



# Surveillance & Evaluation Webinar Series Presents:

## GUIDANCE FOR THE DEVELOPMENT OF THE DP20-2001 EVALUATION PLAN

Wednesday, September 9, 2020

*The findings and conclusions in this presentation are those of the author and do not necessarily represent those of the Centers for Disease Control and Prevention.*



# GUIDANCE FOR THE DEVELOPMENT OF THE DP20-2001 EVALUATION PLAN

## PRESENTER:

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Office on Smoking and Health

Centers for Disease Control and Prevention

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# *TIPS FROM FORMER SMOKERS*<sup>®</sup> CAMPAIGN EVALUATION UPDATE

SEPTEMBER 9, 2020, SURVEILLANCE & EVALUATION WEBINAR SERIES

REBECCA MURPHY-HOEFER, PHD, MPH; HEALTH COMMUNICATIONS BRANCH



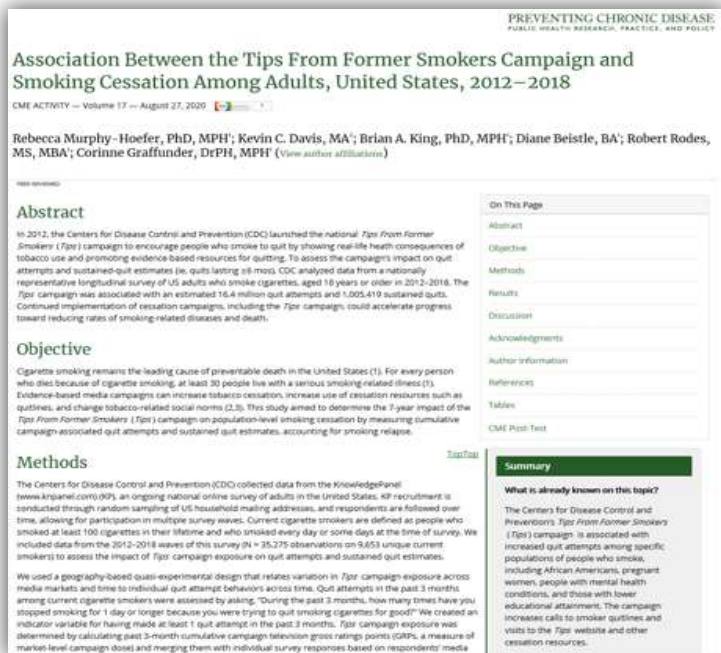
Centers for Disease Control and Prevention

National Center for Chronic Disease Prevention and Health Promotion

Office on Smoking and Health



# METHODS



- Nationally representative online surveys of smokers and nonsmokers from 2012-2018
- Related self-reported past 3 month quit attempts to media dose
- Quit attempts and remained abstinent for at least 6 months

Association between the *Tips From Former Smokers* Campaign and Smoking Cessation Among Adults, United States, 2012–2018. Murphy-Hoefer R, Davis KC, King BA, Beistle D, Rodes R, Graffunder C. *Prev Chronic Dis* 2020;17:200052. [https://www.cdc.gov/pcd/issues/2020/20\\_0052.htm](https://www.cdc.gov/pcd/issues/2020/20_0052.htm)

From 2012-2018, *Tips* was associated with an estimated  
**1 MILLION QUITTS**  
and 16.4 Million Quit Attempts



**Smoking Causes  
Immediate Damage  
to Your Body.**

TIPS FROM  
FORMER  
SMOKERS



Mass media campaigns, such as the *Tips* campaign, can increase smoking cessation as part of a comprehensive approach to reducing disease and premature death in the US

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# Questions?

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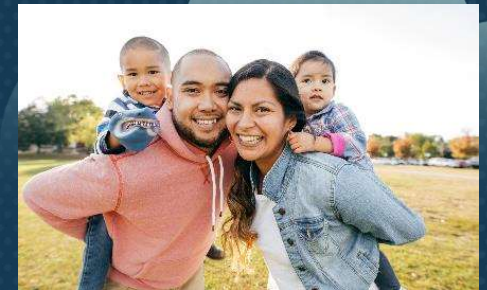


# GUIDANCE FOR THE DEVELOPMENT OF THE DP20-2001 EVALUATION PLAN AND REQUIREMENTS

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EVALUATION TEAM

OFFICE ON SMOKING AND HEALTH



Centers for Disease Control and Prevention

National Center for Chronic Disease Prevention and Health Promotion

Office on Smoking and Health



# AGENDA

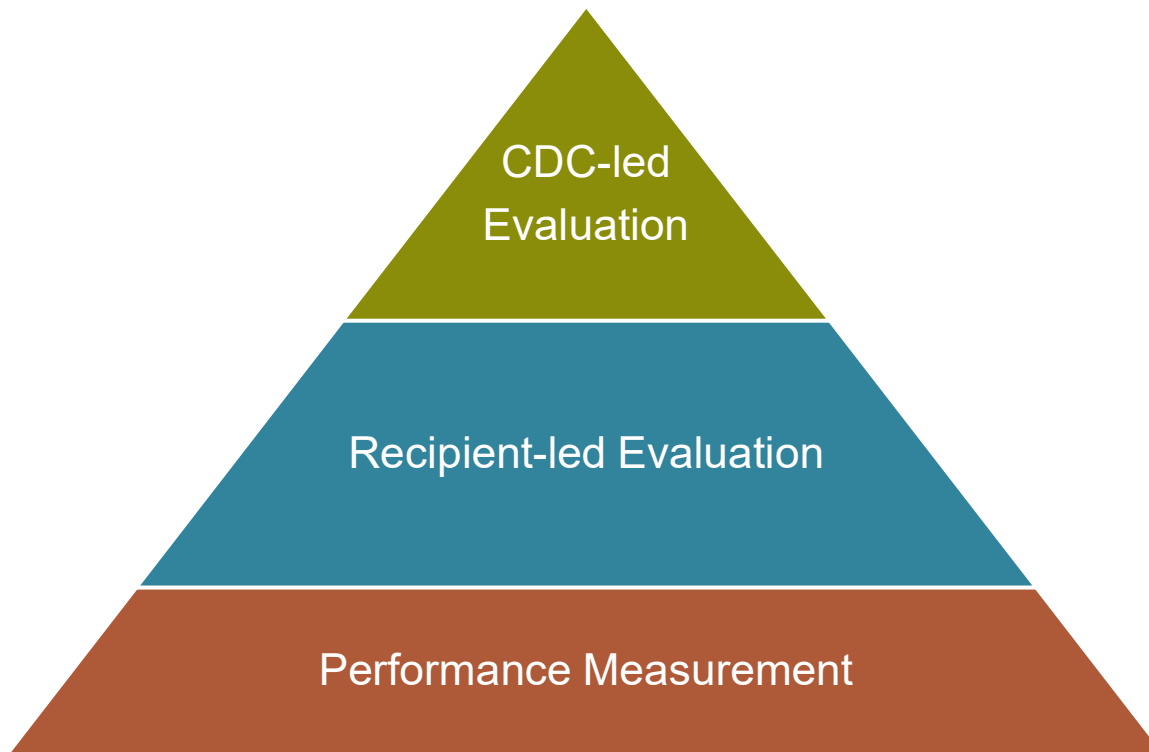
- 01 Evaluation Overview
- 02 NOFO Requirements and Timeline
- 03 Evaluation Plan Considerations
- 04 Evaluation Technical Assistance



# AGENDA

- 01 Evaluation Overview
- 02 NOFO Requirements and Timeline
- 03 Evaluation Plan Considerations
- 04 Evaluation Technical Assistance

# DP20-2001 EVALUATION COMPONENTS



## **CDC-led Evaluation**

Assessment of outcomes, impact, and special studies

## **Recipient-led Evaluation**

Annual evaluation reports

## **Performance Measurement**

Annual performance measurement data collection

# EVALUATION OBJECTIVES



## **Monitor Implementation Progress**

Progress in implementing strategies and achieving intended results

## **Assess Reach**

Extent to which strategies reached the intended population(s) and estimated number of people reached

## **Assess Outcomes and Impact**

Outcomes (e.g., policy, systems, and environmental changes) and impact

## **Inform Program Development**

Use of evaluation findings to inform program improvement and development

## **Expand Evidence Base**

Use of evaluation findings to inform the evidence base

# AGENDA

- 01 Evaluation Approach
- 02 NOFO Requirements and Timeline
- 03 Evaluation Plan Considerations
- 04 Evaluation Technical Assistance

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## DP20-2001 EVALUATION REQUIREMENTS



1

Focus  
Areas



2

Evaluation  
Plan



3

Evaluation  
Report



4

Performance  
Measures



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## DP20-2001 EVALUATION REQUIREMENTS



1

Focus  
Areas



2

Evaluation  
Plan



3

Evaluation  
Report



4

Performance  
Measures



# EVALUATION FOCUS AREAS

## COMPONENT 1

### State-Based

Behavioral Health  
OR Low Income

### Community-Based

Selected  
Population Group

### Policy/Health Systems Change

Selected Policy or  
Health Systems  
Change

## COMPONENT 2

### Quitline

General population,  
including  
populations  
experiencing  
tobacco-related  
disparities

# STATE-BASED AND COMMUNITY-BASED EVALUATION QUESTIONS



## Effectiveness

What evidence-based strategies, promising practices, and/or culturally tailored interventions were effective (and/or not effective) at reaching and improving positive tobacco-related outcomes among the selected populations affected by tobacco-related disparities?

What were lessons learned, promising practices, and unintended consequences?



## Outcomes

To what extent did recipient efforts improve tobacco-related outcomes (refer to guidance for specific outcomes of interest)?

To what extent did recipient efforts reduce tobacco use and dependence among the selected populations affected by tobacco-related disparities?



# POLICY AND HEALTH SYSTEMS CHANGE EVALUATION QUESTIONS



## Outcomes

What impact did the policy or systems change have on achieving tobacco-related outcomes for at least one of the following:

- Decreasing access and tobacco use among youth,
- Increasing protection and reducing exposure to secondhand smoke, and/or
- Increasing use of evidence-based cessation treatment and increasing quit attempts and sustained quits?



## Intended and unintended consequences

What effect did the policy or health systems change have among populations experiencing tobacco-related disparities?

To what extent were there unintended consequences?

# QUITLINE EVALUATION QUESTIONS



## Effectiveness

What services and modalities and/or combination of services resulted in increased quit attempts? For whom?

What services and modalities and/or combination of services resulted in sustained quits at 7-months follow-up? For whom?



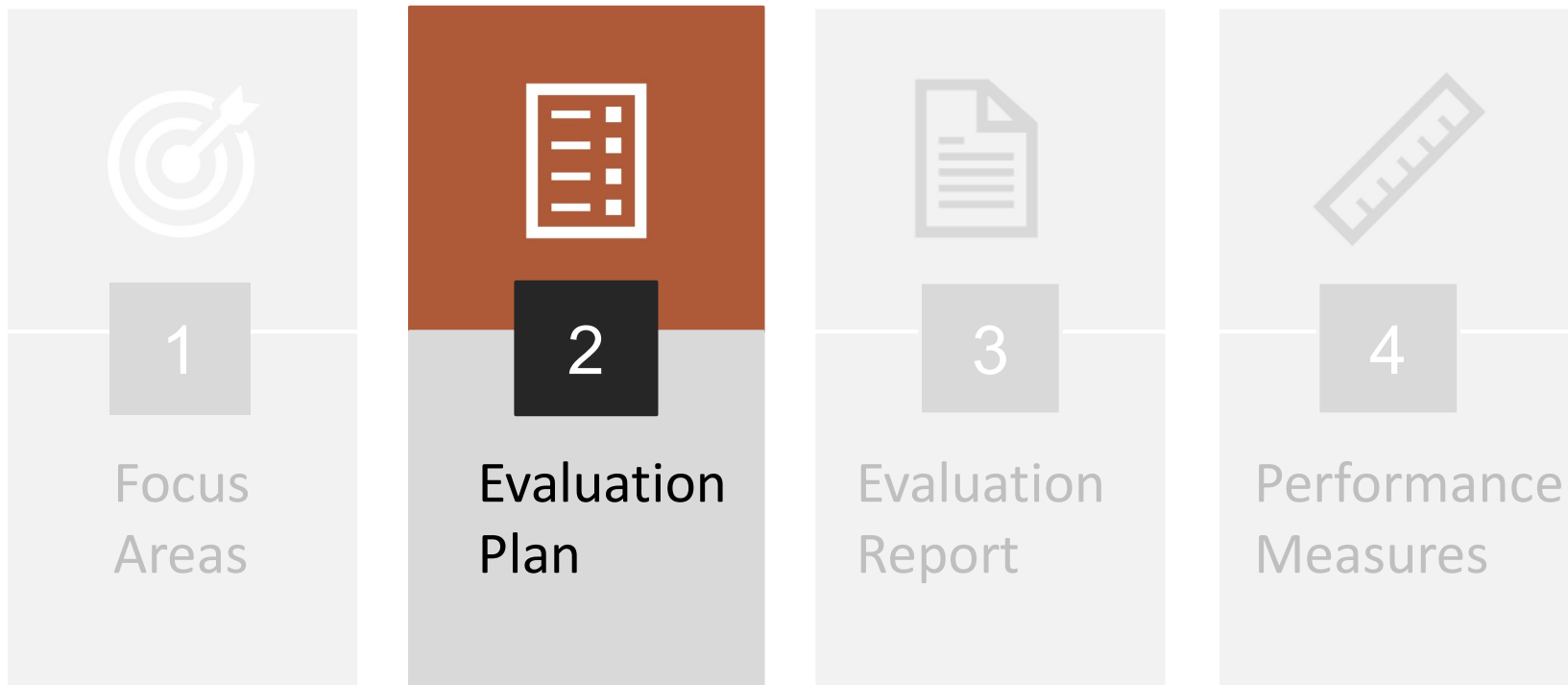
## Outcomes

To what extent did recipient efforts contribute to a measurable change in quit attempts and sustained quits at 7-month follow-up?

To what extent did recipient efforts contribute to a measurable change in quit attempts and sustained quits at 7-month follow-up among populations experiencing tobacco-related disparities?

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## DP20-2001 EVALUATION FOCUS AREAS



# EVALUATION PLAN REQUIREMENTS

## Evaluation Plan Outline



## Table of Contents

### I. Overview of Evaluation

### II. Component 1

- a. Evaluation Focus Areas
- b. Program Logic Model(s)
- c. Table A: Evaluation Plan Overview
- d. Table B. Evaluation Design and Data Collection Matrix
- e. Use of Evaluation Findings

### III. Component 2

- a. Evaluation Focus Areas
- b. Program Logic Model(s)
- c. Table A: Evaluation Plan Overview
- d. Table B. Evaluation Design and Data Collection Matrix
- e. Use of Evaluation Findings

## Table A. Evaluation Plan Overview

How will you  
apply a health  
equity and  
disparities lens?



<p><b>1. Strategies to Evaluate:</b> Select strategies from your work plan that you would like to evaluate during the funding period.</p> <ul style="list-style-type: none"><li><input type="checkbox"/> [Insert strategy]</li><li><input type="checkbox"/> [Insert strategy]</li></ul>
<p><b>2. Overall Evaluation Approach and Context:</b> Describe the general approach that you will undertake to evaluate these strategies.</p>
<p><b>3. Evaluation Stakeholders and Primary Intended Users of the Evaluation:</b> Describe individuals or groups who have a stake in the evaluation and who will use the evaluation results.</p>
<p><b>4. Communication/Dissemination:</b> Describe your broad plans for communicating/sharing your findings and provide examples of products that you will develop.</p>
<p><b>5. Use of Evaluation Findings:</b> Describe how your evaluation findings will be used to ensure continuous quality and programmatic improvement.</p>
<p><b>6. Health Impact:</b> Describe here what you want to be able to say about the contribution of your program to changes in health, behavior, or environment in a defined community, population, organization, or system by the end of the cooperative agreement.</p>



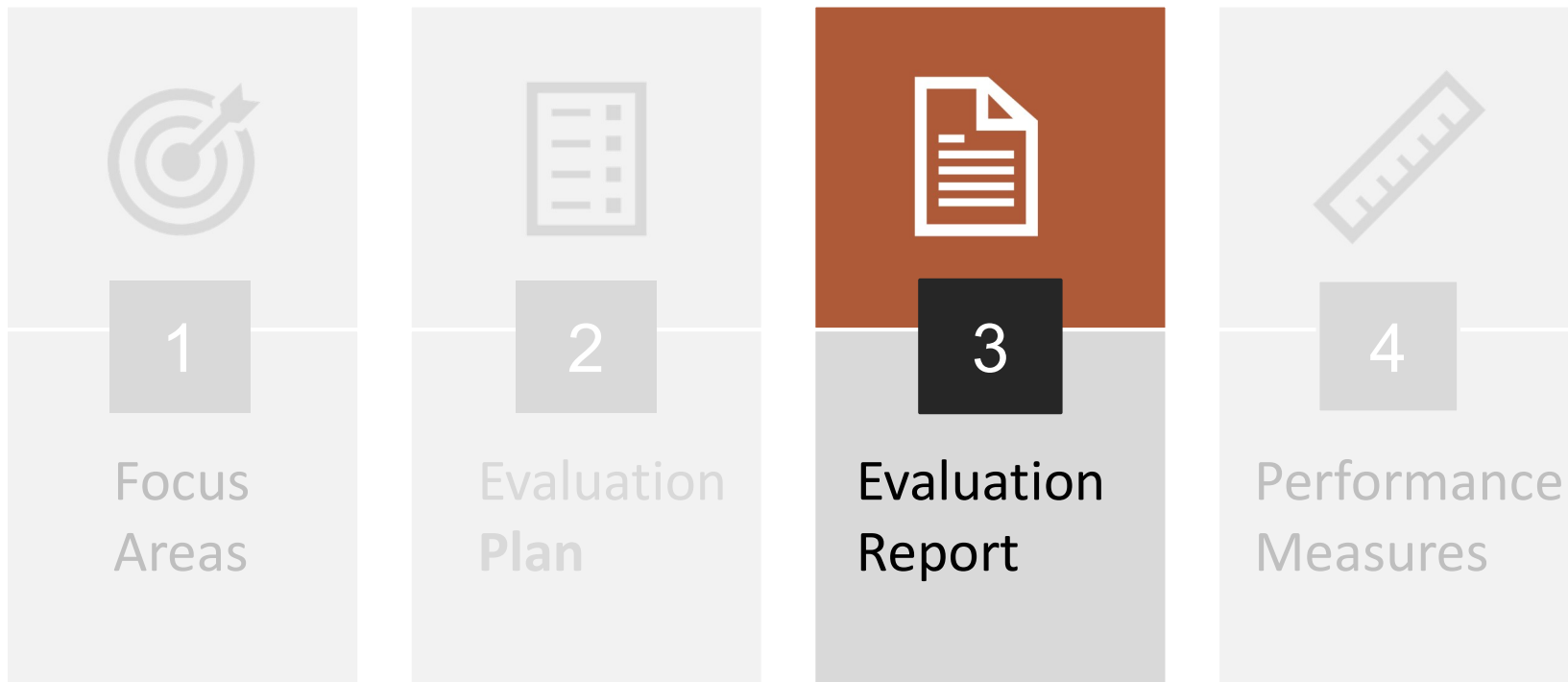
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## Screenshare guidance

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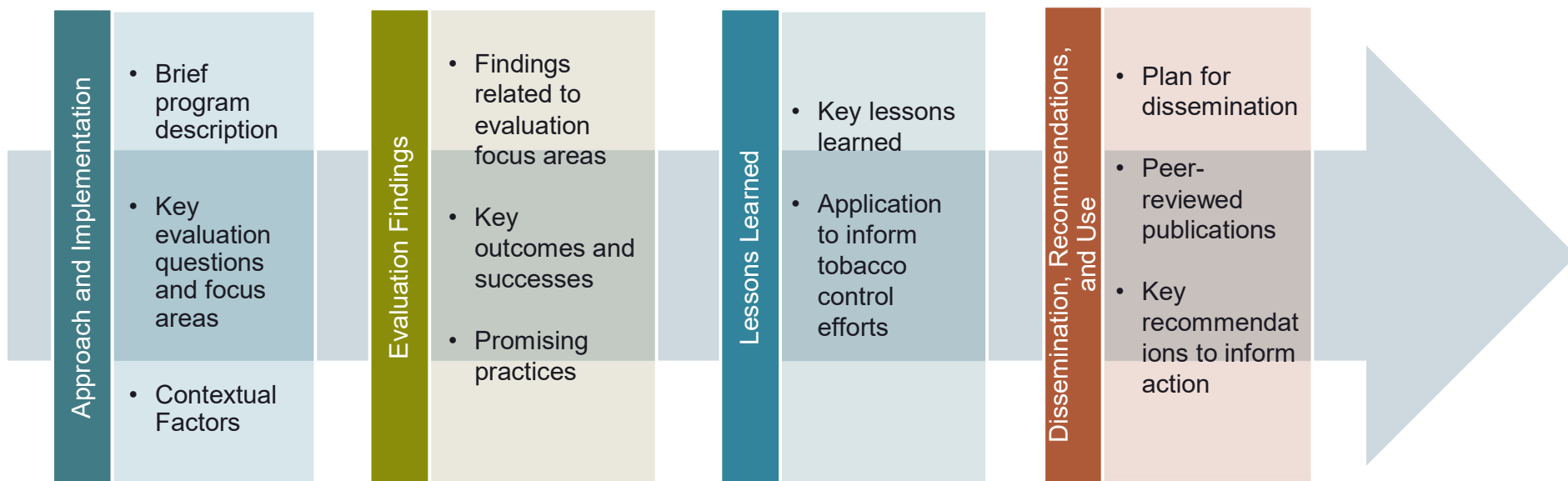
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## DP20-2001 EVALUATION REQUIREMENTS





# ANNUAL EVALUATION REPORT



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## DP20-2001 EVALUATION REQUIREMENTS



## PERFORMANCE MEASURES GUIDANCE

Select performance measures based on workplan strategies



Review guidance for selected measures



Develop targets for measures where required



Report annually on selected measures and targets using AMP

### Example profile to guide in completion of performance measure

Performance Measure	
Related outcome(s)	
Related strategy	
Data Collection	
Purpose of measure	
Measure description	
Unit of Analysis	
Numerator definition	
Denominator definition	
Target	
Potential reach	
Measure type	
Narrative	
Measurement notes	
Setting	
Data source(s)	
Other attachments	
Other Information	
Results statement	



### Performance measure fields in AMP

Performance Measure						
NOFO Measure Label						
Measure Description						
Strategy						
Unit of Analysis						
Numerator Definition						
Denominator Definition						
Measure Type						
Narrative						
Setting						
Data Source						
If other, specify:						
Other Attachments						
Measurements						
Year or Time Period	Target Numerator	Actual Numerator	Reach Numberator	Reach Percentage	Date Data Collected	Measurement Notes
Baseline						
Year 1						
Year 2						
Year 3						
Year 4						
Year 5						



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# Screenshare guidance



# TIMELINE AND DUE DATES

## 2020 DECEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

### Due Dates

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#### 2020

- Evaluation Plan
- Performance Measures
- Data Management Plan

#### 2021

- Updated Evaluation Plan
- Evaluation Report
- Performance Measures

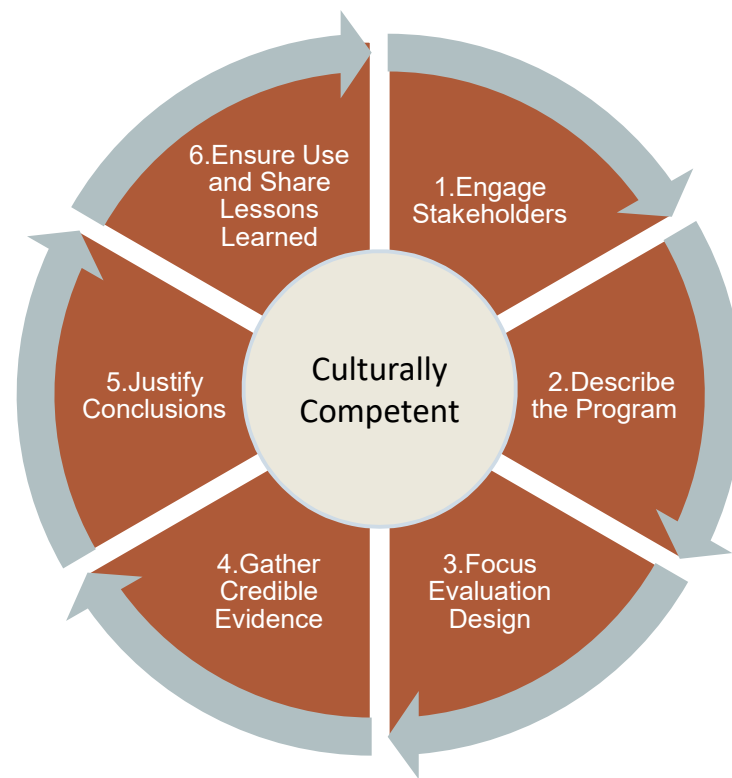
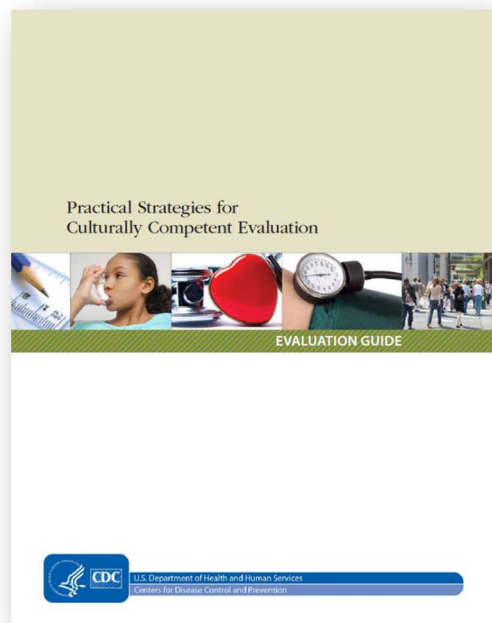
#### 2022 – End of NOFO

- Annual Evaluation Report
- Annual Performance Measures

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# CDC EVALUATION FRAMEWORK: INCORPORATING CULTURAL COMPETENCE



Centers for Disease Control and Prevention. Practical Strategies for Culturally Competent Evaluation. Atlanta, GA: US Dept of Health and Human Services; 2014.  
[https://www.cdc.gov/dhds/evaluation\\_resources/guides/cultural-competence.htm](https://www.cdc.gov/dhds/evaluation_resources/guides/cultural-competence.htm)



# EVALUATING THROUGH A HEALTH EQUITY AND DISPARITIES LENS

## INPUTS

Support, resources, partnerships, and data to implement tobacco prevention and control efforts, including strategies to promote health equity and reduce disparities

## STRATEGIES AND ACTIVITIES

General Population  
Strategies and Activities

General population, including priority subpopulations

Priority Subpopulations  
Culturally Appropriate Strategies and Activities

## OUTCOMES AND IMPACT

Short-Term Outcomes

Intermediate Outcomes

Long-Term Outcomes

Unintended consequences

Impact

Among the general population, including priority subpopulations

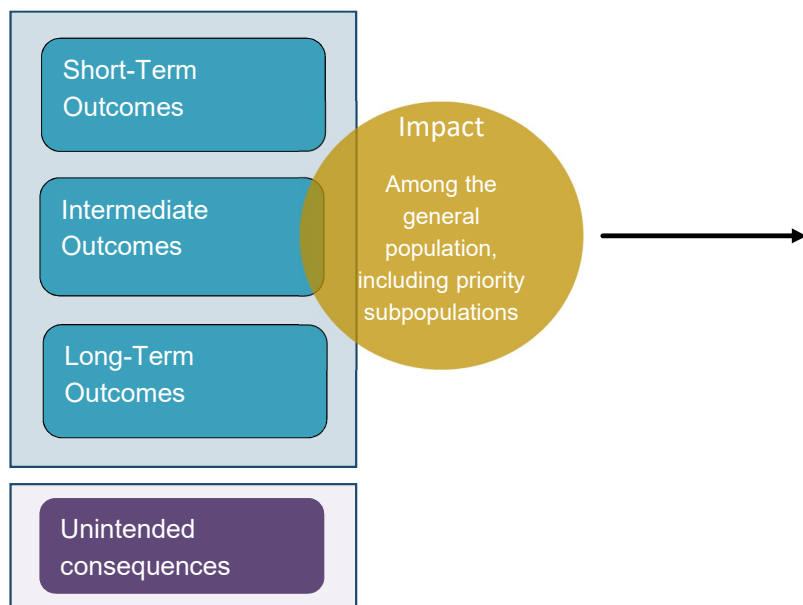
**Contextual Factors: Structural Inequities; Social Determinants of Health**

**PROCESS EVALUATION**

**OUTCOME/IMPACT EVALUATION**

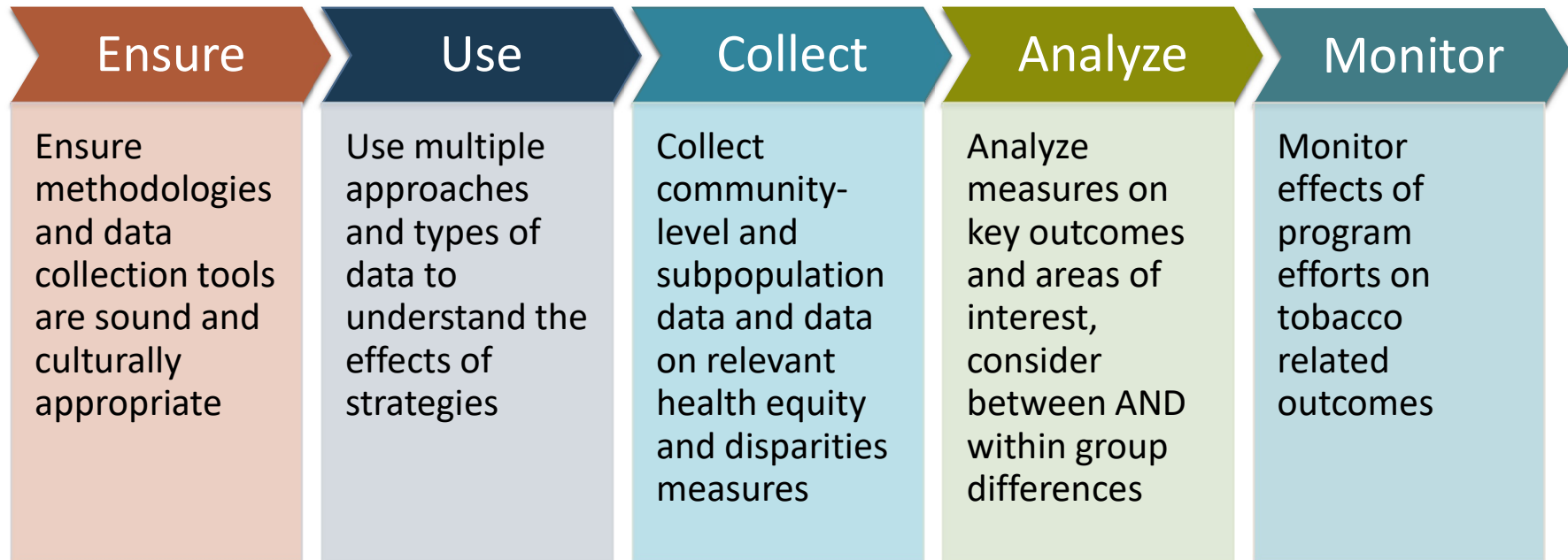


# ASSESSING OUTCOMES THROUGH A HEALTHY EQUITY LENS



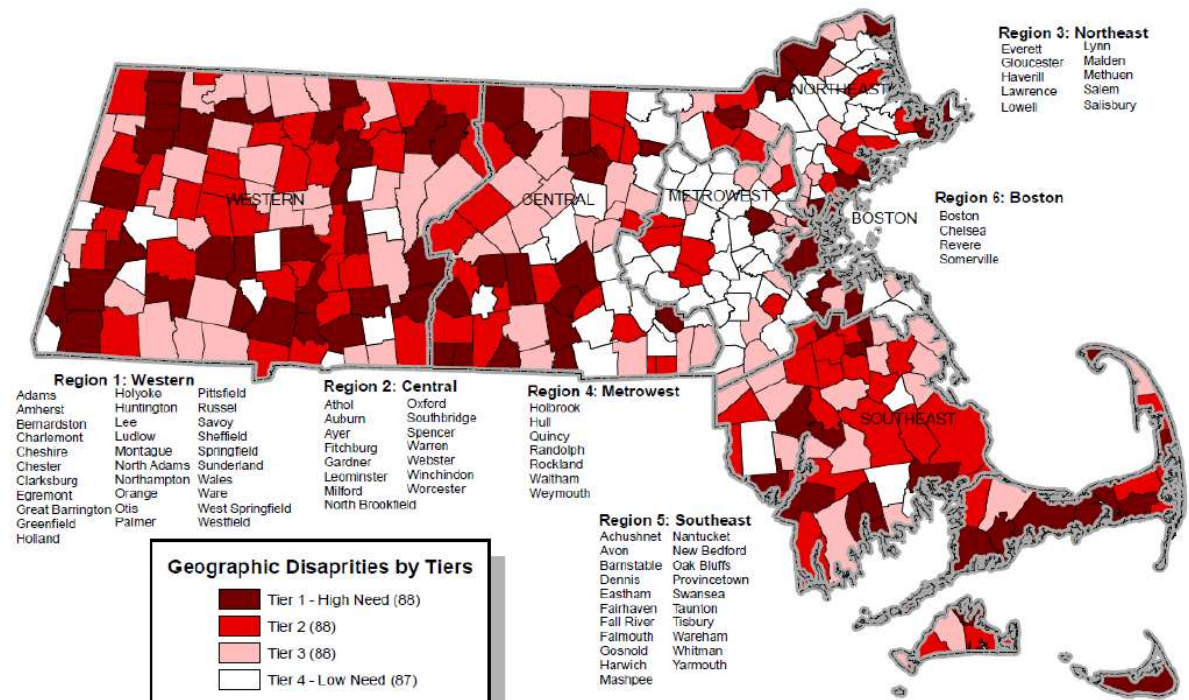
- ❑ How do these changes vary by social determinants of health characteristics (e.g., income, education, occupation, access to health services)?
- ❑ Are certain groups and/or communities benefiting more than others from commercial tobacco-related interventions/outcomes? What is driving these inequities (e.g., inequities in adoption or implementation of policies and interventions, lack of culturally and linguistically appropriate services, lack of access to services and programs)?

# EVALUATION DESIGN CONSIDERATIONS



# USE OF MULTIPLE LAYERS AND TYPES OF DATA

**Example from Massachusetts:**  
 Assessing geographic disparities using data on median income, poverty level, smoking prevalence, retail density, mental health status, and population enrolled in Medicaid



Tier 1 communities, or the highest need communities, are listed by region

## EXPECTATIONS FOR EVALUATION PLAN

- ✓ Applies a health equity and disparities lens to evaluation processes
- ✓ Includes required evaluation questions
- ✓ Aligns evaluation questions with appropriate methods/design
- ✓ Captures qualitative and quantitative data
- ✓ Includes plan to collect pre- and post-implementation data where appropriate
- ✓ Includes indicators linked to key outcomes of interest (included in guidance)
- ✓ Includes thoughtful, intentional plan for ongoing use of evaluation findings

## MORE GUIDANCE IS FORTHCOMING

**Upcoming Evaluators'  
Network webinars  
will focus on  
unpacking evaluation  
focus areas**



- ✓ Evaluating health systems change
- ✓ Evaluating efforts to promote cessation among behavioral health populations
- ✓ Evaluating community-based efforts
- ✓ Many more...strategy and population-specific evaluation webinars

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# EVALUATION TECHNICAL ASSISTANCE



**Communicate Evaluation Requirements**



**Deliver Proactive and Reactive Evaluation Technical Assistance**



**Identify Challenges Related to Evaluation and Performance Measurement**



**Review and Provide Feedback to Recipients on Evaluation Plan, Reports, and Performance Measures**



## KEY TECHNICAL ASSISTANCE AREAS



**Policy Evaluation:** Restrictions on flavored tobacco products, T21 policies, pricing policies, and smokefree policies in public (e.g. workplaces, restaurants, and bars) and private (e.g., multi-unit housing settings).



**Health Systems Evaluation:** Health systems changes in healthcare facilities, particularly behavioral health facilities and/or assess changes in cessation coverage, including the effects of coverage on use of cessation treatment.



**Evaluation of Disparities Interventions:** Policy, health systems, and community-based interventions among populations who experience tobacco-related disparities.



**Quitline Evaluation:** Quitline services, including digital-based technologies and Quitline impact, including sustained quits among Quitline registrants.

# THE TEAM



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Where do you start?



IMPOSSIBLE

What major challenges do you foresee needing to overcome to achieve requirements? Where can you most benefit from CDC support?

## SUMMARY

- ❑ The DP 20-2001 evaluation consists of three components: 1) CDC-led evaluation; 2) Recipient-led evaluation; and 3) Performance Measures.
- ❑ Recipients are required to submit the following: 1) evaluation plan (Year 1); 2) updated evaluation plan (Year 2) ; 3) annual performance measures (Years 1-5); and 4) annual evaluation report (Years 2-5).
- ❑ Evaluation processes should reflect the NOFO focus on health equity and tobacco-related disparities.
- ❑ CDC Evaluators will provide evaluation technical assistance to recipients to support evaluation requirements.

## KEY RESOURCES

- ❑ CDC/OSH Surveillance and Evaluation Resources Website:  
[https://www.cdc.gov/tobacco/stateandcommunity/tobacco\\_control\\_programs/surveillance\\_evaluation/](https://www.cdc.gov/tobacco/stateandcommunity/tobacco_control_programs/surveillance_evaluation/)
- ❑ Evaluators' Network Webinar Archive on the Emory TTAC website:  
<http://www.tacenters.emory.edu/resources/SEwebinars/>
- ❑ CDC Asthma Program Evaluation Resources:  
[https://www.cdc.gov/asthma/program\\_eval/guide.htm](https://www.cdc.gov/asthma/program_eval/guide.htm)

# THANK YOU!



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