

Utilizing Case Studies in Evaluation of Tobacco Control Programs

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INTRODUCTION TO CASE STUDIES

What is a Case Study

- A research Method
- In-depth examination and analysis of a phenomena or case which can include individuals, organizations, or situations
- Usually utilize qualitative methods

Types of Case Studies

Descriptive

- Describes a phenomenon in detail

Exploratory

- Looks for reasons to explain a phenomenon

Exploratory

- Exploring a phenomenon to help develop research questions

Longitudinal Case Study

- Studying a phenomenon at more than one point in time

Planning for a Case Study – The protocol

Overview

- Overview of the Study including objectives

Field Procedures

- detailed description of field procedures including the techniques of data collection to be employed

Question

- Fully developed research questions, survey and interview questions

Analysis Plan

- Well formulated plan for analysis

Pros and Cons of Utilizing Case Studies

Pros

- Answers how, what and why
- Allows for the use of multiple data collection methods
- Allows for accessible and useful reporting

Cons

- Not generalizable to a larger population
- Cannot answer cause or effect
- Subject to bias

PLANNING FOR A CASE STUDY

Why Use Case Studies?

- Efficient way to share samples of successes with all partners
- Provides method for ideas and be inspired by what other recipients are doing
- Allows use to focus on single topics of particular interested such as changing tobacco related norms in behavioral health

Data Collection

- **Interviews:** One on one in-depth interviews with key informants and direct members of the target audience
- **Document Reviews:** examining documents, records, reports, direct communication, and other relevant prints, social media, or audiovisual communication
- **Survey Methods:** Online or in person surveys or questionnaires gather quantitative information from a larger number of participants. Descriptive analysis will be used to analyze survey methods.

Sharable Deliverables will include

- **Situation** – A description of recipient tobacco program and explanation of disparity being addressed.
- **Strategy** – Activities being implementing, barriers faced and steps to overcome those barriers
- **Results** – Outcomes of activities and next steps.



ANALYZING AND REPORTING ON A CASE STUDY



Type of Analysis – Depends on the type of Case Study

- **Pattern Matching** – In depth multiple step process comparing observed and theoretical patterns
- **Ground Theory** – Looks for themes emerging from data. There are no preconceptions
- **Explanation Building:** Explaining a case and identifying a set of causal links
- **Cross-case synthesis** – Using multiple case studies to augment study aims
- **Categorical Aggregation** – Seeing collection of themes from the data hoping lessons to be learned about the case will emerge
- **Description** - Developing detailed description of the case and instance



Additional Information

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