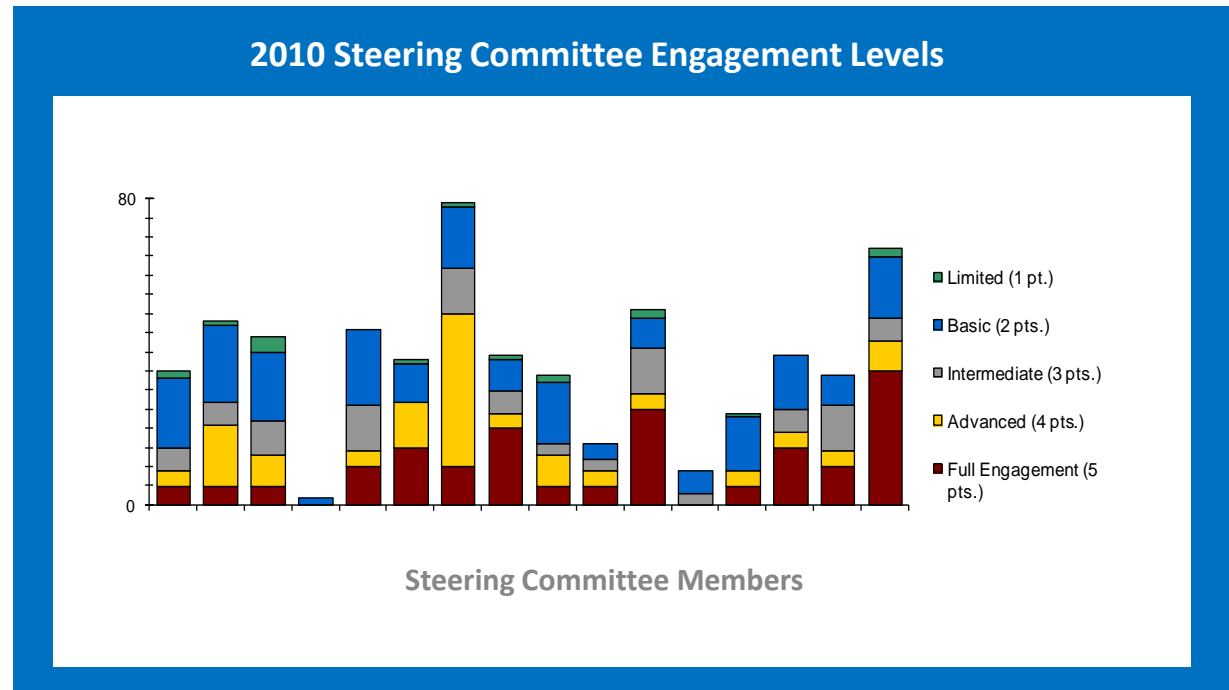
FULL ENGAGEMENT (5 POINTS)

- Participation in media – quotes in press materials, media interviews, etc.
- Participation in speaking events/conferences on behalf of the STOP Obesity Alliance or where the Alliance has a presence or role
- Leveraging public affairs/policy relationships to further STOP Obesity Alliance policymaker efforts (includes STOP messaging and materials in outreach)

Steering Committee Engagement and Commitment Stayed Strong Throughout the Year

METRIC Model 2010 Highlights:

- Nearly 90 percent of Steering Committee members have interacted on Full Engagement level
- More than 65 percent participated across all activity levels
- Steering Committee membership increased by 15 percent in 2010 (compared to 2009)



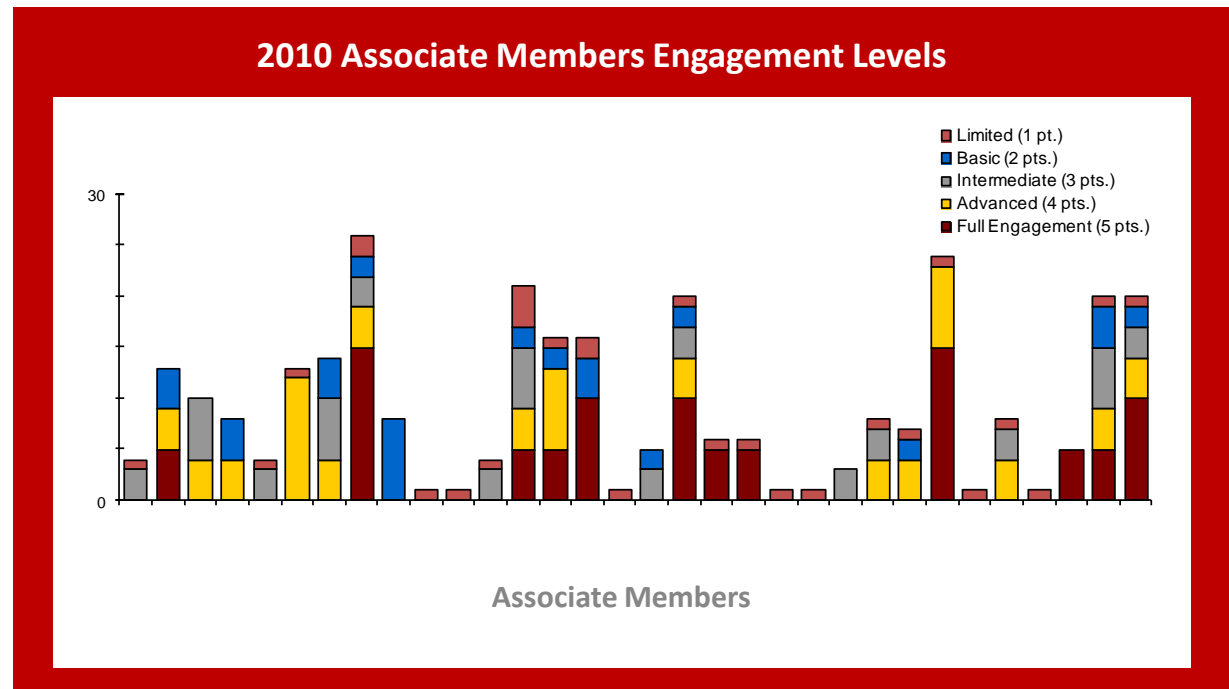
Adding Associate Members Brought Alliance Activities, Research and Outreach to New Audiences

METRIC Model 2010 Highlights:

- Membership nearly doubled from 17 to 32

Several Associate Members came to the Alliance through referrals from existing members - a new level of engagement that has benefitted growth and demonstrates commitment to the Alliance.

- Nearly 40 % of Associate Members interacted on the Full Engagement level, down from 2009 due to the positive development of a 47% increase in membership
- 75% of Associate Members have interacted at or above the Intermediate level, up from 53% in 2009



Customized Criteria for Measuring External Engagement

Action and Weighting

AWARENESS (1 POINT)

- Requests a meeting with the Alliance
- Ran a story on the Alliance as a result of proactive media outreach by CCA

COLLABORATION (2 POINTS)

- Asks to partner or volunteer with the Alliance on specific projects
- Extends invitation to attend unrelated obesity event or conference

PARTNERSHIP (3 POINTS)

- Expresses interest in sponsoring the Alliance
- Invites Alliance to sign onto coalition position statement or letter

ADOPTION (4 POINTS)

- Invites Alliance leadership to attend, speak or participate in non-STOP event
- References the Alliance or its body of work (e.g., Obesity GPS, surveys, recommendations, research)
- Refers media or other organizations to the Alliance for comment/expertise

FULL ENGAGEMENT (5 POINTS)

- Requests to become an Alliance member
- Asks for input/interview from the Alliance that results in a media article (reactive)
- Adopts Alliance recommendations and/or policies
- Use of Alliance materials for education, awareness, training and reference purposes

External Stakeholders Seek Alliance Input, Expertise and Guidance on Obesity Issues

METRIC Model 2010 Highlights:

- All external audiences have engaged on the “Awareness,” “Adoption” and “Full Engagement” levels
- Policymaker engagement increased 14-fold since 2009 and includes engagement on all levels.
- Communications/news media group has shown the highest level of engagement, consistent with 2010
- Non-member advocacy organizations referred to Alliance materials and invited Alliance leaders to participate in events throughout the year, signaling the Alliance’s standing as a trustworthy resource and presence in the field.
- Other external opportunities have included meetings with government agencies and potential funders.

