

# ICE BREAKER!!

- **Find someone with the following characteristics and talk for 5 minutes:**
  - Same color shirt
  - Same birthday month
  - Same shoe size
- **Brief Introductions**



# **OTPF Evaluation Workshop**

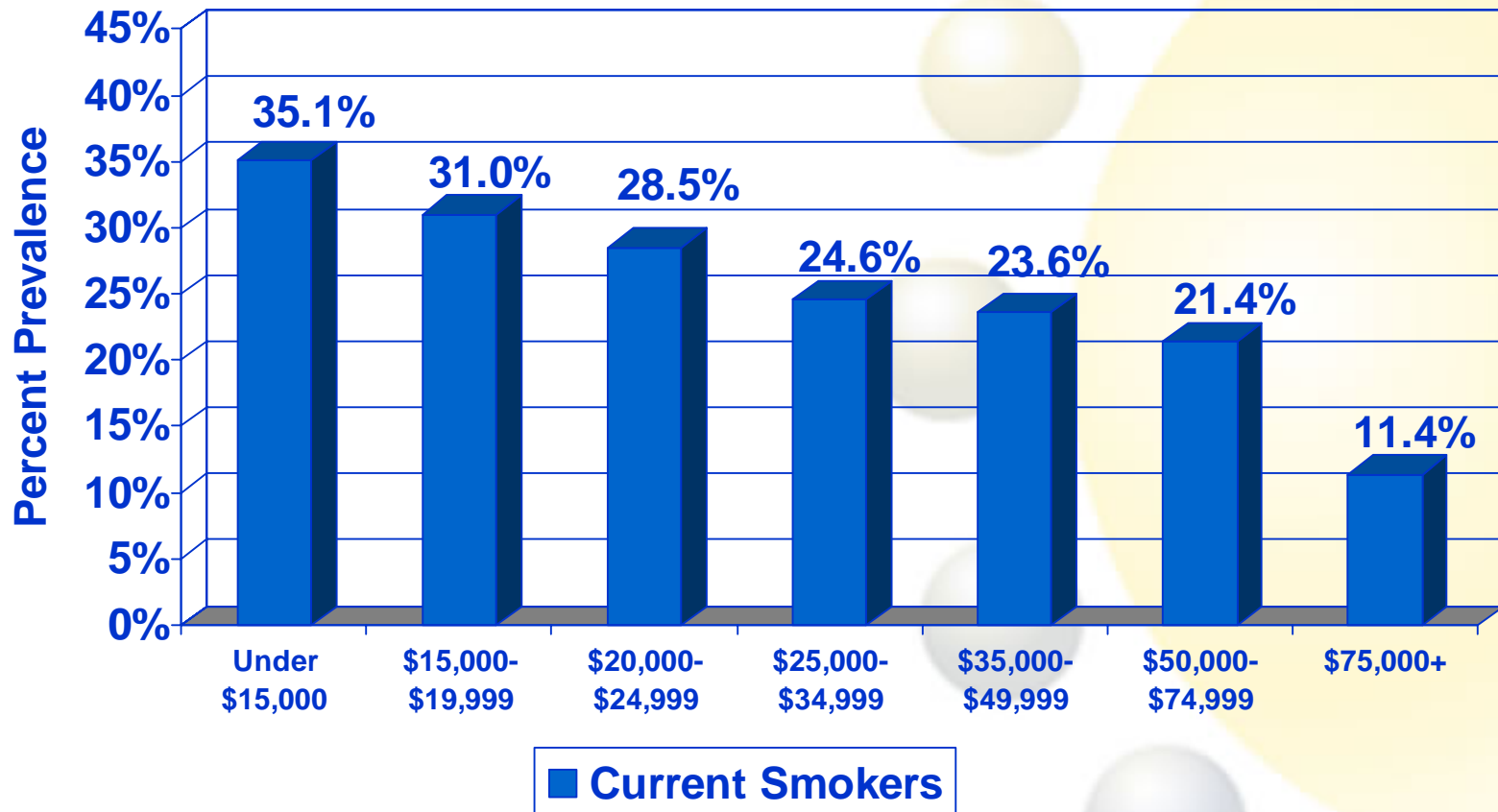
*Jeff Willett, Ph.D.*

*OTPF Director of Evaluation and Research*

# Welcome

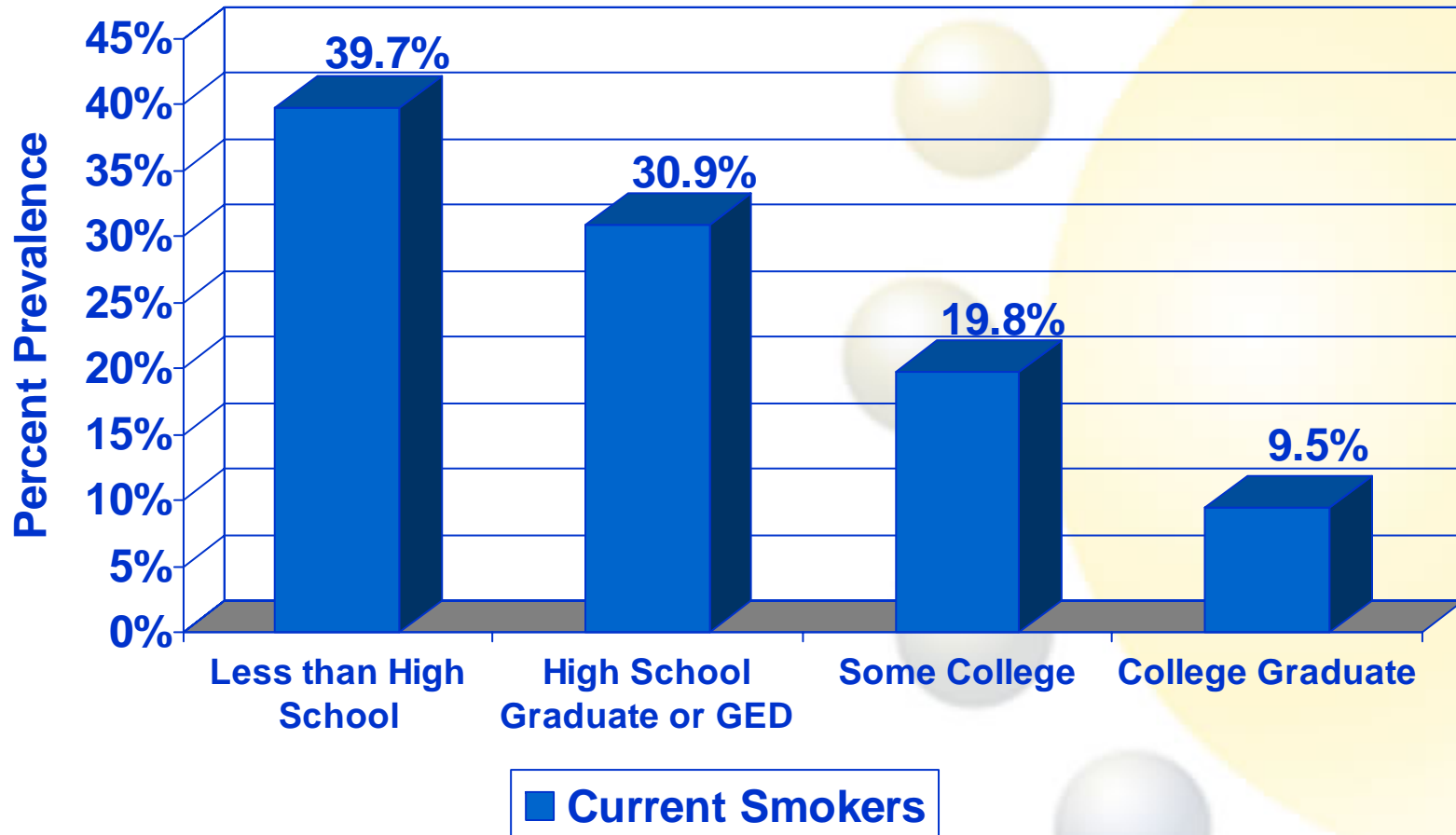
- **Thank you for all your hard work!**
  - 26.6% to 22.4% adult smoking prevalence
  - 32.6% to 28.7% high school tobacco use
  - 15.0% to 11.6% middle school tobacco use
- **Congratulations!**
  - Ohio is a smoke-free state
- **There is more work to be done!**

# Estimated Prevalence of Current Smokers by Income Level, 2005



Source: 2005 Behavioral Risk Factor Surveillance System, Chronic Disease and Behavioral Epidemiology, BHSIOS-Prevention, Ohio Department of Health, 2006.

# Estimated Prevalence of Current Smokers by Education, 2005



Source: 2005 Behavioral Risk Factor Surveillance System, Chronic Disease and Behavioral Epidemiology, BHSIOS-Prevention, Ohio Department of Health, 2006.

# Community Grants III

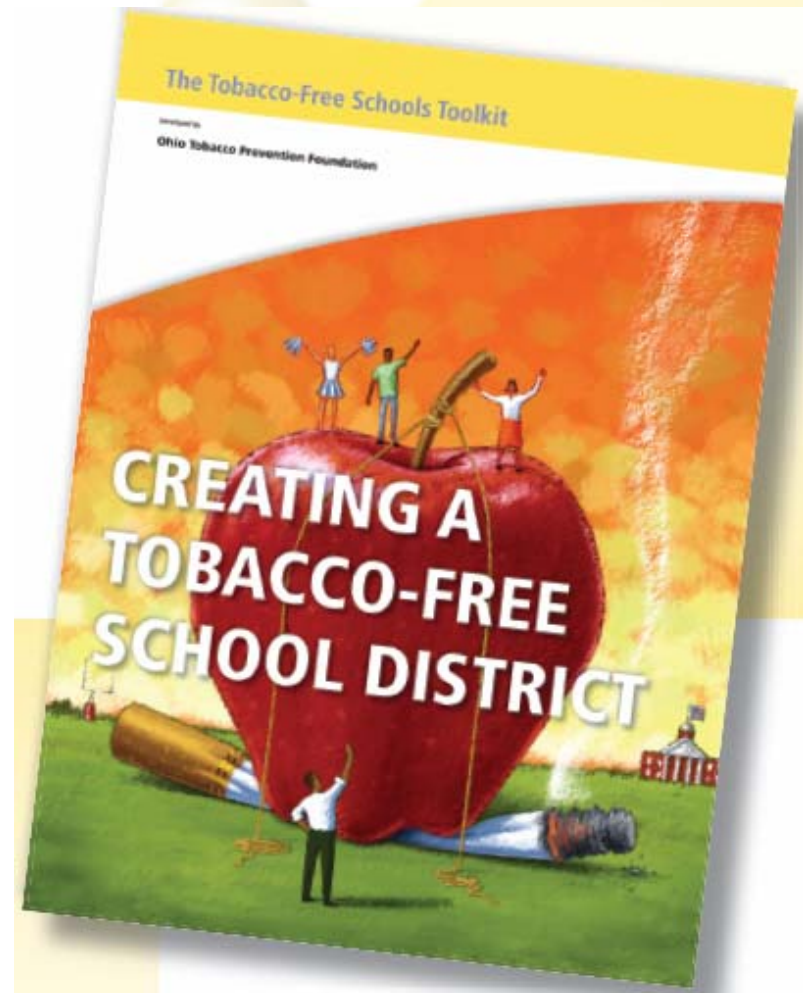
- **Includes 51 CGI, CGII and HR grantees.**
- **Introduces a statewide evaluation framework.**
- **Introduces the Reporting and Evaluation (RE) Coordinator.**
- **Represents a “show me” year for the OTPF Board.**

# CGIII Program Framework

- Required Activities
- Prevention
- Adult Cessation
- Special Populations
- Secondhand Smoke

# CGIII Program Framework

- Required Activities
  - Coalition Development
  - Local Marketing Communication Efforts
  - Community Leader Relations
  - Promotion of Ohio Quits
  
- Youth Prevention
  - Curricula – school and community-based
  - Training
  - 100% Tobacco Free Schools
  - **stand**
  
- Adult Cessation
  - Quit Programs – Intensive Adult Cessation
  - Institutionalization in Health Systems
  - Supports by Employers
  
- Special Populations
  - Either prevention curricula or quit programs
  
- Secondhand Smoke
  - Worksites and Outdoor



# Grantee Evaluation Capacity

**Experience tells us that 3 things happen when program staff are actively engaged in evaluation:**

- 1) Data quality improves
- 2) Data is more likely to be used for program planning and refinement
- 3) Grantees are more accountable to evaluation and reporting requirements

**Capacity building is a key goal of this workshop!**

# Reporting and Evaluation (RE) Coordinator

- **Your grant's coordinator for meeting OTPF's reporting and evaluation requirements.**
- **OTPF's point person for all reporting and evaluation training and communication.**

# RE Coordinator

## RE Coordinator IS someone who:

- has a thorough understanding of your grant's programmatic activities and the RFP requirements;
- has the support and authority to require program staff, subgrantees and subcontractors to comply with RE-related requirements;
- is a staff member of the agency serving as the primary fiscal agent of the grant;
- devotes a minimum of 25% effort towards this role;
- will be accountable for meeting all of the RE-related requirements and deadlines for your grant.

# RE Coordinator

## RE Coordinator MAY BE someone who:

- collaborates with an external evaluator in the collection and reporting of data.
- also serves as the Project Coordinator for smaller, single county grants.

# RE Coordinator

## RE Coordinator IS NOT someone who:

- is simply a data entry person.
- is an external evaluator or a person employed by any agency other than the primary fiscal agent.

# What else is new in the 2007 grant year?





# G-Wiz: Ohio Tobacco Prevention Grant Wizard

***GMIS System Refinements for  
CGIII Grantees***

# System Overview

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- **GMIS Components**
  - Budget
  - Documents Uploading
  - Subgrantee and Vendor Information
  - Marketing Plan Approval
  - Contacts
  - General Communication and Grants Management Features

# System Refinement

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- Evaluation Tab Removed
- Replaced by Work Plan Tab

# Work Plan Tab

Summary Budget **Evaluation** Documents Sub Grantee/Vendor Marketing Inventory Discussions Contacts

**Upcoming Activities** | [Go to All Grant Activities](#)

There are currently no upcoming activities assigned to you, therefore there are no items to show in this view.

**Upcoming Events** | [Go to All Grant Events](#)

[New Item](#) | [Filter](#) | [Link to Outlook](#)

There are no items to show in this view of the list. To create a new item, click "New item" above.

Summary Budget **Work Plan** Documents Sub Grantee/Vendor Marketing Inventory Discussions Contacts

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# System Refinement

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- Evaluation Tab Removed
- Replaced by Work Plan Tab
  - Every strategy funded through RFP has a work plan component.
  - Every work plan has an evaluation and reporting component.

# System Refinement

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- **Marketing Tab Enhanced**
  - Marketing plans will be required for each funded activity on a quarterly basis:
    - Community Awareness and Support
    - Promotion of Ohio Quits
    - Youth Prevention
    - Adult Cessation
  - Marketing tactics will no longer be required to have approval before implementation

# Reporting Refinements

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- **Progress and Activity Reports**
  - OTPF will be collecting data for every funded strategy
  - Grantees will have access to evaluation data
    - Fax referral data
    - OTREC data
    - Northlich stand team designations

# G-Wiz Milestones

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- **January 19<sup>th</sup>**
  - Grantees must have submitted their G-Wiz work plans for initial review.
- **January 31<sup>st</sup>**
  - Grantees must have their G-Wiz work plans approved by OTFP staff.

# **CGIII Evaluation Plan Overview**

*Elaine A. Borawski, Ph.D.*

***Director, Ohio Tobacco Research and  
Evaluation Center (OTREC)  
at Case Western Reserve University***

# Welcome!

- **What we'll cover in this intro session:**
  - Folder contents: schedule, special activities
  - Introduction to OTREC
  - Statewide evaluation model
  - Evaluation manual
  - Training Sessions
  - Announcements
  - Q & A

# Ohio Tobacco Research and Evaluation Center (OTREC)

- **Housed in the Center for Health Promotion Research, a community-focused research center at Case Western Reserve University, School of Medicine**
- **Lead evaluators on numerous city and county-wide evaluations (teen pregnancy, tobacco, nutrition, physical activity, obesity)**
- **NIH supported research in prevention**
- **Local evaluator for CG1 grantees for 4 years**

# Role of OTREC

- **To assist Dr. Willett and OTPF in the development and implementation of a statewide evaluation plan for the community-based prevention and control programs.**
- **To assist CGIII grantees in the transition to the new evaluation plan and to carry out the required data collection and reporting for the statewide evaluation.**

**So...  
who are we?**

# What will OTREC do for me?

- **Provide you with technical assistance to carry out your evaluation reporting requirements.**
- **Provide you with developed and tested standardized data collection protocols.**
- **Provide you with easy to use tools to make data collection more manageable.**
- **Provide you with state-of-the-art data processing systems that should not only make your lives easier, but will provide you with “close to real time” feedback on the data that you collect.**

# What will OTREC do for me?

- **Will provide multiple methods for communication:**
  - Regular methods (person, phone, email)
  - Interactive website with password protected areas for RE Coordinators (online blog as well as FAQs)
  - Monthly online newsletter
- **We only ask that should we call or email, that you respond within a reasonable amount of time (48 hours) and we promise to do the same.**
- **Will have extra staff on hand prior to reporting periods to help you navigate through.**

## What we can't do...

- **At this time, we cannot provide grantees with assistance with individual evaluation projects.**
- **We cannot provide on-site, one-on-one training after the workshops.**
- **We cannot answer programmatic questions. We will always refer you to your PM.**

# OTREC.ORG

- **Website will be launched January 1.**
- **Designed to serve you, the grantees.**
- **Q&A Forum (blog).**
- **All data protocols and data collection tools will be downloadable.**
- **Slides from all presentations will be made available.**
- **Additional evaluation resources.**
- **Provide updates from other state's tobacco prevention and control efforts.**
- **Provide updates on OTPF evaluation efforts.**

# WHY A STATEWIDE EVALUATION PLAN?

## WHY THE CHANGE?

# Limitations of the Past Approach

- **Focus on pre/post-test design and individual program evaluation approach**
- **Programming varied greatly across the state**
  - Evidence-based and home-grown programs (*over 60 different programs!*)
  - Highly variable delivery & fidelity
  - Highly variable dosage (minutes-multiple sessions)
- **High reliance on self-reported outcomes**
- **Did not capture comprehensive nature of prevention & control efforts**

# THE RESULT

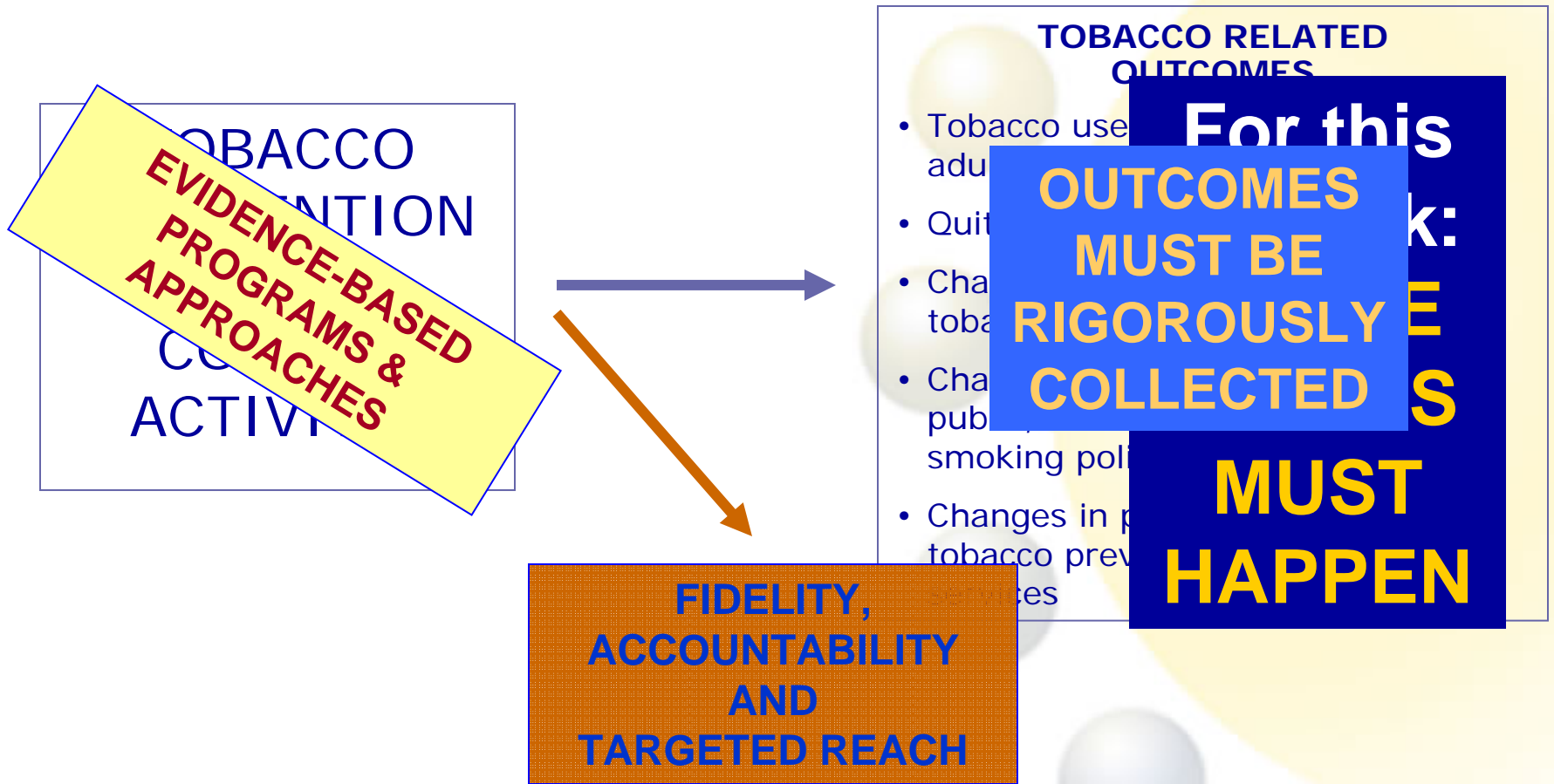
- **No real data regarding program effectiveness.**
- **Inability to link programmatic efforts with statewide tobacco data.**
- **No real answers for OTPF Board and legislative representatives.**

**We lacked a comprehensive picture of statewide tobacco control.**

# A new plan...A new approach

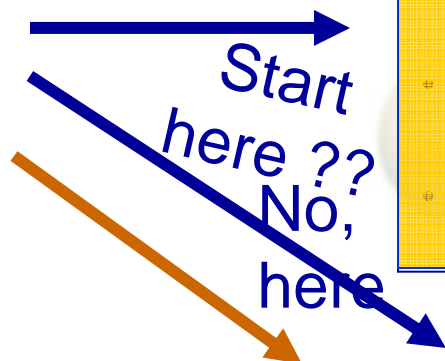
- Overall plan is derived from existing knowledge from public health research.
- Uses a community-level approach, augmented with targeted individual program evaluations.
- Uses a standardized reporting system – GMIS has been expanded -> G-Wiz!
- Uses standardized reporting forms and protocols.
- Focuses on local efforts all aimed at statewide outcome goals

# Basic Assumptions of Evaluating Community-Level Interventions



# Basic Assumptions of Evaluating Community-Level Interventions

- OTPF APPROVED ACTIVITIES**
- Coalition development
  - Community leaders relations
  - Local marketing efforts
  - Promotion of Ohio Quits
  - PREVENTION: Life Skills; TNT; Project Alert; Word of Mouth; Stamp
  - Intensive cessation interventions that meet the 10 pt. criteria
  - School, worksite and public tobacco policies



- SURVEILLANCE OUTCOMES**
- Tobacco use among youth and adults (type, freq, amount)
  - Quit attempts and success rate
  - Public awareness of tobacco as a public health hazard
  - Public acceptance of public, outdoor and worksite smoking policies
  - Public awareness of tobacco prevention and cessation services

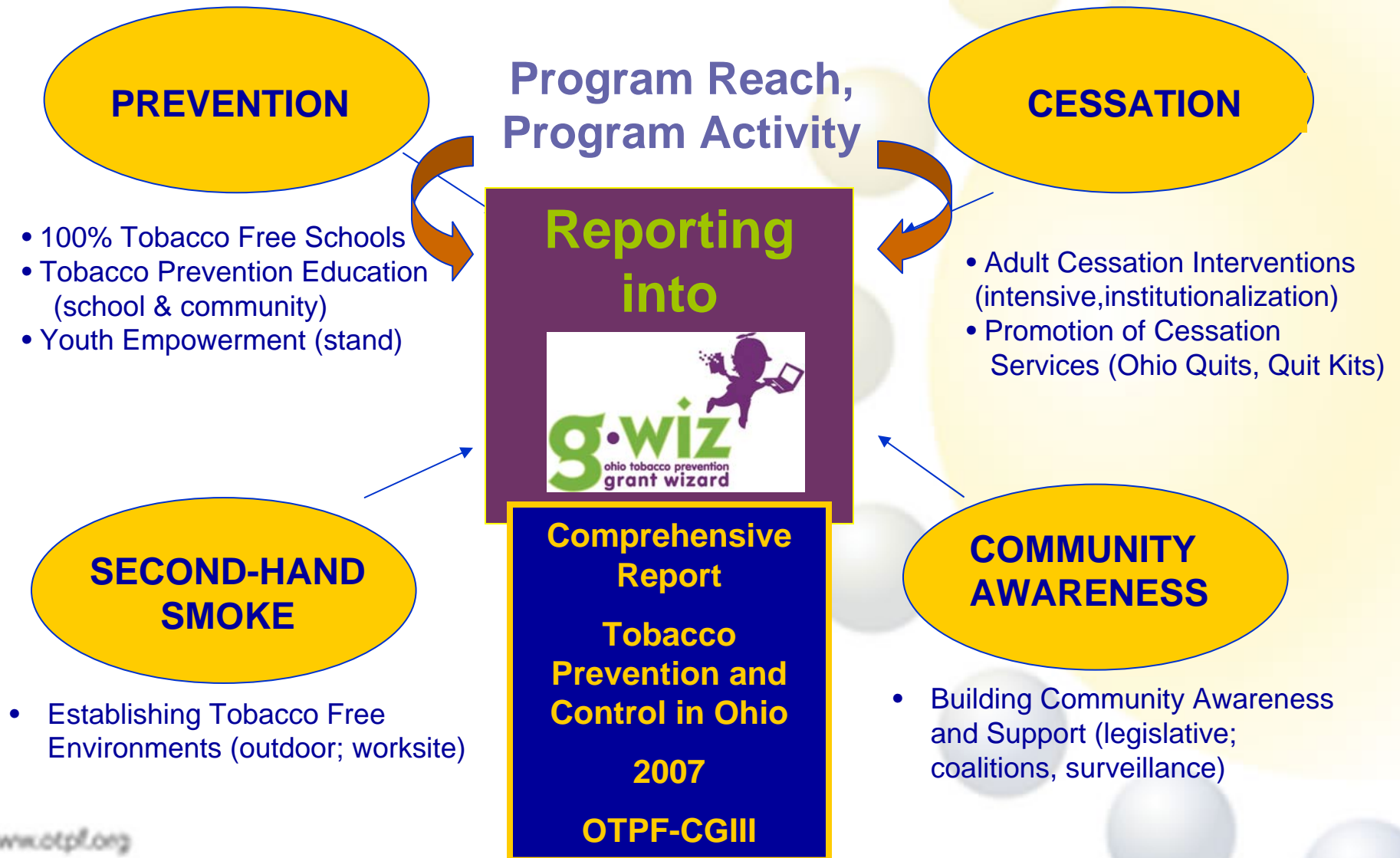
**FIDELITY,  
ACCOUNTABILITY  
AND  
TARGETED REACH**

- TARGETED PROGRAM EVALUATION**
- ...to Treat Cessation ...ion.
  - ...ion of promising ...ches.

# Focus of CGII Evaluation

- **Only OTPF approved** (evidence-based or promising) programs and approaches
- **Accountability** (consistent and standardized reporting across all activities)
- **Assessment of targeted reach** (most at risk receiving the programming; geographic distribution?)
- **Assessment of fidelity** (how consistent do we deliver the messages? How well facilitators can/do keep to evidence-based curricula)
- **Collection of qualitative, on-the-ground data** regarding grass-root efforts (coalitions, community leader involvement)
- **Establishment of statewide surveillance**

# Four components of an effective, community-based approach to tobacco control



# CGIII Program Framework

- Required Activities
  - Coalition Development
  - Local Marketing Communication Efforts
  - Community Leader Relations
  - Promotion of Ohio Quits
- Youth Prevention
  - Curricula
  - Training
  - 100% Tobacco Free Schools
  - **stand**
- Adult Cessation
  - Quit Programs – Intensive Adult Cessation
  - Institutionalization in Health Systems
  - Supports by Employers
- Special Populations
  - Either prevention curricula or quit programs
- Secondhand Smoke
  - Worksites and Outdoor

**Activities  
outlined  
in the  
RFP.**

# RFP → EVALUATION (translation)

## Activities (as defined in the RFP)

- Required Activities
  - Coalition Development
  - Local Marketing Communication Efforts
  - Community Leader Relations
  - Promotion of Ohio Quits
- Youth Prevention
  - Curricula – school and community-based
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## 17 Strategies in 4 Goal Areas

- **Building Community Awareness**
  - Coalition Development
  - Community Leader Relations
  - Surveillance Data Collection
- **Secondhand Smoke**
  - Outdoor Tobacco-Free Environment
  - Tobacco Free Worksites
- **Prevention**
  - Tobacco Free Schools
  - School-Based Prevention Curricula
  - Community-Based Prevention Curricula
  - Prevention Curricula Training
  - Establishing New stand Teams
  - Supporting Existing stand Teams
- **Cessation**
  - Intensive Adult Cessation
  - Training Health Professionals
  - Brief Interventions in Health Systems
  - Employer Support for NRT
  - Distribution of Quit Kits
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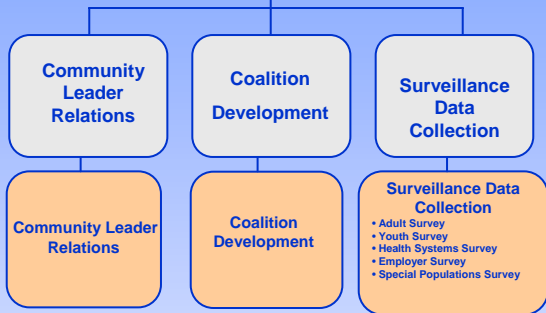


# G-WIZ WORK PLAN MAPPING FOR OTPF COMMUNITY GRANTS III



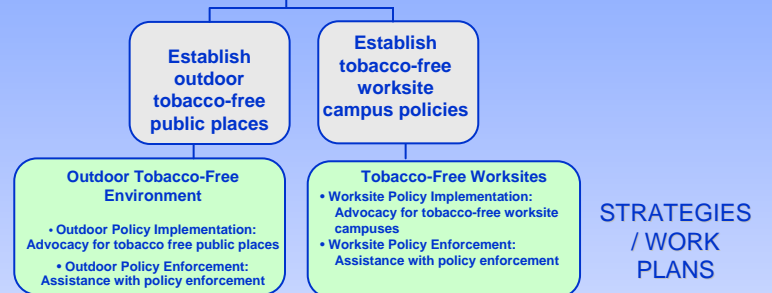
**GOAL: COMMUNITY AWARENESS**  
(Programs that build community awareness and support)  
CGIII GOAL

**Building Community Awareness and Support**  
PROGRAM AREA



**GOAL: SECONDHAND SMOKE**  
(Programs that reduce exposure to secondhand smoke)  
CGIII GOAL

**Establishing Tobacco Free Environments**  
PROGRAM AREA

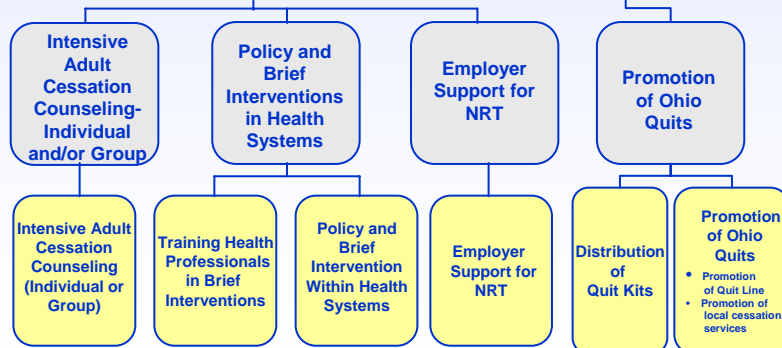


**GOAL: CESSATION**  
(Cessation Programs)  
CGIII GOAL

**Adult Cessation Intervention**  
PROGRAM AREAS

**Promotion of Cessation Services**  
PROGRAM AREAS

STRATEGIES/  
WORK PLANS

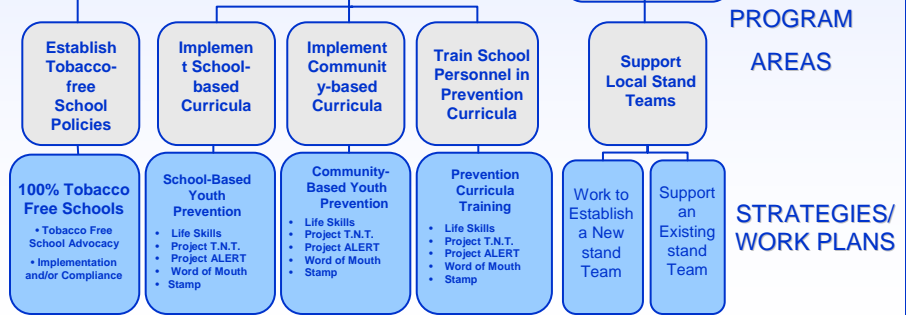


**GOAL: PREVENTION**  
(Youth Prevention Programs)  
CGIII GOAL

**100% Tobacco Free Schools**  
PROGRAM AREAS

**Tobacco Prevention Education**  
PROGRAM AREAS

**Youth Empowerment**  
PROGRAM AREAS



# Structure of Training Sessions

- Depending upon the strategies you were funded for, you are assigned to one or more of the following training sessions:
  - **CORE ACTIVITIES**
  - **YOUTH PREVENTION**
  - **ADULT CESSATION**
  - **OTHER TOBACCO CONTROL**
  - **G-WIZ TRAINING (everyone receives)**
- Your personalized schedule is in your workshop folder.

## Strategies by Goal Areas

- **Building Community Awareness**
  - **Coalition Development**
  - **Community Leader Relations**
  - **Surveillance Data Collection**
  
- **Secondhand Smoke**
  - **Outdoor Tobacco-Free Environment**
  - **Tobacco Free Worksites**
  
- **Prevention**
  - **Tobacco Free Schools**
  - **School-Based Prevention Curricula**
  - **Community-Based Prevention Curricula**
  - **Prevention Curricula Training**
  - **Establishing New stand Teams**
  - **Supporting Existing stand Teams**
  
- **Cessation**
  - **Intensive Adult Cessation**
  - **Training Health Professionals**
  - **Brief Interventions in Health Systems**
  - **Employer Support for NRT**
  - **Distribution of Quit Kits**
  - **Promotion of Ohio Quits**

## **TRAINING SESSION:**

### **CORE STRATEGIES**

- **Coalition Development**
- **Community Leader Relations**
- **Tobacco Free Schools**
- **Establishing New stand Teams**
- **Supporting Existing stand Teams**
- **Distribution of Quit Kits**
- **Promotion of Ohio Quits**

## Strategies by Goal Areas

- **Building Community Awareness**
  - Coalition Development
  - Community Leader Relations
  - Surveillance Data Collection
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## **TRAINING SESSION:**

### **PREVENTION**

- **School-Based Prevention Curricula**
- **Community-Based Prevention Curricula**

## Strategies by Goal Areas

- **Building Community Awareness**
  - Coalition Development
  - Community Leader Relations
  - Surveillance Data Collection
  
- **Secondhand Smoke**
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  - Training Health Professionals
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  - Employer Support for NRT
  - Distribution of Quit Kits
  - Promotion of Ohio Quits

## **TRAINING SESSION:**

### **CESSATION**

- **Intensive Adult Cessation  
(group or individual)**

## Strategies by Goal Areas

- **Building Community Awareness**
  - Coalition Development
  - Community Leader Relations
  - Surveillance Data Collection
  
- **Secondhand Smoke**
  - Outdoor Tobacco-Free Environment
  - **Tobacco Free Worksites**
  
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  - **Brief Interventions in Health Systems**
  - **Employer Support for NRT**
  - Distribution of Quit Kits
  - Promotion of Ohio Quits

## **TRAINING SESSION:**

### **OTHER TOBACCO CONTROL**

- **Tobacco Free Worksites**
- **Employer Support for NRT**
- **Training Health Professional**
- **Brief Interventions in Health Systems**

# Strategies: One-to-one Training

*Due to small number of grantees receiving funding in these strategies, we will provide individual training on the following:*

- **Surveillance Data Collection**
- **Outdoor Tobacco-Free Environments**
- **Prevention Curricula Training**

# Evaluation Tools

- **Work Plans**
  - what do you plan to do in each strategy?
  - provided most of the information in your proposal.
- **Information gathering/data collection**
  - worksheets
  - data collection protocols (where applicable)
- **Reporting Forms**
  - Progress Reports (program reach)
  - Activity Reports (program activities)
  - Evaluation Reports (external reporting)

# Navigating The Manual

## Personalized Info *(in plastic sheath):*

- **Agency-specific strategies**
  - Lists all 17 strategies funded by OTPF for CGIII.
  - Your agency's funded strategies are in color.
  - note the four columns – these are the reporting requirements for each strategy.
- **G-Wiz Work Plans (flip side)**
  - Tells you how many work plans are required for each strategy. Again, your strategies are in color.
  - Definitions (worksite, health system) will be described more fully in training sessions covering these strategies.

# Navigating The Manual

- **Three sections** (light purple tab)
  1. Overview and OTREC info
  2. Evaluation Tools
  3. G-Wiz Reporting Manual

# Navigating The Manual

- **Evaluation Tools (Part II) and G-Wiz Reporting Manual (Part III)**
  - Both sections are organized and labeled identically.
  - Each tab within each section represents a different strategy.
  - The strategies are grouped by goal area with each goal area represented by a different color: (refer to the mapping diagram)
    - **Prevention (light blue)**
    - **Cessation (yellow)**
    - **Secondhand smoke (light green)**
    - **Community awareness (coral)**

## 2. Evaluation Tools

### ***Within the Evaluation Tools Section (Part II):***

- **Under each strategy tab:**
  - Strategy specific evaluation rationale
  - Reporting on this strategy
  - Reporting deadlines for this strategy
  - Progress Report and/or Activity Report Worksheets
  - Data collection protocol *(if applicable)*
  - Examples of data collection tools *(if applicable)*
  - OTREC-DM manual *(for youth and adult cessation strategies only)*

## 3. G-Wiz Reporting Manual (Part III)

- **First, an overview section**
  - How to log on to G-Wiz
  - Overview of work plans
    - Creating a work plan
    - Saving a work plan
  - Overview of reporting
    - Submitting a Progress Report
    - Submitting an Activity Report
  - Step by step procedures.

## 3. G-Wiz Reporting Manual (Part III)

- **Under each strategy tab:**
  - Entering a work plan for this strategy (navigating through G-Wiz)
  - Reporting on a work plan for this strategy
    - Progress Report (program reach)
    - Activity Report (other activities)
    - Evaluation Report (data provided through outside groups, such as OTREC, Northlich)
- **Actual screen shots provided on each strategy – with step by step navigation.**
- **Will go through each work plan and it's respective reporting form(s) in the separate sessions.**

# Announcements

- **Please stick to the schedule especially made for your agency, based on your funded strategies. If you don't, it is very likely that you will miss a session that you need.**
- **Schedule is tight, sessions will begin promptly. Please do not be late - it's not fair to your colleagues if we need to catch up late-comers.**

# Announcements

- **Resource materials**
- **Break out rooms**
- **OTREC Central - Meals - Breaks**
- **Extra G-Wiz lab time:**
  - Tonight from 7-9 p.m.
  - Tomorrow 1:30-3:30 p.m.
  - Free to any to come and tool around the new system. Help on hand, if you need it.

# Announcements

- **Dinner tonight (6:00-7:00 p.m.)**
  - Those not staying overnight, please stay for dinner. It's already paid for.
- **Tonight's Sessions:**
  - How to make this work in my agency?
  - Local surveillance meeting
  - Socialize? Enjoy a smoke-free establishment together??

# Announcements

- **Tomorrow morning:**
  - Morning sessions will begin promptly at 8:15 a.m. Please do not be late.
  - Determine what break out room your morning session is....tonight.
  - Breakfast is provided by hotels (check times) - beverages available all day (coffee, tea, soda, water).
  - You'll need to check out of your hotel before coming to the workshop.



**Q & A**  
**TIME**