Using Process Evaluation to Ensure Accountability and Program Success
Laura McCormick, DrPH, Molly Lorton Aldridge, MPH, Carol Ripley-Moffitt, MDiv, Kathryn Kramer, PhD, Adam Goldstein, MD, MPH

1North Carolina Health and Wellness Trust Fund
2University of North Carolina - Chapel Hill, School of Medicine, Dept. of Family Medicine

BACKGROUND
Process evaluation of 46 grants with similar objectives but varying implementation strategies is a challenge shared by state, regional, and national public health funding organizations. As state agencies become increasingly accountable for expenditure of funds, the need for timely and efficient grant monitoring is paramount.

Although state level tobacco outcomes are tracked using the North Carolina Youth Tobacco Survey and other national measures, it is important to assess local grantee progress as well as the collective progress of grantees across the state.

The North Carolina Health and Wellness Trust Fund uses Master Settlement Agreement dollars to fund nearly 50 grants across North Carolina to health departments, non-profit agencies, and schools for youth tobacco use prevention and cessation programs. In the five years since the inception of the program, there have been multiple iterations and lessons learned in monitoring grants, both fiscally and programmatically.

PURPOSE
The purpose of this poster is to:
- Demonstrate strategies for gathering process evaluation data from community level grants
- Demonstrate how data from grantees, technical assistance providers and grants monitors is used to document state and local program successes and ensure programmatic and fiscal accountability
- Describe how program and fiscal information can be used in conjunction to better monitor local public health programs

CONCLUSION
- Integrating multiple data sources provides much richer reports and validates the results of any single data source. Centralizing all reporting allows for on-going grantee needs assessment and continuous feedback, both for grantees and for technical assistance and training providers.
- Process data reports can be integrated across time periods, regions, or the entire state. Reports include both numerical and text data, and encompass self-report (primarily) and Grants Manager and TA provider observation and insight.
- Future efforts may focus on more integrated technical assistance reports, and increased sharing of findings with grantees and technical assistance providers.