Writing Successful Program Summaries

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Educational Objectives

Participants will be able to:

1. Describe how a report or summary reflects the program and its evaluation
2. List the principles of effective report writing
3. Create a plan for dissemination and feedback of reports
Reports Reflect

1. Program planning and evaluation
2. Stakeholder Involvement
1. What are the objectives of the program?

2. Was the program implemented as described?

3. What data exists to measure program success in meeting objectives?

4. Were certain aspects of the program more successful than others?
Stakeholder Involvement

1. Who is funding the program?
2. Who is benefiting from the program?
3. Who is politically connected to the program?
4. Who can threaten the program?

How do you know the perspectives of each of these stakeholders?
Stakeholder Involvement Example

North Carolina Health and Wellness Trust Fund Evaluation

Stakeholders:
- Trust Fund Staff
- Department of Family Medicine
- Department of Medicine
- North Carolina Public
- North Carolina Youth
- Tobacco Prevention Control Branch
- Other Tobacco Control Coalition Members
- TPEP Staff
- Tobacco Industry
- North Carolina Legislature
Principles of Effective Report

1. Organization & Content
2. Appearance
Organization & Content

1. Need to provide Executive Summary (1-3 pages)
2. Each section should have an introduction, methods, and results.
3. Like writing, must go through 8-10 drafts before printing.
4. Like writing, should be reviewed by several outside stakeholders before printing.

Tell the story!
Proposed Template for Quarterly Reports

(this is for Phase I grantees only. Will discuss how to integrate Phase II grantees before the Sept. report is due.)

Summary and Recommendations

Data Sources
- include number of grantees reporting and timeliness of reporting

Results

Community/Schools

Infrastructure Events

Tobacco Control Events
- Initiation
- Secondhand Smoke
- Cessation
- Disparities

Priority Populations

Infrastructure Events

Tobacco Control Events
Organization
Organization
Executive Summary

Section 1: Executive Summary & Recommendations

1.A. Program Overview

The North Carolina Health and Wellness Trust Fund (HWTF) Commission was created by the General Assembly in 2001 to improve the health and wellness of the people of North Carolina, with a "priority on preventing, reducing, and remedying the effects of tobacco use with an emphasis on reducing youth tobacco use." In 2002, the Commission approved a Teen Tobacco Prevention Initiative (TTPI), and allocated $6.2 million per year for three years to this statewide effort.

The priorities and structures for programmatic funding were derived from the North Carolina Vision 2010 Coalition, a coalition of public and private health advocacy organizations dedicated to preventing and reducing the health effects of tobacco use. See this document at: http://www.communityhealth.dhhs.state.nc.us/tobacco/Tobacco_Prevention.pdf

The goals of the TTPI are to:
1) Prevent youth initiation of tobacco use;
2) Eliminate youth exposure to secondhand smoke;
3) Provide treatment options for teens who want to quit;
4) Eliminate disparities in tobacco use among minority youth.
**Telling the story**

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**Preventing Youth Initiation of Tobacco Use**

“A throat cancer survivor is giving a tobacco awareness presentation to a group of elementary school children. The presentation is informal and the kids engage in open discussion. They talk about their parents and family acquaintances who smoke or chew and how they feel about it. One child talks about chew. “It looks like cat poop” she announces. All the children burst out in laughter. There is a series of “ooos” and “yuks.” “Who wants to chew on something that looks like cat poop?” another declares. “No way!” reply others from the group.”

TTPI Community/ Schools grantee

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**Preventing Youth Initiation of Tobacco Use**

“SAVE survivors have given presentations to over 34,000 students and they have participated in promoting 100% tobacco free School Policies across the state.”

TTPI Community/ Schools grantee
Appearance

1. Must be inviting.
2. Must be scientific.
3. Must be clean.
4. Must be graphic.
5. Must be attractive.
6. Must be comprehensive.
Appearance

7. Must be formatted perfectly.
8. Must have graphic input.
9. Must be printed nicely.

You want people to say:

“The report looks great!”
Types of Report
Special media report on best practices

Tobacco Prevention Evaluation Program
UNC-Chapel Hill Dept. of Family Medicine

Recommendations for 2004 North Carolina Youth Tobacco Use Prevention Media Campaign

A report prepared for the North Carolina Health and Wellness Trust Fund Commission

December 19, 2003

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Tobacco Prevention Evaluation Program
UNC-Chapel Hill Dept. of Family Medicine

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2. Literature Review
3. Summary of Expert Interviews
4. Summary of Stakeholder Interviews
5. Appendices

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Special media report on best practices
Tobacco Prevention Evaluation Program

Monthly Report Progress Tracking System
January 1 – February 29, 2004
Priority Population Grantees

Monthly Progress Tracking System Report
Overview of January-February 2004 Events
Priority Population Grantees

NC CIA
As the Commission continues to reach out to develop new partnerships, it is seeking the funding of its youth-based effort. The Seminary Tribe High School Indians passed a smoke-free policy—the first youth-led tobacco-free initiative among NC Native American Tribes. This was the result of several months of education and advocacy by youth that reached over 200 members of the tribe. Youth even also the impetus behind a "Tobacco-Free Families" rally involving 10 United Methodist Churches with Native American membership. This rally resulted in pledges taken by 75 youth who are carrying the message back to their homes. In collaboration with UNC-2, a video of tobacco's health impact and consequences on families from the Native American community in NC promises to be an effective tool in prevention and awareness.

General Baptist Convention
During February, four youth action teams held "Picture No Tobacco Free" exhibits in their churches. These teams also began planning follow-up actions to their picture taking sessions, such as no smoking policies at their churches, cessation programs, and ad campaigns. The Project Coordinator continued to assist school staff by presenting at numerous statewide church meetings, and, with other staff, providing Picture No Tobacco Free training (includes Tobacco 101) for a Boys and Girls Club in Asheville.
Quarterly Reports

UNC Outcomes Evaluation Team
Quarterly Report on Phase I HWTF Community/Schools Grantees
July - September 2004

Summary

- The number of activities reported this quarter was comparable to that of last quarter despite the fact that there was a marked decline of activity during the month of July. Activities that stand out include the number of trainings offered to youth and the energy around start up of the school year, including tobacco prevention clubs.

- The type of program component utilized by Community/Schools grantees to achieve their prevention and cessation goals relied heavily on local community interventions. The vast majority (74%) of initiatives by grantees were community interventions. The next most common program component was policy change which represented about 14% of the tobacco control events. The majority of policy change initiatives this quarter were in the areas of tobacco-free schools. About 10% of the tobacco control events focused on media use, mainly promoting youth awareness of tobacco issues and how the tobacco industry uses media to attract youth.

- Most of the tobacco control events (55%) aimed at eliminating exposure to secondhand smoke are in the policy change and advocacy arenas. The vast majority of these (73%) were focused on merchant education and promoting smoke-free public places.
Health and Wellness Trust Fund Commission
Teen Tobacco Prevention Initiative

Grantees 6 Month Report
April 2004

UNC Department of Family Medicine
Outcomes Evaluation Project

Figure 1: April 2004. Program Progress

Figure 2: April 2004. On Target to Achieve Objectives

Note: Light bars = Priority Population grantees; dark bars = Community/School grantees
Evaluation Project Report

Health and Wellness Trust Fund Commission
Teen Tobacco Prevention Initiative

UNC Outcomes Evaluation Project
Annual Report
July 1, 2003 – June 30, 2004

The Evaluation Project Team has accomplished all of its objectives during the
first year. The team worked closely with key stakeholders to design and
implement an evaluation plan that effectively addressed the challenges of the project.

Key Activities:
- Developed a comprehensive evaluation design for the Teen Tobacco Project, including the
  development of outcome measures and data collection instruments.
- Conducted regular meetings with partners to ensure alignment with project goals.
- Established partnerships with relevant agencies and organizations to enhance the
  evaluation process.

Technology:
- Developed and implemented a web-based data management system to facilitate
  data collection and analysis.
- Utilized survey software to enhance data collection efficiency and accuracy.

Key Lessons:
- The project team learned the importance of clear communication and collaboration
  among stakeholders.
- Results from the evaluation were used to inform program improvements and
  future planning.

Future Directions:
- Continue to refine the evaluation design based on feedback from stakeholders.
- Expand partnerships with additional agencies and organizations.
- Conduct follow-up evaluations to assess the long-term impact of the project.

UNC School of Medicine

Tobacco Prevention Evaluation Program

North Carolina Health & Wellness Trust Fund
Health and Wellness Trust Fund
Teen Tobacco Prevention Initiative
Outcomes Evaluation

Year-end Report 2003-04

Prepared by:
Tobacco Prevention and Evaluation Program
University of North Carolina at Chapel Hill
Department of Family Medicine

UNC
SCHOOL OF MEDICINE
Year One Program Report

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<tr>
<td>1st Qtr 04</td>
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</table>
Plan for Dissemination & Feedback

1. Dissemination

2. How intended audiences receive report

3. Ways to increase utilization
Dissemination

1. How many copies will you make?
2. Which of your stakeholders receive a copy?
3. What are people supposed to do with their copy?
4. Do you send out a press release?
5. Do you hold a press conference?
6. Do you put the report on your website?
7. Do you send out copies of press stories to stakeholders?
Health and Wellness Trust Fund Commission
Teen Tobacco Prevention Initiative

Outcomes Evaluation
Reporting Plan for Program Tracking System Data

Monthly Reports
a. Due the 9th of every month from the grantees and the 12th from OMH
b. Will be sent to the recipients on the 19th of each month

Recipients:
HWTF – Vandana
TPEP Evaluation Team
Community/School Monthly Reports:
Each coalition
TPCB: Mike Placena, Jim Martin, Ann Houston, Scott
Porschobell, Sandra Cott, Margaret Watkins, Kenneth Ray
and Phillipa Parker.
Priority Population Monthly Reports:
Each coalition
OMHED: Kewku Leath, Leslie Brown
TPCB: Mike, Scott, and Larry Courding

Report:
Progress Overview
Frequency Distribution of Strategy
Key Accomplishments Report
Infrastructure Report
News Release

For immediate use

Statewide program to prevent teen tobacco use achieves good results after first year: UNC researchers

By TOM HUGHES
UNC School of Medicine

CHAPEL HILL -- A state initiative sponsored by the N.C. Health and Wellness Trust Fund (HWTF) and aimed at preventing and reducing tobacco use among North Carolina teens has achieved very good results after one year, University of North Carolina at Chapel Hill researchers said in their first evaluation report.

The teen tobacco prevention initiative, created in 2002 by the HWTF, awarded more than $6 million last year to coalitions in communities, schools and organizations working to prevent and reduce teen tobacco use, and media campaigns supporting the efforts.

"The statewide programs funded under the HWTF’s teen tobacco prevention and cessation initiatives have achieved very good results across most programs in a remarkably short period of time," said Dr. Adam Goldstein, director of UNC’s Tobacco Prevention and Evaluation Programs and an associate professor of family medicine in UNC’s School of Medicine.

"In our first comprehensive report, we have documented substantial progress toward achieving many of the primary goals of the initiative, including preventing youth..."
RALEIGH, N.C. -- North Carolina will raise spending on teenage smoking prevention by 75 percent starting next year, officials said Thursday, an increase that earned praise from health groups but is still well below federal recommendations.

The Health and Wellness Trust Fund Commission intends to spend another $4.2 million this year on the state's Youth Tobacco Prevention Initiative, increasing its total annual pledge to $10.9 million.

The commission's decision to expand its current three-year, $18.6 million effort, was made earlier this week. The panel already has issued grants to 30 organizations, created an anti-smoking radio ad campaign and beefed up anti-smoking efforts in schools and among pregnant teenagers.
### Tobacco Prevention and Evaluation Program

**University of North Carolina at Chapel Hill**  
**Department of Family Medicine**

#### About TPEP
- Mission/History  
- Personnel  
- Partners  

**TPEP supports community change** through evaluation of tobacco prevention & control programs.

#### Current Projects
- NC TTP1  
- eTTP  
- Graduate Course

Evaluation of the North Carolina Health and Wellness Trust Fund Commission grantee which includes the statewide media campaign, individual communities and schools projects, priority population project with progress tracking system and logic model technology.

#### 2003-04 Annual Report

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**Health and Wellness Trust Fund**  
**Teen Tobacco Prevention Initiative Outcomes Evaluation**

**Year-end Report 2003-04**

Prepared by: Tobacco Prevention and Evaluation Program  
University of North Carolina at Chapel Hill  
Department of Family Medicine
How Intended Audiences Receive Report

1. Do you systematically assess reaction to the report?
2. Was reaction as expected?
3. What would you do differently next time?
Ways to Increase Utilization

1. Now that report is disseminated what do you do next?

2. Consider developing an action plan to implement any recommendations and to insure appropriate follow-up.

3. Make sure you have a power point or other oral presentation method to disseminate report.

4. Consider reformatting a report for scientific publication.
Action Plan for Report

Recommended Actions for UNC-TPEP

General Program

Encourage Community/School and Priority Population coalitions to educate their constituencies about the benefits of raising the state tobacco excise tax, currently the third lowest rate in the US. This recommendation is consistent with the CDC’s evidence-based best practices, NC’s Vision 2010 document, and the TTPI’s youth tobacco prevention logic model, and offers the most efficient and effective strategy for achieving TTPI’s long-term health goals.

- **TPEP will recommend that NC Alliance for Health develop Fact Sheet about state tobacco excise tax increase for use with youth, parents, policy makers, etc.**

Community/School Grantees

Question Why, NC Statewide Games, and SAVE be evaluated separately from Community/School coalitions, and their Progress Tracking System (PTS) reporting forms be modified to take into account their unique programs.

- **TPEP will develop plan for evaluating Question Why, Special Statewide programs (i.e., ALA, Pregnant Teens Project, etc.), and TPCB**

Media Campaign

All ads utilized in the Tobacco Reality Unfiltered (TRU) media campaign adhere to guidelines from best practices research developed in North Carolina (see section 5A) and from the CDC.

- **TPEP will provide focus group findings to Capstrat**
Action Plan for Report

Recommended Actions for Capstrat

Media Campaign

All ads utilized in the Tobacco.Reality.Unfiltered (TRU) media campaign adhere to guidelines from best practices research developed in North Carolina (see section 5A) and from the CDC.

- Capstrat must document and report to HWTF how it utilized UNC-TPEP focus group data for changes to 2005 media campaign.
- If possible, Capstrat should perform two focus groups with new ads prior to final execution.

Continuation of annual statewide media surveys to gauge the impact of the TRU campaign, with ongoing coordination between the ad agency, the placement agency, and UNC-TPEP.

- Capstrat should meet with UNC-TPEP and any other relevant party to discuss planned changes to 2005 media campaign and ongoing development plans prior to final execution. Capstrat must also coordinate its media buys with UNC-TPEP’s media surveys.
North Carolina Health and Wellness Trust Fund
Teen Tobacco Use Prevention & Cessation Initiative

Outcomes Evaluation 2003-2004

University of North Carolina at Chapel Hill
Department of Family Medicine

www.tpep.org
One Year Accomplishments

• Successfully adopted and disseminated evidence-based, scientific approaches to youth tobacco use prevention (Vision 2010- http://www.communityhealth.dhhs.state.nc.us/tobacco/Tobacco%20Prevention.pdf)

• Developed statewide presence, identity, and leadership

• Developed substantial statewide infrastructure (from 34 initial to > 50 coalitions)

• Established strong collaborative framework

• Successfully mobilized increased funding (from $6.2 to $10.4 million/year- taking NC from 33rd to 30th nationally in $ to state tobacco use prevention)
Trends in Community Changes, 2003-04

Number of Changes

<table>
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</tr>
<tr>
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</tr>
</tbody>
</table>
“I attended our local festivities to honor Martin Luther King…A 7th grade African-American student got up in front of everyone and spoke. She told of going through the TNT program at her school and that through this program she learned that she does have a voice. In front of over 200 people she vowed never to use tobacco or any other drug. She then publicly thanked me for teaching all the 7th graders about the dangers of tobacco. Needless to say I was in tears.”

TTPI Community/ Schools grantee
Recommendations for Year 2

- Increase funding - consistent with CDC’s estimated minimum of $42 million for effective tobacco use prevention.
  - $5 million more/year would move state to 23rd in nationally
- Expand community-based efforts and media campaign.
- Encourage grantees to focus on policy change, especially reduction of secondhand smoke where youth congregate in public places.
- Ensure that grantees are aware of and follow CDC’s Best Practices—an evidence-based guide for Tobacco Control policy activities.
- Establish 100% TFS policies in all counties
- Focus Media campaign on TV with rigorous media evaluations
Thank You!

For questions or more information, Contact:

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Program Director
919-966-4090