



Designing a Comprehensive Evaluation of a State Tobacco Prevention Program

Evaluators: University of North Carolina
Tobacco Prevention &
Evaluation Program (UNC-TPEP)

Sponsor: The North Carolina Health &
Wellness Trust Fund (HWTF)

Objective

North Carolina as a case study:

- **What we did**
- **Why we did it**
- **What we learned**

Comprehensive Tobacco Control Evaluation

- Evaluation design challenge
- *Ideal* designs known (e.g., CD-OSH)
- Fitting *ideal* to *real* – little guidance
- Balance diverse needs / contexts

NC's Teen Tobacco Prevention Program

- **Health & Wellness Trust Fund, 2001**
- **1 of NC's 3 MSA entities**
- **Receives 25% of MSA funds**
- **Focused on public health**

HWTF's Teen Tobacco Prevention Program

- **Started in 2002, \$10 - 15 million annually**
- **68 program grants, community & statewide**
- **Statewide media campaign, TRU**

Goals of the HWTF Initiative

Same as CDC goals:

- **Prevent youth initiation of tobacco use**
- **Eliminate youth exposure to secondhand smoke**
- **Provide treatment options for teens to quit**
- **Eliminate disparities in tobacco use among minority youth**

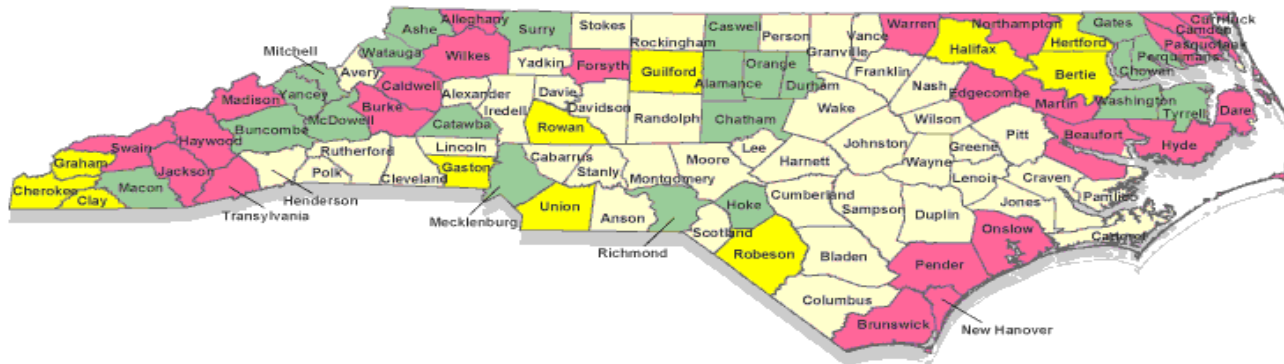
HWTF'S Community Programs

- **Tobacco Free School & other SHS campaigns**
- **Tobacco Prevention Curriculums**
- **Youth Group Empowerment**
- **Social Norms Campaigns**
- **Media Literacy & Advocacy**
- **N-O-T & other cessation efforts**
- **Enforcement of youth access laws**

Map of Teen Tobacco Programs

NC Health and Wellness Trust Fund
Teen Tobacco Use Prevention & Cessation Initiative

Counties Covered by Grantees



- Counties covered by Phase I grants (awarded December 18, 2002)
- Counties covered by Phase II grants (awarded April 26, 2004)
- Counties covered by Phase I and Phase II grants
- Gap counties covered by Question Why Youth Empowerment Centers



Updated: 10-27-04

TRU Media Campaign

- **TRU TV campaign, April - Nov. 2004**
- **Four different ads**
- **Different doses in 2 regions of state**

UNC-TPEP Activities

- Design comprehensive evaluation plan
- Develop an evaluation logic model

HWTFC Outcomes Evaluation Team Logic Model			
Resources	Interdisciplinary team of evaluators TPCB	RTI S & E Advisory Group Two Research Assistants	UNC Family Medicine facilities including office space, computers, fax, phones
Activities	<ul style="list-style-type: none"> • assess the implementation and outcomes of all HWTFC grants and programs in conjunction with existing state efforts to curb tobacco use • conduct and coordinate evaluation planning • evaluation consultations via phone, email, site visits • provide technical assistance on evaluation 	<ul style="list-style-type: none"> • design new studies • conduct data analysis • disseminate evaluation information to stakeholders • prepare reports and manuscripts for publication • work collaboratively with HWTFC, NC TPCB, and community groups 	Evaluation of Evaluation <ul style="list-style-type: none"> • submit quarterly and annual reports on evaluation activities • submit monthly financial reports • meet with HWTFC staff
Outputs	<ul style="list-style-type: none"> • a detailed overall evaluation plan for the new projects • review of program process data from community/schools grants (PTS) • 6 month reports • identification of program strengths, weaknesses, areas for improvement on a continuous basis • evaluation reports incorporated into program planning • recommendations for improving overall programs in years 2 and 3 and for maximizing prevention and reduction of teen tobacco use • logic models of 4 CDC goals developed and disseminated • evaluation meets needs of HWTFC and grantees • final report outlining steps toward building a more comprehensive prevention program 		
Short Term Outcomes (1-2 years)	<ul style="list-style-type: none"> • community groups will gain knowledge and skills in evaluation 		
Intermediate Outcomes (3-6 years)	<ul style="list-style-type: none"> • community groups will use evaluation to make effective decisions about programs and resources 	Long-term Outcomes (7-10 years)	<ul style="list-style-type: none"> • Evaluation enhances community groups' ability to meet their objectives.
Impacts	HWTFC granting program effectively contributes to the reduction of youth tobacco initiation rates, reduction to youth exposure to ETS, increase in youth cessation and elimination of tobacco related health disparities.		

Major Stakeholders

- **Health and Wellness Trust Fund**
- **Community grantees**
- **TRU Media vendor**
- **UNC-TPEP**

NC Contextual Factors

- **Tobacco producing state**
- **Mostly new programs/staff**
- **Diversity of community programs**
- **Different evaluation objectives**
- **Evaluation began after programs**

UNC-TPEP Activities

- Logic model development with arantees

TTPI Logic Model for Goal 1: Initiation					
Resources	Activities	Outputs	Short Term Outcomes (1-2 years)	Intermediate Outcomes (2-4 years)	Long Term Outcomes (7-10 years)
Funding from HWTF	Decrease youth access to tobacco products	# of compliance checks	Merchants formally pledge no sales to minors	Decrease proportion of youth who buy tobacco products	Increase the proportion of young people in middle school and high school that have never smoked
Coalition Teams (Health Depts. and School Systems)		# of educational presentations to merchants	Merchant(s) revise(s) tobacco product display(s)	Increase number of merchants who are in compliance regarding underage tobacco sales	
SAVE NC Amateur Sports	Promote youth advocacy and empowerment	# of youth-led merchant surveys	Youth are advocates for 100% TFS		Increase proportion of schools that are 100% Tobacco Free
TPCB Evaluation Team Field Assist. Coordinators and Local ASSIST coalitions	Promote awareness for nonuse/decrease acceptability	Communities/Schools institutionalize youth prevention	Youth educate elementary and middle school children on dangers of tobacco use	Decrease acceptability of smoking and smokeless tobacco	
UNC TPEP		Schools formed youth-led team	Key policy maker(s) support tobacco excise tax	Major statewide legislation passed (tobacco tax)	⇕⇕ Prevent Youth Initiation of Tobacco Use
Priority Populations Coalitions	Promote the awareness of the relationship between price and youth initiation	Community or faith based youth-led team formed	Tobacco tax brought to legislature again		
? Why		Working groups for policy action established	Youth and community exposed to prevention messages	Price increases discourage teen smokers	
NOT	Create media and/or counter marketing campaigns		Youth and community exposed to 100% TFS campaign		
Capital Strategies/Ruiz Agency	Participate in statewide TRU campaign	Policy maker(s) recruited to push for improved policy	School board member(s) support policy	Increase support for 100% TFS	
		Billboards, PSAs, School Newspaper ads, poster campaigns	Influential leader(s) publicly support school policy	LEA adopts 100% TFS	
*All of the above also targeted to disparate populations	Earn media for prevention activities and policy advocacy	Exposure to TRU ads	Schools implement TFS component	Schools individually adopt gold standard policy.	
	Promote tobacco-free schools	Editorials, news items, youth quotes	School policies allow alternative to suspension or fines		
			Schools adopt stronger enforcement policy		



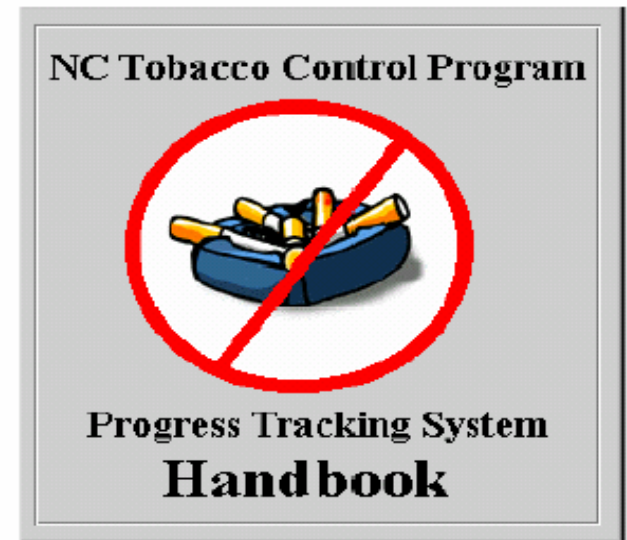
Evaluation of Community Programs

Observational design selected:

- **Electronic monitoring & surveillance system**
- **Heavy on process, outputs & policy outcomes**

UNC-TPEP Activities

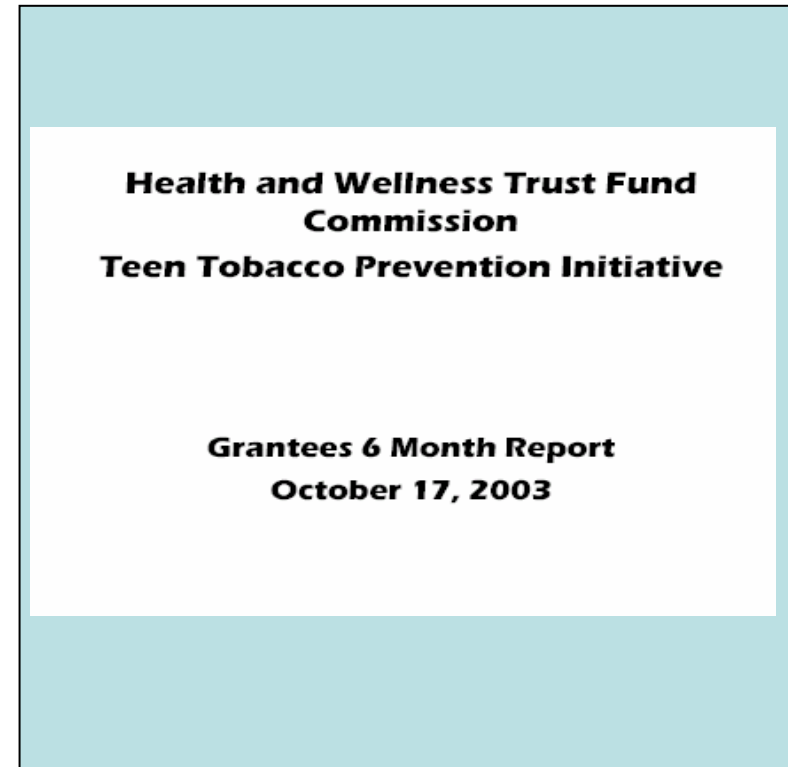
- **Electronic evaluation – PTS**
Progress Tracking System
- **Modified existing system**



April 2003
Version 1.0

PTS Reports

- **Monthly PTS reports**
- **Biennial self-evaluations**



Why this Design?

Met local grantee need:

- **Grantees involved in design**
- **More process and output oriented**
- **Feedback for program improvement**
- **Open system, clear criteria**

Why this Design?

Met *HWTF need*:

- **Offered evidence of program effect**
- **Regular assessment possible**
- **Individual & group assessment**

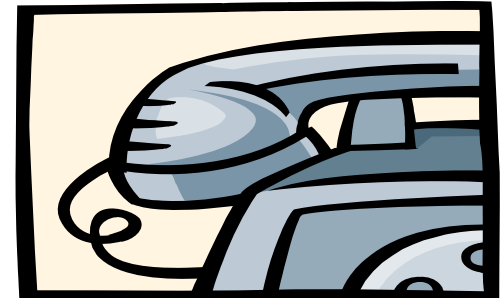
Why this Design?

Met TPEP's diverse needs:

- **Met HWTF & grantee needs**
- **Technically and economically feasible**
- **Balanced goal emphasis**

TRU Media Evaluation

- Longitudinal telephone survey
- Adolescent focus groups



Evaluation for Media Campaign

Telephone survey:

- **Baseline with 6 month follow-up**
- **Longitudinal panel – 636 youth**
- **Quasi-experimental design**

Quasi-experimental Design

- Two regions with different “doses”
- Survey measured “dose effect”
- Minimum “dose” not well established



Post Campaign Focus Groups

- **Youth interpretation of ads**
- **14 heterogeneous groups**
- **140 youth ages 13-17**

Why this Design?

Met media vendor's needs:

- **Feedback to improve ads**
- **Ads meaning for youth**
- **Measures of reach and effect**
- **Measure of dose effect**

Why this Design?

Met *HWTF's need*:

- **Measure of media reach was possible**
- **Allowed statewide media coverage with higher dose in some areas**
- **Measure of a dose effect was possible**

Why this Design?

Met *TPEP's* need for rigor and richness:

- **Quantitative measurement**
- **Measure of dose effect**
- **Qualitative focus group data**

Lessons Learned

Confirm Logic of Logic Models:

- **Program outputs/ outcomes must be empirically and/or theoretically linked to objectives**
- **Logic models and action plans need early review and confirmation**

Lessons Learned

Know and use stakeholders needs:

- **Critical to know the evaluation needs of all stakeholders early**
- **Utilize that knowledge to balance evaluation design**

Lessons Learned

- **Clarify Evaluator's role and purposes of the evaluation :**
 - **An "independent" evaluator may add credibility, gives emphasis to measuring program effect**
 - **An "inside" evaluator may be more focused on valid, reliable & usable data; more emphasis on the value of evaluation as a quality improvement tool**
 - **Program effect vs. quality improvement**

Questions?

What issues have you faced in designing evaluations for tobacco prevention programs?

How have you resolved those issues?

Thank you.



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