

Overview of Survey and Evaluation Activities: An Effort to Understand Context



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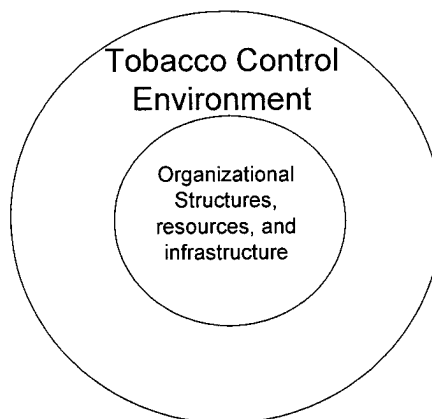
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"The findings and conclusions in this report are those of the author and do not necessarily represent the official position of the Centers for Disease Control and Prevention."

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What Is Context in Our Context



- Organizational environment: structures, processes, resources (financial and personnel), and infrastructure
- Climate/cultural environment: National Tobacco Control Program, tobacco industry



Why Context Matters

“...ignoring the context in pursuit of the concept is like driving without a map.” (Ottoson and Green, 1987)

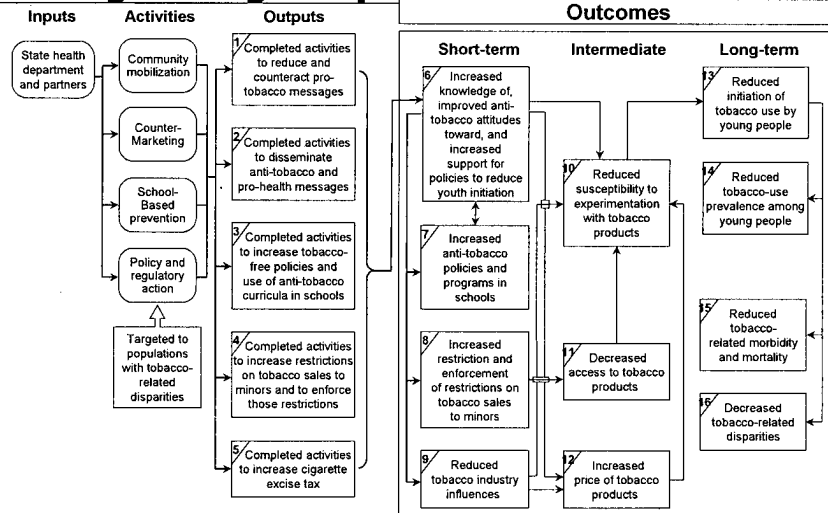


National Tobacco Control Program

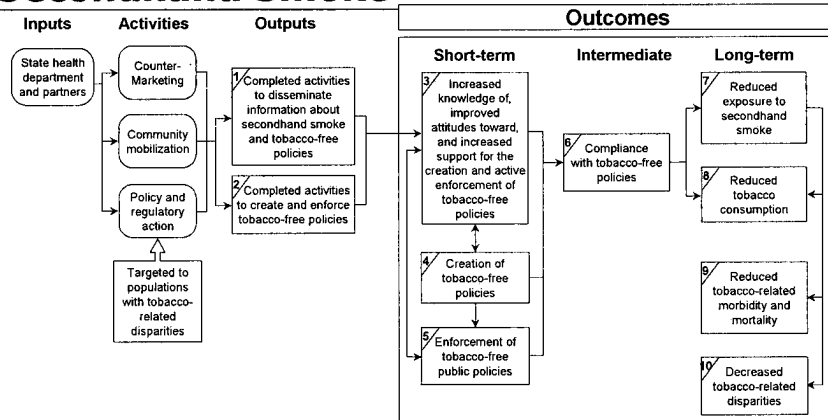
- Funding awarded to all US states and territories for comprehensive tobacco control programs through the National Tobacco Control Program (NTCP)
- NTCP Goals:
 - Preventing Initiation of Tobacco Use Among Young People
 - Eliminating Nonsmokers' Exposure to Secondhand Smoke
 - Promoting Quitting Among Adults and Young People
 - Identifying and Eliminating Tobacco-Related Disparities



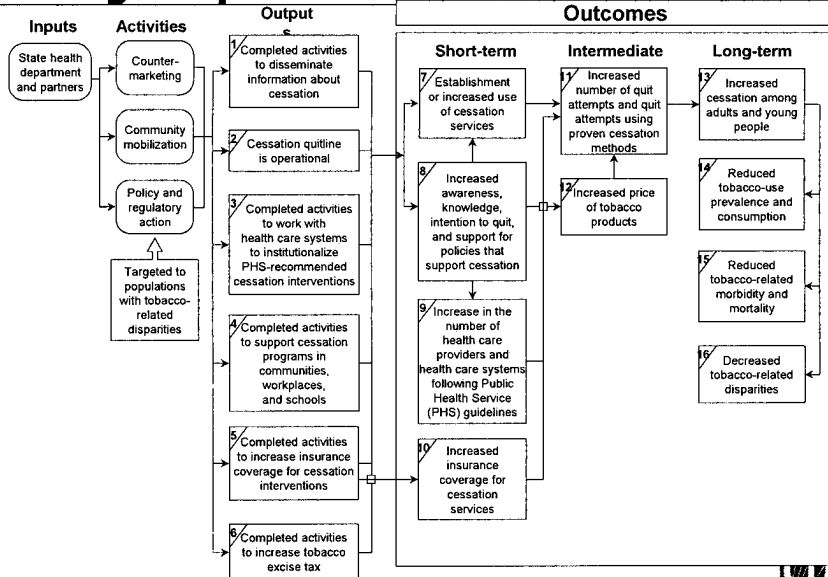
Preventing Initiation of Tobacco Use Among Young People



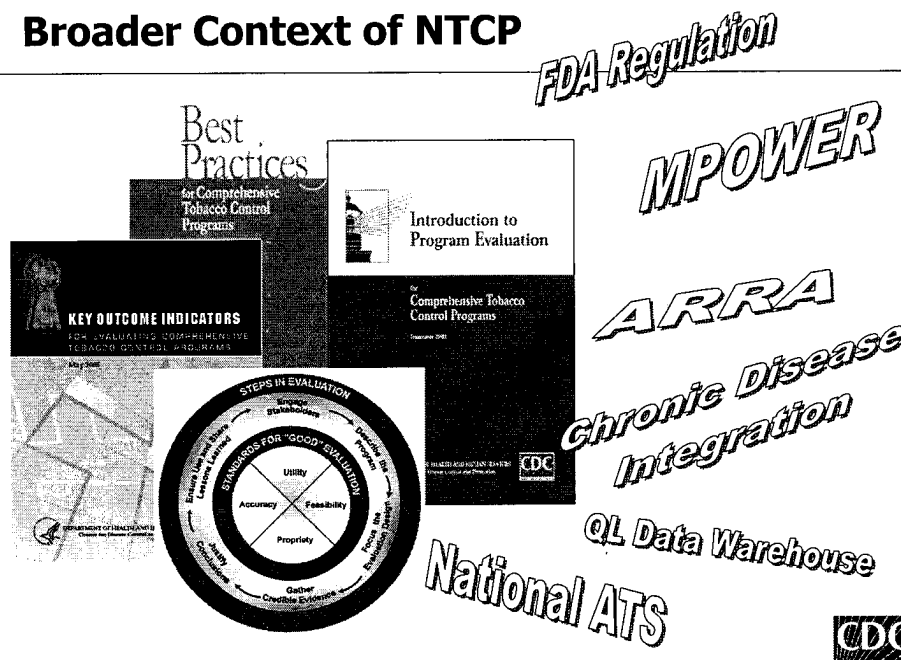
Eliminating Nonsmokers' Exposure to Secondhand Smoke



Promoting Quitting Among Adults and Young People

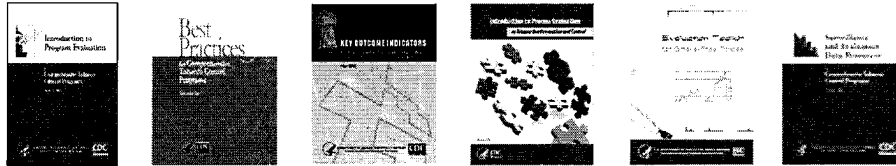


Broader Context of NTCP



Technical Assistance Provided to NTCP Grantees on Surveillance and Evaluation

Surveillance and Evaluation Guidance documents



- Introduction to evaluation
- Best Practices
- Key Outcome Indicators
- Process Evaluation
- Evaluation Toolkit for Smoke-Free Policies
- Surveillance and Evaluation Data Resources



CDC's Perspective on Surveillance & Evaluation of Tobacco Control Programs

- Comprehensive Tobacco Control Programs need systems of surveillance and evaluation that can:
 - Monitor progress toward program and health outcomes
 - Assess overall program achievement and impact
 - Measure the effectiveness of specific programs, policies, and media efforts
 - Guide program improvement
 - Ensure accountability



CDC's Perspective on Surveillance & Evaluation of Tobacco Control Programs

- Surveillance & evaluation systems must have first priority in program planning
- Evaluation planning should be integrated with program planning from the beginning!
- States should have a comprehensive tobacco control plan that includes an evaluation plan
- 10% of total annual program funds should be allocated for surveillance and evaluation



CDC's Perspective on Surveillance & Evaluation of Tobacco Control Programs

Evaluation:

- Is ongoing
- Is integrated with program planning
- Is based on an explicit theory of change (e.g., OSH's logic models)
- Includes both process and outcome evaluation
- Includes measurement of indicators at baseline
- Includes measurement of indicators over time
- Includes evaluation of the overall program and specific components, as appropriate



Challenges to Providing Surveillance/Evaluation TA

- Currently Grantees must specifically request surveillance/evaluation TA from their CDC program consultant
 - Grantees may not be aware that surveillance/evaluation TA is available to them
 - Grantees may not know how to access surveillance/evaluation TA
 - Lack of knowledge of what grantees are currently doing in surveillance/evaluation
 - Lack of understanding of grantees' capacity to do surveillance/evaluation
 - Lack of knowledge of grantees' TA needs



Steps to Assess Survey and Evaluation Needs of NTCP Staff

- Groundwork
 - Identify evaluation project and evaluator
 - Conference call or meeting with key staff and evaluator
 - Collaboration with advisory group to plan the evaluation
- Formalization
 - Proposal and data collection instruments are drafted, distributed, and reviewed
 - Proposal and data collection instruments revised, finalized, and submitted for IRB approval, contract signed if using external evaluator



The Art, Craft, and Science of Evaluation Capacity Building: New Directions for Evaluation, No. 93, April 2002 by D. W. Compton, M. Bazerman, S. Hueffle Stockdill

Steps to Assess Survey and Evaluation Needs of NTCP Staff

- Implementation
 - Data collection, entry and analysis
 - Preliminary findings are shared with evaluation advisory group
 - Draft report prepared, distributed, reviewed, and finalized
- Utilization
 - Meeting to wrap up evaluation and discuss utilization of findings and dissemination of report(s)
 - Development of action plan for use of the evaluation



Determine Purpose and Use

- Purpose: increase understanding of the contextual dimension of technical assistance to NTCP grantees.
- Use: improve OSH's provision of technical assistance in evaluation to NTCP grantees



Identify Intended Users

- Primary: OSH Evaluation Team
- Secondary: OSH management and staff



Roles

- Advisory Group: OSH Project Officers, NTCP grantees
- Evaluation Facilitator
- Evaluator



Questions

- What are state and territory's capacity to do and use survey and evaluation?
- What are states and territories doing regarding their survey and evaluation activities?
- How do states and territories assess their ability to conduct and use surveys and evaluation?
- How can OSH survey and evaluation technical assistance be improved?



What Did We Do?

- National Tobacco Control Program (NTCP) program managers
- Zoomerang survey
- Sent to 58 states and territories (50 states, PR, US VI, 6 Pacific territories)
- Topics:
 - Contact and general information
 - Capacity for survey and evaluation work
 - Survey activities - YTS, ATS, BRFSS, YRBS and other surveys
 - Program evaluation activities
 - Technical assistance
 - Overall assessment



Sample Questions

- How many full-time equivalent staff and on-site contractors (FTEs) in your organization are devoted to tobacco survey/evaluation work?
- Do you contract with external contractors or university faculty/staff for survey/evaluation work?
- Please list up to 10 of the largest budgeted tobacco control survey or evaluation services/products done for your organization through external contracts in the past 12 months.
- Select one survey or evaluation study from the past 12 months that was the most useful. Please indicate why, when and how you used results of this survey or evaluation study to inform a specific policy or programmatic decision.



More Sample Questions

- Have you conducted an adult or youth tobacco survey without samples provided by the Office on Smoking and Health? Which years was this done? And how often do you plan to administer this survey in the future?
- Have you conducted the BRFSS or YRBS with one or more state-added tobacco questions? Which years was this done? And how often do you plan to do this in the future?
- Have you conducted other survey(s) with at least one major tobacco component? Which survey(s)?
- Select program evaluation activities you have conducted in the past two years.
- Are you conducting evaluations of community level (e.g., local health agencies, schools, etc) tobacco control programs? I



And More Questions

- Would you like to receive assistance from OSH on one or more specific survey or evaluation issues or topics? If Yes, please describe the topic and type of assistance desired.
- How would you assess your state or territory's ability to
 - conduct surveys or contract with other individuals or organizations to successfully conduct tobacco surveys?
 - conduct tobacco related evaluations (this can include contracting with individuals or organizations)?
 - use tobacco survey data and evaluation results?
- Does your state or territory have a website with survey and evaluation data?



What Happened?

- 65.5% Response rate
- 10% of Respondents completed only contact information
- Other questions: variable response rates



Capacity for Survey and Evaluation Work

- Percentage of FTEs or on-site contractors devoted to survey/evaluation work:

Number of FTEs	% of respondents
< 1 FTE	14
1 FTE	44
> 1 and < 4 FTEs	31
≥ 4 FTEs	11

- 86% of respondents had a contract with an outside evaluator
- Outside evaluator most frequently assisted with surveys (ATS, YTS, BRFSS) or the Quitline



Survey Activities

	Yes	No
Conduct ATS without sample provided by OSH	42%	47%
Conduct YTS without sample provided by OSH	25%	69%
Conduct BRFSS with questions added by the state	78%	17%
YRBS with at least one state-added tobacco question	42%	53%

Increasing use of:

- ATS and YTS without samples provided by OSH
- BRFSS and YRBS with state-added questions



Program Evaluation Activities

Evaluation activity	% of respondents
Conduct process and/or outcome evaluations of Quitline(s)	83
Collect a set of outcome indicators statewide	72
Use a non-web based system to collect standardized information across grantees	56
Conduct evaluations of smoke-free policies	56
Aggregate community level data at the state level	53
Conduct evaluations of media campaigns	53
Collect a set of process indicators statewide	47
Use a web based system to collect standardized information across grantees	38
Conduct statewide evaluations of a specific tobacco control intervention not listed above (e.g., tax increase, insurance coverage)	38



Ability to Conduct and Use Surveys and Evaluations

- 92% Respondents felt their organization's ability to conduct tobacco surveys was excellent or good
- 95% Respondents felt their organization's ability to use tobacco survey data was excellent or good
- 78% Respondents felt their organization's ability to conduct tobacco related evaluations was excellent or good
- 89% Respondents felt their organization's ability to use evaluation results was excellent or good
- 64% Respondents indicated their organization had a web-site with survey or evaluation data



Technical Assistance

- 69% of Respondents would like evaluation technical assistance from OSH
- Requested topics for evaluation TA:
 - Coordination of surveys
 - Community evaluation
 - Process evaluation
 - Development of a 5-year evaluation plan



Technical Assistance - Considerations

- Majority (58%) of respondents have at least one on-site FTE or contractor dedicated to evaluation work
- Most respondents (83%) indicated that their state or territory contracted with external contractors or university faculty/staff for survey/evaluation work for their tobacco control program



Our Attempts at Use

- Net-conferences addressing needs
- Improve TA process
 - Include all evaluation staff
- Develop additional materials addressing needs
- Plenary sessions at Surveillance and Evaluation (S&E) Conferences
- Plenary sessions at the yearly National Conference on Tobacco Or Health (NCTOH)



Summary

- Why context matters
 - Without context we can not provide appropriate surveillance and evaluation technical assistance
- How this context will inform provision of evaluation technical assistance
 - Will use this information to decide how and on what we provide surveillance and evaluation technical assistance



Questions?



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