Key Outcome Indicators for Evaluating Comprehensive Tobacco Control Programs: Updates and Next Steps

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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.

Historic Policy Opportunities in Tobacco Control

Family Smoking Prevention and Tobacco Control Act

(Released May 2005)

- Evidence-based logic models linking activities to outcomes for NTCP goals
- In-depth information on indicators to measure progress toward outcomes
- Consumer Reports-type ratings to allow for flexibility in local tailoring
- Instruction on how to use indicators to integrate program and evaluation planning
- Participatory development process that engaged program managers, evaluators, and researchers
Target Audience

- State program managers
- State evaluators
- OSH staff
- National partners

National Tobacco Control Program (NTCP) Goal Areas

- Goal 1: Prevent initiation among youth
- Goal 2: Eliminate exposure to secondhand smoke
- Goal 3: Promote quitting among adults and youth
- Goal 4: Identify and eliminate disparities among population groups

Simplified Program Logic Model

Context

Focus on Program Outcomes

Outcome 1: Increased knowledge of the dangers of tobacco use, attitudes against tobacco use, and support for policies to reduce tobacco use initiation

Outcome 2: Increased restriction of tobacco use and enforcement of anti-tobacco policies and programs in schools and on college/university campuses

Outcome 3: Increased policy and enforcement efforts to reduce tobacco industry influence

Outcome 4: Increased restriction and enforcement of tobacco product sales, availability and use

Outcome 10: Reduced tobacco-use prevalence among young people

Outcome 11: Reduced tobacco-related morbidity and mortality

Outcome 12: Decreased tobacco-related disparities
**Characteristics of a “Good” Indicator**

- Relevant – important/useful information
- Affordable – requires reasonable resources
- Valid
  - Appropriate – meaningful for intended use
  - Understandable – makes sense
- Reliable – minimal measurement error

**Indicator Rating Criteria**

- Strength of the evaluation evidence
- Intensity of resources to collect indicator data
- Utility of indicator to answer key evaluation questions
- Face validity of indicator
- Use of Indicator in real world practice
- Overall quality
Prevent Initiation of Tobacco Use: Updating the Goal 1 Logic Model and Outcome Indicators

Using science to clarify pathways of change

Goal Area 1 Reviewers

- Carsten Baumann, Colorado Tobacco Control Program
- Lois Biener, Center for Survey Research, University Of Massachusetts – Boston
- Greg Connolly, Division of Public Health Practice, Harvard School of Public Health
- Ellen Feighery, Campaign for Tobacco-Free Kids
- Jean Forster, University of Minnesota Cancer Center
- Stan Glantz, Center for Tobacco Control Research and Education, University of California San Francisco
- Bruce Gutelius, Oregon Health Authority
- Andrew Hyland, Department of Health Behavior, Roswell Park Cancer Institute
- Lois Keithly, Massachusetts Department of Public Health
- Joyce Morris, Oklahoma Tobacco Use Prevention Service
- Jessica Rath, Research and Evaluation, The Legacy Foundation
- Kurt Ribisl, Health Behavior and Health Education, University of North Carolina, Gillings School of Global Public Health
- April Roeseler, Programs and Evaluation, California Tobacco Control Program

Expert Panel Review (June-September 2011)

- Rated candidate indicators on the criteria
- Provided a summary rating of indicator importance
- Suggested alternative data sources and measures
- Offered additional indicators for evaluating comprehensive state tobacco control programs
Indicator Report Features

- Goal-specific Logic Models
- Indicator Lists
- Outcome Component Overviews
- Indicator Rating Tables
- Indicator Profiles
- References
- Data Source Table

Updates to OSH Goal Area 1
Key Outcome Indicators: Expanded Consideration of Tobacco Industry Influence

Photo courtesy of Campaign for Tobacco Free Kids

Photo courtesy of Cigarette Flavors Tobacco Control Newsletter

NTCP Goal 1: Preventing Initiation of Tobacco Use

Indicator Profile

- What to measure
- Rationale
- Example data sources
- Population group
- Example questions
- Comments
- Ratings
- References
Summary of Changes

- Updated logic model
- Revised indicator numbering
- Indicator additions
  - 23 Indicators Added
- Indicator deletions
  - 15 Indicators Removed

Next Steps

- Estimated release of
  Goal 1 indicators: Quarter 1, 2014
- Goal 2: To begin
  Quarter 1, 2014
- Goal 3:
  - Expert review complete
  - Internal review in progress
  - Submission to clearance, Quarter 1, 2014

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References


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Questions?

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Thank you

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