

THE UNIVERSITY OF ALABAMA

# CPPW Evaluation Plan

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Mobile County

**Institute for Social Science Research**

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### Background

In October of 2010 the Alabama Department of Public Health was selected by the Centers for Disease Control and Prevention (CDC) to take part in the Communities Putting Prevention to Work (CPPW) program and received a two-year grant for tobacco prevention efforts in Mobile County. CDC has charged the Alabama Department of Public Health (ADPH) with designing a program that will reduce chronic disease associated with tobacco use through sustainable, high impact systems and environmental change in Mobile County.

The University of Alabama was contracted to serve as an external evaluator on this CPPW grant and has collaborated closely with ADPH and the Mobile County Health Department (MCHD) thus far in the strategic planning process. The evaluation plan has also been prepared in collaboration with the executive team which consists of lead program personnel from ADPH and MCHD.

The CPPW Mobile evaluation team is based in the Institute for Social Science Research at the University of Alabama. Evaluation team members include Dr. Debra McCallum, Gabe Fosson, Sheron Thames, and Shannon Murphy. The evaluation team will also consult with epidemiologist Erin Picone-DeCaro and data management expert Tom Stem on this project.

### Evaluation Questions

In order to focus the evaluation design, the CPPW Mobile evaluation team, in collaboration with program stakeholders, has identified eleven principal questions to be investigated during this evaluation. The first six questions ask about the achievement of specific pre-determined MAPPS- outcome objectives outlined in the Community Action Plan. The seventh question asks about the effectiveness of the paid media campaign, which should affect all five outcome objectives. The final four questions focus on the process of implementation and are broader in nature.

#### *MAPPS Outcome Objectives*

1. By what percentage did support increase among Mobile County residents for comprehensive smoke-free policies? (Media)
2. By what percentage did awareness of cessation services increase among Mobile County residents? (Media)
3. How many Mobile County municipalities adopted smoke-free ordinances? (Access)
4. How many Mobile County municipalities adopted ordinances restricting tobacco advertising? (Point-of-Purchase)
5. By what percentage did support increase among Mobile County residents for a state increase in taxes on tobacco products? (Price)
6. By what percentage did use of the Alabama Quitline increase among residents of Mobile County? (Social Support and Services)

#### *Process Evaluation*

7. How effective was the paid media advertising campaign at reaching its intended audience and changing attitudes?
8. Were the milestone activities completed on time?
9. What went well and what went wrong in implementing the milestone activities?
10. To what extent did the milestone activities lead to the desired outcome objectives?
11. How did the organizational structure and collaboration of the executive and leadership teams contribute to achieving the outcome objectives?

A detailed description of the process the evaluation team intends to follow in answering each of these evaluation questions has been outlined in the Microsoft Excel document that complements this plan entitled EvaluationQuestions.xlsx.

### Process Evaluation

#### Purpose

The evaluation team will conduct a process evaluation throughout the course of the two-year CPPW grant for three principal reasons. First, the process evaluation will serve to hold the Alabama Department of Public Health accountable to the Centers for Disease Control and Prevention for the implementation of the agreed upon CPPW program. Second, the process evaluation will serve as a monitoring system to track the implementation of program activities and to help answer evaluation questions eight through eleven. Third, the process evaluation will assist in informing and improving the performance of future public health initiatives.

#### Evaluation Components

##### *Monitoring tool*

In order to regularly monitor program implementation, the evaluation team will send out quarterly questionnaires to each implementation team (i.e., Mobile County Health Department, Alabama Department of Public Health). The questionnaires will include a set of questions for each milestone activity that was scheduled to be completed during the quarter in order to gather information regarding the implementation of that activity (See Appendix: Monitoring Tool-Implementation Questionnaire). The questionnaires will also follow up on any milestones that remained incomplete from previous quarters. Upon receipt of the completed questionnaires, responses will be compiled and analyzed for the following purposes:

- To identify timely or late completion of milestone activities,
- To understand the extent to which the planned activities contributed to the desired outcomes,
- To derive lessons learned in implementation that may be shared in future programs.

Based on the preferences of the ADPH and MCHD program staff, the quarterly questionnaires will be administered by email. Telephone interviews will also be used to clarify or gather responses as necessary. The evaluation team will remain open to improving the monitoring process throughout the grant period, with the aim of collecting data in the most efficient and convenient manner.

##### *Interviews*

In order to complement data collected through the quarterly monitoring tool, the CPPW evaluation team will conduct semi-annual interviews of key program staff and stakeholders. These interviews will give the evaluation team the flexibility to explore questions regarding program implementation that go beyond the scope of specific milestone activities including questions about organizational structure and general implementation issues. Additionally, the evaluation team will ask questions concerning which milestone activities were most useful in achieving the objective outcomes.

### Outcome Evaluation

#### Purpose

The outcome evaluation will assess the effectiveness of the program by measuring actual outcomes against the anticipated outcomes outlined in the Community Action Plan. The components of the outcome evaluation will help to measure the first seven evaluation questions.

#### Evaluation Components

##### *Behavioral Risk Factor Surveillance System (BRFSS)*

The BRFSS is a nationwide health survey system which operates in all fifty U.S. states tracking health conditions and risk behaviors (CDC, 2011). The Mobile CPPW evaluation team plans to use BRFSS data in various capacities. First, annual BRFSS data collected nationwide and statewide in Alabama will be used as a benchmark against which data specific to Mobile County will be compared. Second, BRFSS data collected in Mobile County in the fall of 2010 and 2012 specifically for the CPPW projects will be used as baseline and post-test data to track attitudes toward smoke-free policies and tax increases on cigarettes, awareness of cessation services, behaviors concerning tobacco use, and other demographic information. These data will serve as baseline and post-test data for the Media and Price-evidence Based Pricing Strategy outcome objectives.

##### *Capstone Poll*

The Capstone Poll housed at the University of Alabama is a research center which collects data through telephone interviews. The evaluation team will use the Capstone Poll to conduct two telephone surveys in Mobile County, one during the summer of 2011 and another during the summer of 2012. Each survey will collect data from 750 residents regarding their attitudes toward smoke-free policies and tax increases on cigarettes, their awareness of cessation services and anti-tobacco advertising in the state, their behaviors concerning tobacco use, and other demographic information. These data will complement baseline and post-test data from the BRFSS for the Media and Price-evidence Based Pricing Strategy outcome objectives.

##### *Operation Store Alert*

Operation Store Alert provides a survey that can be used as a surveillance tool to identify the level of tobacco advertisements at retail stores within a community. The evaluation team will use survey data collected by ADPH to document changes in tobacco advertising levels during the grant period and/or to promote policy changes in limiting tobacco advertising.

### *Alabama Quitline*

The Alabama Quitline is a telephone and online counseling service provided by the state for smokers in need of cessation services. The Quitline tracks data from its callers such as intention to quit, completion of counseling sessions, success in quitting, geographic location, and source of information about the Quitline. The evaluation team will use data collected by the Quitline to document and track Mobile County residents' use of cessation services provided by the Quitline throughout the term of the grant. These data will serve as baseline data and post-test data to evaluate the Social Services and Support outcome objective.

### *Tobacco Policy Tracking System*

The Alabama Department of Public Health tracks the passage of all state and local laws that restrict tobacco use with the Tobacco Policy Tracking System (TPTS). The evaluation team will use the TPTS to track policy changes within the municipalities of Mobile County.

## Evaluation Timelines

The anticipated timeline for the implementation of the Process and Outcome evaluation activities is scheduled as follows:

### Process Evaluation

Date	Evaluation Activity
March 2011	Send out monitoring questionnaires for Q4 2010
April 2011	Analyze questionnaires from Q4 2010 Send out monitoring questionnaires for Q1 2011
May 2011	Analyze questionnaires from Q1 2011
July 2011	Send out monitoring questionnaires for Q2 2011 Conduct interviews with key program staff and stakeholders
August 2011	Analyze questionnaires from Q2 2011
October 2011	Send out monitoring questionnaires for Q3 2011
November 2011	Analyze questionnaires from Q3 2011 Compile monitoring data and draft annual report for the leadership committee
January 2012	Send out monitoring questionnaires for Q4 2011 Conduct interviews with key program staff and stakeholders
February 2012	Analyze questionnaires from Q4 2011
April 2012	Send out monitoring questionnaires for Q1 2012
May 2012	Analyze questionnaires from Q1 2012
July 2012	Send out monitoring questionnaires for Q2 2012 Conduct interviews with key program staff and stakeholders
August 2012	Analyze questionnaires from Q2 2012
October 2012	Send out monitoring questionnaires for Q3 2012
November 2012	Analyze questionnaires from Q3 2012 Compile monitoring data and draft an evaluation report

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## CPPW Evaluation Plan

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### Outcome Evaluation

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Date	Evaluation Activity
March 2011	Obtain and analyze 2010 pre-test Quitline data
April 2011	Develop Capstone Poll survey for summer 2011
June 2011	Analyze baseline data from Dec-Jan CPPW BRFSS collection Begin Capstone Poll survey for summer 2011 Obtain and analyze Quitline data
July 2011	Complete Capstone Poll survey for summer 2011
August 2011	Analyze data from Capstone Poll survey 2011
September 2011	Obtain and analyze Quitline data
October 2011	Disseminate results of Capstone Poll survey 2011
December 2011	Obtain and analyze Quitline data
March 2012	Develop Capstone Poll survey for summer 2012 Obtain and analyze Quitline data
April 2012	Collect and analyze data from 1 <sup>st</sup> Operation Store Alert survey
June 2012	Begin Capstone Poll survey for summer 2012 Obtain and analyze Quitline data
July 2012	Complete Capstone Poll survey 2012
September 2012	Obtain and analyze Quitline data
August 2012	Analyze data from Capstone Poll survey 2012
November 2012	Collect and analyze data from 2 <sup>nd</sup> Operation Store Alert survey Produce draft of final evaluation report

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### Data Analysis

The evaluation team will analyze data that is collected at the University of Alabama. SPSS software is available for quantitative data analysis. The data analysis plan regarding specific data sets is outlined as follows:

#### *Survey data*

Survey data obtained from BRFSS and the Capstone Poll will be analyzed using SPSS software. Frequencies will be used to compare the changes in attitudes, knowledge, and behavior among the population of Mobile County. Cross tabulations will also be used in order to identify changes within disparate groups.

#### *Quitline data*

Data obtained from the Alabama Quitline will be analyzed to compare changes in the quantity of calls and the demographics among callers. SPSS software will be utilized to produce frequencies and cross tabulations.

#### *Operation Store Alert*

The analysis plan for Operation Store Alert (OSA) data is pending the completion of the OSA survey.

#### *Policy Tracking System*

A simple review of the data in the Tobacco Policy Tracking System will suffice to identify changes or additions to existing tobacco policy at the municipal level in Mobile County.

#### *Questionnaire and Interview Data*

Qualitative data collected through quarterly questionnaires and semi-annual interviews will be analyzed upon collection. On a quarterly or semi-annual basis, these data will allow the evaluation team to monitor the timing and challenges to implementation. The evaluation team will track patterns in questionnaire and interview responses to identify emerging themes. These themes will be used as the basis for recommendations to the CPPW leadership team in the one-year interim findings report, the final evaluation report, and as appropriate throughout the grant period.

### Dissemination of Results

As noted in the timeline, the results of the evaluation study will be disseminated at regular intervals over the grant period. Results will be disseminated in various forms including presentations, facts sheets, survey finding reports, one-year interim findings report, a final evaluation report, and an addendum to the final report.

#### *Presentations*

The evaluation team will present its findings at regular intervals (e.g., quarterly) to the CPPW leadership team and will be available to present findings in other appropriate venues.

#### *Fact Sheets*

The evaluation team will use fact sheets as a manner of communicating interim findings in a concise and objective manner to stakeholders.

#### *Survey Finding Reports*

After survey data from the Capstone Poll or Operation Store Alert have been analyzed, the evaluation team will produce a report summarizing the findings of these surveys. The reports will be made immediately available to the CPPW Executive Team, after which dissemination to other stakeholders will occur where appropriate.

#### *One-year Interim Findings Report*

In January 2012, an interim findings report will be produced and disseminated to stakeholders containing evaluation findings as of December 2011. This report will include (1) an update on the progress that has been made in accomplishing the MAPPs outcome objectives, (2) an update on the timeliness of completion for each of the milestone activities, (3) a summary of survey results, and (4) recommendations for success based on interim findings.

#### *Final Evaluation Report*

In November 2012 the evaluation team will produce the final evaluation report which will be disseminated to stakeholders. This final report will seek to answer the eleven evaluation questions outlined in this document. It will describe the background and purpose of the evaluation, the evaluation methods and limitations, and will outline the evaluation results.

#### *Addendum to the Final Report*

When the 2012 BRFSS data are made available, the evaluation team will produce an addendum to the final report which will provide an analysis of the Mobile County BRFSS data, giving an additional assessment of the project's success.

### Intended users of the Evaluation

As discussed in the Process and Outcome Evaluation sections of this document, the evaluation has multiple purposes including program accountability, gauging program effectiveness, and improving future program efforts. Given the multiple purposes of the evaluation, it is intended to be used by a number of stakeholders which include but are not limited to:

1. The Centers for Disease Control and Prevention
2. The Alabama Department of Public Health
3. Mobile County Health Department
4. The Alabama State legislature
5. Mobile County Municipal Governments
6. Residents of Mobile County
7. The American Lung Association
8. The American Cancer Society
9. The American Heart Association
10. The Coalition for a Tobacco-Free Alabama
11. The Medical Association of the State of Alabama

## Staff Responsibility

Responsibility for execution of the evaluation activities will be divided among the evaluation team as follows:

### *Evaluation Team Lead*

Dr. McCallum will oversee the development of the evaluation plan and its implementation. As the team lead, Dr. McCallum will manage the evaluation budget and supervise the evaluation activities including creating survey tools, collecting and analyzing data, drafting evaluation findings, and disseminating evaluation results. She will attend meetings and participate in conference calls as appropriate.

### *Project Manager*

Gabe Fosson will manage the day-to-day activities of the evaluation and will serve as the primary point of contact for the evaluation team. He will manage evaluation activities including creating survey tools, collecting and analyzing data, drafting evaluation findings, and disseminating evaluation results. Gabe will attend leadership meetings in Mobile regularly.

### *Evaluation Staff*

Sheron Thames will serve as the evaluation team's contact in Mobile County. Sheron will attend monthly leadership meetings in Mobile regularly and will represent the evaluation team when Dr. McCallum and Gabe Fosson are not able to attend. Sheron will also facilitate coordination and implementation of evaluation activities that take place in Mobile County.

Shannon Murphy will assist with evaluation activities including collecting and analyzing data, drafting evaluation findings, and disseminating evaluation results.

### *Data Support*

Tom Stem will provide data management support to the evaluation team at the Institute for Social Science Research. He will also provide consulting services on statistical packages and computer applications.

### *ADPH Staff*

Chanel Fort will assist in coordinating ADPH activities with evaluation efforts. Chanel will take responsibility for the collection and analysis of Operation Store Alert data and other activities as appropriate.

### *Project Consultant*

Erin Picone-DeCaro will serve as an external consultant on an as-needed basis.

## Appendix

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### Monitoring Tool- Implementation Questionnaire

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During the first quarter of 2011 (January- March) the Alabama Department of Public Health was scheduled to complete Milestone 4 (a) of the Media objective. Please answer the following questions regarding the completion of this milestone:

Media Objective, Milestone 4 (a): ADPH will develop and identify worksite media materials.

1. Was the activity completed on schedule? If not, what was the cause of the delay and when is it anticipated that the activity will be completed?
2. What went well during the completion of the activity?
3. What were the challenges that were faced?
4. What was done to overcome these challenges?
5. What were the lessons learned in the process of carrying out this activity?
6. Additional comments:

Note: The red font indicates text that would be changed based on the milestone activity in question.

Mobile County CPPW Logic Model

