Evaluating Earned, Social, and Digital Media

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Media Network Webinar
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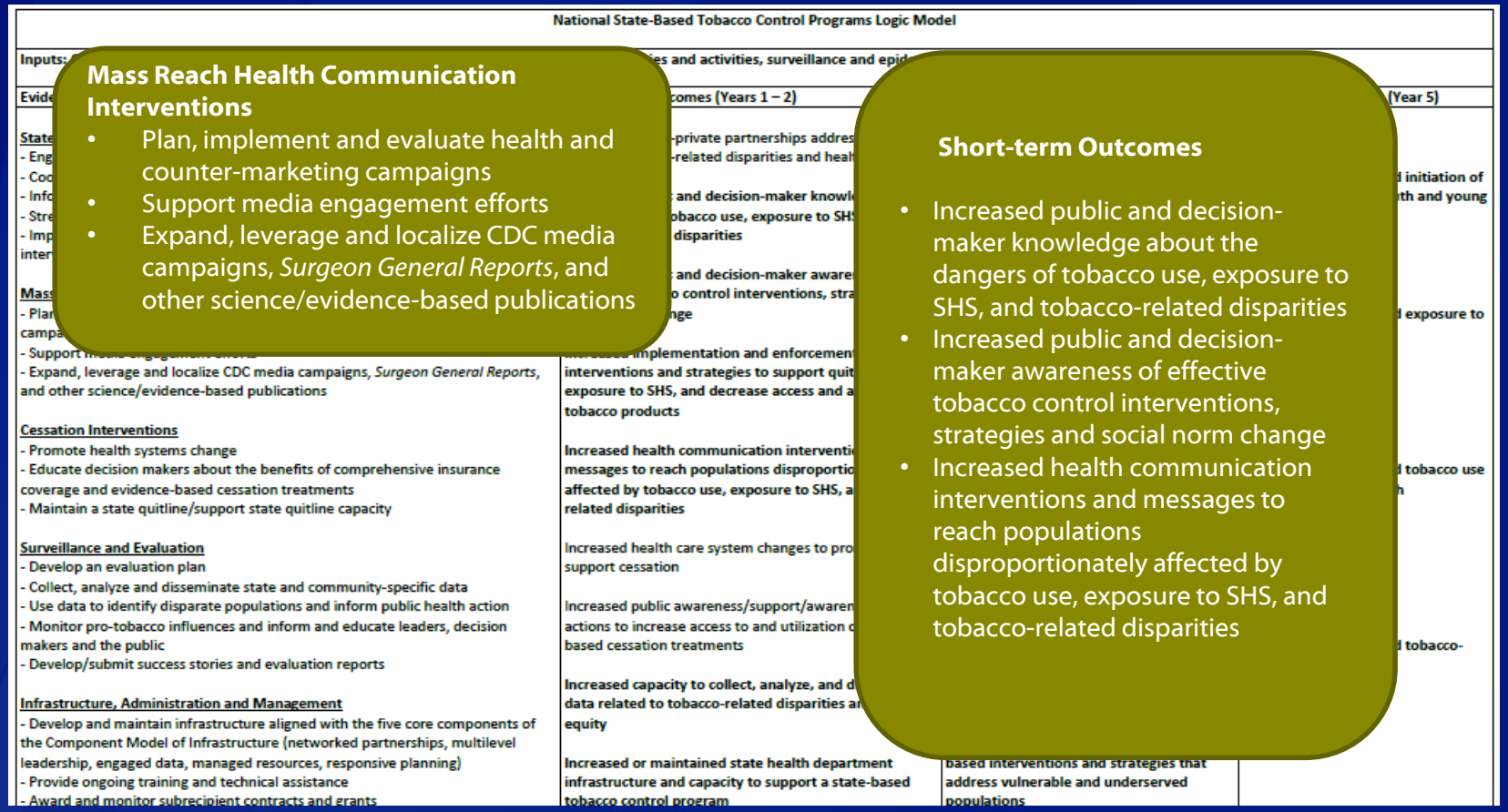
National Center for Chronic Disease Prevention and Health Promotion
Office on Smoking and Health

National State-Based Tobacco Control Program Logic Model



Mass Reach Health Communication Interventions

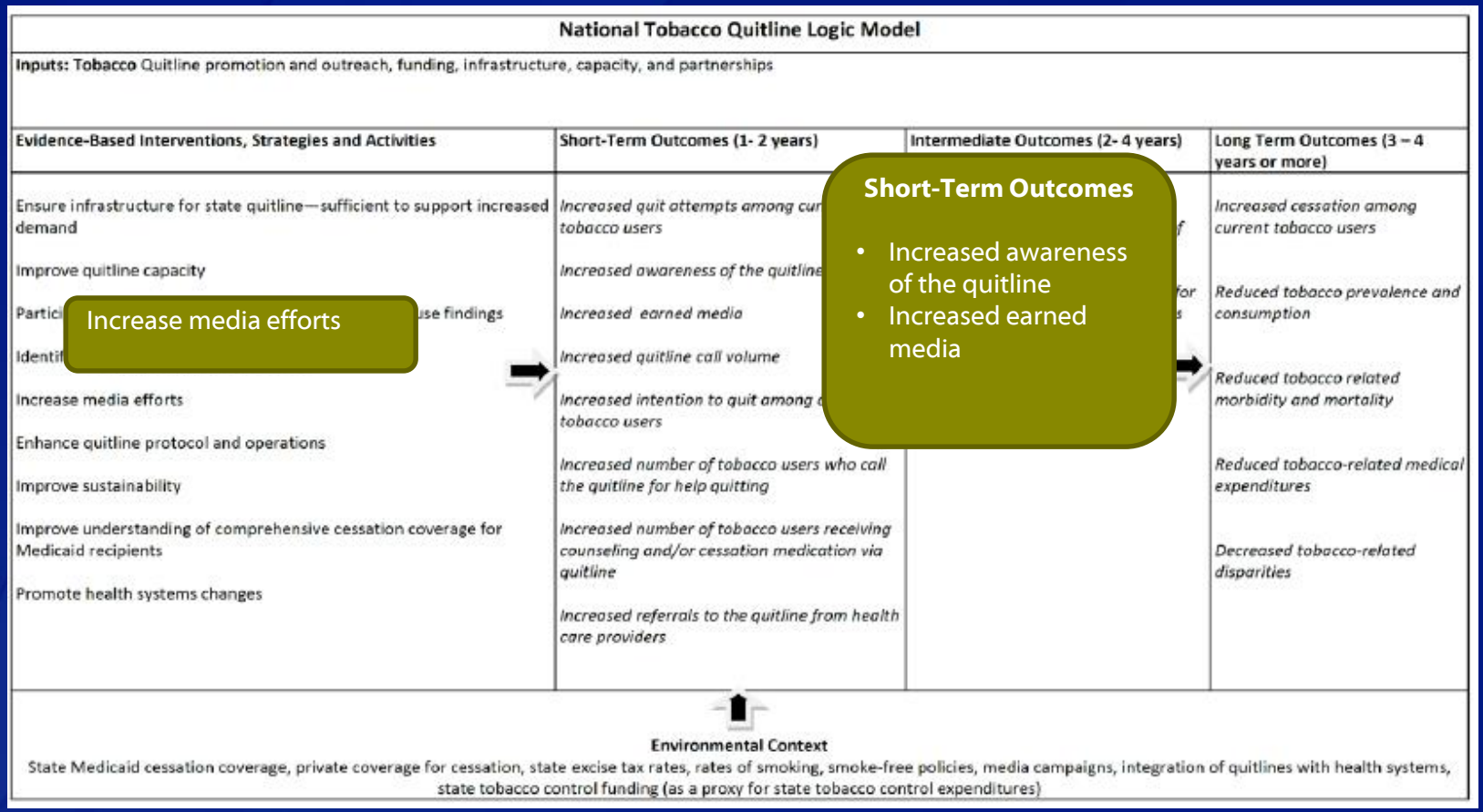
- Plan, implement and evaluate health and counter-marketing campaigns
- Support media engagement efforts
- Expand, leverage and localize CDC media campaigns, *Surgeon General Reports*, and other science/evidence-based publications

Short-term Outcomes

- Increased public and decision-maker knowledge about the dangers of tobacco use, exposure to SHS, and tobacco-related disparities
- Increased public and decision-maker awareness of effective tobacco control interventions, strategies and social norm change
- Increased health communication interventions and messages to reach populations disproportionately affected by tobacco use, exposure to SHS, and tobacco-related disparities

FOA, DP15-1509 , pg 7

National Tobacco Quitline Logic Model



National Tobacco Quitline Logic Model

Inputs: Tobacco Quitline promotion and outreach, funding, infrastructure, capacity, and partnerships

Evidence-Based Interventions, Strategies and Activities	Short-Term Outcomes (1- 2 years)	Intermediate Outcomes (2- 4 years)	Long Term Outcomes (3 – 4 years or more)
Ensure infrastructure for state quitline—sufficient to support increased demand	*Increased quit attempts among cur… tobacco users*		*Increased cessation among current tobacco users*
Improve quitline capacity	*Increased awareness of the quitline*		*Reduced tobacco prevalence and consumption*
Partici… …use findings	*Increased earned media*		
Identif…	*Increased quitline call volume*		*Reduced tobacco related morbidity and mortality*
Increase media efforts	*Increased intention to quit among … tobacco users*		
Enhance quitline protocol and operations	*Increased number of tobacco users who call the quitline for help quitting*		*Reduced tobacco-related medical expenditures*
Improve sustainability	*Increased number of tobacco users receiving counseling and/or cessation medication via quitline*		*Decreased tobacco-related disparities*
Improve understanding of comprehensive cessation coverage for Medicaid recipients	*Increased referrals to the quitline from health care providers*		
Promote health systems changes			

Environmental Context

State Medicaid cessation coverage, private coverage for cessation, state excise tax rates, rates of smoking, smoke-free policies, media campaigns, integration of quitlines with health systems, state tobacco control funding (as a proxy for state tobacco control expenditures)

Increase media efforts

Short-Term Outcomes

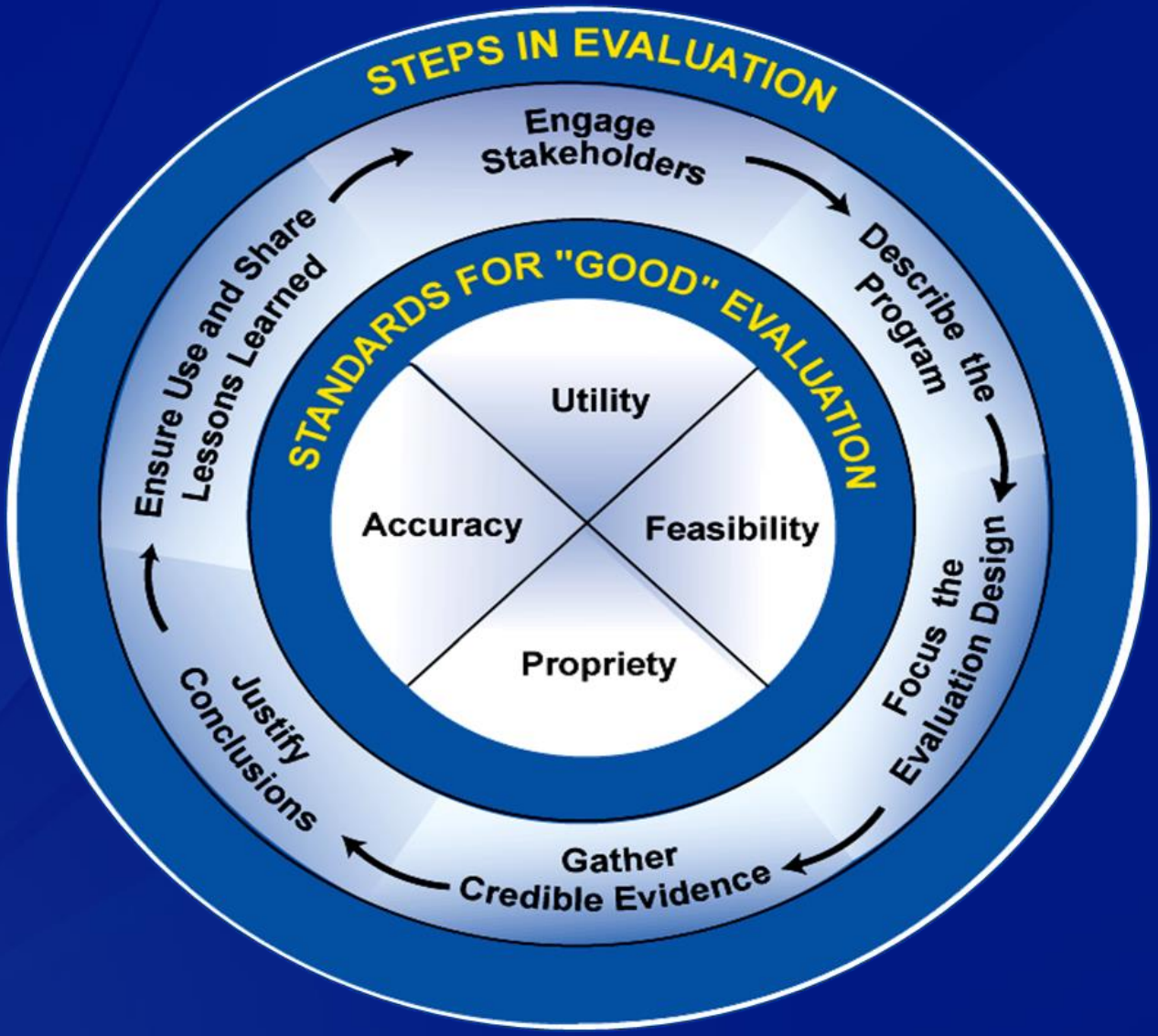
- Increased awareness of the quitline
- Increased earned media

FOA DP14-1410, pg 7

Best Practices Area	Relevant Logic Model Outcomes	Performance Measures	Reporting Responsibility
Mass-Reach Health Communication Interventions	• Increased public & decision-maker knowledge about the dangers of tobacco use, exposure to SHS, & tobacco-related disparities • Increased public & decision-maker awareness of effective tobacco control interventions, strategies, & social norm change • Increased health communication interventions & messages to reach	**Process:** Number of monthly speaking opportunities by trained tobacco control spokespersons to educate decision-makers, stakeholders, and public (Annual Progress Report) **Process:** Number of paid and earned media efforts targeting populations or areas with high concentrations of smoking prevalence, secondhand smoke exposure, and chronic disease (Annual Progress Report) **Process:** Types of social media activities used to complement traditional paid and earned media efforts (e.g., social media campaign, posting content) and the reach of social media activities by social media site used (e.g., Facebook, Twitter, YouTube) (Annual Progress Report)	Awardee Awardee

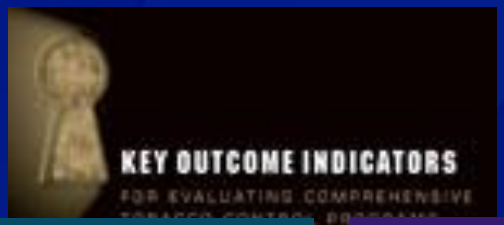
FOA DP15-1509, pg 8-9

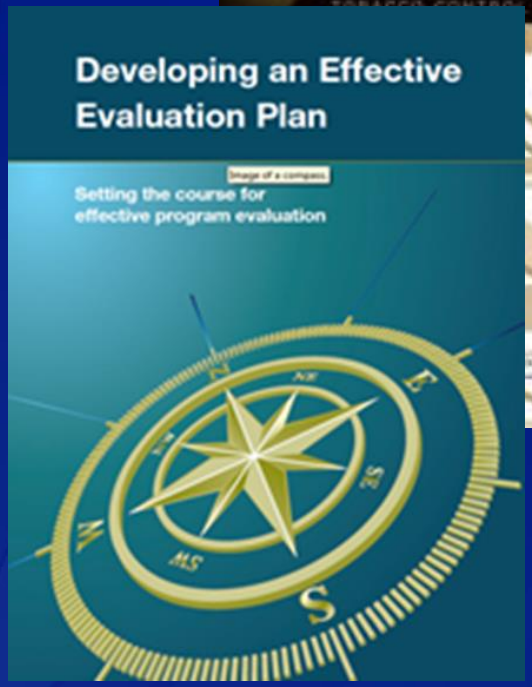
CDC Evaluation Framework

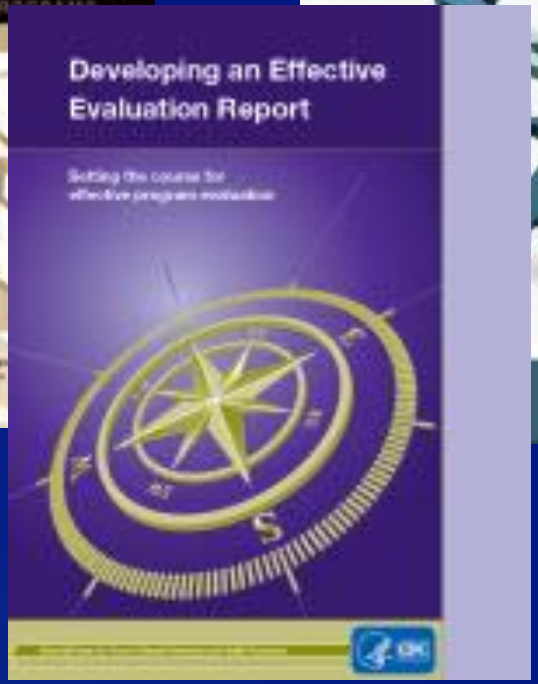


Framework for Program Evaluation in Public Health. CDC. (1999, September). *Morbidity and Mortality Weekly Report, 48(RR-11).*

Tools & Technical Assistance







http://www.cdc.gov/tobacco/stateandcommunity/tobacco_control_programs/surveillance_evaluation/index.htm

Surveillance and Evaluation Webinar Archives

- Developing the Evaluation Plan for State-Based Tobacco Control Programs (Glover-Kudon, 2015)
- Social Media Monitoring & Evaluation: A Walkthrough of Industry-Standard Tools and Indicators (Smyser and Silver, 2014)
- Social Media Evaluation (Siegel & Alvaro, 2013)
- Linking Indicators, Performance Measures and Work Plans in Five Easy Steps (Fulmer & Jones, 2014)
- Developing an Evaluation Plan: Resources and Tools in Action (Jernigan & Kuiper, 2014)

http://www.tacenters.emory.edu/resources/SEwebinars/index.html