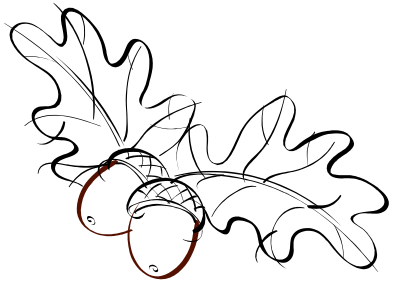
Road Trip for Phase I Evaluation Plans

Michelle House



Nicole Kwon

Overview of Presentation

- Evaluation Strategy
- Evaluation Plan
- Evaluation Design Type
- Decision Guide
- Process Versus Outcome
- Evaluation Reporting
- Data Analysis
- Dissemination
- Limitations
- Evaluation Summary Narrative
- Questions

Important Reminders

- Submit a brief evaluation report
- At least 10% of the total deliverable and budget must be allocated to evaluation
- Evaluation plans must receive at least four hours of consultation by a qualified local program evaluator (LPE)
- Every plan requires certification that must be completed prior to submission.
  - Do not leave this activity to the last day of plan submission.

Local Program Evaluator (LPE)

- Your LPE can be…
- Someone within your organization
- Outside consultant

- Whomever you choose must be in the Local Program Evaluator Directory

impact

CENTER FOR EVALUATION AND RESEARCH

TOBACCO CONTROL EVALUATION CENTER

- TCEC is your friend and can help with:

- General evaluation questions
- Data collection instruments
- Evaluation tools
- Past webinars
- Sample brief evaluation reports

www.tobaccoeval.ucdavis.edu

Evaluation Strategy

- Think “backwards” by starting at the end:
- What is it that you are trying to achieve?
- What evaluation activities will help you get there?
- How can you best keep track of successes and barriers?
- How can you best show what you have achieved/what your outcome is?

Considerations

- Use evaluation activities strategically to help advance your objective
- Make sure your evaluation activities produce useful and usable data (one year timeframe)
- Use activities that are manageable with the resources and time you have
- Adhere to OTIS instructions and make the evaluation plan fit your intervention plan

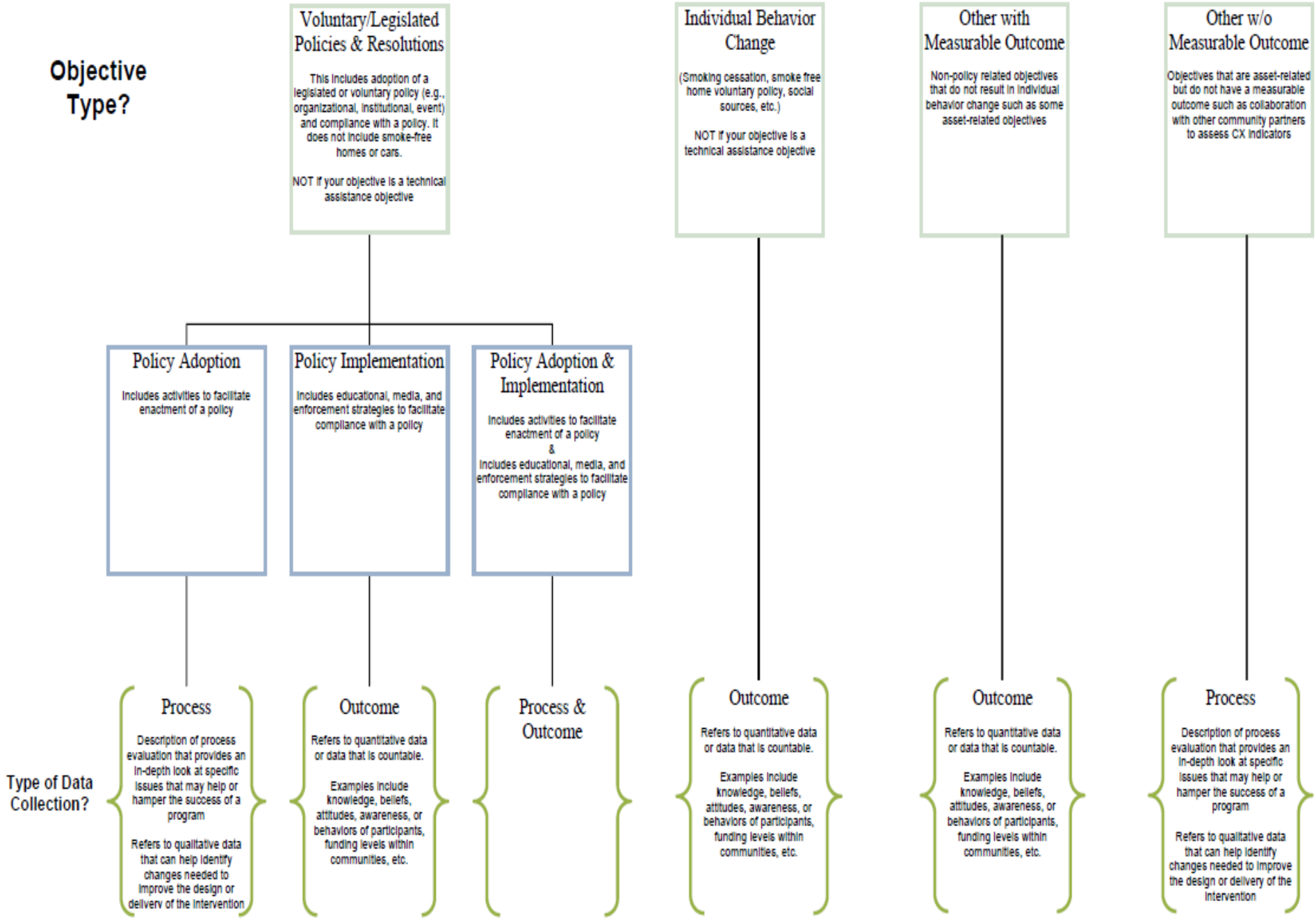
Evaluation Plan

- Evaluation Design – Proposed outcome to determine the appropriate evaluation Plan Type & related study design

- Evaluation Activity Plan – How, where, when evaluation activities will occur, responsible parties, deliverables, tracking measures, percent effort for each activity

- Brief Evaluation Report – Create a narrative of the data collected and analyses outcome and/or process evaluation activities

APPENDIX: Evaluation Design – Data Collection Activities



Evaluation Type

Type 1: Voluntary or Legislated Policy and Resolutions

Policy adoption	→	Process
Policy implementation	→	Outcome
Adoption & Implementation	→	Process & Outcome

Evaluation Type

Type 2: Individual Behavior Change

→ Outcome evaluation

- Cessation objective
- It is recommended that several waves of survey collection be used in order to measure short-term and long-term quitting rates in cessation programs

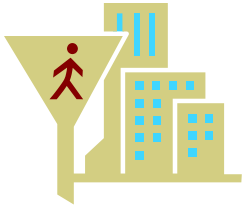
Evaluation Type

Type 3: Other with measurable outcome

Outcome Evaluation

- Reduce the number of stores with a signage violation
- Coalition building objectives

Evaluation Type



Type 4: Other without measurable outcome

➡ Process Evaluation

- Develop and distribute educational materials in different languages
- Developing tools or curriculum

Creating Your Evaluation Plan

- Outcome Data
- Process Data

Outcome Data

- Quantitative data - Countable and/or measurable

- Assesses the extent to which an intervention affects the population
  - pre-post outdoor policy adoption litter observation

- Indicates changes in knowledge, attitudes, awareness or behavior, as well as changes in the environment
  - Pre/Post & 3 month follow-up survey with cessation participants

Outcome Design

Experimental

- never used in CTCP plans

Quasi-experimental

- control group or multiple measurement, e.g. over time

Non-experimental

- no control group, only one pre-post, anecdotal evidence

Outcome Study Design

Description of Outcome

- Mail survey
- Written questionnaire
- Key informant interview
- Telephone survey
- Observations
- Internet survey

- Use tested instruments
  - http://tobaccoeval.ucdavis.edu/data-collection.php

Common Pitfalls Outcome

- Proposing an experimental design that is unrealistic
- Falsely classifying a quasi-experimental design as experimental when it has a control group but is not randomly assigned
- Only one post-test for cessation programs
- Classifying one pre-post test as quasi-experimental (it’s non-experimental)

Sampling for Outcome Activity

- The sampling method and size need to be convincing
- For sampling strategies see the sampling tool on the TCEC website
  - http://programeval.ucdavis.edu/documents/tipsandtools9-2009_000.pdf
- For calculating sample sizes, use a reputable online sample size calculator
  - http://www.surveysystem.com/sscalc.htm

Process Data

- Almost all objectives incorporate process data collection
- Used to advance the objective
  - focus group, KII, observational surveys, or YTPS, etc.
- Used to evaluate your activities
  - education/participant survey
- Essential for objectives without a quantifiable outcome
  - policy adoption

Process Study Design

Description of process:

- Focus Group
- Key Informant Interview
- Public Opinion Poll (including Public Intercept Survey)
- Education/Participant Survey
- Policy Record
- Media Activity Record
- Data Collection Training
- Observation Data
- Youth Tobacco Purchase Survey (licensing objective only)

Common Pitfalls Process

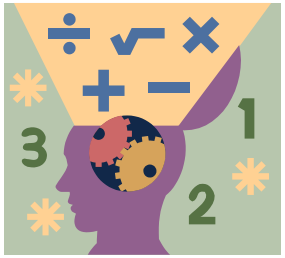
- Forgetting data collection training
- Forgetting to add an education/participant survey when an education event takes place
- Same sampling errors as in outcome data collection

Evaluation Reporting

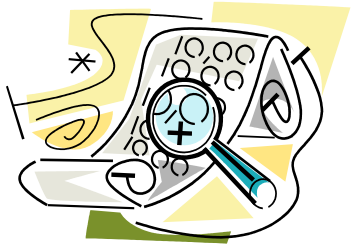
- Each objective will include a Brief Evaluation Report *"Tell Your Story - Guidelines for preparing a complete, High Quality Final Evaluation Report"*
- https://tcfor.catcp.org/index.cfm?fuseaction=opportunities.viewOpp&oppID=35

Analysis Plan

- Descriptive statistics (frequencies, means)



- Comparison over time using frequencies, means, etc. (excel is sufficient)



Dissemination Plan

- Coalition and key community members
- Peer reviewed journals
- Tobacco related conferences
- Share with other tobacco control programs
- Share in local media
- Share with social media
- Presentations at City Council or BOS

Limitations

- Mention any possible limitations that you can foresee
  - Changes made to your SOW
  - Low survey response rates
  - Only adoption achieved but not implementation

- Suggest a back-up plan
  - Call CTCP or TCEC to brainstorm

Evaluation Summary Narrative

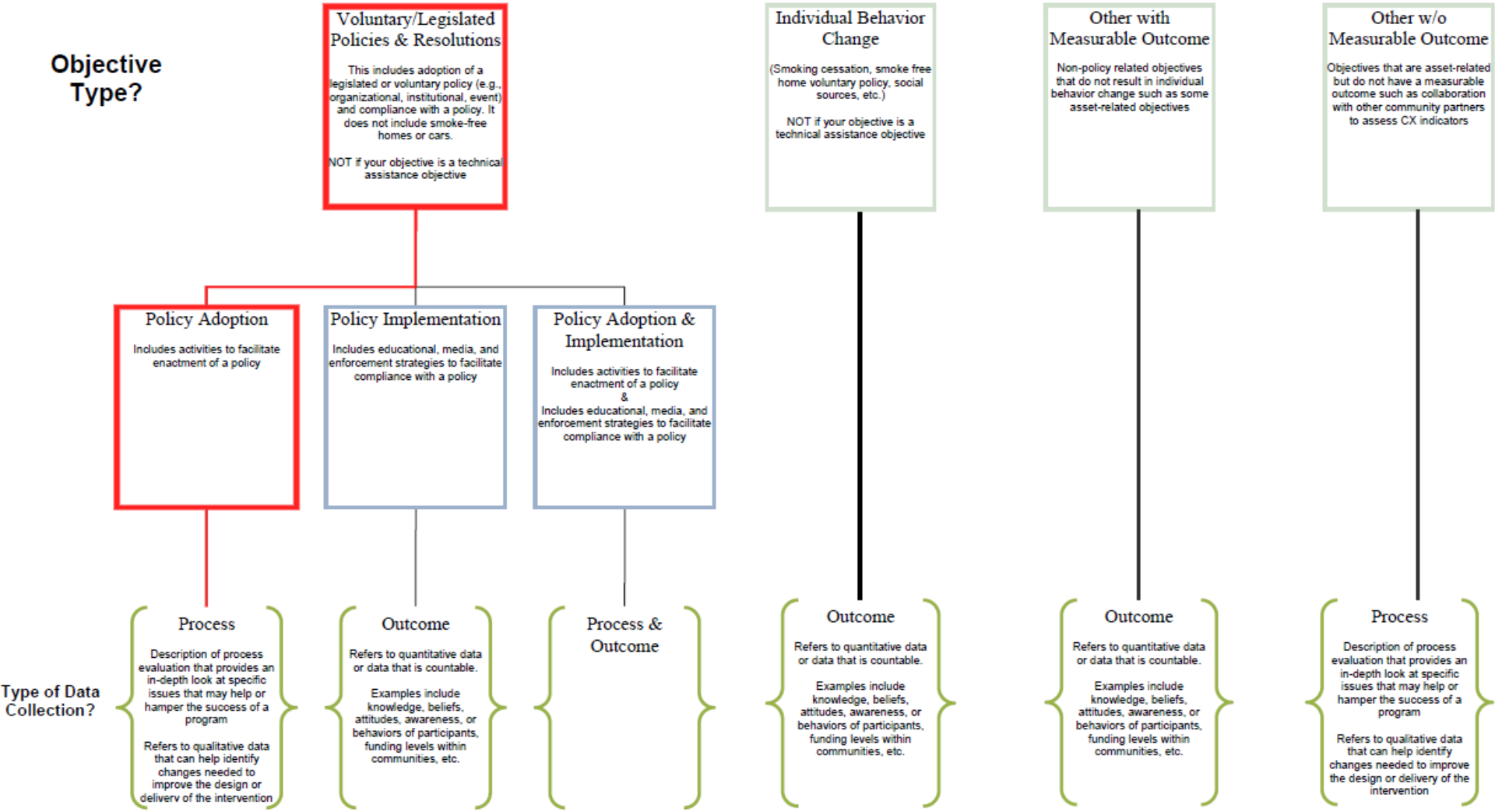
- Explain why this design and the suggested activities were chosen
- Tell a “story” of your evaluation plan, do not just cut and paste
- Describe the plan in chronological order

Questions

Example

By June 30, 2014, the city of Dreams will adopt a legislated policy that requires all tobacco retailers to obtain a license in order to sell tobacco products with a portion of the fees earmarked to conduct regular compliance checks.

APPENDIX: Evaluation Design – Data Collection Activities



According To Our Chart

Process Evaluation Data

- Focus Group
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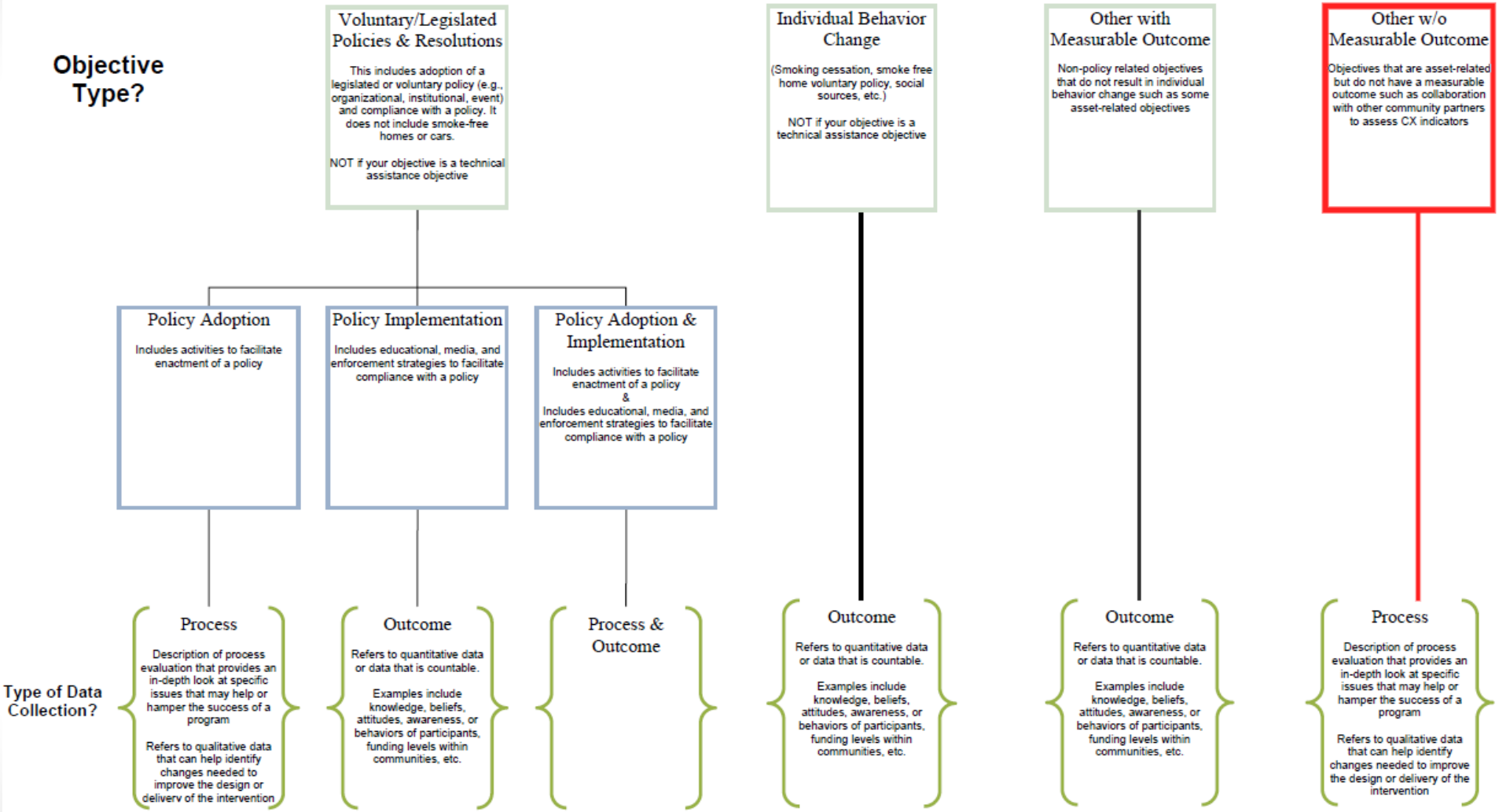
- Education/Participant Survey
- Policy Record
- Media Activity Record
- Data Collection Training
- Observation Data
- Youth Tobacco Purchase Survey (licensing related objective only)
- Other

Example

- By June 30, 2014, the Forrest Project will recruit at least 3 new diverse and/or under-represented partners specific to, the cities of Nutkin and Mouseville to participate in the Awesome Possum Tobacco Coalition and actively participate in tobacco control activities

APPENDIX: Evaluation Design – Data Collection Activities



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