Evaluating Earned, Social, and Digital Media

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Media Network Webinar
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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
National Tobacco Quitline Logic Model

<table>
<thead>
<tr>
<th>Evidence-Based Interventions, Strategies and Activities</th>
<th>Short-Term Outcomes (1-2 years)</th>
<th>Intermediate Outcomes (2-4 years)</th>
<th>Long Term Outcomes (3-4 years or more)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ensure infrastructure for state quitline—sufficient to support increased demand</td>
<td><em>Increased quit attempts among current tobacco users</em></td>
<td><em>Increased cessation among current tobacco users</em></td>
<td><em>Reduced tobacco prevalence and consumption</em></td>
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<tr>
<td>Improve quitline capacity</td>
<td><em>Increased awareness of the quitline</em></td>
<td><em>Increased number of tobacco users receiving counseling and/or cessation medication via quitline</em></td>
<td><em>Reduced tobacco-related morbidity and mortality</em></td>
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<td>Improve understanding of comprehensive cessation coverage for Medicaid recipients</td>
<td><em>Increased earned media</em></td>
<td><em>Increased referrals to the quitline from health care providers</em></td>
<td><em>Reduced tobacco-related medical expenditures</em></td>
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<td>Promote health systems changes</td>
<td><em>Increased quitline call volume</em></td>
<td><em>Increased number of tobacco users who call the quitline for help quitting</em></td>
<td><em>Decreased tobacco-related disparities</em></td>
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**Short-Term Outcomes**
- Increased awareness of the quitline
- Increased earned media

**Increase media efforts**

*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)
<table>
<thead>
<tr>
<th>Best Practices Area</th>
<th>Relevant Logic Model Outcomes</th>
<th>Performance Measures</th>
<th>Reporting Responsibility</th>
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</table>
| 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                    |
CDC Evaluation Framework

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