Promoting Quitting among Adults and Young People: Updates to Outcome Indicators for Evaluating Comprehensive Tobacco Control Programs

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OSH Surveillance and Evaluation Coffee Break
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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.
Key Outcome Indicators (KOI) for Evaluating Comprehensive Tobacco Control Programs

- Evidence-based logic models linking activities to outcomes for National Tobacco Control Program (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
Historic Policy Opportunities in Tobacco Control

**Family Smoking Prevention and Tobacco Control Act (2009)**
- Grants from the U.S. Food and Drug Administration authority to regulate the manufacture, marketing, and distribution of tobacco products.

**Affordable Care Act (2010)**
- Requires insurers to cover evidence-based tobacco cessation treatments
- Expands smoking cessation coverage for priority populations
- Establishes the Prevention and Public health Fund
Status of KOI Update

- Updates to OSH Goal Areas 1 – *Preventing Initiation of Tobacco Use* and 3 – *Promoting Quitting Among Adults and Young People* guides are published:
  - http://www.cdc.gov/tobacco/stateandcommunity/tobacco_control_programs/surveillance_evaluation/index.htm
- Goal Area 2 – *Eliminating Exposure to Secondhand Smoke* – update is in progress.
Promoting Quitting among Adults and Young People: Updating the Goal 3 Logic Model and Outcome Indicators

Using science to clarify pathways of change
Updating Key Outcome Indicators

Literature Review

Promoting Quitting Among Adults and Young People: Outcome Indicators for Comprehensive Tobacco Control Programs—2015

2005 KOI

Internal and External Expert Review
Goal Area 3 Reviewers

- **Linda Bailey, MHS, JD**: President and CEO, North American Quitline Consortium
- **Carsten Baumann, MA**: External Evaluation Director, Colorado Public Health Department
- **Frank Chaloupka, PhD**: Distinguished Professor of Economics, University of Illinois at Chicago
- **Michael Cummings, PhD, MPH**: Co-director, Tobacco Policy and Control Program, Medical University of South Carolina
- **Michael Fiore, MD, MPH, MBA**: Professor and Director of Medicine, Center for Tobacco Research and Intervention
- **Jonathan Foulds, PhD**: Professor, Penn State College of Medicine
- **Corinne Husten, MD, MPH**: Senior Medical Advisor, FDA Center for Tobacco Products
- **Andrew Hyland, PhD**: Department Chair, Roswell Park Cancer Institute
- **Mark Paskowsky, MPP**: Director of Surveillance and Evaluation, Massachusetts Department of Public Health
- **Kurt Ribsl, PhD**: Professor, UNC Gilings School of Global Public Health
- **Stacey Schubert, MPH**: Health Promotion and Chronic Disease Prevention, Oregon Public Health Division
- **Donna Warner, MBA, MA**: Multi-state Collaborative for Health Systems Change to Address Tobacco Use
- **Shu-Hong Zhu, PhD**: Principal Investigator, California Smoker’s Helpline and the Center for Tobacco Cessation
Characteristics of a “Good” Indicator

- **RELEVANT**: important/useful information
- **AFFORDABLE**: requires reasonable resources
- **VALID**: appropriate & understandable
- **RELIABLE**: minimal measurement error
Indicator Rating Criteria

- Resources needed
- Strength of evaluation evidence
- Utility
- Face validity
- Accepted practice
- Overall quality
Indicator Profile

Level of Support for Policies within Health Care Settings that Promote Cessation

<table>
<thead>
<tr>
<th>KOI 2005</th>
<th>3.8,8</th>
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</thead>
<tbody>
<tr>
<td>Goal area 3</td>
<td>Promoting Quitting Among Adults and Young People</td>
</tr>
<tr>
<td>Outcome 1</td>
<td>Increased intention to quit, perceived harm of tobacco use, and awareness of and support for cessation services</td>
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**What to measure**
Proportion of decision makers, including health administrators, insurers and purchasers, who support policies promoting cessation within health care settings (e.g., providing comprehensive coverage for proven behavioral and pharmacologic treatments to help people stop using tobacco products; implementing referral programs that link health care organizations, providers, and patients with tobacco quitlines)

**Why this indicator is useful**
Measuring decision-maker support for policies that promote tobacco cessation may help to integrate cessation into the delivery of health care. Widespread implementation of health care systems-level policies that promote cessation has been shown to increase the number of successful quit attempts and decrease tobacco prevalence rates.

**Example data source(s)**
Decision Maker or Opinion Leader Survey

**Population group(s)**
Decision makers

**Example survey question(s)**
Proven therapies for treatment of tobacco dependence, such as nicotine replacement therapy, telephone counseling, face-to-face counseling, and/or cessation group counseling, should be fully covered by health insurance plans. Do you...
- Strongly agree
- Agree
- Disagree
- Strongly disagree

**Comments**
The authors created this example question. It is not in any commonly used survey or other data source. The example questions could be asked of decision makers, opinion leaders, or the public.

**Rating**

<table>
<thead>
<tr>
<th>Overall quality</th>
<th>Resources needed</th>
<th>Strength of evaluation evidence</th>
<th>Utility</th>
<th>Face validity</th>
<th>Accepted practice</th>
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<tbody>
<tr>
<td>low ↔ high</td>
<td>$$$</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○ ↔ better</td>
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</table>
Summary of Changes

- Updated logic model
- Revised indicator numbering
- Indicator title revisions
  - 20 Indicator Titles Revised
- Indicator additions
  - 24 Indicators Added
- Indicator deletions
  - 12 Indicators Removed
UPDATED LOGIC MODEL
INDICATOR REVISIONS
Revised Indicator Numbering

2005 numbering scheme: #.#.#

Indicator 3.14.2  Prevalence of Tobacco Use During Pregnancy

2015 numbering scheme: #.#.letter

Indicator 3.8.b  Prevalence of Tobacco Use During Pregnancy

GOAL AREA. OUTCOME. INDICATOR
Examples of Indicator Title Revisions

2005 | 3.8.1 Level of confirmed awareness of media campaign messages on the dangers of smoking and the benefits of cessation

2015 | 3.1.a Level of awareness of anti-tobacco media messages

2005 | 3.9.2 Proportion of adults who have been asked by a health care professional about smoking

2015 | 3.3.b Proportion of the population that has been asked by a health care professional about tobacco use

2005 | 3.12.1 Amount of tobacco product excise tax

2015 | 3.4.e Amount of tobacco product taxes and fees
Examples of Indicator Additions

- **3.1.c** Level of perceived risk of tobacco products among tobacco users
- **3.2.a** Proportion of the insured population with access to comprehensive cessation services
- **3.6.f** Proportion of tobacco users who have made a quit attempt by switching to a different tobacco product

Indicator additions were included where new evidence demonstrated a gap in existing indicators.
Examples of Indicator Deletions

- **3.7.6** Proportion of worksites with a cessation program or a contract with a quitline
- **3.8.4** Proportion of smokers who intend to quit smoking by using proven cessation methods
- **3.10.1** Proportion of insurance purchasers and payers that reimburse for tobacco cessation services

Indicator deletions were based on new evidence or changes in policy that made the previous indicators obsolete or unwarranted.
Indicator Crosswalk included in 2015 Guide

<table>
<thead>
<tr>
<th>Revised Indicator Number</th>
<th>Original KOI Number</th>
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<tr>
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<tr>
<td>3.1.b</td>
<td>3.8.2</td>
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</tr>
<tr>
<td>3.1.c</td>
<td>New</td>
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<tr>
<td>3.1.d</td>
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<tr>
<td>Deleted</td>
<td>3.8.4</td>
<td></td>
</tr>
<tr>
<td>3.1.e</td>
<td>3.8.6, 3.8.7</td>
<td>✓</td>
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National Tobacco Control Program
MIS Reporting

- Quitline
  - Includes updated indicators

- Core
  - Will be reflected during next reporting period
  - Further guidance is forthcoming
Special Thanks

**CDC**
- Stephen Babb, MPH
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- Rene Lavinghouze, MA
- Ann Malarcher, PhD
- Boris Volkov, PhD

**RTI International**
- LaShawn Curtis, DrPH
- Laurel Curry, MPH
- Sandhya Joshi, BA
- Todd Rogers, PhD
Questions?

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

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