

Impact. Empowerment. Resiliency.



**Creating Impact, Empowering Communities, Building Resilience –
Where and When it Matters**

PUBLIC HEALTH

The Cloudburst Group is a unique, small business working to improve social, economic, and environmental resilience, contracting and partnering with other mission-driven organizations and governments. To achieve our mission, we work with our clients to provide creative, practical solutions of lasting and sustainable impact.

Our extensive expertise in public and behavioral health, environmental health, housing & community development, data analysis, and cross-systems development assures success on the most complex of projects.

Our corporate leaders provide financial management and contract oversight, while our technical staff deliver the research, planning, monitoring, evaluation, and training that allow our clients to achieve their impact objectives. Clients have come to respect our unique capacity to provide the highest level of performance with exacting execution of tasks.

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Company Information:

SBA: Economically Disadvantaged Women Owned
Small Business (EDWOSB)
Size Standard: \$15M
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RESEARCH • EVALUATION • ANALYSIS • VISUALIZATION • COMMUNICATION

PUBLIC HEALTH PROJECT EXAMPLES

SAMHSA Performance Accountability and Reporting System (SPARS) • Now Is The Time (NITT) Program Evaluation for Prevention Contract (PEP-C) • Achieving Public Health Impact through Policy (APHIP) Jail Diversion and Trauma Recovery Program • HIV Prevention Gender Toolkit • NCIPC Research Portfolio Reviews CDC Partnership Engagement Plans

PUBLIC HEALTH PRACTICE AREA

The Cloudburst Group's Public Health practice area translates public health science and theory into public health practice. We specialize in health assessment and policy analysis, technical assistance, systems and strategic planning, program design, internal and external communications, social marketing, and research.

Our organizational change methodologies help support the integration of behavioral health and primary care services, link social determinants of health to local outcomes, and promote environmental health. We offer a knowledge bank of proven solutions to meet evolving public health needs.

RESEARCH

We provide academic-level research under Institutional Review Board standards to design, collect data, and generate qualitative and quantitative research. We are skilled at impact, performance, and process evaluations for large and small organizations and interventions.

- Research Methods: Focus group discussions, ethnography, literature review, qualitative data analysis, mixed methods, survey methods and data collection tools, including electronic handheld means
- Access to Expertise & Tools: Statisticians, qualitative researchers, sociologists, economists, survey research experts, GIS specialists, data collection tools

RESEARCH EVALUATION

We are skilled at evaluation designs and data collection methodologies that incorporate quantitative, qualitative, and geospatial techniques for large and small organizations and interventions. We have expertise in:

- Impact evaluations (IEs), including baseline, midline, and endline
- Performance evaluations
- Process evaluations
- Formative and summative evaluations
- Program monitoring
- Monitoring and evaluation plans

TECHNICAL ASSISTANCE & CAPACITY BUILDING

We offer on-site and remote training and technical assistance to build capacity of partners and grantees for data collection and analysis, including assistance with:

- Use of data for performance analysis
- Data-driven strategic plan development
- Facilitating local data validity review
- Interpretation of results relevant to policy and/or program priorities
- Training on research, evaluation, and monitoring methodologies
- Partnership and stakeholder engagement plans

COMMUNICATIONS

We offer full service solutions for communications knowledge management, and marketing. Our staff are experts in designing and implementing multi-channel communications strategies that gain stakeholder buy-in, influence target audiences, and amplify public outreach. Using an array of tools tailored to achieve our client's unique goals, our core communications and knowledge management services include:

- Strategic Communications and Marketing
- Website Management and Development
- Organizational Knowledge Management

DATA VISUALIZATION AND DISSEMINATION

Reflecting back results of research, evaluation, and monitoring for the end-user audience is a core tenet of our research framework. We devise innovative methods to visualize data in a culturally competent manner and bridge research and practice. We are also skilled at:

- Writing for peer reviewed journals
- Writing technical reports
- Highlighting research findings in communication products including newsletters, blog posts, etc.
- Presenting at conferences
- Policy papers
- Web-based data and findings visualization
- Results dissemination with stakeholders such as program implementers, local and national government officials, and study participants

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