Guidance for the Development of the DP20-2001 Evaluation Plan

Wednesday, September 9, 2020

The findings and conclusions in this presentation are those of the author and do not necessarily represent those of the Centers for Disease Control and Prevention.
GUIDANCE FOR THE DEVELOPMENT OF THE DP20-2001 EVALUATION PLAN

PRESENTER:

Yessica Gomez, MPH
Health Scientist
Office on Smoking and Health
Centers for Disease Control and Prevention

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TIPS FROM FORMER SMOKERS® CAMPAIGN
EVALUATION UPDATE
SEPTEMBER 9, 2020, SURVEILLANCE & EVALUATION WEBINAR SERIES

REBECCA MURPHY-HOEFER, PHD, MPH; HEALTH COMMUNICATIONS BRANCH
METHODS

- Nationally representative online surveys of smokers and nonsmokers from 2012-2018

- Related self-reported past 3 month quit attempts to media dose

- Quit attempts and remained abstinent for at least 6 months
From 2012-2018, *Tips* was associated with an estimated **1 MILLION QUILTS** and 16.4 Million Quit Attempts

Mass media campaigns, such as the *Tips* campaign, can increase smoking cessation as part of a comprehensive approach to reducing disease and premature death in the US
Questions?

rmurphy2@cdc.gov
GUIDANCE FOR THE DEVELOPMENT OF THE DP20-2001 EVALUATION PLAN AND REQUIREMENTS

YESSICA GOMEZ, MPH
EVALUATION TEAM
OFFICE ON SMOKING AND HEALTH
AGENDA

01 Evaluation Overview
02 NOFO Requirements and Timeline
03 Evaluation Plan Considerations
04 Evaluation Technical Assistance
AGENDA

01 Evaluation Overview

02 NOFO Requirements and Timeline

03 Evaluation Plan Considerations

04 Evaluation Technical Assistance
DP20-2001 EVALUATION COMPONENTS

- **CDC-led Evaluation**
  Assessment of outcomes, impact, and special studies

- **Recipient-led Evaluation**
  Annual evaluation reports

- **Performance Measurement**
  Annual performance measurement data collection
Monitor Implementation Progress
Progress in implementing strategies and achieving intended results

Assess Reach
Extent to which strategies reached the intended population(s) and estimated number of people reached

Assess Outcomes and Impact
Outcomes (e.g., policy, systems, and environmental changes) and impact

Inform Program Development
Use of evaluation findings to inform program improvement and development

Expand Evidence Base
Use of evaluation findings to inform the evidence base
AGENDA

01 Evaluation Approach
02 NOFO Requirements and Timeline
03 Evaluation Plan Considerations
04 Evaluation Technical Assistance
DP20-2001 EVALUATION REQUIREMENTS

1. Focus Areas
2. Evaluation Plan
3. Evaluation Report
4. Performance Measures
DP20-2001 EVALUATION REQUIREMENTS

1. Focus Areas
2. Evaluation Plan
3. Evaluation Report
4. Performance Measures
### EVALUATION FOCUS AREAS

#### COMPONENT 1

<table>
<thead>
<tr>
<th>State-Based</th>
<th>Community-Based</th>
<th>Policy/Health Systems Change</th>
</tr>
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<tbody>
<tr>
<td>Behavioral Health OR Low Income</td>
<td>Selected Population Group</td>
<td>Selected Policy or Health Systems Change</td>
</tr>
</tbody>
</table>

#### COMPONENT 2

<table>
<thead>
<tr>
<th>Quitline</th>
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<tr>
<td>General population, including populations experiencing tobacco-related disparities</td>
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</table>
STATE-BASED AND COMMUNITY-BASED EVALUATION QUESTIONS

Effectiveness

What evidence-based strategies, promising practices, and/or culturally tailored interventions were effective (and/or not effective) at reaching and improving positive tobacco-related outcomes among the selected populations affected by tobacco-related disparities?

What were lessons learned, promising practices, and unintended consequences?

Outcomes

To what extent did recipient efforts improve tobacco-related outcomes (refer to guidance for specific outcomes of interest)?

To what extent did recipient efforts reduce tobacco use and dependence among the selected populations affected by tobacco-related disparities?

POLICY AND HEALTH SYSTEMS CHANGE EVALUATION QUESTIONS

Outcomes

What impact did the policy or systems change have on achieving tobacco-related outcomes for at least one of the following:

• Decreasing access and tobacco use among youth,
• Increasing protection and reducing exposure to secondhand smoke, and/or
• Increasing use of evidence-based cessation treatment and increasing quit attempts and sustained quits?

Intended and unintended consequences

What effect did the policy or health systems change have among populations experiencing tobacco-related disparities?

To what extent were there unintended consequences?

QUITLINE EVALUATION QUESTIONS

**Effectiveness**

What services and modalities and/or combination of services resulted in increased quit attempts? For whom?

What services and modalities and/or combination of services resulted in sustained quits at 7-months follow-up? For whom?

**Outcomes**

To what extent did recipient efforts contribute to a measurable change in quit attempts and sustained quits at 7-month follow-up?

To what extent did recipient efforts contribute to a measurable change in quit attempts and sustained quits at 7-month follow-up among populations experiencing tobacco-related disparities?

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   a. Evaluation Focus Areas
   b. Program Logic Model(s)
   c. Table A: Evaluation Plan Overview
   d. Table B. Evaluation Design and Data Collection Matrix
   e. Use of Evaluation Findings

III. Component 2
   a. Evaluation Focus Areas
   b. Program Logic Model(s)
   c. Table A: Evaluation Plan Overview
   d. Table B. Evaluation Design and Data Collection Matrix
   e. Use of Evaluation Findings
### Table A. Evaluation Plan Overview

<p>| | |</p>
<table>
<thead>
<tr>
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<tbody>
<tr>
<td><strong>1. Strategies to Evaluate:</strong></td>
<td>Select strategies from your work plan that you would like to evaluate during the funding period.</td>
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<tr>
<td><strong>2. Overall Evaluation Approach and Context:</strong></td>
<td>Describe the general approach that you will undertake to evaluate these strategies.</td>
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<tr>
<td><strong>3. Evaluation Stakeholders and Primary Intended Users of the Evaluation:</strong></td>
<td>Describe individuals or groups who have a stake in the evaluation and who will use the evaluation results.</td>
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<tr>
<td><strong>4. Communication/Dissemination:</strong></td>
<td>Describe your broad plans for communicating/sharing your findings and provide examples of products that you will develop.</td>
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<td><strong>5. Use of Evaluation Findings:</strong></td>
<td>Describe how your evaluation findings will be used to ensure continuous quality and programmatic improvement.</td>
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<td><strong>6. Health Impact:</strong></td>
<td>Describe here what you want to be able to say about the contribution of your program to changes in health, behavior, or environment in a defined community, population, organization, or system by the end of the cooperative agreement.</td>
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</tbody>
</table>
Table B. Evaluation Design and Data Collection Matrix

<table>
<thead>
<tr>
<th>1. Strategy-Specific Evaluation Approach and Context:</th>
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<tbody>
<tr>
<td>2. Strategy:</td>
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<td>3. Activity(s):</td>
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<tr>
<td>What you want to know.</td>
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Screenshare guidance
DP20-2001 EVALUATION REQUIREMENTS

1. Focus Areas
2. Evaluation Plan
3. Evaluation Report
4. Performance Measures
ANNUAL EVALUATION REPORT

Approach and Implementation
- Brief program description
- Key evaluation questions and focus areas
- Contextual Factors

Evaluation Findings
- Findings related to evaluation focus areas
- Key outcomes and successes
- Promising practices

Lessons Learned
- Key lessons learned
- Application to inform tobacco control efforts

Dissemination, Recommendations, and Use
- Plan for dissemination
- Peer-reviewed publications
- Key recommendations to inform action

Approach and Implementation

Evaluation Findings

Lessons Learned

Dissemination, Recommendations, and Use
PERFORMANCE MEASURES GUIDANCE

Select performance measures based on workplan strategies

Review guidance for selected measures

Develop targets for measures where required

Report annually on selected measures and targets using AMP
Example profile to guide in completion of performance measure

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<th>Performance Measure</th>
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<td>Related outcome(s)</td>
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<td>Related strategy</td>
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<td>Unit of Analysis</td>
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<td>Numerator definition</td>
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<td>Denominator definition</td>
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<td>Target</td>
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Screenshare guidance
## TIMELINE AND DUE DATES

### Due Dates

<table>
<thead>
<tr>
<th>Year</th>
<th>Events</th>
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<tbody>
<tr>
<td>2020</td>
<td>Evaluation Plan, Performance Measures, Data Management Plan</td>
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<td>2021</td>
<td>Updated Evaluation Plan, Evaluation Report, Performance Measures</td>
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<td>2022 – End of NOFO</td>
<td>Annual Evaluation Report, Annual Performance Measures</td>
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### 2020 December Calendar

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<tr>
<th>SUN</th>
<th>MON</th>
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AGENDA

01  Evaluation Approach

02  NOFO Requirements and Timeline

03  Evaluation Plan Considerations

04  Evaluation Technical Assistance
https://www.cdc.gov/dhdsp/evaluation_resources/guides/cultural-competence.htm
EVALUATING THROUGH A HEALTH EQUITY AND DISPARITIES LENS

INPUTS
Support, resources, partnerships, and data to implement tobacco prevention and control efforts, including strategies to promote health equity and reduce disparities

STRATEGIES AND ACTIVITIES
- General Population Strategies and Activities
- General population, including priority subpopulations
- Priority Subpopulations
- Culturally Appropriate Strategies and Activities

OUTCOMES AND IMPACT
- Short-Term Outcomes
- Intermediate Outcomes
- Long-Term Outcomes
- Unintended consequences

Contextual Factors: Structural Inequities; Social Determinants of Health

PROCESS EVALUATION

OUTCOME/IMPACT EVALUATION
Impact Among the general population, including priority subpopulations
ASSESSING OUTCOMES THROUGH A HEALTHY EQUITY LENS

- **How do these changes vary by social determinants of health characteristics (e.g., income, education, occupation, access to health services)?**

- **Are certain groups and/or communities benefiting more than others from commercial tobacco-related interventions/outcomes? What is driving these inequities (e.g., inequities in adoption or implementation of polices and interventions, lack of culturally and linguistically appropriate services, lack of access to services and programs)?**
<table>
<thead>
<tr>
<th>Ensure</th>
<th>Use</th>
<th>Collect</th>
<th>Analyze</th>
<th>Monitor</th>
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<tbody>
<tr>
<td>Ensure methodologies and data collection tools are sound and culturally appropriate</td>
<td>Use multiple approaches and types of data to understand the effects of strategies</td>
<td>Collect community-level and subpopulation data and data on relevant health equity and disparities measures</td>
<td>Analyze measures on key outcomes and areas of interest, consider between AND within group differences</td>
<td>Monitor effects of program efforts on tobacco related outcomes</td>
</tr>
</tbody>
</table>
Example from Massachusetts:
Assessing geographic disparities using data on median income, poverty level, smoking prevalence, retail density, mental health status, and population enrolled in Medicaid.
EXPECTATIONS FOR EVALUATION PLAN

- Applies a health equity and disparities lens to evaluation processes
- Includes required evaluation questions
- Aligns evaluation questions with appropriate methods/design
- Captures qualitative and quantitative data
- Includes plan to collect pre- and post-implementation data where appropriate
- Includes indicators linked to key outcomes of interest (included in guidance)
- Includes thoughtful, intentional plan for ongoing use of evaluation findings
MORE GUIDANCE IS FORTHCOMING

Upcoming Evaluators’ Network webinars will focus on unpacking evaluation focus areas

- Evaluating health systems change
- Evaluating efforts to promote cessation among behavioral health populations
- Evaluating community-based efforts
- Many more... strategy and population-specific evaluation webinars
AGENDA

01 Evaluation Approach
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03 Evaluation Plan Considerations
04 Evaluation Technical Assistance
Communicate Evaluation Requirements
Deliver Proactive and Reactive Evaluation Technical Assistance
Identify Challenges Related to Evaluation and Performance Measurement
Review and Provide Feedback to Recipients on Evaluation Plan, Reports, and Performance Measures
KEY TECHNICAL ASSISTANCE AREAS

**Policy Evaluation:** Restrictions on flavored tobacco products, T21 policies, pricing policies, and smokefree policies in public (e.g., workplaces, restaurants, and bars) and private (e.g., multi-unit housing settings).

**Health Systems Evaluation:** Health systems changes in healthcare facilities, particularly behavioral health facilities and/or assess changes in cessation coverage, including the effects of coverage on use of cessation treatment.

**Evaluation of Disparities Interventions:** Policy, health systems, and community-based interventions among populations who experience tobacco-related disparities.

**Quitline Evaluation:** Quitline services, including digital-based technologies and Quitline impact, including sustained quits among Quitline registrants.
THE TEAM

DAYNA ALEXANDER
kuf1@cdc.gov
- Illinois
- Indiana
- Michigan
- Minnesota
- North Dakota
- Ohio
- South Dakota
- Wisconsin

YESELLA GOMEZ
xca1@cdc.gov
- Alaska
- California
- Connecticut
- Maine
- Massachusetts
- Nevada
- New Hampshire
- New York
- Oregon
- Rhode Island
- Vermont
- Washington

BRIANA OLIVER
pyf9@cdc.gov
- Florida
- Georgia
- Iowa
- Kansas
- Maryland
- Missouri
- Nebraska
- North Carolina
- Pennsylvania
- South Carolina
- Virginia
- West Virginia

EMILIA PASALIC
kse0@cdc.gov
- Colorado
- Delaware
- District of Columbia
- Guam
- Hawaii
- Idaho
- Montana
- New Jersey
- Puerto Rico
- Utah
- Wyoming

SONIA TETLOW
xyc9@cdc.gov
- Alabama
- Arkansas
- Arizona
- Kentucky
- Louisiana
- Mississippi
- New Mexico
- Oklahoma
- Tennessee
- Texas

Team Lead:
NIKKI HAWKINS
cy4@cdc.gov
Where do you start?
What major challenges do you foresee needing to overcome to achieve requirements? Where can you most benefit from CDC support?
The DP 20-2001 evaluation consists of three components: 1) CDC-led evaluation; 2) Recipient-led evaluation; and 3) Performance Measures.

Recipients are required to submit the following: 1) evaluation plan (Year 1); 2) updated evaluation plan (Year 2); 3) annual performance measures (Years 1-5); and 4) annual evaluation report (Years 2-5).

Evaluation processes should reflect the NOFO focus on health equity and tobacco-related disparities.

CDC Evaluators will provide evaluation technical assistance to recipients to support evaluation requirements.
KEY RESOURCES

- CDC/OSH Surveillance and Evaluation Resources Website: https://www.cdc.gov/tobacco/stateandcommunity/tobacco_control_programs/surveillance_evaluation/

- Evaluators’ Network Webinar Archive on the Emory TTAC website: http://www.tacenters.emory.edu/resources/SEwebinars/

- CDC Asthma Program Evaluation Resources: https://www.cdc.gov/asthma/program_eval/guide.htm