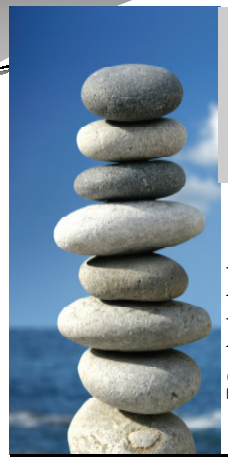
UNIVERSITY OF NEW ENGLAND CENTER FOR COMMUNITY AND PUBLIC HEALTH



Summing it Up 2012

PRACTICAL GUIDANCE FOR PUBLIC HEALTH PROGRAM PLANNING, EVALUATION, AND SURVEY DESIGN AND USE

Thursday, August 9, 2012 9 am—4 pm
Registration 8 am—9 am
Hilton Garden Inn, Freeport Maine

PRESENTERS

Michele Polacsek, PhD, MHS
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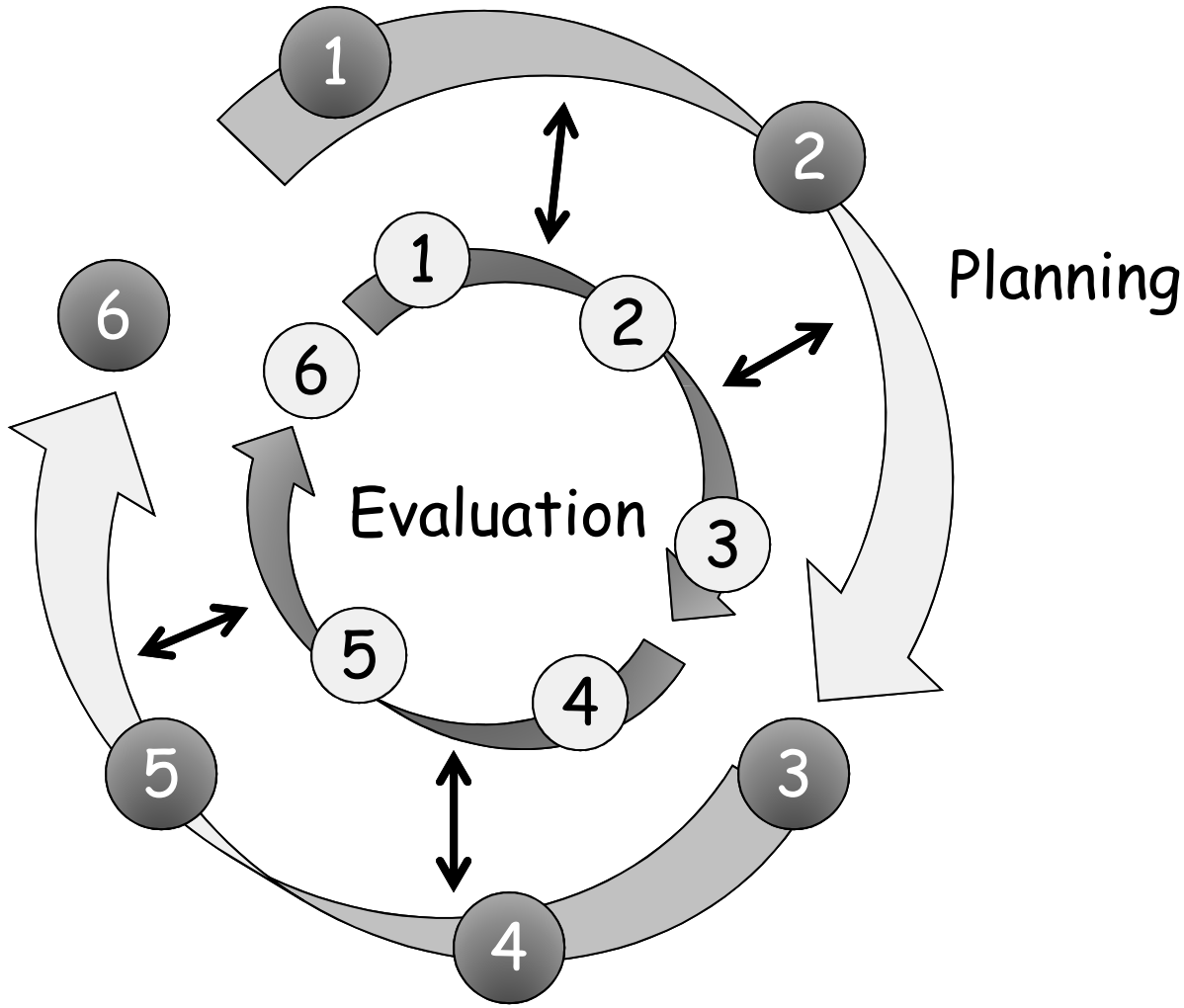
American Cancer Society, New England Division
Adjunct Assistant Professor
University of New England

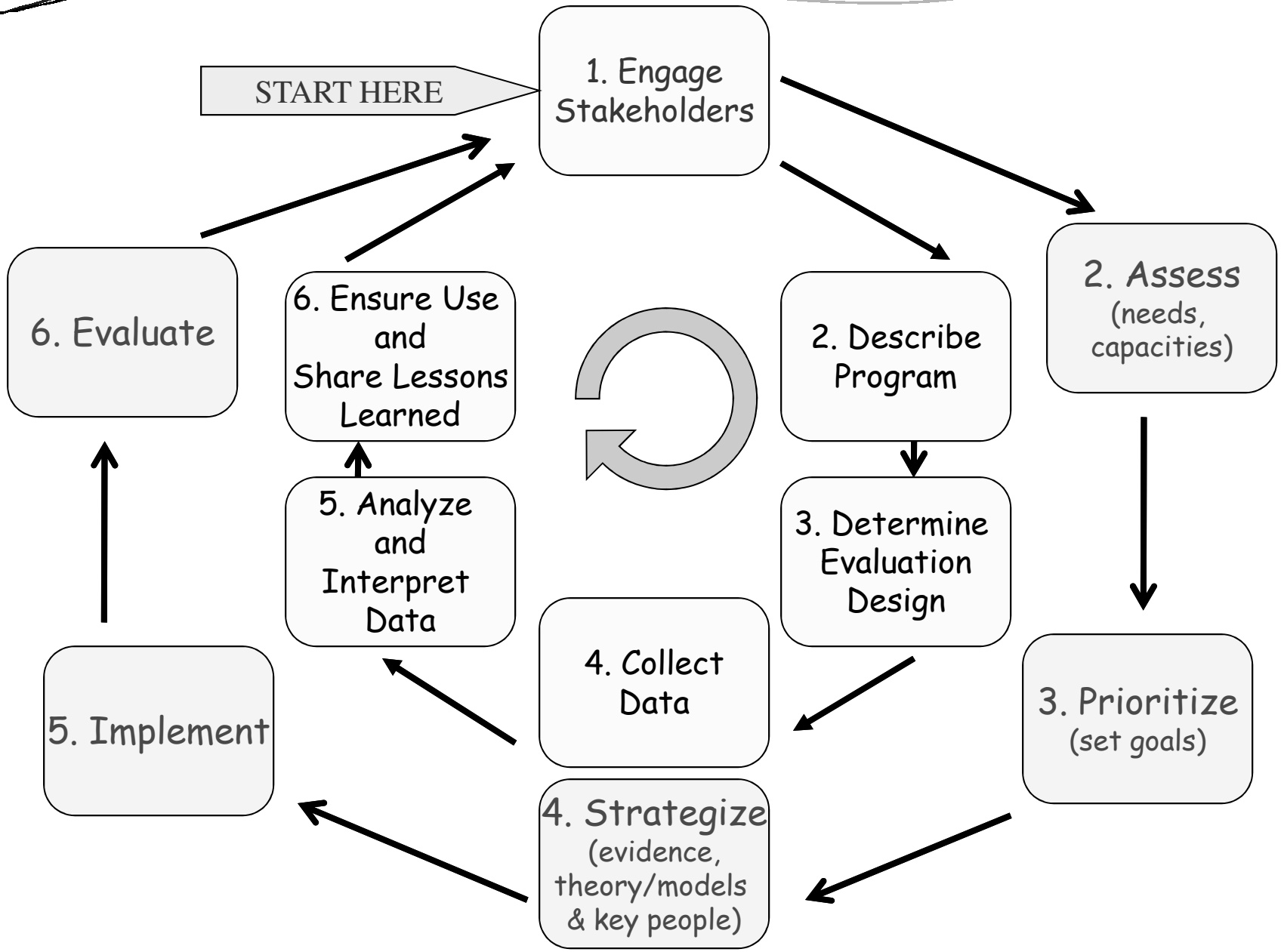
Goals

- Describe basic steps in public health program planning and evaluation
- Describe how public health program planning and evaluation are interconnected
- Feel comfortable creating a simple overview logic model for a public health program
- Understand how logic model strategies and outcomes inform evaluation design and methods

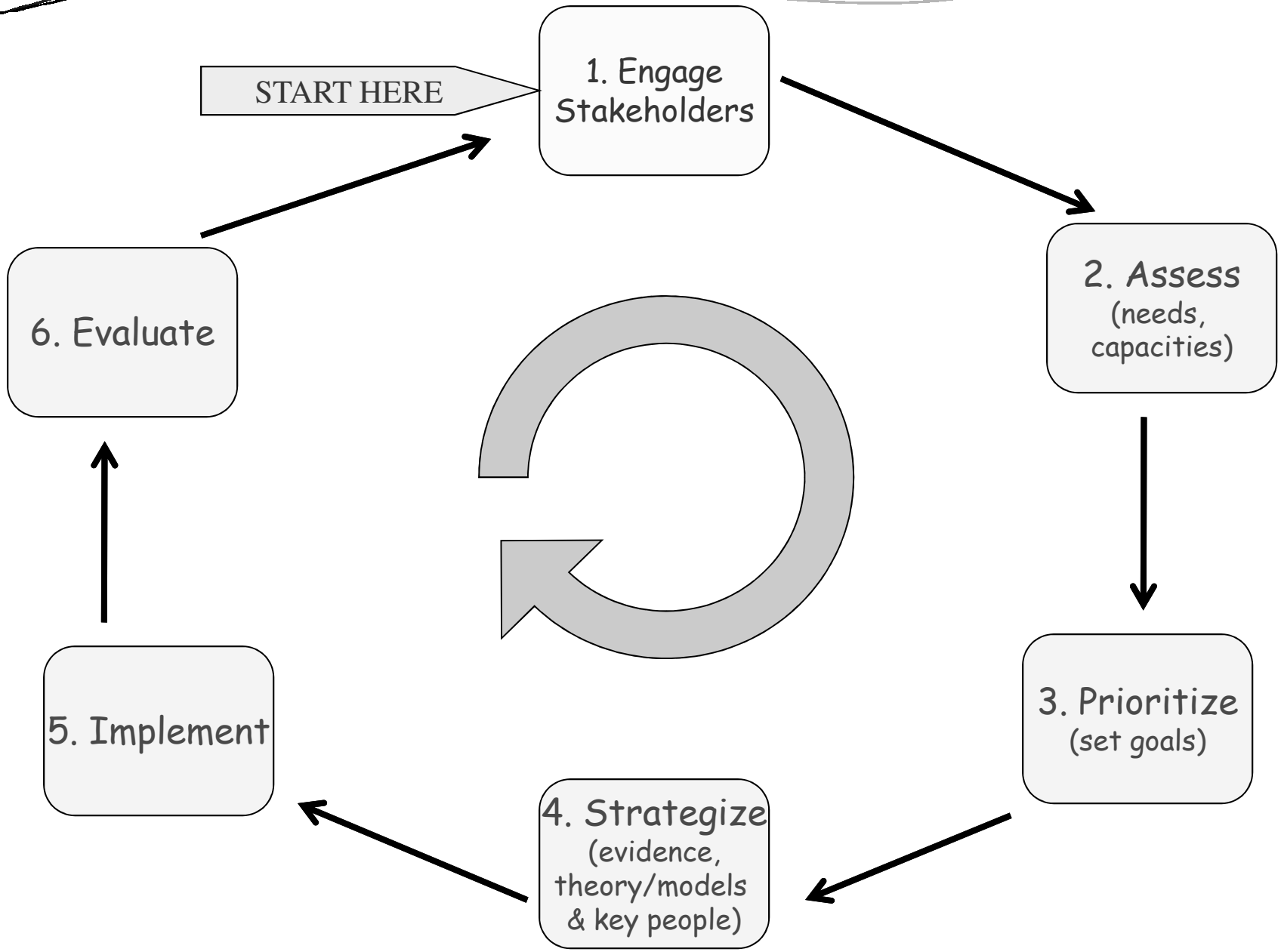
Planning and Evaluation Cycles

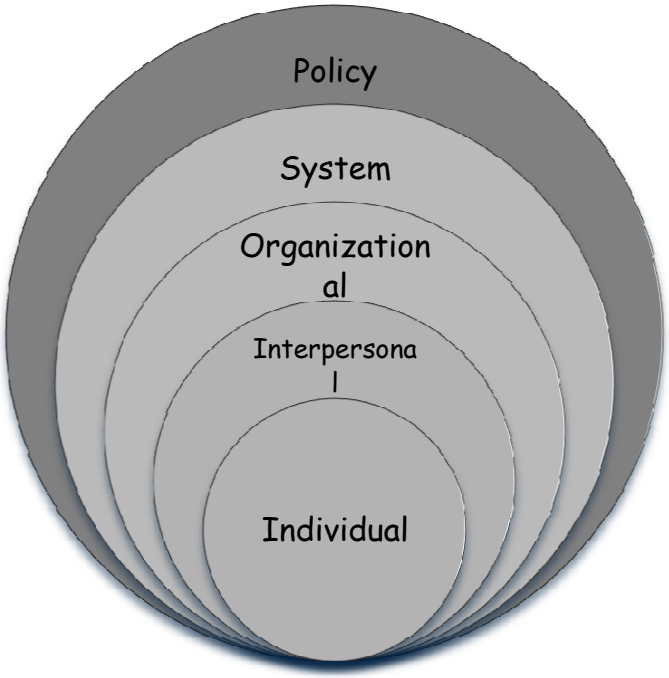


Program Planning and Evaluation Overview



Public Health Program Planning

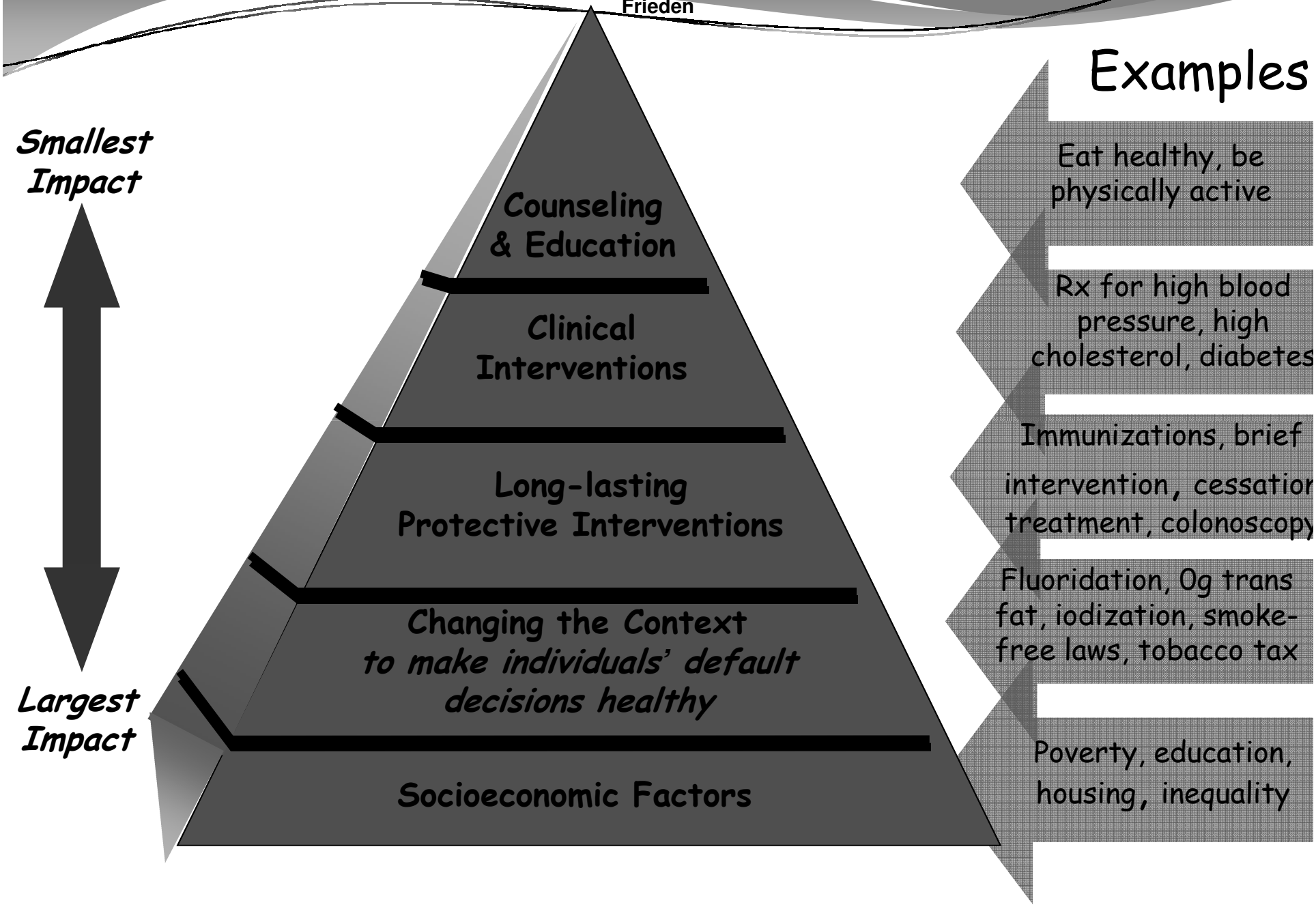




Level	Definition
Policy	Developing and enforcing local, state, tribal and federal policies that support healthy actions and practices for disease prevention.
System	Changing the policies, practices and physical environments of a system to support behavior change.
Community	Collaborating with coalitions and community-based organizations to bring about change.
Interpersonal	Facilitating behavior change through interpersonal communications and support aimed at affecting social and cultural norms.
Individual	Motivating change in an individual by increasing knowledge and influencing attitudes and beliefs

Factors that Affect Health

Frieden

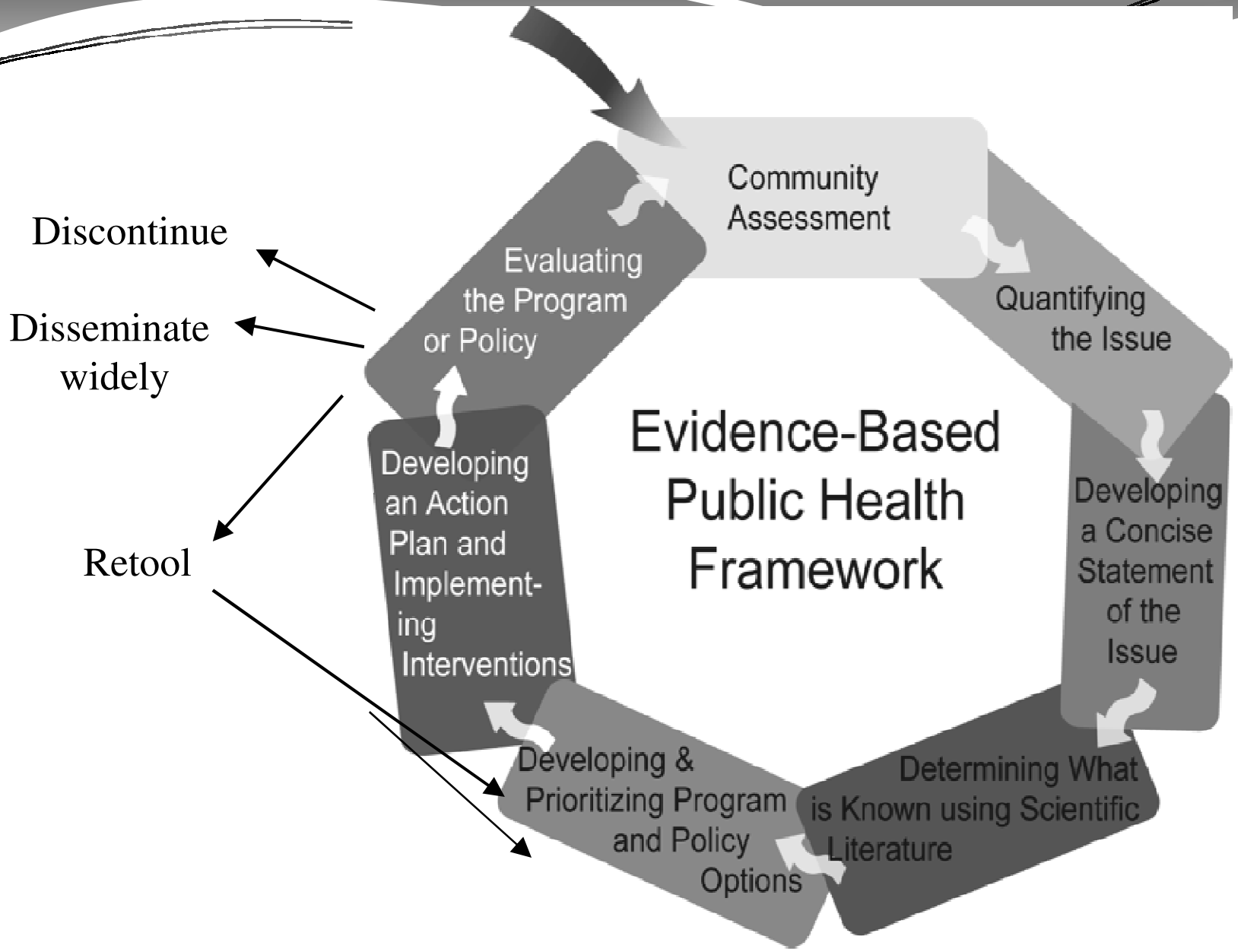


Evidence-Based Public Health… What Is It?

Evidence-Based Public Health… What Is It?

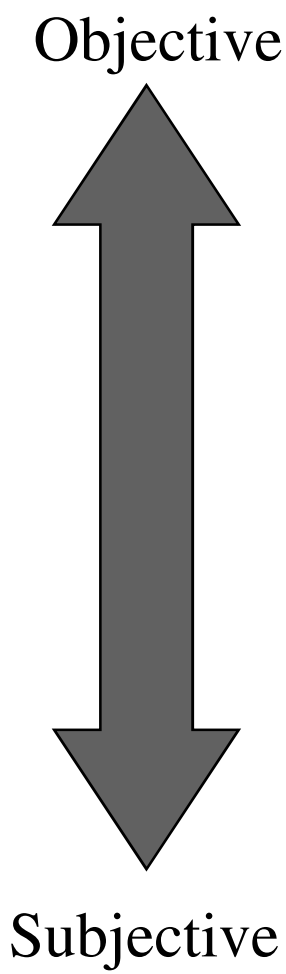
- "Public health workers… deserve to get somewhere by design, not just by perseverance."

McKinlay and Marceau

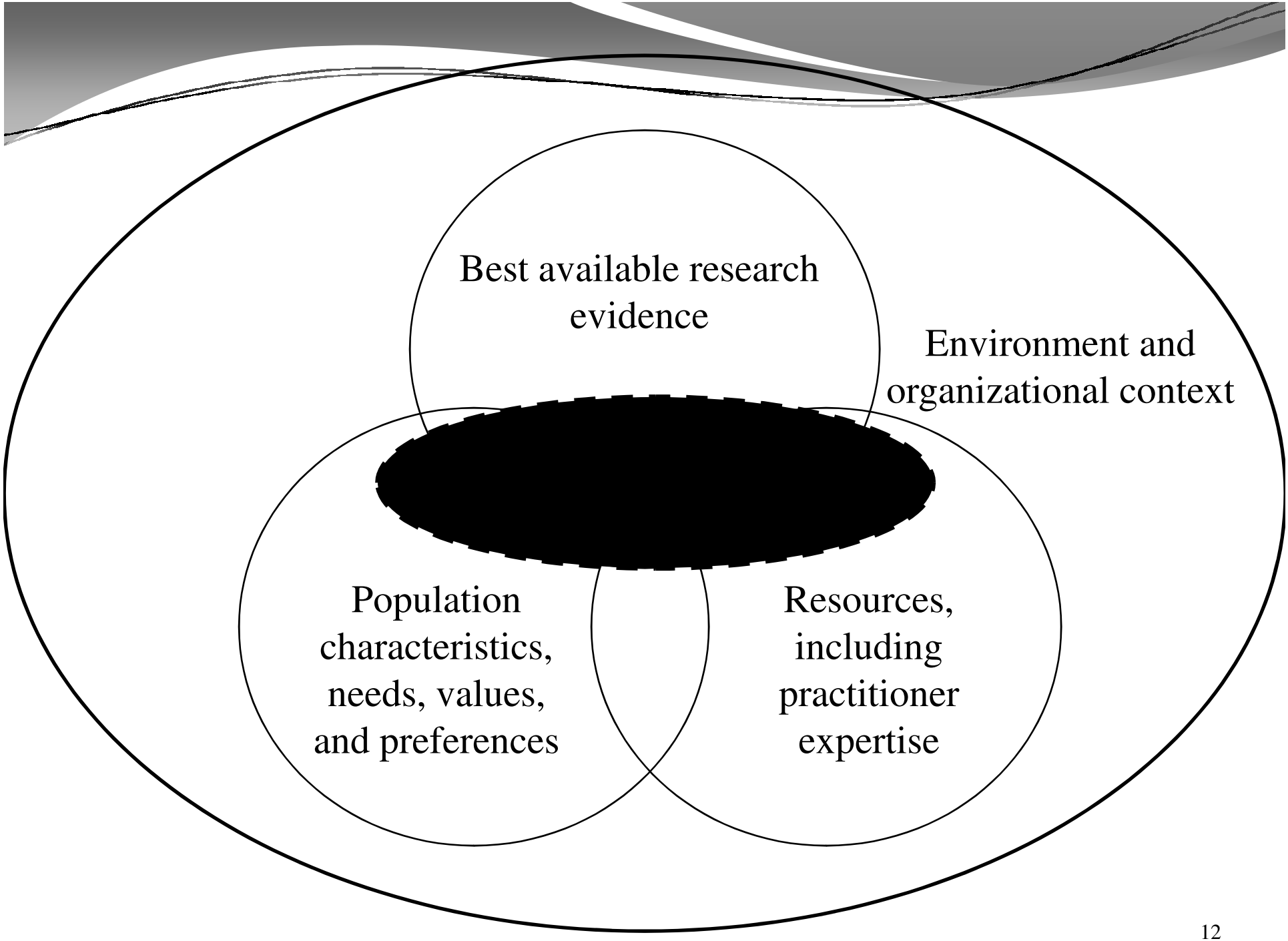

Discontinue
Disseminate widely
Retool
Community Assessment
Quantifying the Issue
Developing a Concise Statement of the Issue
Determining What is Known using Scientific Literature
Developing & Prioritizing Program and Policy Options
Developing an Action Plan and Implement-ing Interventions
Evaluating the Program or Policy
Evidence-Based Public Health Framework

What is "Evidence"?

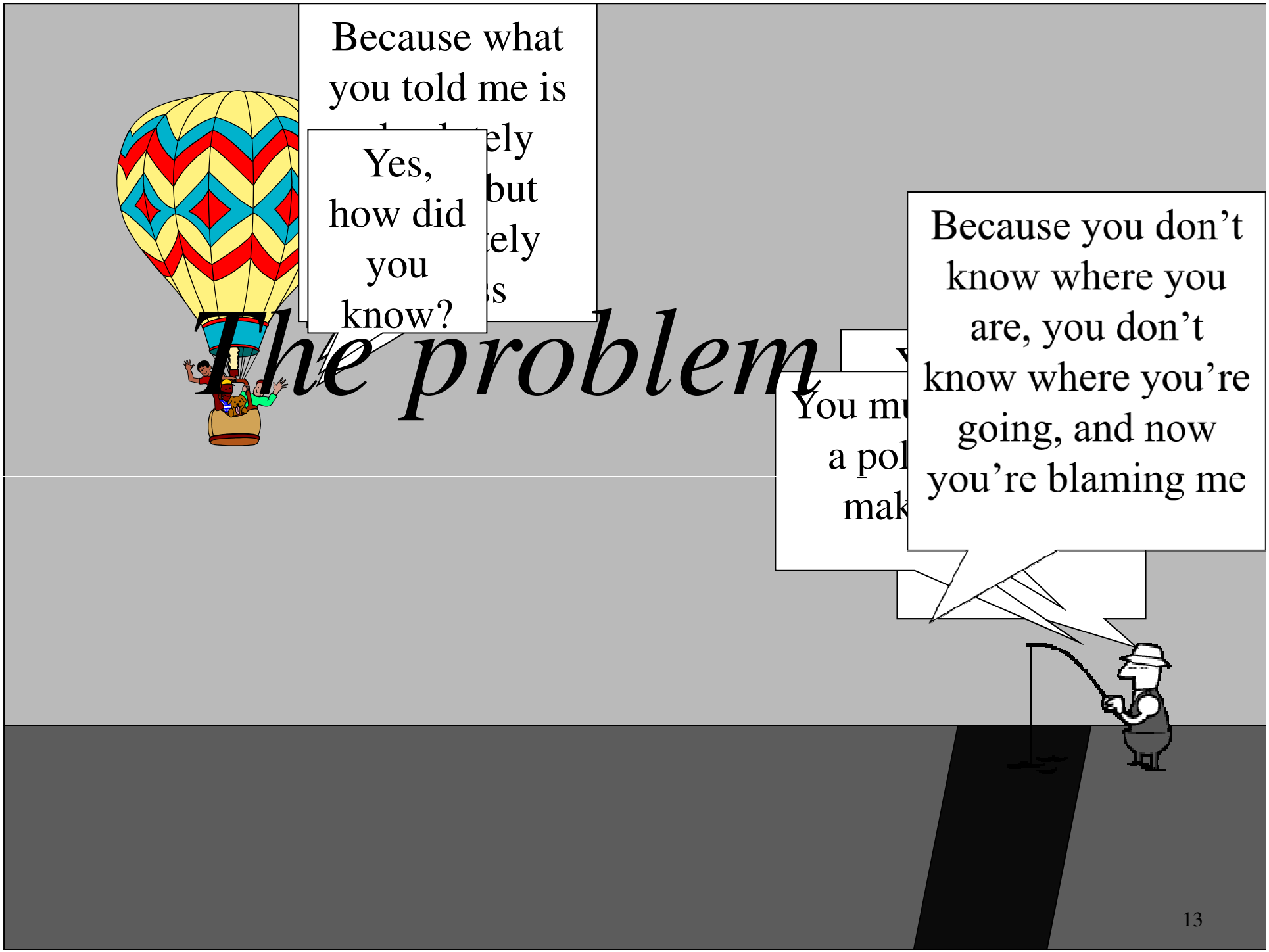
- Scientific literature in systematic reviews
- Scientific literature in one or more journal articles
- Public health surveillance data
- Program
- Qualitative evaluationsdata
  - Community members
  - Other stakeholders
- Media/marketing data
- Word of mouth
- Personal experience



Like beauty, it's in the eye of the beholder…


Best available research evidence
Environment and organizational context
Population characteristics, needs, values, and preferences
Resources, including practitioner expertise

The problem


Because what you told me is
Yes, how did you know?
Because you don't know where you are, you don't know where you're going, and now you're blaming me

How are decisions generally made in public health settings?

- Resources/funding availability (C-E)
- Peer reviewed literature/systematic reviews
- Media driven
- Pressure from policy makers or administrators

How are decisions made? (cont)

- Expert opinions (e.g., academics, community members)
- History/inertia
- Anecdote

OR

- Combined methods, based in sound science
  - How to make the best use of multiple sources of information & limited resources??

Some Key Characteristics of EBPH

1. Making decisions based on the best available peer-reviewed evidence (both quantitative and qualitative research);
2. Using data and information systems systematically;
3. Applying program planning frameworks (that often have a foundation in behavioral science theory);

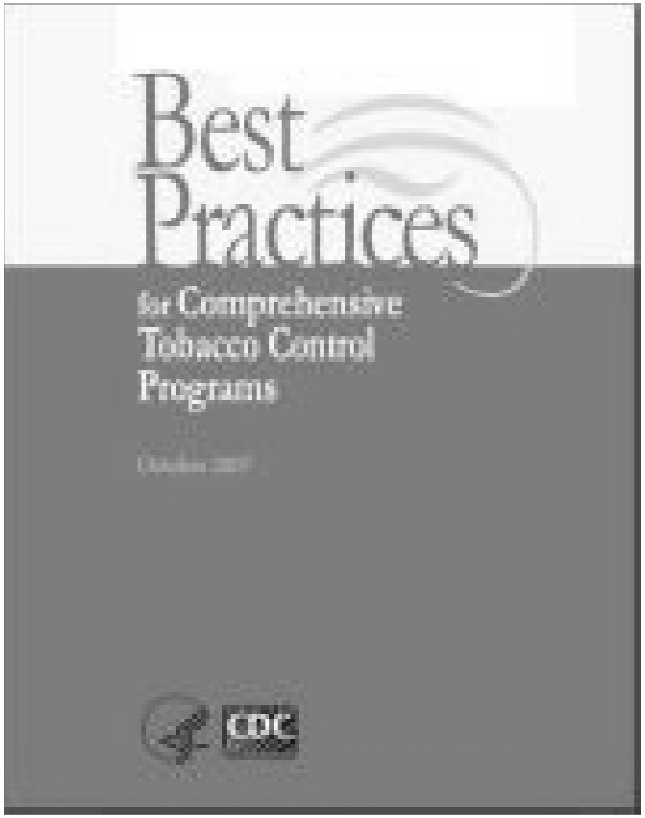
Some Key Characteristics of EBPH

4. Engaging the community in assessment and decision making;
5. Conducting sound evaluation; and
6. Disseminating what is learned to key stakeholders and decision makers.

Why do Programs/Policies Fail?

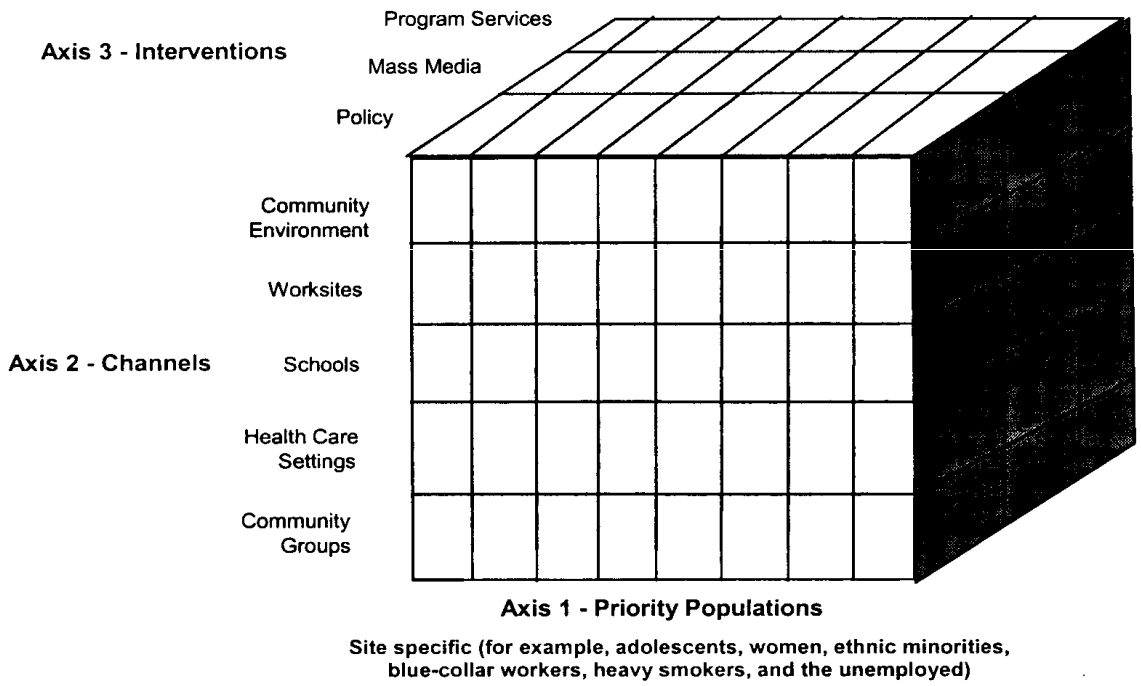
- Choosing ineffective intervention approach
- Selecting a potentially effective approach, but weak or incomplete implementation or "reach"
- Conducting and inadequate evaluation that limits generalizability
- Paying inadequate attention to adapting an intervention to the population and context of interest

Comprehensive Tobacco as a Key Example



Comprehensive Tobacco Programming

ASSIST Conceptual Framework



Source: *ASSIST Program Guidelines for Tobacco-Free Communities, 1991.*

MAPPS Interventions:
Communities Putting Prevention to Work

- **M**edia
- **A**ccess
- **P**oint of Purchase/Promotion
- **P**rice
- **S**ocial Support & Services

GUIDE TO
COMMUNITY
Preventive Services
SYSTEMATIC REVIEWS AND EVIDENCE BASED RECOMMENDATIONS

The Community Guide Home Page

GUIDE TO COMMUNITY Preventive Services

The Community Guide

What works to promote health

What is the Community Guide?

The Guide to Community Preventive Services is a free resource to help you choose programs and policies to improve health and prevent disease in your community. Systematic reviews are used to answer these questions:

- Which program and policy interventions have been proven effective?
- Are there effective interventions that are right for my community?
- What might effective interventions cost; what is the likely return on investment?

Learn more about the Community Guide, collaborators involved in its development and dissemination and methods used to conduct the systematic reviews.

All Community Guide Topics

- Adolescent Health
- Alcohol
- Asthma
- Birth Defects
- Cancer
- Diabetes
- HIV/AIDS, STIs & Pregnancy
- Mental Health
- Motor Vehicle
- Nutrition
- Obesity
- Oral Health
- Physical Activity
- Social Environment
- Tobacco
- Vaccines
- Violence
- Worksite

News & Announcements

Task Force Recommends Maintaining Limits on Days and Hours of Alcohol Sale

Laws and policies that limit the days and hours alcohol can be sold are effective public health strategies to prevent harms from drinking too much.

More »

From Research to Policy: Lessons from a Community Guide Review on Alcohol-Impaired Driving Laws

Laws to reduce the blood alcohol concentration (BAC) of drivers save lives. A new case study examines translating this evidence into policy.

More »

Did You Know?

November 19 is the Great American Smokeout. This event challenges people to stop using tobacco.

More »

Community Guide — resource for evidence-based Task Force recommendations and findings about what works to improve public health

- Based on systematic reviews of all available research
- Developed in collaboration with federal and nonfederal experts in research, practice, and policy
- Assessed the effectiveness of more than 210 public health interventions in 18 topic areas and settings
- When an intervention is found to be effective, evaluates the intervention's economic efficiency

http://www.thecommunityguide.org

Guide to Community Preventive Services

- Systematic Reviews of Population-Based Interventions across many topic areas

- Recommendations on Intervention Effectiveness by Task Force for Community Preventive Services

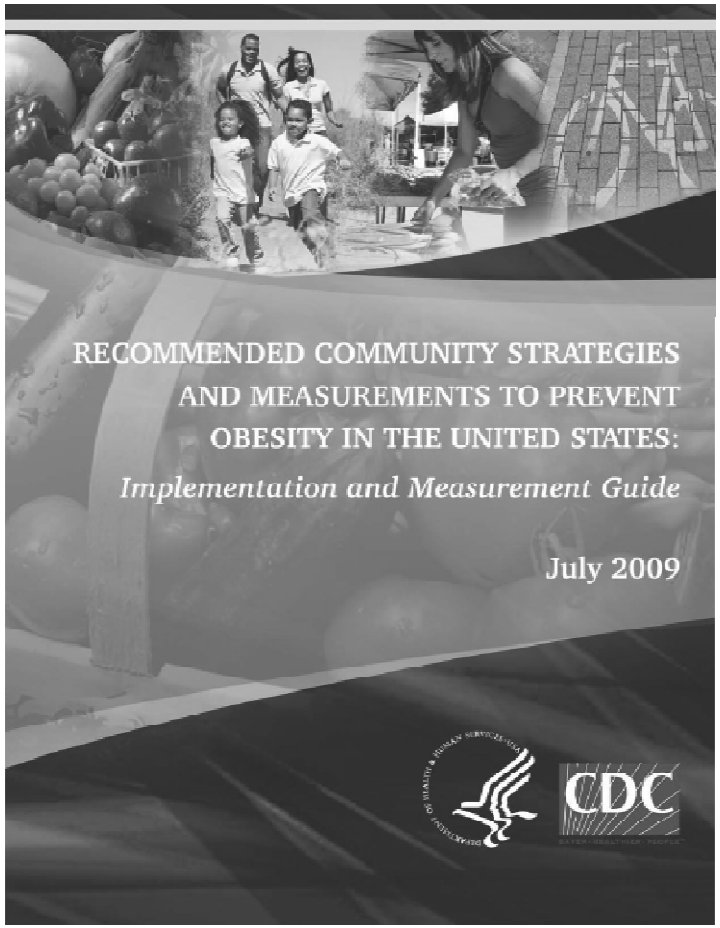
For more information, visit:
www.thecommunityguide.org/

What Will You Find in the Community Guide?

- Summary of Task Force Recommendations.
- Results from the Systematic Reviews.
- Supporting Materials.
- Publications.
- Evidence that can be relied upon when selecting prevention strategies.

Resources for Evidence-based Programs

http://www.cdc.gov/mmwr/preview/mmwrhtml/rr5807a1.htm



Resources for Evidence-based Programs

National Cancer Institute

Research-tested
Intervention Programs (RTIPs) http://rtips.cancer.gov/rtips/

- RTIPs – Moving Science into Programs for People

Research-tested Intervention Programs (RTIPs) is a searchable database of cancer control interventions and program materials and is designed to provide program planners and public health practitioners easy and immediate access to research-tested materials. Sponsored by the National Cancer Institute (NCI) and the Substance Abuse and Mental Health Services Administration (SAMHSA), the online directory provides a review of programs available for use in a community or clinical setting.

Key Features

- Full program summaries, including 'About the Study' section, program scoring, and related publications.
- Interventions that have been reviewed by an expert panel and associated program materials that are available at no cost on CD-ROM or through dissemination by the developer.
- *Using What Works*: This online set of guidelines, developed by NCI, illustrates how to adapt or tailor a program while maintaining the integrity of the research.
- Links to the *Guide to Community Preventive Services* that provide recommendations for intervention approaches that promote population health.

Criteria for Inclusion

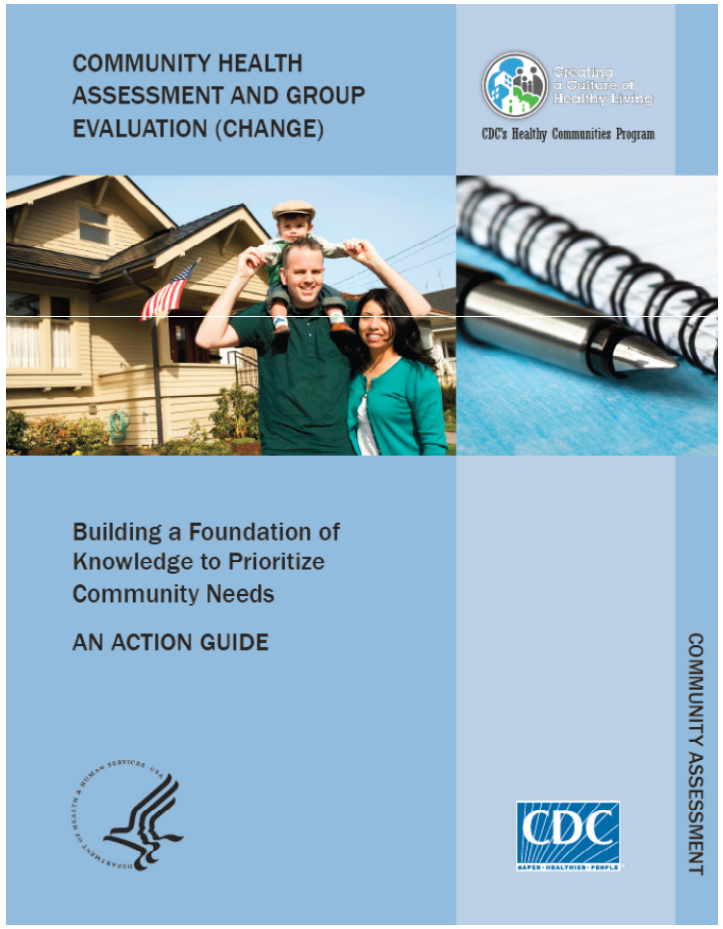
- Intervention outcome finding(s) must be published in a peer-reviewed journal.
- The study must have produced one or more positive behavioral and/or psychosocial outcomes ($p \leq .05$) among individuals, communities, or populations.
- Evidence of outcomes must be demonstrated in at least one study, using an experimental or quasi-experimental design.
- The intervention must have messages, materials, and/or other components that can be used in a community or clinical setting.
- The intervention has been conducted within the past 10 years.

Featured Program Areas

Resources for Evidence-based Programs

- http://cancercontrolplanet.cancer.gov/index.html

CDC Healthy Communities CHANGE Tool



Task Force Findings for Interventions Aimed at Preventing Excessive Alcohol Consumption

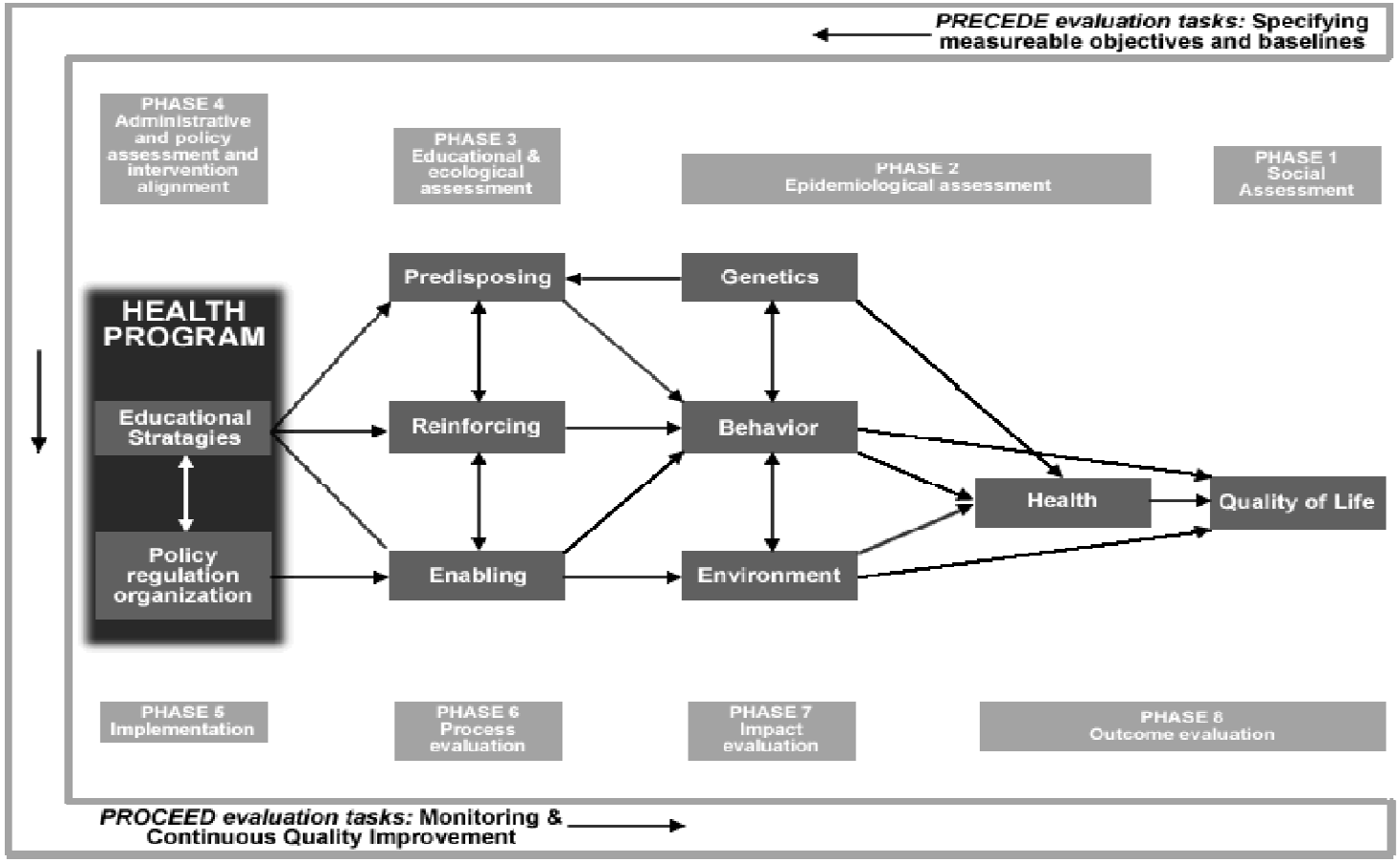
Task Force Findings

Intervention	Finding
Interventions Directed Toward the General Population	
Regulation of alcohol outlet density	Recommended based on sufficient evidence
Maintaining limits on days of sale	Recommended based on strong evidence
Maintaining limits on hours of sale	Recommended based on sufficient evidence
Increasing alcohol taxes	Recommended based on strong evidence
Overservice law enforcement initiatives	Insufficient Evidence
Dram shop liability	Recommended based on strong evidence
Interventions Directed Toward Underage Drinkers	
Enhanced enforcement of laws prohibiting sales to minors	Recommended based on sufficient evidence

Program Planning Models

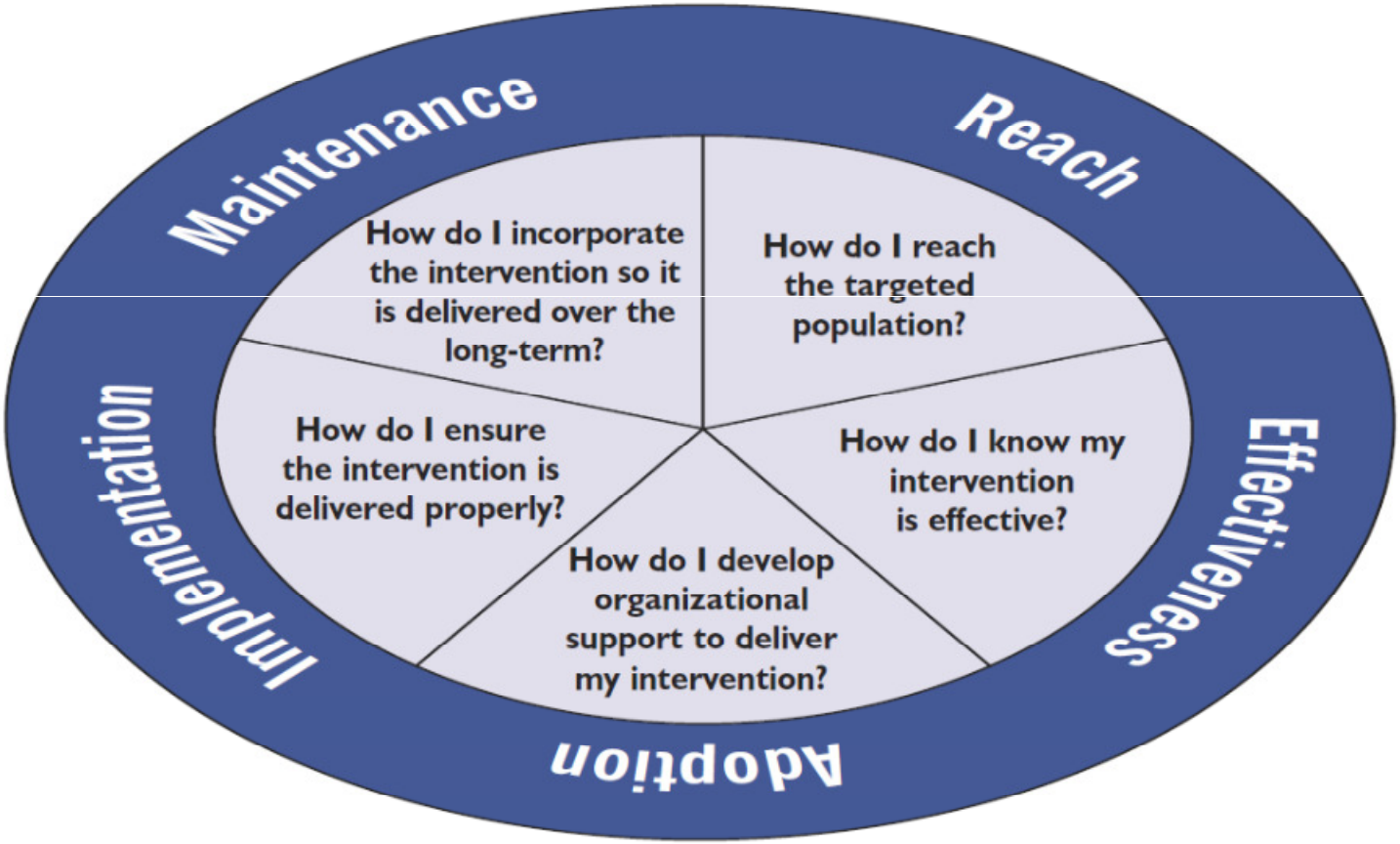
- PRECEDE-PROCEED
- RE-AIM
- Community Health Promotion

PRECEDE-PROCEED



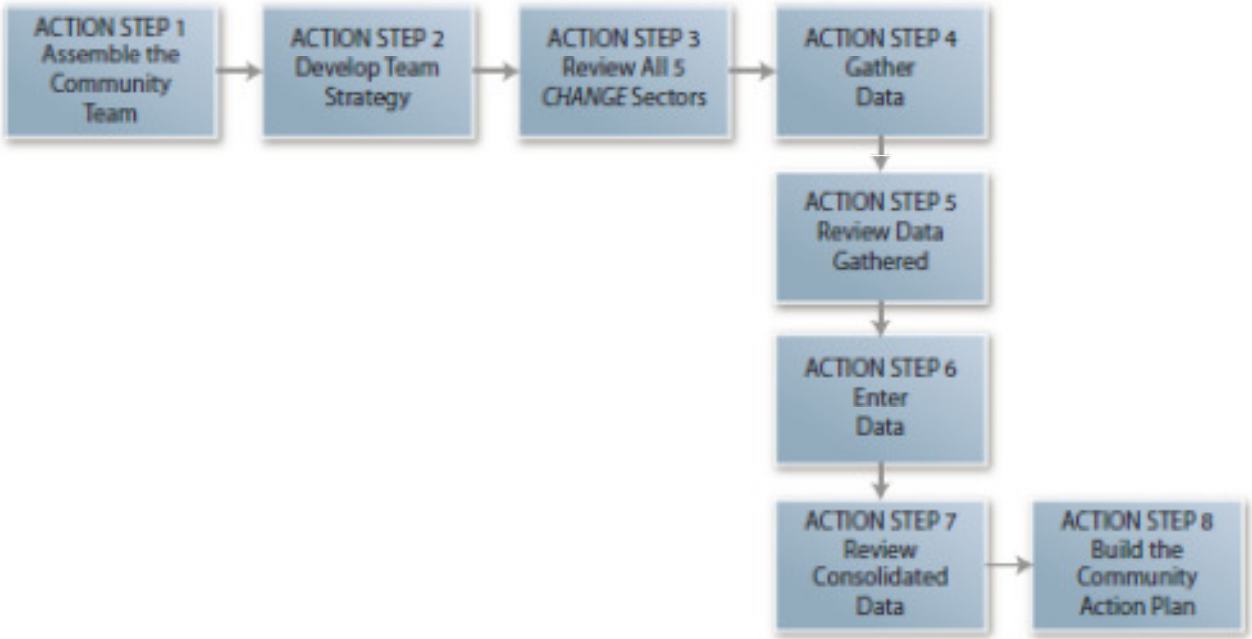
Elements of RE-AIM Framework

R. Glasgow, et al

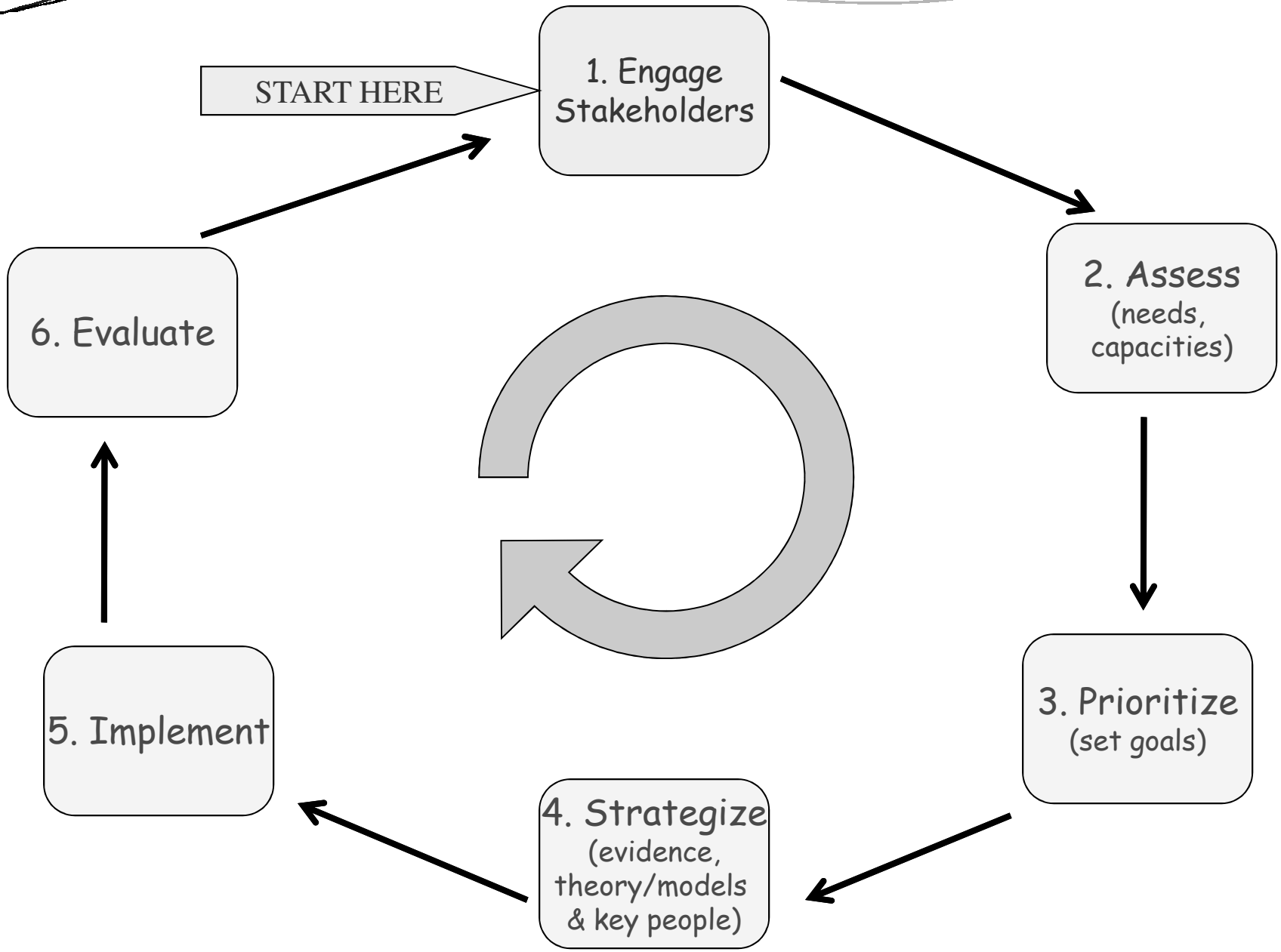


CHANGE- Community Change Process

Action Steps to Complete the Change Tool



Public Health Program Planning



Stakeholders?

People or organizations invested in the program, who have an interest in the results, and/or have a stake in what will be done with the results

- *People involved in program operations*

(managers, staff, funders, coalition members)

- *Those served or affected*

(patients, clients, advocacy groups, community members, elected officials)

- *Users*

(policy makers, funders, taxpayers, general public, program critics)