



Indiana
Department
of
Health

Indiana Community Partner Evaluation

Indiana Tobacco Prevention and Cessation

February 28, 2023

TPC Evaluation Team

- Katelin Rupp – Director of Program Evaluation
- Brandy Paul – Tobacco Epidemiologist
- Maheswari (Mahe) Mariappan – Data Analyst *embedded in ODA*
- Jeffery Grogan – Surveillance and Evaluation Specialist

External Evaluator

Professional Data Analysts

- Provides outside/impartial perspective
- Intended to support, compliment and improve our (state level) work
- One contractor managing multiple surveillance & evaluation projects

Indiana Tobacco Control 2025 Strategic Plan



Our Vision

An Indiana where all are free from tobacco addiction and exposure to commercial tobacco products. *



Our Mission

Indiana Tobacco Prevention and Cessation seeks to achieve health equity by eliminating the disease and economic burden associated with tobacco addiction and exposure to commercial tobacco products.



Our Values

We recognize that all Hoosiers are affected differently across racial, ethnic, and socioeconomic groups, and these disparities must be addressed.



**Commercial tobacco is manufactured by companies for recreational and habitual use in cigarettes, e-cigarettes, smokeless tobacco, pipe tobacco, cigars, hookahs, and other products.*

Indiana Tobacco Control 2025 Strategic Plan



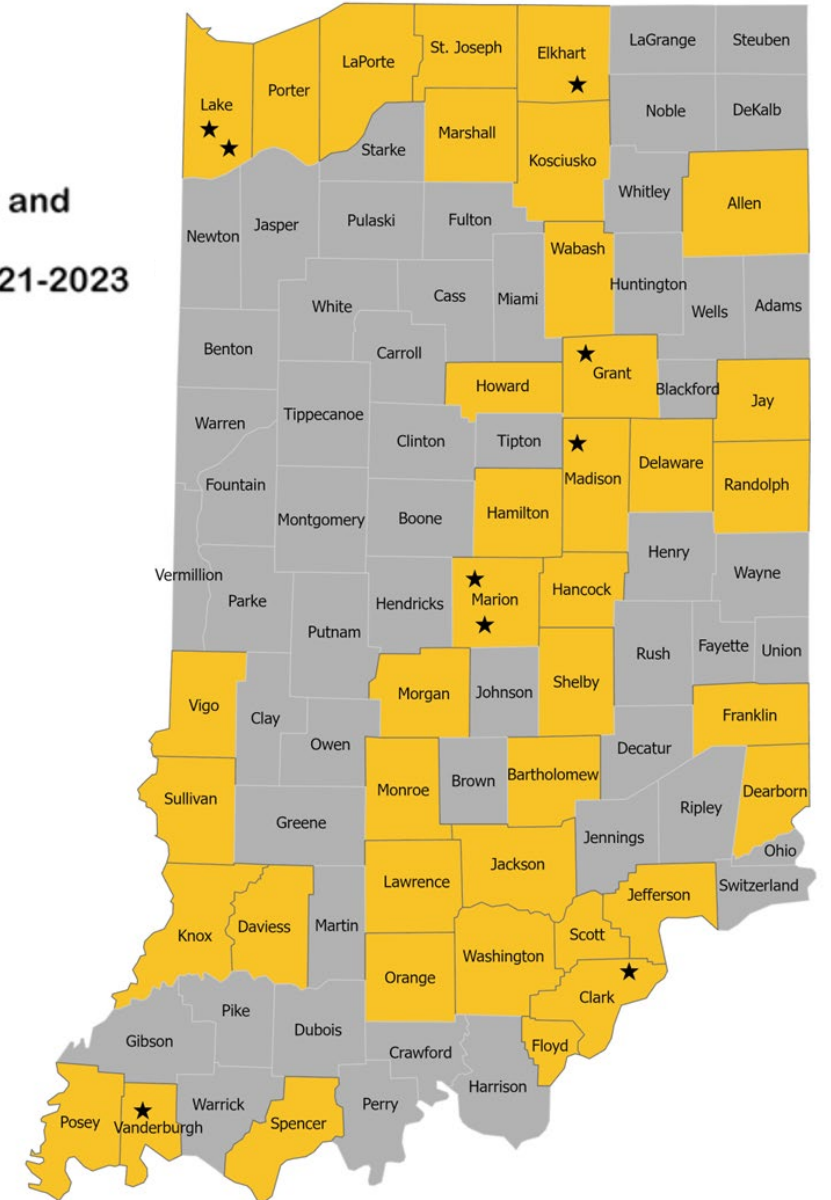
Community Partners

- There are 48 local TPC coalition partners serving 38 counties
- Approximately 75% of the population covered



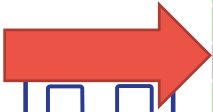
Tobacco Prevention and Cessation Funded Counties 2021-2023

- Funded
- Not Funded
- ★ Additional Funded Partners



Community Grants

Community Indicator	2021-2023 TPC Community Grants
Priority Area: Decrease youth and young adult tobacco use rates	
Middle and High School Prevention (1) <i>optional</i>	Increase the proportion of Indiana middle and high schools that support and implement a comprehensive school strategy against all tobacco use
Youth Empowerment/VOICE (2) <i>optional</i>	Extent of community activism among youth to support community change that includes youth involved in the VOICE movement
Point-of-Sale (3)	Extent of broad-based community support for commercial tobacco Point-of-Sale (POS) strategies at the local level
Priority Area: Increase proportion of Hoosiers not exposed to secondhand smoke	
Tobacco-Free Health Care Facilities (4) <i>optional</i>	Proportion of comprehensive tobacco-free campus policies for health systems, including community health centers, mental health centers and clinics, addiction treatment centers, facilities for people with disabilities, and senior living facilities
Tobacco-Free Worksites (5)	Proportion of local smoke-free air ordinances for all worksites, including restaurants, bars, membership clubs, and gaming facilities
Tobacco-Free Schools (7)	Proportion of school districts with comprehensive tobacco-free campuses
Multi-Unit Housing (8)	Proportion of comprehensive smoke-free policies in multi-unit housing
Tobacco-Free Colleges and Universities (9) <i>optional</i>	Proportion of college and university campuses with comprehensive tobacco-free campus policies that includes the usage, sales, marketing, and sampling in indoor and outdoor spaces such as student housing, classroom buildings, and athletic facilities of all tobacco products including e-cigarettes
Priority Area: Decrease adult smoking rates	
Quitline (11)	Extent of utilization of the Indiana Tobacco Quitline (ITQL) throughout the community
Cessation Systems (12) <i>optional</i>	Extent of health system implementation of the Clinical Practice Guidelines for Treating Tobacco Use and Dependence including integration of electronic referrals to the Indiana Tobacco Quitline
Employers (13)	Extent of tobacco cessation benefits provided by employers
Priority Area: Protect and maintain a state and local infrastructure necessary to lower commercial tobacco use rates	
Coalition (14)	Extent of intersectional partnerships within the broad-based coalition
Marginalized Populations (15)	Extent of participation by groups serving marginalized populations in the community
Tobacco-Free Families (16)	Extent of organizations serving marginalized populations that have received training on the Breathe: Healthy Steps to Living Tobacco Free education program





TPC Partner Program Reports

Monthly Program Reports

Buttons for navigating the Log Form

Priority Area 1: Decrease Youth and Young Adult Tobacco Use Rates					
Indicator 3: Point-of-Sale					
Activity	Date(s)	What contract deliverable(s) did this activity address?	Provide a description and the desired results of this activity.	What was the target audience of this activity?	How many people were reached through this activity?
1					
2					
3					
4					
5					

Monthly Program Reports

The monthly program report consists of:

- Outreach related to Quit Now Indiana (HC Providers, Employers, Organizations)
- Contract Requirements (optional)
- Training (optional)
- **Activity reports**
- Policy activity
- Media
- Coalition/infrastructure



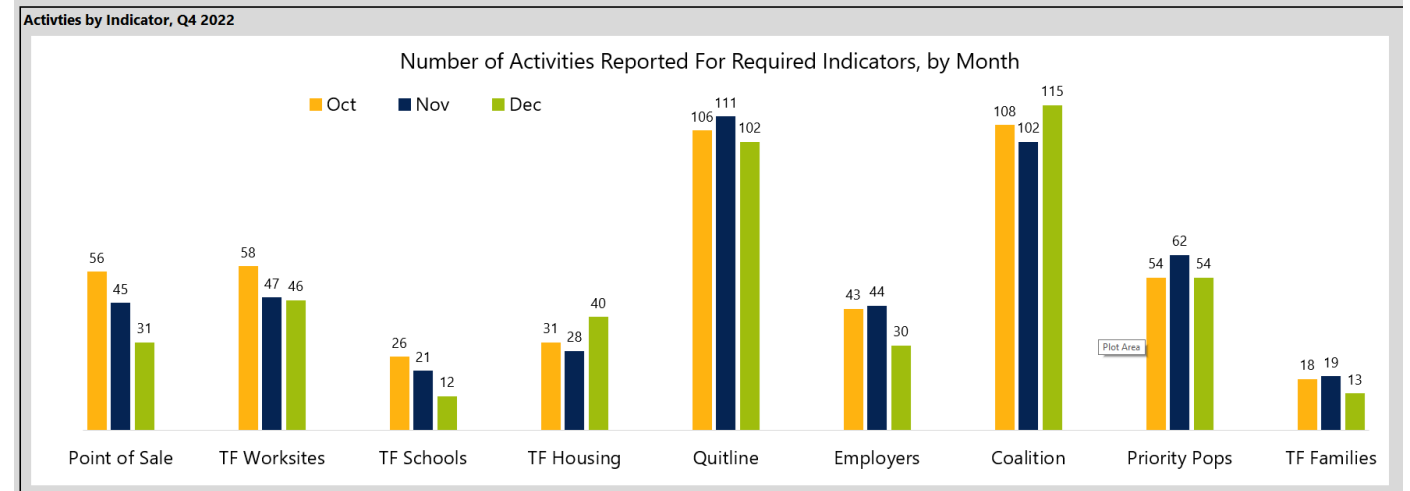
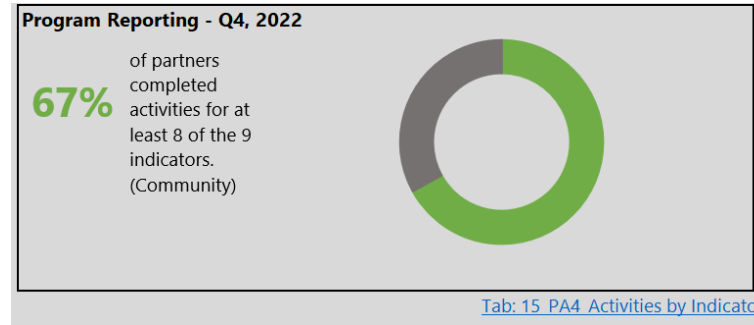
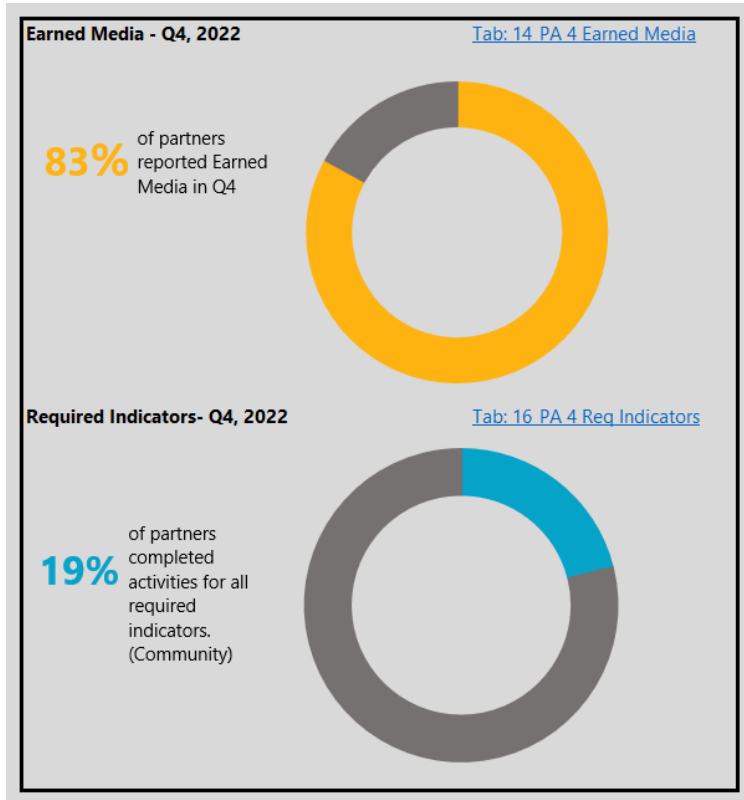
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**Dissemination to staff
and partners**

Quarterly Dashboard Report

- The Quarterly Dashboard Report describes key measures that TPC monitors quarterly that focus on the performance of the state program, and state and local partners.
- It is organized by Priority Areas -> Community Indicators
- There is a Summary Tab for each of the four Priority Areas with high-level visuals
- A TPC Staff version is shared with all staff quarterly – reviewed during a monthly staff meeting.
- A TPC Partner version, more succinct and paired down with all county-level reporting data removed, is shared with TPC local and state partners 1-2 weeks later, after staff have reviewed and provided feedback.
- Data come from a variety of sources: Monthly Program Reports, Quitline Service Reports, and internal policy tracking, among others.

Quarterly Dashboard Report



Quarterly Dashboard Report

1	Completion of Required Indicators, Q3 2022													
2	Lead Agency	Indicator 3 (Point-of-sale)	Indicator 5 (SF Air)	Indicator 7 (TF Schools)	Indicator 8 (Housing)	Indicator 11 (Quitline)	Indicator 13 (Employers)	Indicator 14 (Coalition)	Indicator 15 (Priority Populations)	Indicator 16 (Tobacco Free Families)	Number complete	Complete Ratio	Percent complete	
3		Yes	No	No	Yes	Yes	Yes	Yes	Yes	Yes	7	7/9	77.8	
4		Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	8	8/9	88.9	
5		Yes	Yes	No	No	Yes	No	Yes	No	Yes	5	5/9	55.6	
6		Yes	Yes	No	No	Yes	Yes	Yes	Yes	Yes	7	7/9	77.8	
7		Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	8	8/9	88.9	
8		Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	8	8/9	88.9	
9		Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	No	8	8/9	88.9	
10		Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	9	9/9	100.0	
11		Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	9	9/9	100.0	
12		Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	9	9/9	100.0	
13		No	No	No	No	No	No	No	No	No	0	0/9	0.0	
14		Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	9	9/9	100.0	
15		Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	8	8/9	88.9	
16		Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	9	9/9	100.0	
17		Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	8	8/9	88.9	
18		Yes	Yes	Yes	Yes	Yes	No	Yes	No	Yes	7	7/9	77.8	
19		No	No	No	No	Yes	No	Yes	Yes	No	3	3/9	33.3	
20		No	Yes	No	Yes	Yes	Yes	Yes	Yes	No	6	6/9	66.7	
21		Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	No	7	7/9	77.8	
22		Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	9	9/9	100.0	
23		Yes	Yes	Yes	No	Yes	No	Yes	No	No	5	5/9	55.6	
24		Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	8	8/9	88.9	
25		Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	8	8/9	88.9	
26		Yes	No	Yes	No	Yes	No	Yes	Yes	No	5	5/9	55.6	
27		Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	No	7	7/9	77.8	
28		Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	8	8/9	88.9	
29		Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	8	8/9	88.9	
30		Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	8	8/9	88.9	
31		Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	8	8/9	88.9	
32		Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	No	7	7/9	77.8	
33		Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	9	9/9	100.0	
34		Yes	No	No	Yes	Yes	No	Yes	Yes	No	5	5/9	55.6	
35		Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	No	7	7/9	77.8	

Counties and lead agencies (redacted)

Deliverable Completion Reports

Monthly* and Quarterly Deliverable Completion – Quarter 4, 2022

Lead Agency: [REDACTED]

Indicator and Deliverable	Due	Completed?	# of Activities
Indicator 3 – Point-of-Sale			
Conduct youth and adult-focused educational activities on how tobacco products are priced and marketed to target teens and marginalized populations at the point-of-sale.	Quarterly	Yes	5
Indicator 5 – Tobacco-Free Worksites			
Conduct at least one adult-focused community education activity on the need for a local comprehensive ordinance, or the status and benefits of the community's comprehensive local law. Focus should be on those who are most impacted by secondhand smoke exposure.	Quarterly	No	0
Conduct ongoing activities to fill identified gaps in Community Readiness Profile.	Monthly	No	0
Indicator 8 – Multi-Unit Housing			
Assist public housing authority and market rate housing management with: <ul style="list-style-type: none"> implementation by providing resources including Indiana Tobacco Quitline materials and other assistance enforcement and strengthening of current policy to include e-cigarettes and smoke-free grounds 	Quarterly	Yes	3
Maintain a database of all public and market rate multi-unit housing in your community and complete the following activities: <ul style="list-style-type: none"> Outreach with all new multi-unit housing properties that open within your community Track and monitor outreach to the database obtained through assessment 	Quarterly	No	0
Indicator 11 – Quitline			
Conduct ongoing outreach with healthcare providers (such as hospital systems, primary care providers, pediatric offices, outpatient centers, dentists, and pharmacists) to promote the Indiana Tobacco Quitline and to develop.	Monthly	Yes	4
Conduct ongoing outreach with health care providers that serve marginalized populations (such as Community Health Clinics, Federally Qualified Health Centers, mental health centers, opioid treatment/addiction providers, and recovery centers) to promote the Indiana Tobacco Quitline and to develop relationships.	Monthly	Yes	4
Conduct ongoing outreach with organizations that serve marginalized populations (such as organizations serving pregnant women, Lesbian, Gay, Bisexual, and Transgender (LGBTQ+) people, veterans and members of the military, Medicaid members, uninsured residents, people with low income and low education, people experiencing homelessness or domestic violence, people with disabilities, and vocational training programs and faith-based organizations)	Monthly	Yes	3

Indicator 13 – Employers			
Conduct outreach to employers: Outreach to new contacts, Intense Outreach to QNI Preferred Employer Network, Track outreach, Educate leadership of local businesses, Conduct a presentation and/or face-to-face meeting for employers, Assist with promotion cessation benefits, and Assist with implementing TF grounds policy.	Quarterly	Yes	3
Indicator 14 – Coalition			
Conduct ongoing coalition development and maintenance activities to involve participation from all sectors of the community. (Reference the Recommended Coalition Maintenance Activities)	Monthly	Yes	3
Complete at least one earned media submission (letter to the editor, op-ed, or news release) to a local media outlet. (Reference the Recommended Communications Outreach in the Resource Guide)	Monthly	No	1
Conduct at least one face-to-face meeting or key informant interview with a prospective coalition member or partner in order to recruit from sectors of the community not well represented on the coalition.	Quarterly	Yes	2
Educate state and local policy makers about your program and tobacco control, and the burden of tobacco use on Indiana.	Quarterly	Yes	1
Indicator 15 – Priority Populations			
Conduct at least one face-to-face or key informant interview each quarter with an organization, key individual, or stakeholder from a marginalized population, and identify a contact person for coalition recruitment.	Quarterly	Yes	1
Engage and work in partnership with organizations serving marginalized populations to ensure activities are co-created and welcomed by the community.	Quarterly	Yes	4

Number and percentage of monthly or quarterly deliverables completed:
11 of 15 deliverables (73.3%)

Note: The above table includes 15 deliverables that all TPC partners are required to complete on a monthly or quarterly basis. It is not a complete list of all deliverables included in the partner's work plan. The data presented here are based on the partner's program reports submitted for October through December, 2022.

A "Yes" response for the **Monthly completion status indicates a partner completed at least 3 activities for that specific deliverable within the quarter.*

Partner Success Stories

Building a Healthier Vanderburgh County Local Successes In Commercial Tobacco Control



Preventing Youth and Young Adults from Using Tobacco

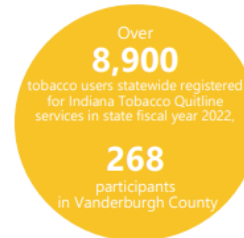
Conducted **25** educational presentations for local youth, adults, and youth-serving organizations on youth tobacco use and tobacco industry marketing to kids, reaching **2,958** students and community leaders.

96 youth are registered with Vanderburgh County VOICE Action Squad



Helping Hoosiers Quit Tobacco

Coalition outreach has connected people to access to cessation resources, reaching over **8,000** people in fiscal year 2022.



Protecting Hoosiers from Secondhand Smoke

100%

of Vanderburgh County public school students are protected by a school tobacco-free policy that includes e-cigarettes.

Provided education and assistance to **56** multi-unit housing facilities on steps to protect residents from secondhand smoke.



Engaging the Community

- **14** community members participate in Vanderburgh County's local tobacco prevention coalition on a monthly basis.
- Vanderburgh County's tobacco prevention efforts are supported by **111** local, regional, state, and national organizations.

Updated August 2022

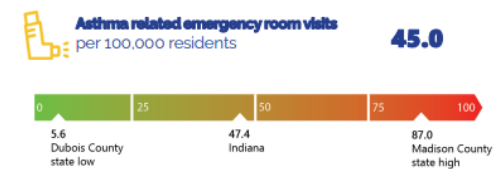
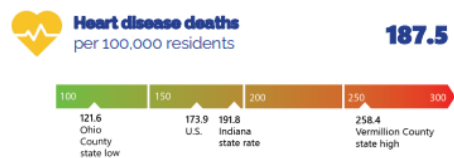
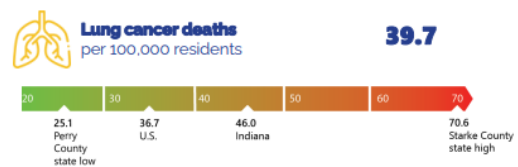
County Data Pages

The state of tobacco control Allen County

Lead Agency: **Parkview Health**
Coalition Coordinator: **Nancy Cripe**

2200 Randallia Drive
Fort Wayne, IN 46805
ncripe@tobaccofree02.org
260.760.7555

Tobacco and Health in Allen County



Total Population
385,410

White: 277,055
Black: 44,481
Hispanic: 32,923
Asian: 18,304
Other*: 16,686

Smoking and Pregnancy

Births affected by smoking
low birth weight, SIDS, reduced lung function **440**

Percent of pregnant women who smoke:
Indiana: **10.9%**
Allen County: **8.5%**

Smoking deaths
Deaths attributable to smoking **630**

Deaths due to secondhand smoke **101**
Economic burden of secondhand smoke: **\$124.7 Million**

Smoking related illness
18,914

Tobacco Control Funding

\$485,000
Funding in Allen County for July 2021-June 2023



\$6.1 billion
Economic cost in Indiana due to smoking

\$903 per Indiana household
State and federal tax burden from smoking-caused government expenditures

Updated January 2023

*Asian, Native Hawaiian or Other Pacific Islander, American Indians, and those identifying as multiple races. These racial groups are combined due to being underrepresented in Indiana.



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Qualitative data and feedback

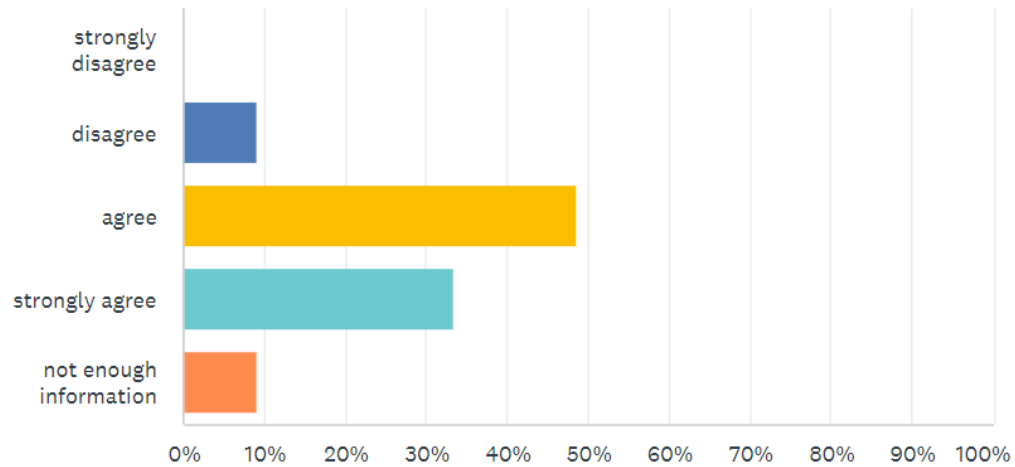
Partner Feedback Survey

- Web-based survey administered biennially around the midpoint of the two-year grant cycle
- Quantitative (multiple choice/Likert scale questions) and qualitative (comment fields and free response questions)
- Opportunity for community, statewide, and health systems change partners to provide anonymous feedback on...
 - How information is presented
 - Training and TA provided
 - Relationship with primary contact
 - Communications
 - Facilitation of collaboration among partners... and more

Partner Feedback Survey

TPC presents information in a well-organized manner.

Answered: 33 Skipped: 0

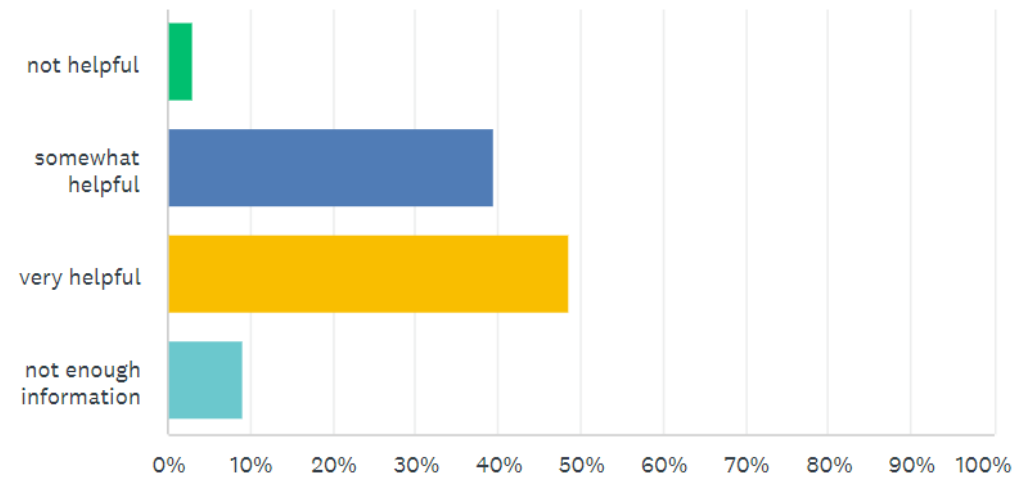


TPC Partner Feedback Survey -- 2021-2023 grant cycle

🔍 (0)

How helpful is the training and technical assistance that yo...

Answered: 33 Skipped: 0

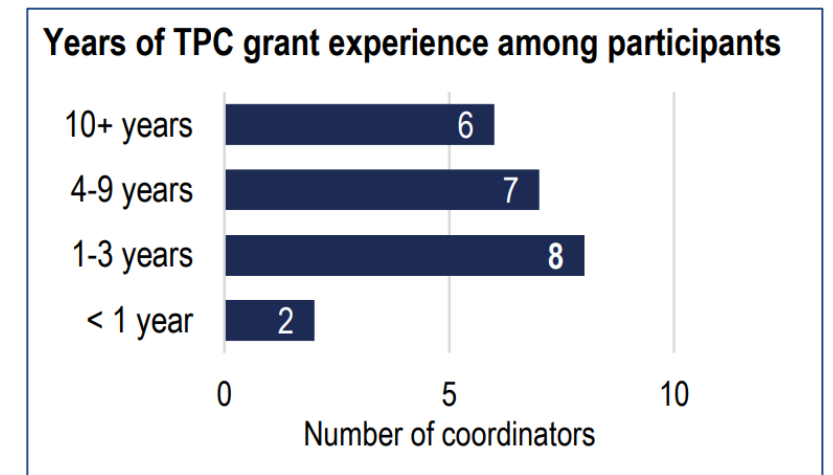


TPC Partner Feedback Survey -- 2021-2023 grant cycle

🔍 (0)

Community Partner Focus Group

- Conducted by Professional Data Analysts and Bingle Research Group Inc in Spring 2022.
- Purpose was to discuss *grant work plans, deliverables, and training* with community partners.
- 27 local coordinators were invited, 23 participated representing 21 counties in Indiana, and a range of lead agencies and years of experience.





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Future Plans & Wish List

Focus Groups - Phase II

- Conduct focus groups with all types of funded partners
- Include coalition members and/or other stakeholders, and community members at large
- Allow participants to weigh in on what is working and what could change; challenges and wins

Questions for Participants

How do you define progress or success for local partnerships?

Is your evaluation more process or outcomes focused, or a good balance of both?



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Connection to CDC grant

DP 20-2001 & community partnerships

- Evaluation plan references short-term, intermediate, and long-term outcomes that mirror objectives in the 2025 Indiana Tobacco Control Strategic Plan
- Data source for evaluation questions is often monthly program reports
- Local and statewide partners represented in communication/dissemination of evaluation results
- Data from monthly program reports are used for Performance Measures (mass-reach comm, prevention, SHS)