

Utilizing the NAATPN Network to Reduce Tobacco-Related and Cancer Health Disparities

Evaluation Report for Project Period October 2013 – March 2014

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1. Executive Summary

The National African American Tobacco Prevention Network (NAATPN) is a private non-profit, 501(c)(3) organization whose mission is to “*facilitate the development and implementation of comprehensive and community competent public health programs to benefit communities and people of African descent*”. NAATPN is engaging in a five-year, Centers for Disease Control and Prevention (CDC)-funded project entitled *Utilizing the NAATPN Network to Reduce Tobacco-related and Cancer Health Disparities*. This project aims to address existing gaps in tobacco control and cancer prevention and work towards reducing disparities among the African American community.

The Tobacco Prevention and Evaluation Program (TPEP) developed a quarterly online survey to track NAATPN subcontractor progress and deliverables. Survey development utilized information from subcontractor contracts and the Work Plan developed by NAATPN for the CDC funding. TPEP will collect data from subcontractors on a standardized quarterly basis throughout NAATPN’s five-year contract with CDC.

NAATPN, in partnership with its subcontractors, made substantial progress towards their objectives in the first six months of the CDC grant. NAATPN was able to exceed its goal of funding partners by establishing subcontracts with seven partners from November 2013 to March 2014. The seven subcontractors will work to expand the reach of NAATPN through partnership recruitment, dissemination of evidence-based health messages, building support for health system interventions, and providing training and technical assistance to NAATPN partners. Importantly, NAATPN partnered with a media consultant to build a new website that acts as a cornerstone for connecting the African American community with resources to reduce tobacco use and cancer disparities. The media consultant also made considerable progress in the use of media tools on behalf of NAATPN. The consultant succeeded in increasing the number of website visits by 119% from before to after the reporting period, as well as developing a substantial amount of content for different media outlets. NAATPN subcontractors began development of a training manual, which will be an essential resource for organizations to more effectively reach and work with African American populations.

Findings from the first round of NAATPN data collection demonstrate considerable progress in the first six months of the project. NAATPN is taking a proactive approach to expanding their network by convening subcontractors in April for a two-day conference to ensure a shared understanding of the project objectives and to strategize on next steps for making progress towards NAATPN goals.

In addition to the above efforts, NAATPN subcontractors conducted a variety of different policy activities in support of this project. One subcontractor worked with organizations in Chicago, Los Angeles, San Francisco, Berkeley, and Sacramento to regulate e-cigarettes and second hand smoke. Another met with the President and Chair of the Hattiesburg, Mississippi, Housing Authority to help implement smoke-free multi-unit housing. Yet another subcontractor is a leader on the Food Desert Policy Council and throughout the reporting period worked with several policymakers and statewide advocacy organizations to increase access to healthy foods in areas of North Carolina that are food insecure. These policy efforts are examples of ways in which subcontractors are using their expertise to impact tobacco and cancer disparities on a national scale to support NAATPN’s project.

Several recommendations resulted from the first round of data collection. To ensure that all subcontractors have a shared understanding of expectations and how to report their activities, subcontractors may benefit from 1) an operational definition of the terminology used in the Work Plan and reports; 2) technical assistance in the process of recruiting additional network partners to ensure that they all understand appropriate next steps for recruiting and bringing such partnerships to fruition; 3) technical assistance for objectives that have not yet shown progress during the first several months of the five-year grant period; and 4) a modification in monthly reporting so as to minimize reporting burden.

Introduction

The National African American Tobacco Prevention Network (NAATPN) is a private non-profit, 501(c)(3) organization whose mission is to “*facilitate the development and implementation of comprehensive and community competent public health programs to benefit communities and people of African descent*”. NAATPN is one of six Centers for Disease Control and Prevention (CDC) funded networks that engage national and statewide partners by providing technical assistance in tobacco control and prevention activities.

NAATPN was founded in June 2000 in Raleigh, NC to address tobacco-related health disparities and gaps in national tobacco control efforts for African Americans. Through collaboration and partnerships with diverse organizations, NAATPN facilitates and implements tobacco control activities that are based on the recommendations of CDC’s Best Practices for Tobacco Control Programs, and the Guide to Community Preventive Services.

Utilizing the NAATPN Network to Reduce Tobacco-related and Cancer Health Disparities funding is an opportunity to address existing gaps in tobacco control and prevention and work towards reducing cancer health related disparities among minority populations. NAATPN will expand their multi-sector, national tobacco prevention network to include strategies and partnerships that focus on tobacco and cancer-related policy changes that affect African American communities nationally. NAATPN’s project is guided by an annual Work Plan, which NAATPN developed as part of their proposal to CDC. The Work Plan is organized into ten separate Program Strategies, each with a corresponding annual measurable objective as well as a project period, or 5 year, measurable objective. Also as part of their project, NAATPN contracted with seven organizations plus a media consultant, collectively referred to as subcontractors, who each have separate deliverables in support of NAATPN’s overall goals and objectives.

Using utilization-focused evaluation, Tobacco Prevention and Evaluation Program (TPEP) is conducting a process and outcome evaluation to assess NAATPN’s impact on reducing tobacco-related and cancer health disparities among African-American communities. The evaluation is guided by the Work Plan developed by NAATPN for the CDC. The following report is organized according to NAATPN’s Work Plan. Each section describes subcontractor efforts and success in support of deliverables listed on the Work Plan.

Methods

Data Collection Tool: TPEP developed a quarterly survey to track NAATPN subcontractor progress and deliverables. Survey development utilized information from subcontractor contracts and the Work Plan developed by NAATPN for the CDC funding. NAATPN staff reviewed the survey and provided recommendations for edits before TPEP pre-tested the survey with one NAATPN subcontractor. TPEP then revised the survey according to feedback before administering to all other subcontractors. The survey was created in Qualtrics, an online survey tool.

Data Collection: TPEP emailed the data collection tool to seven NAATPN subcontractors using a Qualtrics survey link on March 7, 2014. All seven subcontractors completed the survey. Though NAATPN’s grant with CDC began October 1, 2013, subcontractors began their contracts at different times from November 2013 to January 2014. These data represent subcontractor efforts from the beginning of individual contracts until March, 2014. Moving forward, TPEP plans to collect data from subcontractors on a standardized quarterly basis throughout NAATPN’s five-year contract with CDC.

Results

Table 1 outlines progress towards NAATPN objectives during the first six months of the grant.

Table 1. Progress towards NAATPN objectives

Objective	Measurement	Current Status	Goal	Timeframe
Program Strategy 1: Administer a national network to impact tobacco-related and cancer health disparities for a specific target population.				
1a. Develop partnerships with cancer prevention agencies and youth advocacy networks that work with African American communities.	Network partnerships	1 youth organization	10	5 year
1b. Provide funding for 6 network affiliates to build an infrastructure for NAATPN to conduct tobacco use prevention and cancer prevention activities in African American communities.	NAATPN Network Affiliates	7	6	1 year
Program Strategy 2: Educate and communicate support for evidence-based commercial tobacco use prevention and cancer prevention environmental approaches which support healthful behaviors among the target population.				
2a. NAATPN will generate interest from African American individuals and organizations for involvement in active planning to reduce tobacco use and cancer related health disparities among African Americans.	Content written and disseminated by NAATPN network on tobacco use and cancer prevention best practices.	50	25	5 year
2b. Host at least 4 webinars on promising practices and innovative strategies to reduce risk factors for cancer in African American communities by September 29, 2014.	Webinars conducted on promising practices	0	4	1 year
Program Strategy 3: Convene partners and promote implementation of health system interventions that benefit the target population				
3a. NAATPN will recruit stakeholders to our network in position to make decisions or greatly influence health systems interventions that will reduce tobacco use and cancer related health disparities among African Americans.	Recruitment of key stakeholders	3	5	5 year
3b. Develop a training module that promotes systematic approaches to reduce risk factors for cancer in African American communities by September 29, 2014.	Training module content developed	In process	1	1 year
Program Strategy 4: Build support for strategies to improve community-clinical linkages that benefit the target population				

4a. Utilize the Network website as a system for establishing and maintaining linkages between Network participants, chronic disease self-management education programs, health care providers, cessation treatment resources and other partner organizations.	Website linkages	0	25	5 year
4b. Increase the number of hits by 50% to NAATPN's website, Twitter account and Facebook pages by September 29, 2014.	Website, Facebook, and Twitter hits	Website: 605 FB: 111 Twitter: 19	Website: 209 FB: 100 Twitter: 266	1 year
Program Strategy 5: Translate and disseminate data for action from current and new surveillance and epidemiology to benefit the target population				
5a. NAATPN will disseminate best and promising practices for data collection, analyses and use to assist the tobacco and cancer communities in identifying tobacco-related and cancer health disparities among African Americans.	Dissemination of best and promising practices for data collection	0	10	5 year
5b. Develop a training module for NAATPN's training guide that provides recommendations for reaching African American communities to ensure completion of surveys by September 29, 2014.	Content for training module developed	In process	1	1 year
Program Strategy 6: Provide training and technical assistance to network participants				
6a. A training resource will be developed to assist Network participants in implementing best practices to reduce tobacco-related and cancer health disparities in African American communities.	Training resource developed and disseminated	0	1	5 year
6b. By September 29, 2014 NAATPN will provide technical assistance to at least 5 network partners.	Technical assistance provided to network partners	0	5	1 year
Program Strategy 7: Provide training and technical assistance to CDC programs				
7a. A training resource will be developed to assist state and national programs in forging partnerships with African American organizations.	Training resource provided to at least 30 states	0	30	5 year
7b. Work with the Tobacco Control Network to recruit at least 3 state program managers to the training resource content development team.	Program Managers recruited	2	3	1 year

Program Strategy 8: Provide consultation to CDC				
8a. The Network will develop and disseminate best practices and promising strategies to reduce tobacco-related and cancer health disparities in African American communities at CDC sponsored meetings and trainings.	Best and promising practices disseminated at CDC-sponsored trainings	0	10	5 year
8b. Conduct at least 2 presentations on community competent strategies for working with African American communities during CDC national partner monthly conference calls or media network calls.	Presentations conducted	0	2	1 year
Program Strategy 9: Identify and disseminate proven and promising public health practices in the target population				
9a. Local community partners and health coalitions (including faith-based institutions and HBCU's) will increase support for tobacco use prevention and primary cancer prevention activities.	Community norms supportive of tobacco and primary cancer prevention efforts	n/a	TBD	5 year
9b. NAATPN will disseminate monthly e-blasts, Facebook posts and Twitter feeds to all network partner organizations on tobacco use and cancer prevention best practices for African Americans that tie into national awareness month/week campaigns.	Email blast, Facebook post and Twitter feeds	E-blasts: 8 FB posts: 38 Tweets: 74	TBD	1 year
Program Strategy 10: Evaluate national network performance				
10a. Local community partners and health coalitions (including faith-based institutions and HBCU's) will increase involvement in tobacco use prevention and primary cancer prevention activities.	Community partner involvement	n/a	TBD	5 year
10b. NAATPN will consult with an Evaluator to create baseline data and to determine methodology for evaluating the Network's impact in involving African American organizations in tobacco use and cancer prevention activities.	Baseline data generated	Done	Done	1 year

NAATPN Program Strategy 1: Administer a national network to impact tobacco-related and cancer health disparities for a specific target population.

Objective 1a: Develop partnerships with cancer prevention agencies and youth advocacy networks that work with African American communities.

To assess subcontractor efforts towards increasing NAATPN's network, the quarterly survey asks: "In the last three months, has your organization recruited any new organizations to participate in NAATPN's efforts? These are organizations that could potentially become a direct partner of NAATPN and could help to expand NAATPN's network." Two of seven subcontractors indicated that they had discussions with a total of ten organizations that could potentially become NAATPN network partners. A major goal of the NAATPN project is to expand their network to include cancer prevention organizations and youth serving agencies. As such, one subcontractor reached out to a youth or young adult program in Raleigh, North Carolina. Other organizations recruited to potentially become part of NAATPN's network included: representatives from state or local government; organizations that address obesity, physical activity, and nutrition among African Americans; health departments; tobacco control organizations; a university; and a community-based organization that provides advocacy services for African Americans in Mississippi.

Objective 1b: Provide funding for 6 network affiliates to build an infrastructure for NAATPN to conduct tobacco use prevention and cancer prevention activities in African American communities.

Beginning in November 2013, NAATPN funded seven national partners with various expertise in working with tobacco use and cancer-related disparities. Each subcontractor currently conducts tobacco use prevention and cancer prevention activities in African American communities. An additional network partner, Promotus Advertising, subcontracted with NAATPN as a consultant to manage NAATPN's media efforts and information dissemination activities.

NAATPN Program Strategy 2: Educate and communicate support for evidence-based commercial tobacco use prevention and cancer prevention environmental approaches which support healthful behaviors among the target population.

Objective 2a: NAATPN will generate interest from African American individuals and organizations for involvement in active planning to reduce tobacco use and cancer related health disparities among African Americans.

To assess progress on this program strategy, subcontractors were asked "In the last three months have you helped to develop any culturally competent media messages and shared them with NAATPN?" Two subcontractors indicated that they developed such media messages. One subcontractor developed several of them, each of which are easily shared over social media. In addition, Promotus Advertising developed 50 pieces of media content that were shared over NAATPN's social media sites and their own website. Topics of all media messages included predatory marketing practices towards youth, regulation of menthol products, colorectal cancer awareness education messaging, as well as tobacco cessation content.

Objective 2b: Host at least 4 webinars on promising practices and innovative strategies to reduce risk factors for cancer in African American communities by September 29, 2014.

No webinars have been conducted thus far, though NAATPN has asked for subcontractor input on topics and resources for the webinars.

This particular program strategy involves the subcontractor deliverable to generate earned media in local newspapers and radio stations. An example of subcontractor efforts that support this particular program strategy comes from Making a Difference in Disparities (MAD). MAD attended the State Youth leadership Summit hosted in Hattiesburg, Mississippi, hosted by the Mississippi State Department of Health youth-led tobacco prevention program called "Generation Free" and focused on

promoting a healthy and tobacco-free lifestyle among youth, as well as teaching students that the tobacco industry is targeting them along with some ways they could protect themselves against predatory marketing. The local news covered this event in partnership with MAD.

NAATPN Program Strategy 3: Convene partners and promote implementation of health system interventions that benefit the target population

Objective 3a: NAATPN will recruit stakeholders to our network in position to make decisions or greatly influence health systems interventions that will reduce tobacco use and cancer related health disparities among African Americans.

In accordance with Program Strategy 3, NAATPN asked subcontractors to reach out to stakeholders in a position to make decisions or greatly influence health systems interventions to reduce tobacco use and cancer related disparities among African Americans. Two subcontractors of seven indicated that they reached out to three individuals. The African American Tobacco Control Leadership Council (AATCLC) reached out to the President of the National Medical Association in an effort to incorporate tobacco-related health systems interventions into the Association's work. AATCLC also indicated that they reached out to a doctor at the University of Illinois Medical Center in the Department of Pulmonology to potentially be involved with NAATPN's efforts in this area. These network members could potentially have a great impact on health systems interventions in accordance with NAATPN's project goals.

Objective 3b: Develop a training module that promotes systematic approaches to reduce risk factors for cancer in African American communities by September 29, 2014.

Four subcontractors reached out to individuals with expertise in tobacco cessation, cancer disparities, and patient/navigator systems who indicated willingness to help develop the training manual that will be used for this strategy. Subcontractors reached out to a total of 14 key systems stakeholders that could potentially participate in the development of the training manual.

NAATPN Program Strategy 4: Build support for strategies to improve community-clinical linkages that benefit the target population

Objective 4a: Utilize the Network website as a system for establishing and maintaining linkages between Network participants, chronic disease self-management education programs, health care providers, cessation treatment resources and other partner organizations.

A major element of NAATPN's project is to develop a new website that will allow NAATPN to share its unique perspective on tobacco control and cancer prevention initiatives. On February 28, 2014, Promotus Advertising launched a new website that has a greater capacity to share information and engage users. Promotus began measuring website activity in November 2013. An additional component of this Program Strategy is to promote linkages between community organizations and health care providers to identify tobacco cessation treatment resources. A new website should facilitate progress in this area.

Objective 4b: Increase the number of hits by 50% to NAATPN's website, Twitter account and Facebook pages by September 29, 2014.

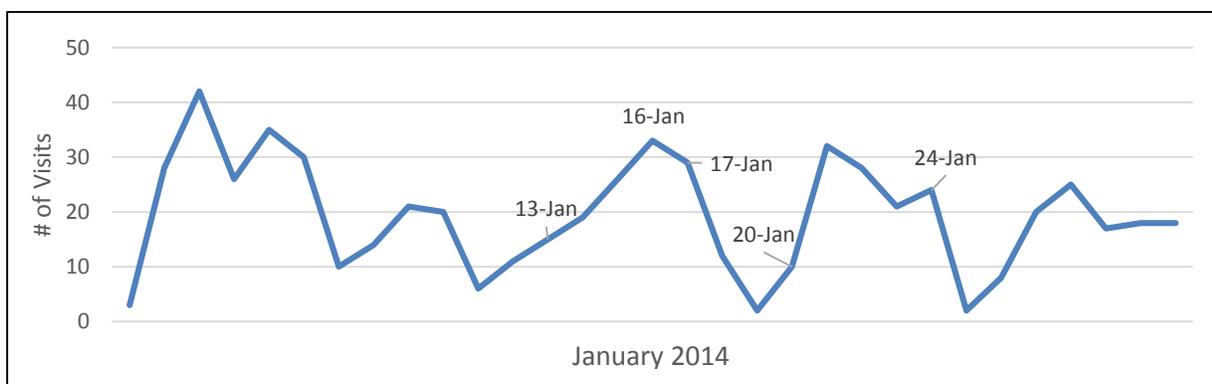
The use of traditional media and social media is another important component of this strategy. Promotus advertising is spearheading NAATPN's media efforts for this project and as such, Table 2 illustrates the increase in media activity before NAATPN's partnership with Promotus Advertising and after. Interesting to note is that many people landed on NAATPN's homepage and then often went directly to the "About" sections of the NAATPN website, indicating that they are interested in who NAATPN is and what they do. This could be due to a combination of Promotus Advertising's efforts along with the efforts of other subcontractors reaching out to their own networks.

Table 2. NAATPN quarterly media activity, before and after Promotus Advertising partnership began

Media platform (metric)	Quarter before Promotus partnership	First quarter after Promotus partnership	% increase
Website (visits)	581	1,271	119%
Facebook (likes)	100	111	11%
Twitter (followers)	19	266	1300%
Facebook (posts)	-	38	-
Twitter (tweets)	-	74	-
Email (eblasts)	-	8	-

Figure 1 shows spikes in website activity that correspond with the e-blasts Promotus Advertising sent to the NAATPN listserv during the month of January. This indicates that these e-blasts encourage people to look further into the resources on NAATPN’s website.

Figure 1. Dates of NAATPN eblasts and corresponding visits to webpage, January 2014



NAATPN Program Strategy 5: Translate and disseminate data for action from current and new surveillance and epidemiology to benefit the target population

Objective 5a: NAATPN will disseminate best and promising practices for data collection, analyses and use to assist the tobacco and cancer communities in identifying tobacco-related and cancer health disparities among African Americans.

Throughout the first reporting period, none of the subcontractors reported disseminating best and promising practices regarding data collection and analysis to assist in reducing tobacco and cancer health disparities to their own networks. Clarification on the terms “best and promising practices” may increase action for this specific program strategy.

Objective 5b: Develop a training module for NAATPN’s training guide that provides recommendations for reaching African American communities to ensure completion of surveys by September 29, 2014.

Development of the training manual is in progress.

NAATPN Program Strategy 6: Provide training and technical assistance to network participants

Objective 6a: A training resource will be developed to assist Network participants in implementing best practices to reduce tobacco-related and cancer health disparities in African American communities.

Development of the training manual is in progress.

Objective 6b: By September 29, 2014 NAATPN will provide technical assistance to at least 5 network partners.

To assess provision of training and technical assistance, subcontractors were asked: “In the last three months, has your organization conducted any training or technical assistance (TA) on behalf of NAATPN?” One subcontractor reported sharing resources and reading content to NAATPN staff, with the idea that NAATPN staff would then disseminate those materials to other subcontractors and network participants. The topics of materials sent to NAATPN staff were: expanding policies to increase healthy food choices in African American communities; educating elected and appointed officials on clean indoor air legislation; obesity, physical activity, and nutrition; and youth empowerment.

NAATPN Program Strategy 7: Provide training and technical assistance to CDC programs

Objective 7a: A training resource will be developed to assist state and national programs in forging partnerships with African American organizations.

Development of the training manual is in progress.

Objective 7b: Work with the Tobacco Control Network to recruit at least 3 state program managers to the training resource content development team.

No progress has been made toward this Objective at this time.

Additional deliverables included in this Program Strategy are that subcontractors assist NAATPN in provided training and TA to CDC funded programs. To date, subcontractors have not provided training or TA to CDC Program Managers.

NAATPN Program Strategy 8: Provide consultation to CDC

Objective 8a: The Network will develop and disseminate best practices and promising strategies to reduce tobacco-related and cancer health disparities in African American communities at CDC sponsored meetings and trainings.

NAATPN subcontractors have not provided consultation to CDC through presentations or disseminating best and promising practices at CDC-sponsored conference calls or trainings.

Objective 8b: Conduct at least 2 presentations on community competent strategies for working with African American communities during CDC national partner monthly conference calls or media network calls.

To date, subcontractors have not conducted presentations during CDC national partner monthly conference calls.

NAATPN Program Strategy 9: Identify and disseminate proven and promising public health practices in the target population

Objective 9a: Local community partners and health coalitions (including faith-based institutions and HBCU's) will increase support for tobacco use prevention and primary cancer prevention activities. TPEP is unable to measure at the community level, and therefore this particular objective may need to be operationalized or modified.

Objective 9b: NAATPN will disseminate monthly email blast, Facebook posts and Twitter feeds to all network partner organizations on tobacco use and cancer prevention best practices for African Americans that tie into national awareness month/week campaigns.

Promotus Advertising reported substantial activity related to Program Strategy 9. Table 2 above describes Promotus Advertising media activity for the first quarter in response to objective 9b.

In addition to efforts by Promotus Advertising, other NAATPN subcontractors were responsible for disseminating information to their own networks. All seven subcontractors maintain a website for their organizations, four have Facebook accounts, three have Twitter accounts, and two have Instagram accounts. Using these media tools, all seven subcontractors disseminated information on best and promising practices for addressing tobacco and/or cancer-related disparities. The most common topics for such messages were: predatory marketing practices towards young adults; expanding policies to increase healthy food choices in African American communities; culturally competent media messages when working with African American communities; obesity, physical activity, and nutrition; and strategies to increase awareness among African American communities about the benefits of medical care, chronic disease self-management and healthy lifestyle behaviors. Subcontractors have extensive networks of followers, and potentially reach large numbers of people with their dissemination activities. Table 5 describes subcontractor reach in terms of their dissemination efforts through social media and more traditional avenues, according to subcontractor self-report.

Table 5. Overall reach of subcontractor dissemination efforts

Type of Media	Reach (# of people)
Facebook	1,189
Twitter	765
Instagram	123
Email Blast	4,438
Newsletters	1,600
Conference Calls	66
Total Reach *	8,181

*Note: there may be some overlap with the people reached

One example of subcontractor dissemination efforts includes the AATCLC sending an article entitled “Chicago: The City of Big Shoulders,” via email to a listserv of over 500 individuals. The article discussed Chicago’s legislation efforts to ban the sale of menthol and flavored tobacco products within 500 feet of schools. The article also discussed how this legislation has the potential to greatly impact low-income communities.

NAATPN Program Strategy 10: Evaluate national network performance

Objective 10a: Local community partners and health coalitions (including faith-based institutions and HBCU’s) will increase involvement in tobacco use prevention and primary cancer prevention activities. TPEP is unable to measure at the community level, and therefore this particular objective may need to be operationalized or modified.

Objective 10b: NAATPN will consult with an Evaluator to create baseline data and to determine methodology for evaluating the Network’s impact in involving African American organizations in tobacco use and cancer prevention activities.

NAATPN contracted with TPEP to evaluate the project. TPEP collected baseline data from subcontractors during the first round of quarterly data collection. TPEP will continue to collect data from subcontractors on a quarterly basis throughout NAATPN’s five-year contract with CDC. TPEP will also engage in the following evaluation activities: collect data from other NAATPN network partners using a semi-annual survey; conduct yearly interviews with CDC Tobacco Control and Cancer Prevention Program Managers; use questionnaires to collect information regarding NAATPN webinars, and track NAATPN social media efforts using Google Analytics.

Other Activities in Support of NAATPN Objectives

In addition to the above efforts, NAATPN subcontractors were involved in a variety of different policy activities in support of this project. Specifically, AATCLC worked with organizations in Chicago, Los Angeles, San Francisco, Berkeley, and Sacramento to regulate e-cigarettes and second hand smoke. In addition, MAD met with the President and Chair of the Hattiesburg Mississippi Housing Authority to help implement smoke-free multi-unit housing. MAD has also partnered with a coalition of over 92 churches in order to assist them in bringing health-related policies to their individual congregations. Policies include those geared towards healthy eating, quitting smoking, and providing church-goers with information on cessation programs in Mississippi. Representatives from MAD have the opportunity to give presentations at the coalition meetings and to work with churches to mock up a step-by-step plans for implementing policies within the church.

Another subcontractor, YES!, is a leader on the Food Desert Policy Council and throughout the reporting period presented to several policymakers and worked alongside statewide advocacy organizations to increase access to healthy foods in North Carolina's food deserts. YES! is also a leader on the People's Voice on Transportation Equality Coalition in Buncombe County, North Carolina, which works to improve the transportation system in Asheville, North Carolina with the intention of increasing access to healthy fruits and vegetables for many African Americans in that community. These are just a few examples of the great work that NAATPN subcontractors are completing in support of the goals of the grant.

Discussion

NAATPN, in partnership with its subcontractors, made substantial progress towards their objectives in the first six months of the CDC grant. In the first six months, NAATPN was able to exceed its goal of funding partners by establishing subcontracts with seven partners from November 2013 to March 2014. Each of these partners contributed to the expansion of NAATPN's network by reaching out to other organizations and individuals that could potentially contribute to NAATPN's network. NAATPN subcontractors began development of a training manual, which will be an essential resource for organizations to more effectively reach and work with African American populations. In addition to that success, NAATPN partnered with a media consultant to build a website that could support education and information dissemination activities on a greater scale than before, which is an integral component of this project. The NAATPN website will be a cornerstone for connecting the African American community with resources to reduce tobacco use and cancer disparities.

Moving forward, subcontractors will provide training and technical assistance to one another as well as CDC State Program Managers using the expertise they have in their own fields. NAATPN subcontractors will continue to disseminate information to their own networks, thereby increasing NAATPN's reach of messaging towards tobacco use and cancer prevention strategies among the African American community. Subcontractors will also provide their expertise in developing messages that are culturally competent to African Americans, ensuring maximum success with reaching this population. Utilizing the combined resources of each subcontractor, NAATPN will be able to more easily make changes at the community level in terms of knowledge, education, and in the long-term towards reduction of cancer and tobacco use disparities in the African American community. Importantly, NAATPN ensured that the evaluation process started at project inception. By using a utilization-focused evaluation approach, TPEP will be able to provide NAATPN with quantifiable information on their progress as well as recommendations for maximizing success as the project progresses. As the data show from this first round of data collection, NAATPN made considerable progress in the first six months of the project, which sets a dynamic and productive tone for a successful five-year project period.

A few limitations exist with these data. The above report does not include activities completed by other network affiliates who have additional responsibilities towards disseminating best and promising practices and various other activities in support of NAATPN's project. Data regarding those efforts will be collected using a separate survey, sent to network affiliates on a semi-annual basis. This report does not include efforts by NAATPN staff. Therefore, the above report is only a partial picture of the total activity of NAATPN's network. TPEP is responsible for providing an annual report to NAATPN, which will include a more comprehensive analysis of the full efforts towards this project.

Although outside the timeline and scope of this quarterly report, it should be noted that NAATPN brought together all subcontractors for a two-day conference in April 2014. Subcontractors had the opportunity to identify their own roles in the project, and through discussion gained a shared understanding of the broader scope of the five-year project. This meeting also allowed NAATPN and its subcontractors to strategize and plan for next steps in moving forward with conducting webinars and with the development of the training manual. NAATPN subcontractors each have expertise in their own work and by combining efforts, NAATPN as a whole network will be able to make progress in a larger scale than the individual subcontractors working on their own.

Recommendations

Many subcontractors struggled to report their efforts in the first months of their contracts, as many had different understandings of the various terminology used in the Work Plan and subsequently the quarterly survey. Subcontractors may benefit from an operational definition of the terminology used in the Work Plan and reports, so as to ensure that all subcontractors have a shared understanding of expectations and how to report their activities.

Subcontractors may benefit from technical assistance in the process of recruiting additional network partners. While subcontractors may reach out to organizations or individuals to assist in NAATPN efforts, it is important that subcontractors understand next steps for bringing such partnerships to fruition. Having such assistance would support maximum success in expanding the NAATPN network.

Lastly, subcontractors may benefit from technical assistance for the above objectives that have not yet shown progress. This will ensure that NAATPN is able to maximize success in meeting its objectives for the five-year contract period. Lastly, subcontractors would benefit from a modification in monthly reporting so as to minimize reporting burden.