

The Component Model of Infrastructure (CMI): An Infrastructure Model for Evaluating Tobacco Control Programs

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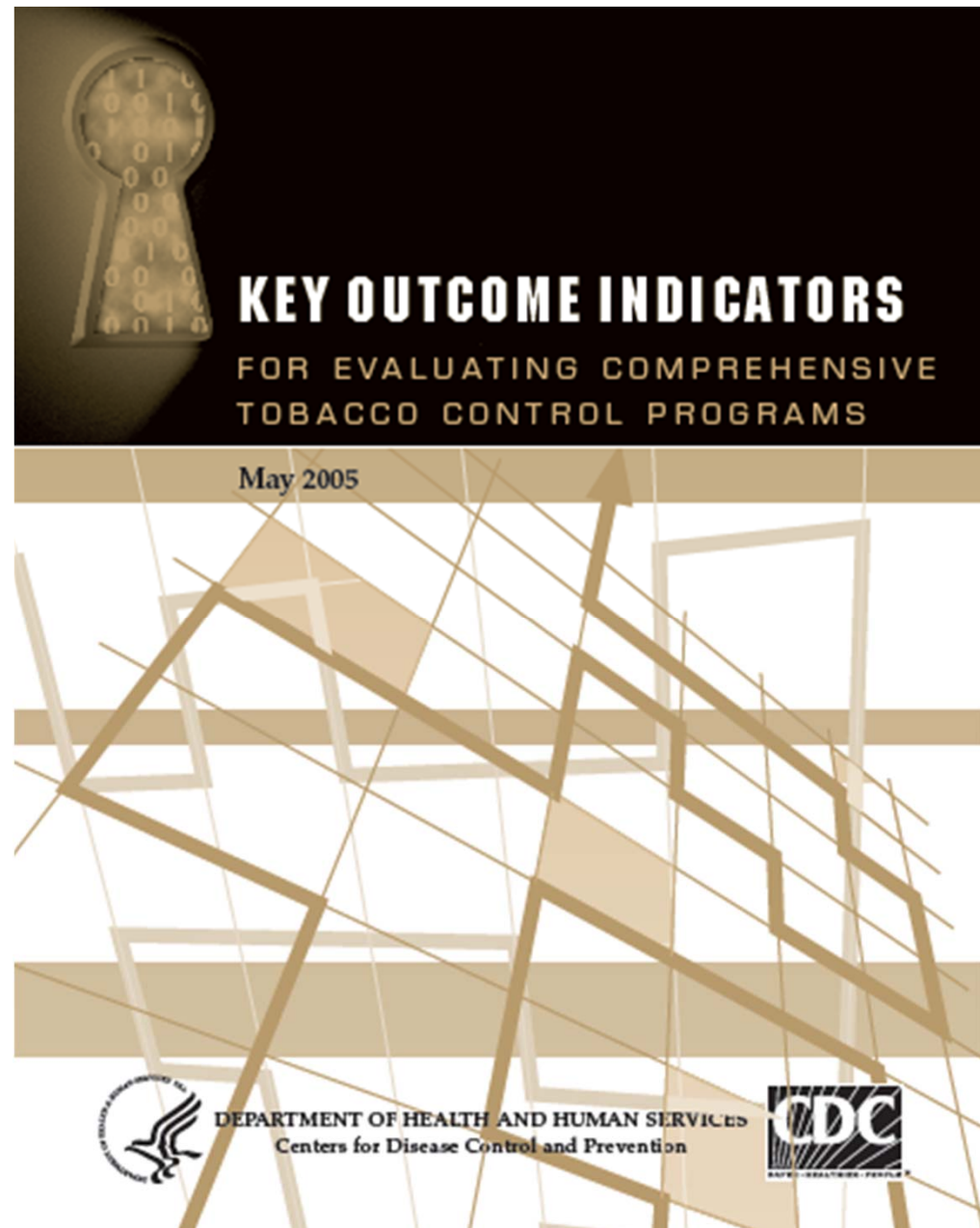
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Poster #352, August 2012



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

We have
outcome
measures
and know
where we
are going...



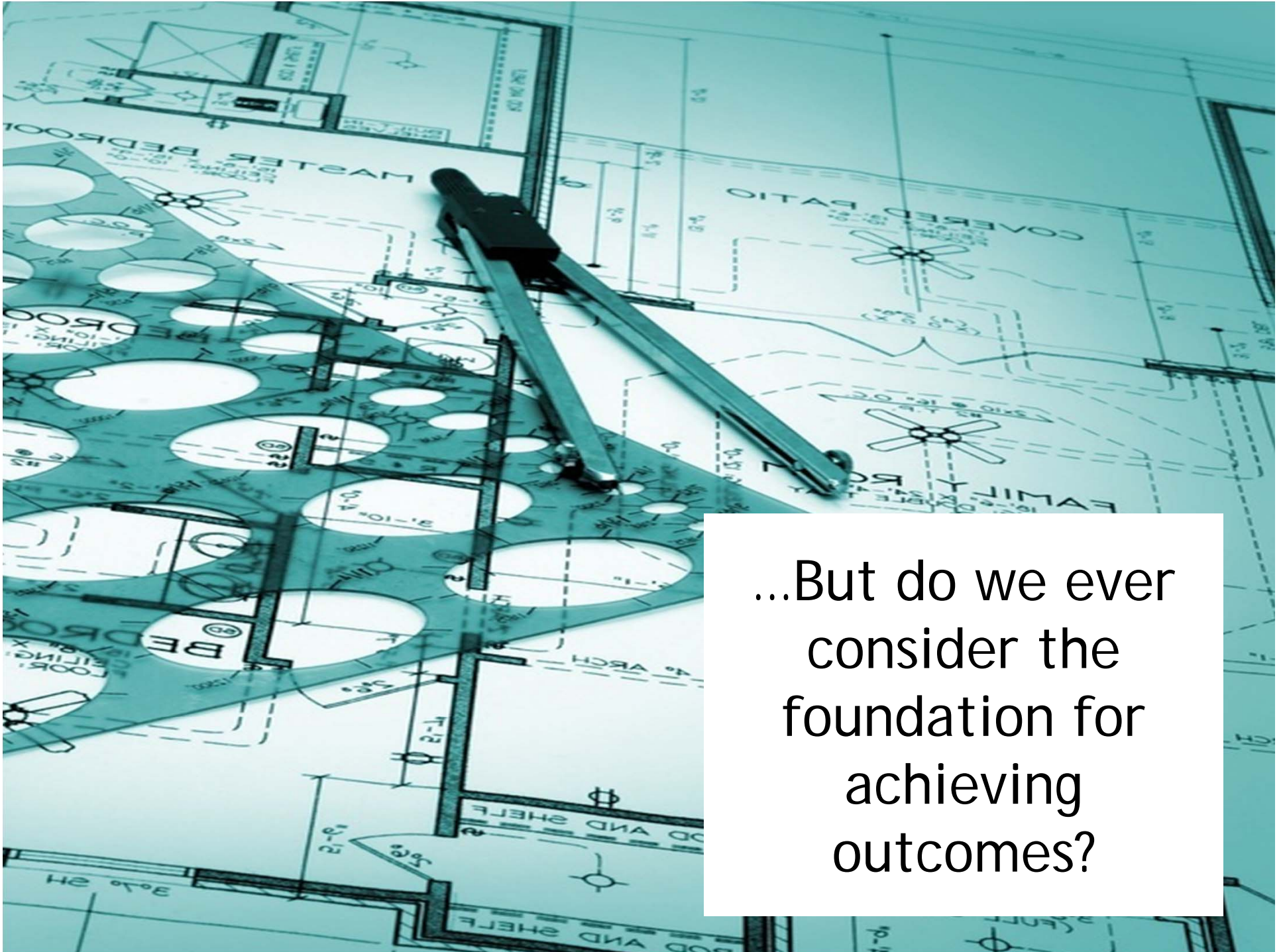
...Best
Practices tell
us how to get
there...

Best Practices

for Comprehensive
Tobacco Control
Programs

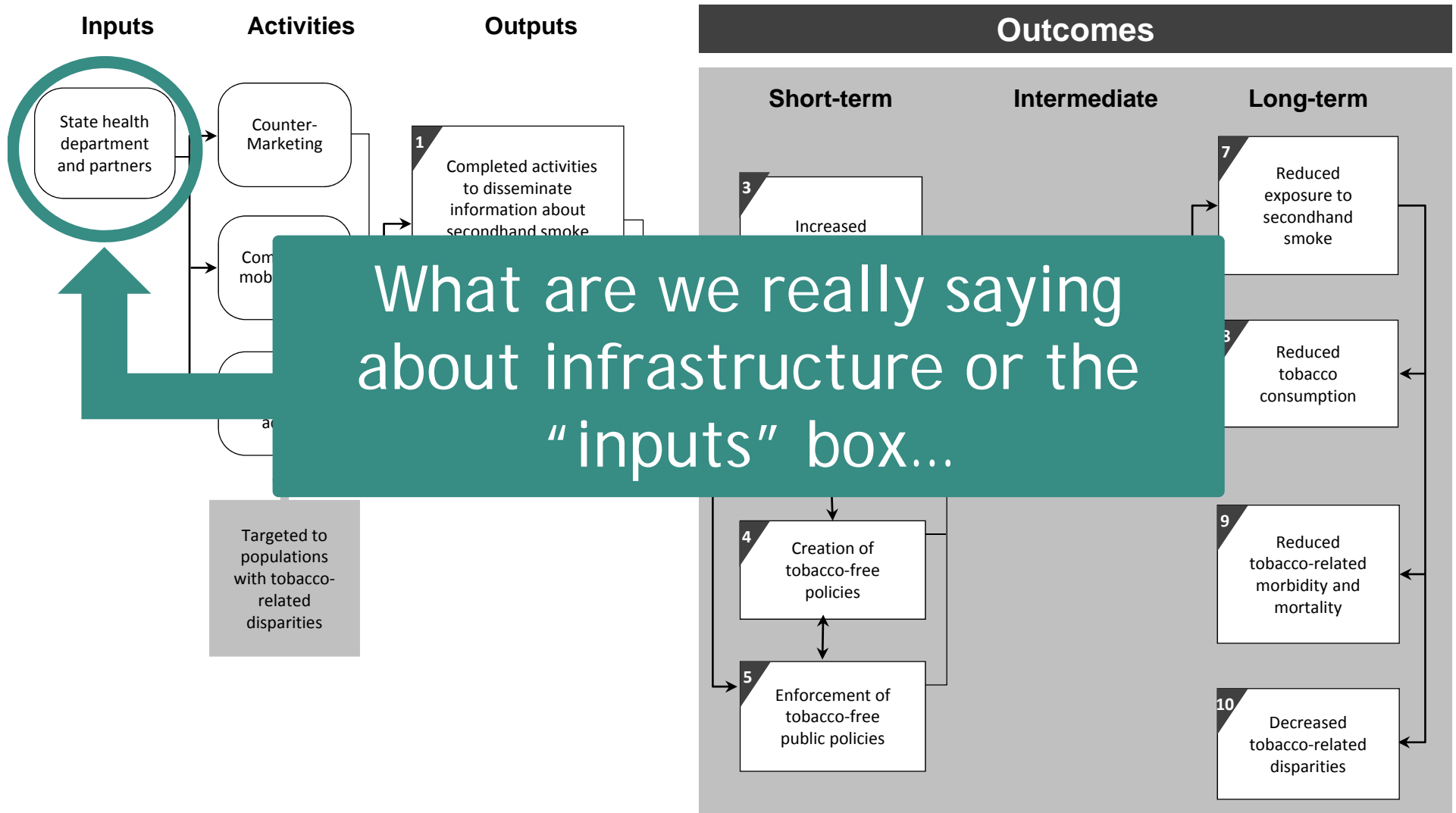
October 2007





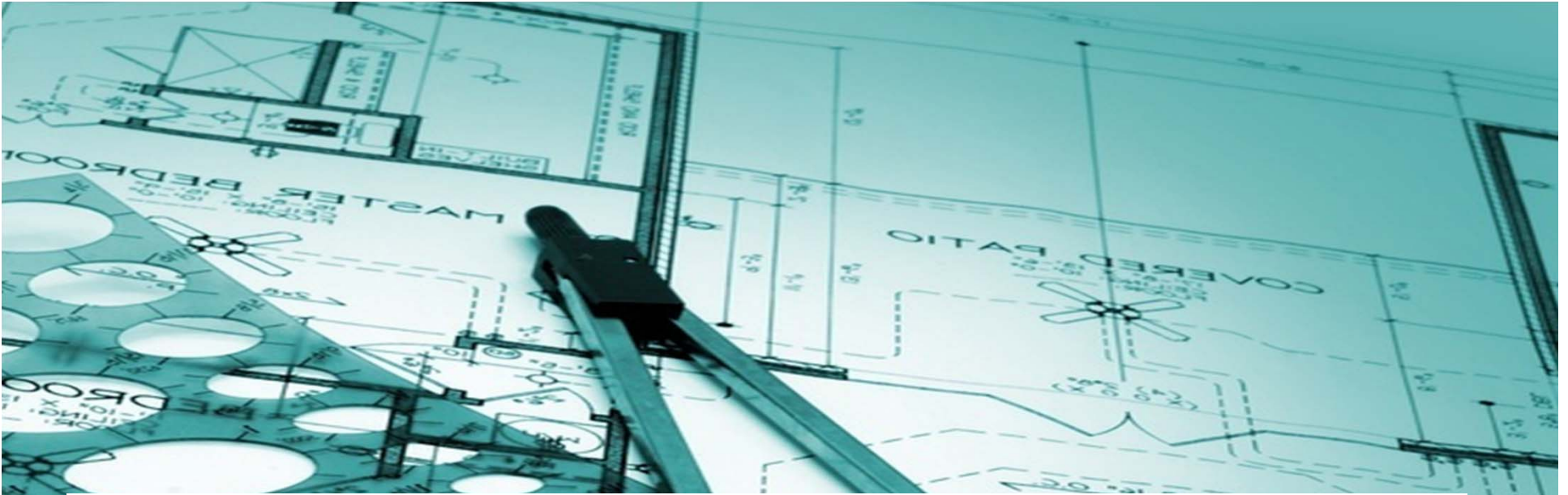
...But do we ever consider the foundation for achieving outcomes?

Eliminating Nonsmokers' Exposure to Secondhand Smoke

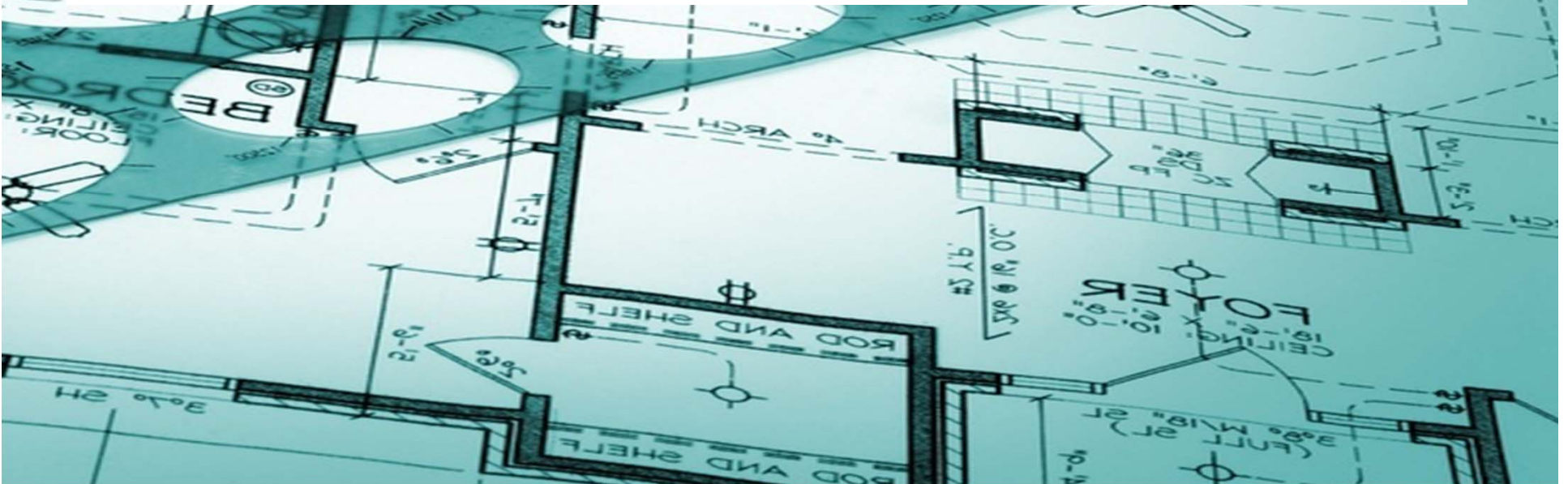




Are our achievements sustainable? Can tobacco control programs weather the storm?



What's Missing?



Public health's thoughts on infrastructure...

“DHHS should develop a comprehensive investment plan for a strong public health infrastructure at all levels with a timetable, clear performance measures, and regular progress reports to the public.”



INSTITUTE OF MEDICINE
OF THE NATIONAL ACADEMIES

OVERVIEW OF STATE ASSIST PROGRAMS

In California our biggest challenge has not been the anti-smoking advertising created with cigarette excise tax dollars.

Rather, it has been the creation of an anti-smoking infrastructure, right down to the local level. It is an infrastructure that for the first time has the resources to tap into the anti-smoking network at the national level. And to take advantage of the experiences and the expertise of people like Michael Pertschuk.

The ASSIST program has the potential to replicate our California experience in 17 other states.

It will provide additional dollars to the national anti-smoking movement.

Michael Pertschuk's Advocacy Institute -- the strategic planner for the anti-smoking community -- is getting \$1.6 million for "training, design, media advocacy and information services."

On top of that, virtually every one of the 17 successful proposals to the National Cancer Institute say they will use some of their funds to purchase subscriptions to Pertschuk's anti-smoking computer information network.



Building the Evidence-Based Model





Communities Putting
Prevention to Work

OSH CPPW Evaluation

What does success look like that drives policy and environmental change?

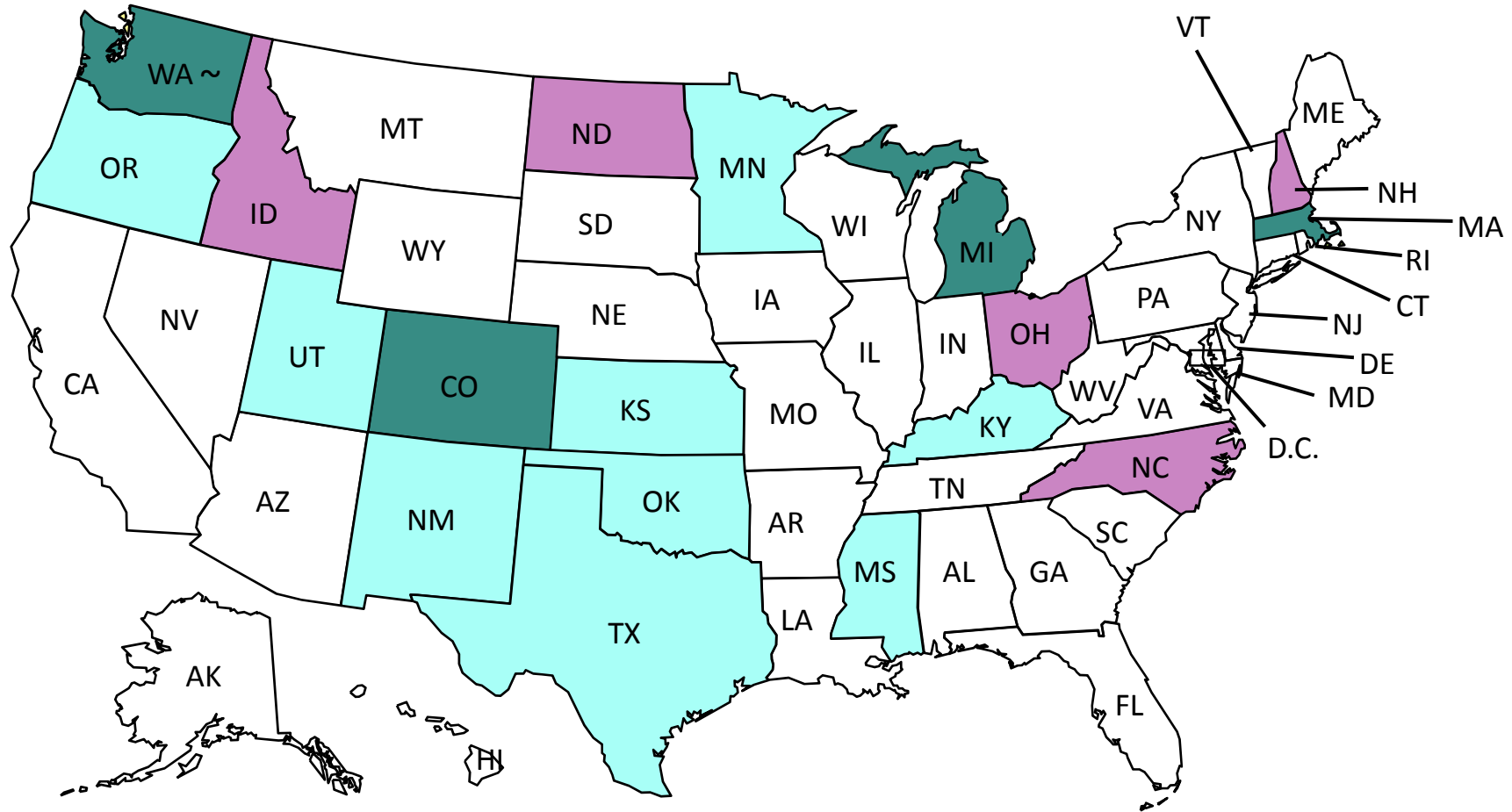
What is the foundation for effective tobacco control programs?



Methods To-Date

- Previous case study in 8 year chronic disease program infrastructure development project other than tobacco control
- Review of public health and tobacco control literature
- Data from state tobacco control programs (n=18)
- Review of infrastructure model by experts

OSH CPPW Evaluation Sites



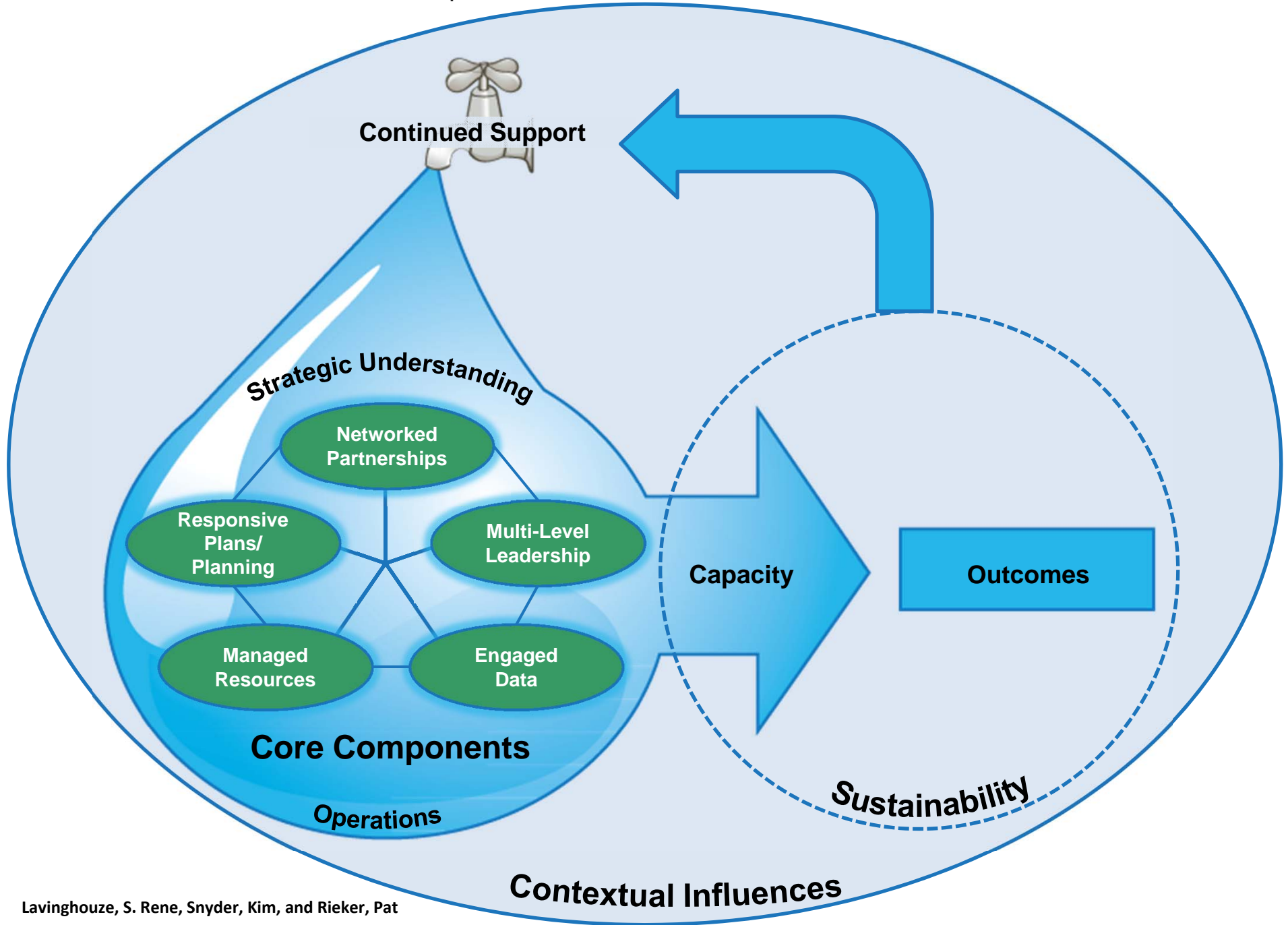
Case Study States

Call Study States (Process Evaluation/Success Story)

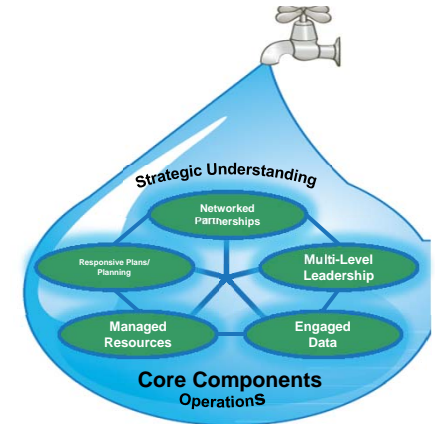
CPPW TA Site Visits

N= 18

Component Model of Infrastructure



Networked Partnerships



Diversity

Nurtured beyond "fundee"

Extend reach of program

All levels with multiple types of organizations, content areas & groups

Fit program needs, structure, and political context

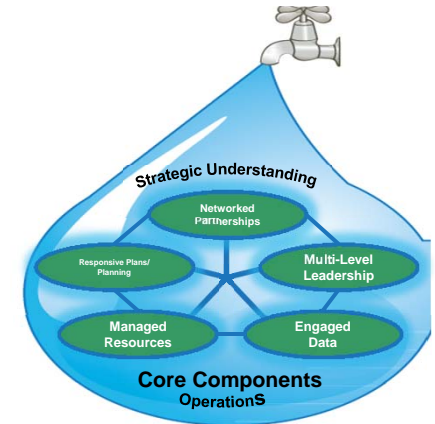
Multiply the work program can accomplish

Relationships take time to mature

Fill different roles

Selected examples of defining characteristics

Multi-Level Leadership



Connected to a vision,
plan or direction

Formal and informal
leadership

Includes champions

People and their expertise

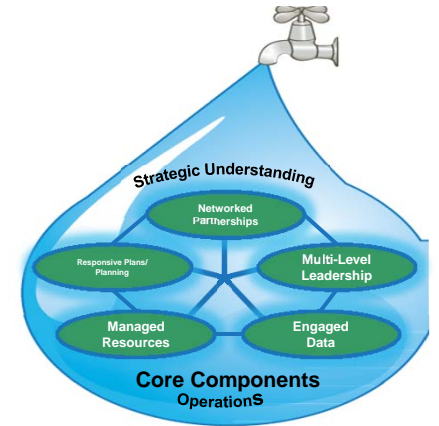
Ownership of programs at
multiple levels

Dynamic process

Succession planning

Selected examples of defining characteristics

Engaged Data



Use of data

Increase program visibility

Attract partners

Secure and manage scarce resources

Ready communication

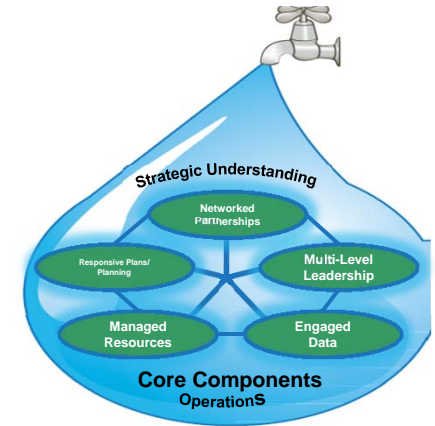
Igniting passion

Facilitates evolution of initiatives and overall sustainability

Knowledge management

Selected examples of defining characteristics

Managed Resources



Diversified funding
streams

Leveraging

Integration

Coordination

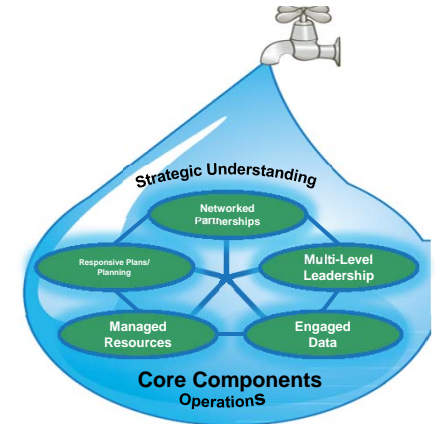
Staff expertise

Technical assistance

Training

Selected examples of defining characteristics

Responsive Plans/Planning



Dynamic

Education and recruitment tool

Evolving

Progress yardstick

Responsive

Living document(s)

Flexible

Specific goals, objectives, actions, time frames, and resources

Shared ownership

Direction/roadmap

Evidence-based and context appropriate

Used, doesn't sit on a shelf

Selected examples of defining characteristics



What's Next?

