State Comprehensive Tobacco Program Evaluation Plans: A Multi-State Scan

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Objectives

- Review methodology used
- Describe summary findings
- Share patterns common among states
- Q & A

State selection criteria

- states that invest in comprehensive tobacco prevention and control

- Lead the nation in decreasing use among various age, racial and other populations

- Border Kansas

States Included:

- Arkansas
- California
- Indiana
- Maine
- Massachusetts
- Texas
- Missouri
- Nebraska
- Colorado
- Oklahoma

- (New York)
- (Louisiana)

Methodology

- Identify key personnel to contact
- Use the web extensively for published reports and findings
- Follow-up
  - to clarify information about their state
  - to identify funding sources for evaluation-specific activities

Six common elements

1. Comprehensive evaluation linked to at least one of the CDC key goal areas
2. "Dual purpose" use of surveillance activities to meet elements of their tobacco-specific evaluation plan
3. Process measures for individual programs (such as the use of tobacco quit lines)
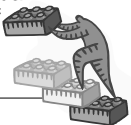
Six common elements

4. Measure changes in cigarette consumption
5. Measure adult and youth smoking prevalence
6. Track policy initiatives to protect the public from secondhand smoke

Five things usually missing

1. Consistent use of a logic model in constructing evaluation activities
2. Outcome measures linked to program goals
3. Economic analysis of program effectiveness
4. Realistic funding to accomplish evaluation
5. Effective communications

Three common complaints

1. Funding – particularly uneven funding over time – challenges every state plan, and as the plan has to be modified, so too do evaluation activities
2. CDC Key Indicators are too extensive and lack guidance for states to use effectively, particularly when funds are limited
3. Evaluation is not often considered a critical element of the state plan
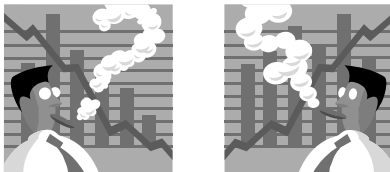
Funding levels

□ Difficult to tease out from overall program investments

□ Low (if > 0) = $160K (Oklahoma)
□ High (state $) = $3M (California)
□ High (non-state) = ~$250K (Missouri)

Considered very important

Link questions to dollars (saved)

Take-away lessons

□ Process, outcome, impact measures – in that order – are included in evaluation
□ Most embed evaluation into specific program activities
□ Link with cancer plan(s)
□ Funding has enormous impact on sustainability of evaluation activities