

Facilitating Evaluation Planning in Coalition Workgroups

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Overview of Presentation

- ❑ Overview of Comprehensive Cancer Control**
- ❑ About the Comprehensive Cancer Control National Partnership**
- ❑ Evaluation Approach**
- ❑ Current Status and Next Steps**

Cancer Burden in the US

- ❑ **Through the National Program of Cancer Registries (NPCR), CDC collected detailed information on over 1,660,000 new cancer cases in 2014.**
- ❑ **In 2016, it has been estimated that 595,690 people will die from the disease.**

U.S. Cancer Statistics Working Group. *United States Cancer Statistics: 1999–2012 Incidence and Mortality Web-based Report*. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention and National Cancer Institute; 2015. Available at: www.cdc.gov/uscs.

Statistics at a Glance: The Burden of Cancer in the United States. Bethesda: U.S. Department of Health and Human Services, National Institutes of Health, National Cancer Institute; 2016. Available at: <http://www.cancer.gov/about-cancer/what-is-cancer/statistics>.

Human Papillomavirus (HPV)-Associated Cancer Burden

- ❑ HPV-associated cancer is when the disease that is diagnosed is in a part of the body where HPV is often found.
- ❑ 33,000 new cancers are found in the body where HPV is also present.
- ❑ Of these, HPV is the root cause for about 26,900 of these cancers

¹Centers for Disease Control and Prevention (CDC). Human papillomavirus-associated cancers—United States, 2004–2008. *MMWR* 2012;61(15):258–261.

²Supplement: Assessing the Burden of HPV-Associated Cancers in the United States. *Cancer* 2008;113(S10):2837–3057.

³Steinau M, Unger ER, Hernandez BY, Goodman MT, Copeland G, Hopenhayn C, Cozen W, Saber MS, Huang Y, Peters ES, Lynch CF, Wilkinson EJ, Rajeevan MS, Lyu C, Saraiya M. Human papillomavirus prevalence in invasive anal cancers in the United States before vaccine introduction. *Journal of Lower Genital Tract Disease* 2013;17(4):397–403.

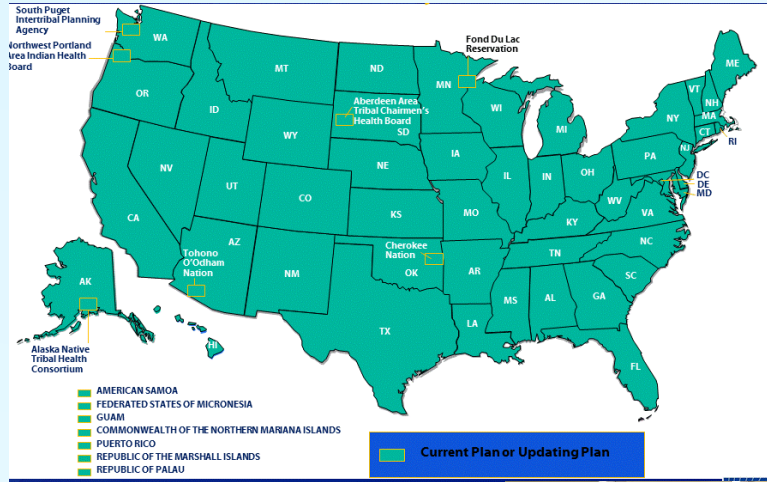
⁴Gargano JW, Wilkinson EJ, Unger ER, Steinau M, Watson M, Huang Y, Copeland G, Cozen W, Goodman MT, Hopenhayn C, Lynch CF, Hernandez BY, Peters ES, Saber MS, Lyu CW, Sands LA, Saraiya M. Prevalence of human papillomavirus types in invasive vulvar cancers and vulvar intraepithelial neoplasia 3 in the United States before vaccine introduction. *Journal of Lower Genital Tract Disease* 2012;16(4):471–479.

⁵Presentation at the 28th International Papillomavirus conference, 2012. Puerto Rico. EPO9-728 Population-based HPV genotype distribution in 8 cancers in the United States: potential current and future (9-valent) vaccine protection. Presenter: Mona Saraiya (United States).

What is Comprehensive Cancer Control?

- ❑ **Integrated and coordinated approach to reducing cancer incidence, morbidity, and mortality through prevention, early detection, treatment, rehabilitation, and palliation.**

Comprehensive Cancer Control in Action



About the Comprehensive Cancer Control National Partnership (CCCNP)

- American Cancer Society (ACS)
- American Cancer Society Cancer Action Network (ACS-CAN)
- American College of Surgeons
- Commission on Cancer (ACoS CoC)
- Association of State and Territorial Health Officials (ASTHO)
- Cancer Support Community
- Centers for Disease Control and Prevention (CDC)
- The George Washington University (GW) Cancer Institute
- Health Resources Services Administration (HRSA)
- Intercultural Cancer Council (ICC)
- LIVESTRONG Leukemia and Lymphoma Society (LLS)
- National Association of Chronic Disease Directors (NACDD)
- National Association of County and City Health Officials (NACCHO)
- North American Association of Central Cancer Registries (NAACCR)
- National Cancer Institute (NCI)
- Susan G. Komen for the Cure
- Truth Initiative
- YMCA of the USA

❑ Formed in 1998

❑ Influential group of leading cancer organizations

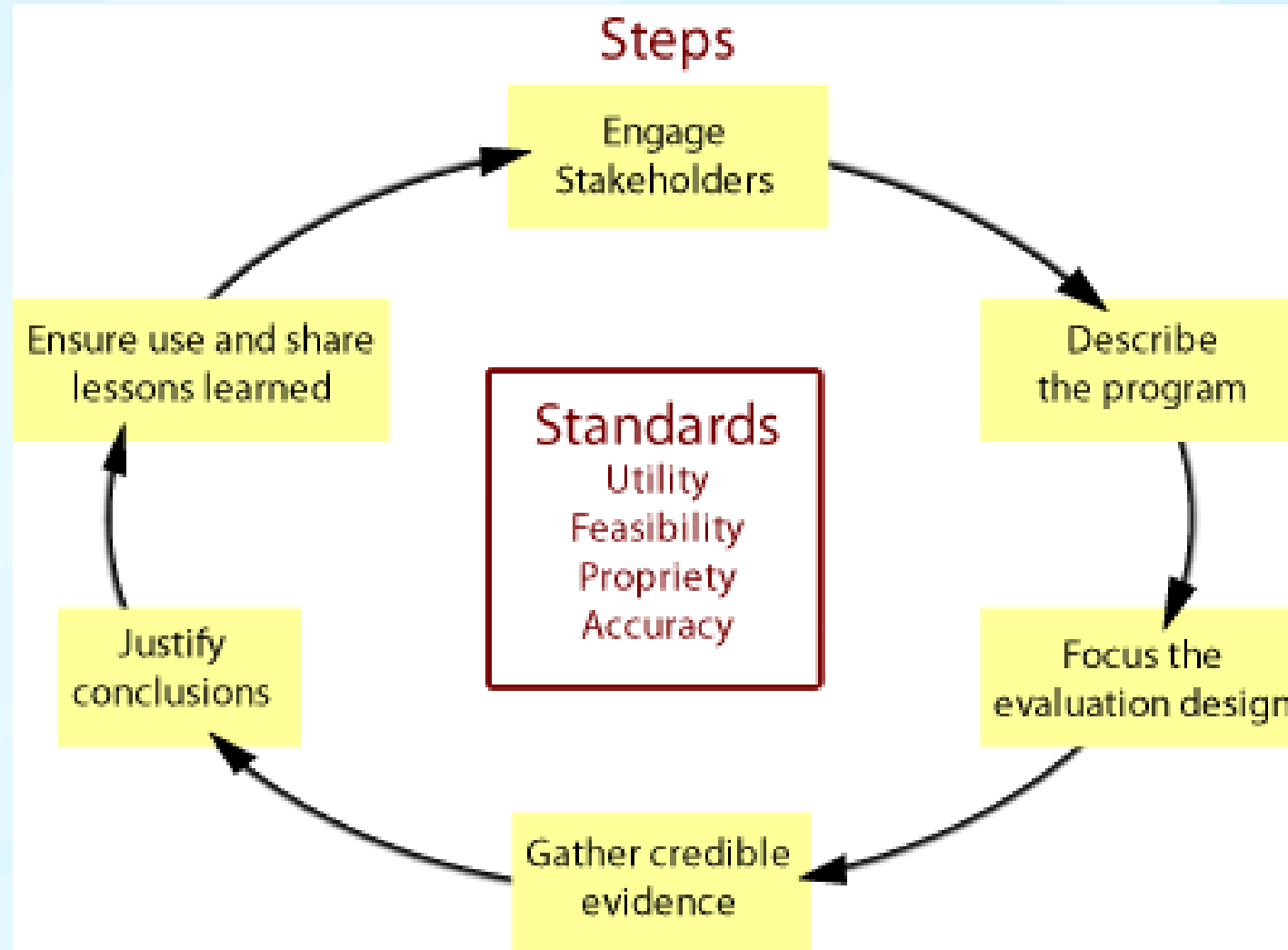
- Each organization has a specific set of strengths and resources that can address the US cancer burden
- Committed to assist CCC coalitions in developing, implementing, and evaluating plans at the state, tribe, territory, U.S. Pacific Island Jurisdiction and local levels

❑ Focus areas:

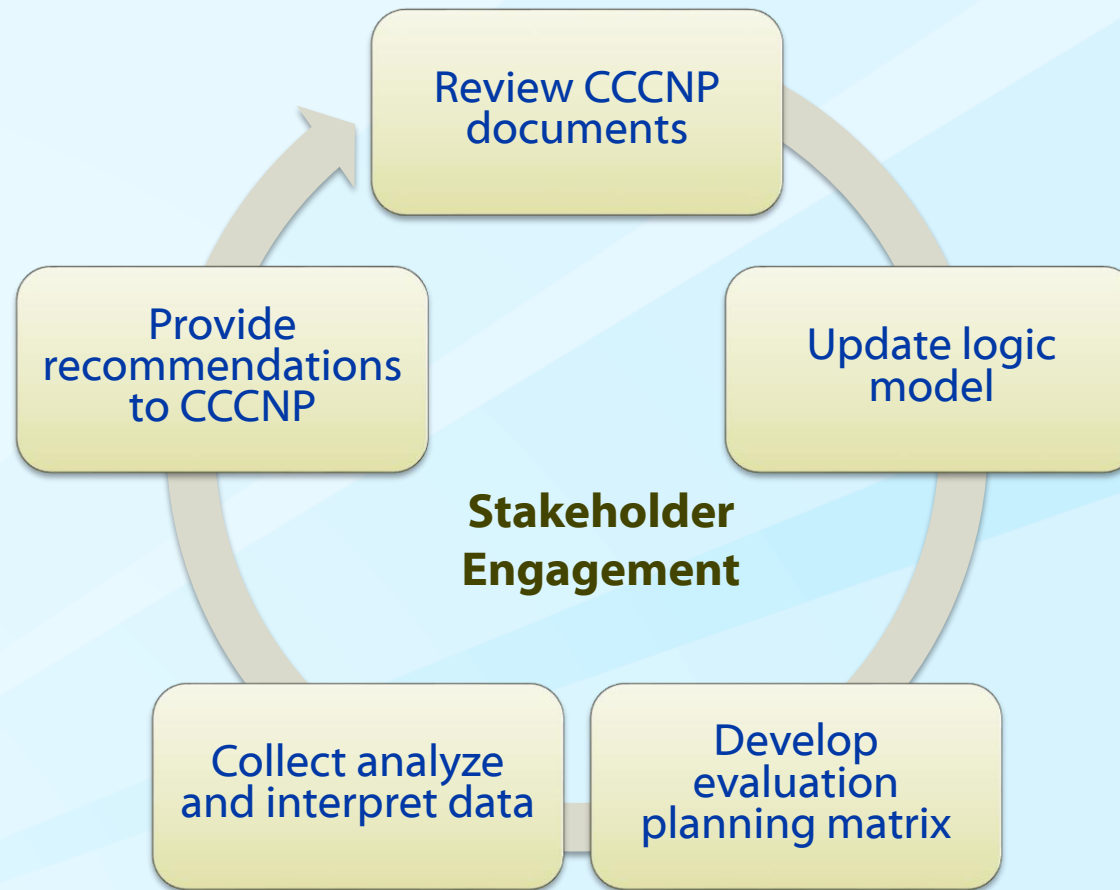
- Increase human papilloma virus (HPV) vaccination uptake
- Increase colorectal cancer screening to 80% by 2018
- Increase availability of tobacco cessation services for cancer survivors

See more at: <http://www.cccnationalpartners.org/about-us#sthash.nl5Nhg4k.dpuf>

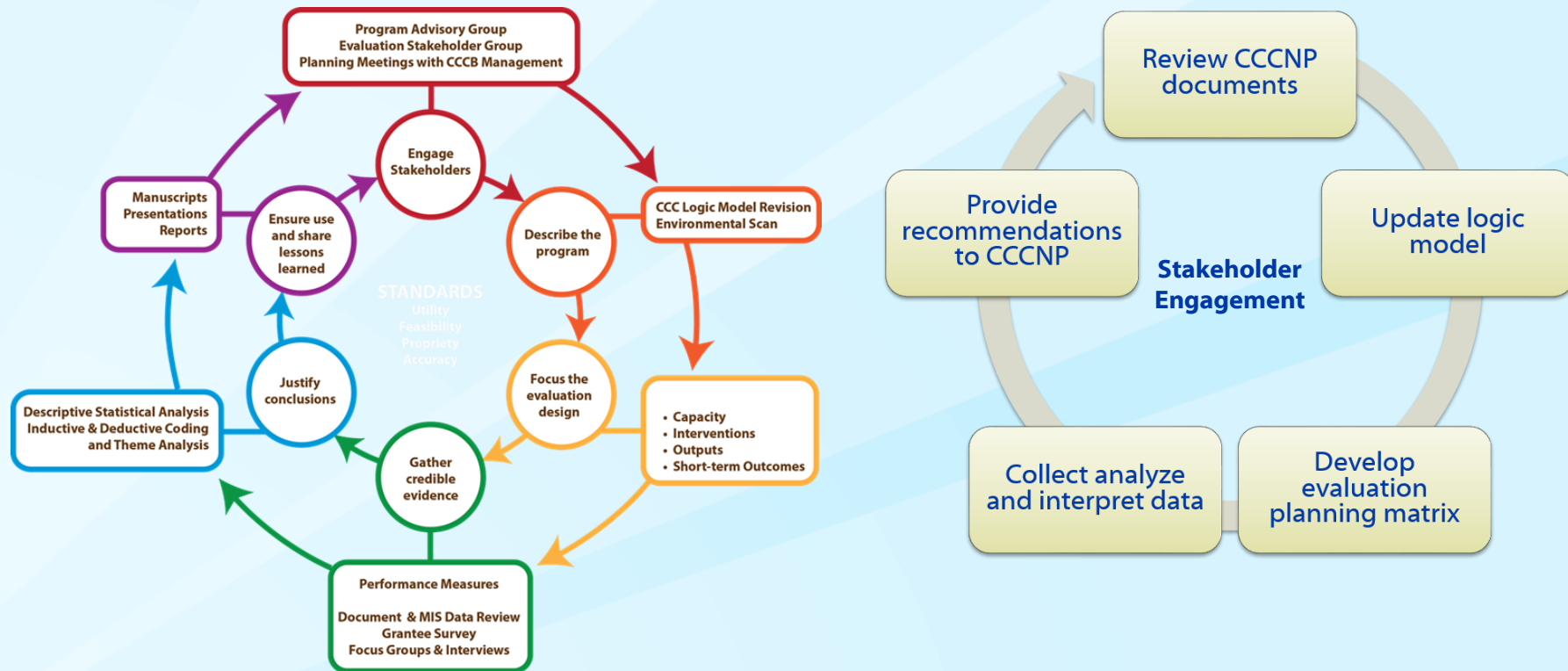
CDC Framework for Evaluation



Proposed CCCNP Evaluation Approach



Comparison of the Evaluation Frameworks



Engage Evaluation Stakeholders and Intended Users

❑ Identify key individuals that should be involved.

- Steering committee
- Full National Partnership Membership
- Workgroups

❑ Considerations:

- Stakeholders with perspectives that are different from your own
- Provide clear and ongoing communications with individuals identified
- Be strategic in how and when to tap these stakeholders based on their ability, interests, skills, and program needs
- Identify ways to receive and incorporate feedback.

Stakeholder Assessment Worksheet

Evaluation Stakeholders	What Stakeholders Want to Know	How to Engage Stakeholders	When to Engage Stakeholders

Comprehensive Cancer Control National Partnership Stakeholder Assessment

Evaluation Stakeholders	What Stakeholders Want to Know	How to Engage Stakeholders	When to Engage Stakeholders
Steering Committee/ Leadership Team	- Added value of active participation - Combined efforts lead to enhanced capacity, sustainable work and coalitions, contributions to outcomes	- Work closely with contractors to identify strategies - Conference calls	Throughout the evaluation
Full membership	- Member skills sets being used effectively + leadership team needs	- Conference calls - Semi-annual meetings - Emails	Throughout the evaluation
<u>Workgroup members</u>	<u>Optimal functionality</u> <u>Effective implementation of workgroup activities and outcomes</u> <u>Contribution to attainment of partnership goals</u>	<u>Workgroup Conference calls</u> <u>Semi-annual meetings prior to full partnership meeting</u> <u>Appointed evaluation support</u>	<u>Throughout the evaluation</u>

Develop a Program Description

- ❑ Establish a common understanding of program activities and intended outcomes.
- ❑ Communicate the context in which you are implementing your program.
- ❑ Facilitate later evaluation tasks related to developing and focusing your evaluation design.

Strategy for Defining Our Efforts: Review CCCNP Documents

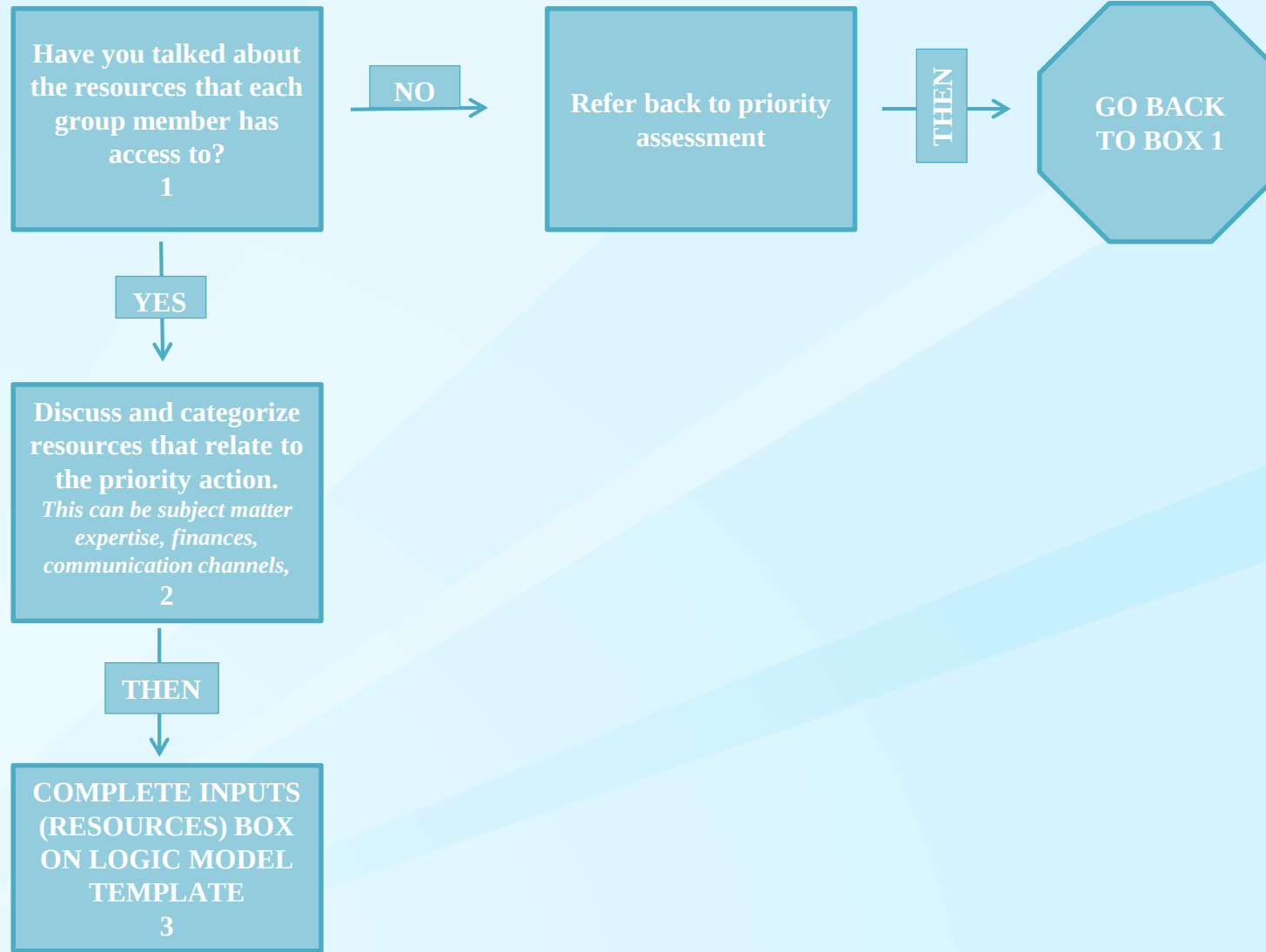
- ❑ Strategic Plan**
- ❑ Previous Evaluation Reports**
- ❑ Previous Logic Model**
- ❑ Technical Assistance Plans**
- ❑ Workgroup Action Plans**

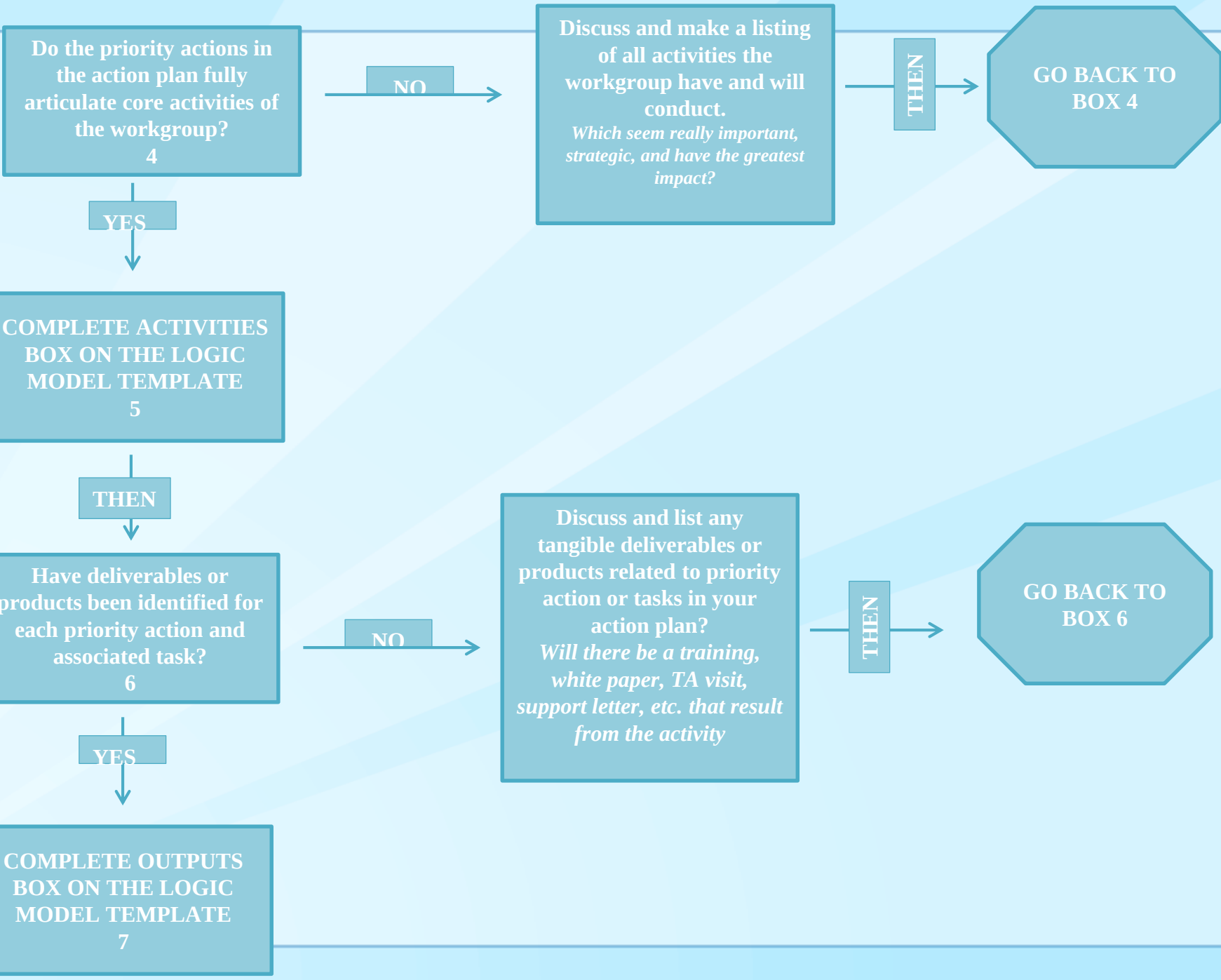
Strategy for Defining Our Efforts: Update the Logic Model and Develop Workgroup Logic Models

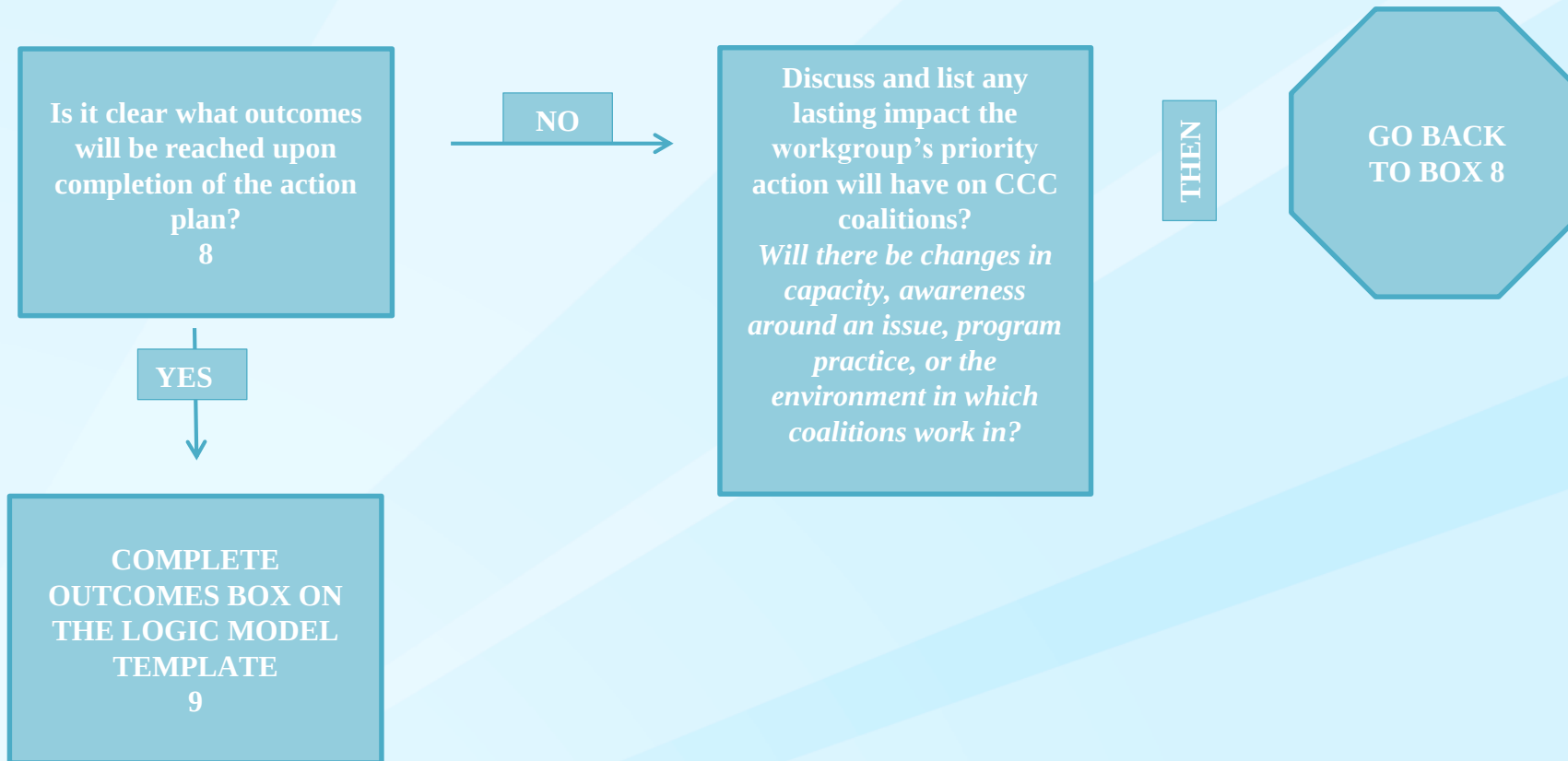
- ❑ Based on what we learned from our document review, the partnership logic model was revised.**
- ❑ It was also clear that we needed a better way to show workgroup activities and how these efforts contribute to the achievement of overarching partnership goals.**
- ❑ Revised the high-level logic model and developed workgroup specific logic models that linked to the overarching model.**

Workgroup Logic Modeling Discussion Guide and Template

- ❑ **Two components:**
 1. Decision tree/flow chart
 2. Logic model template





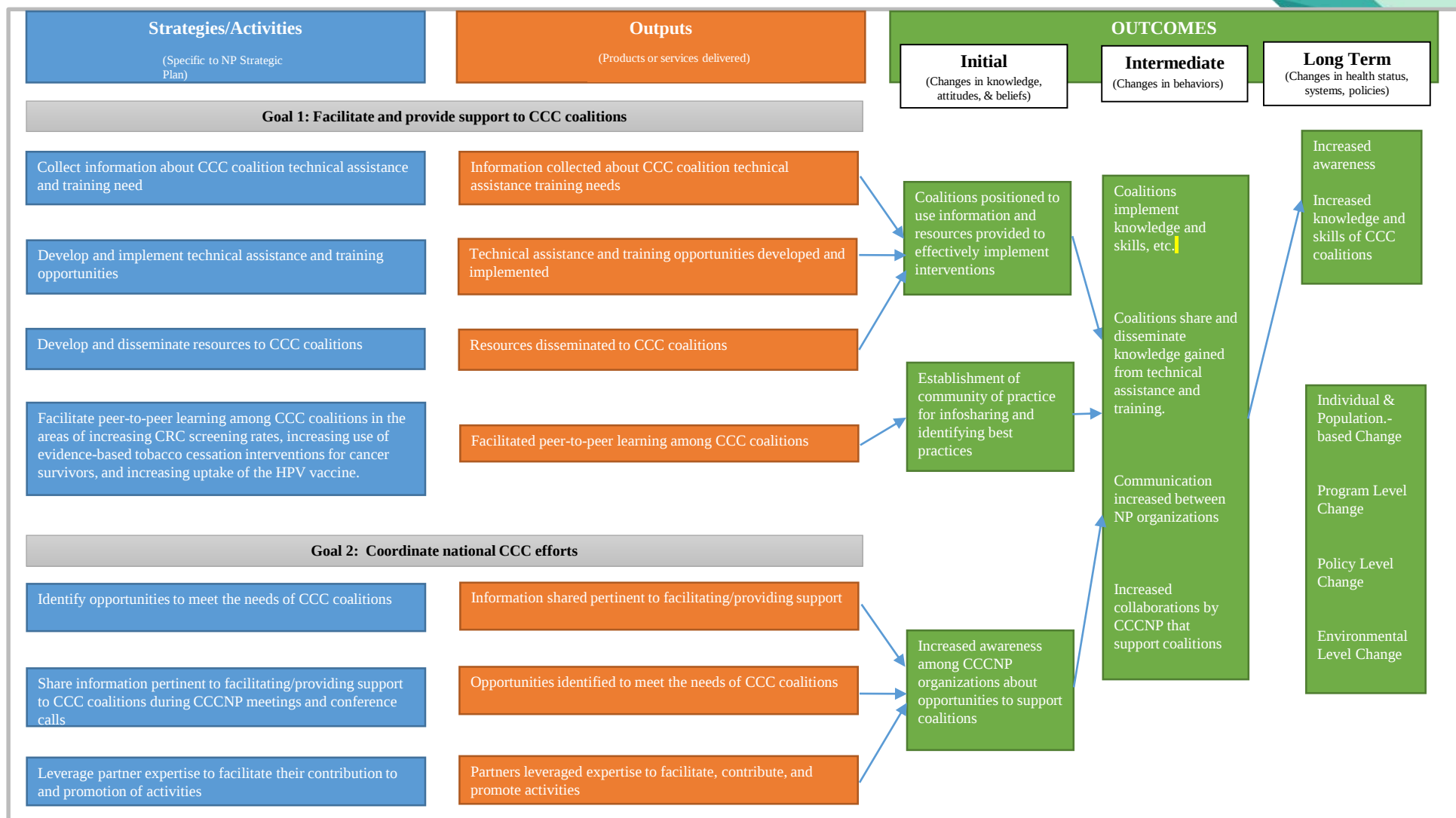


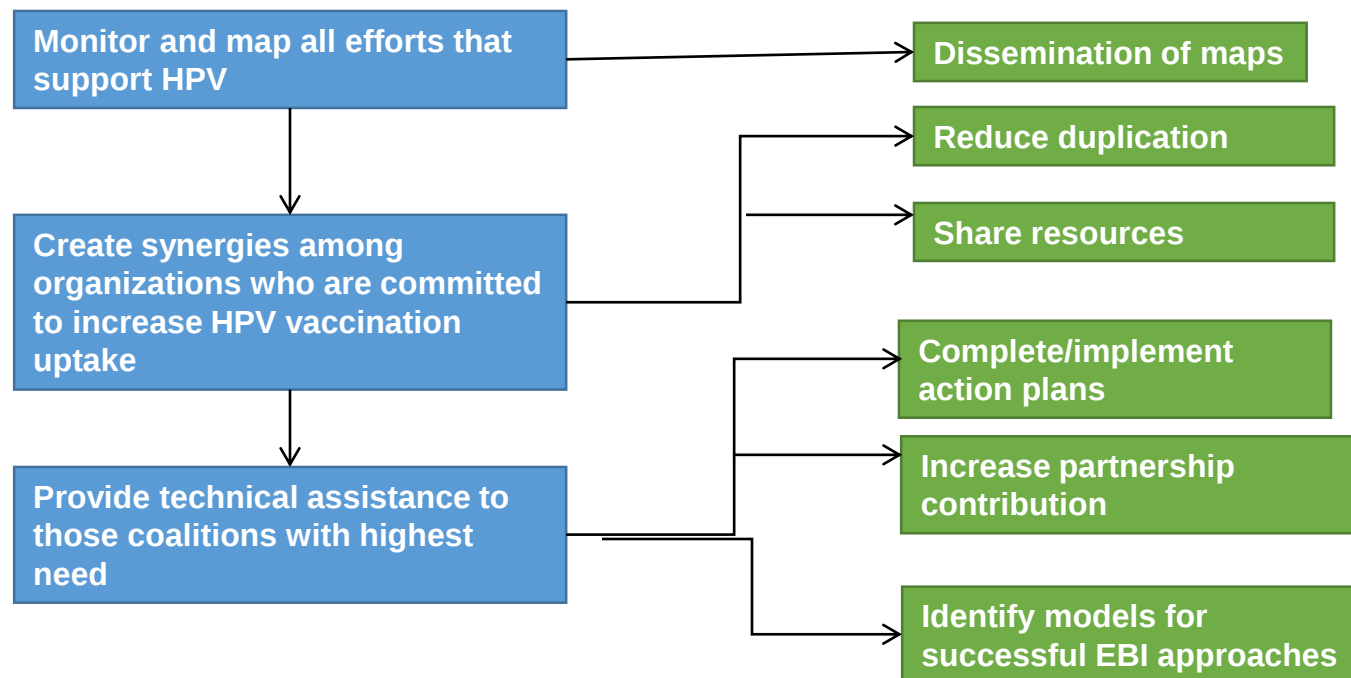
Logic Model Template

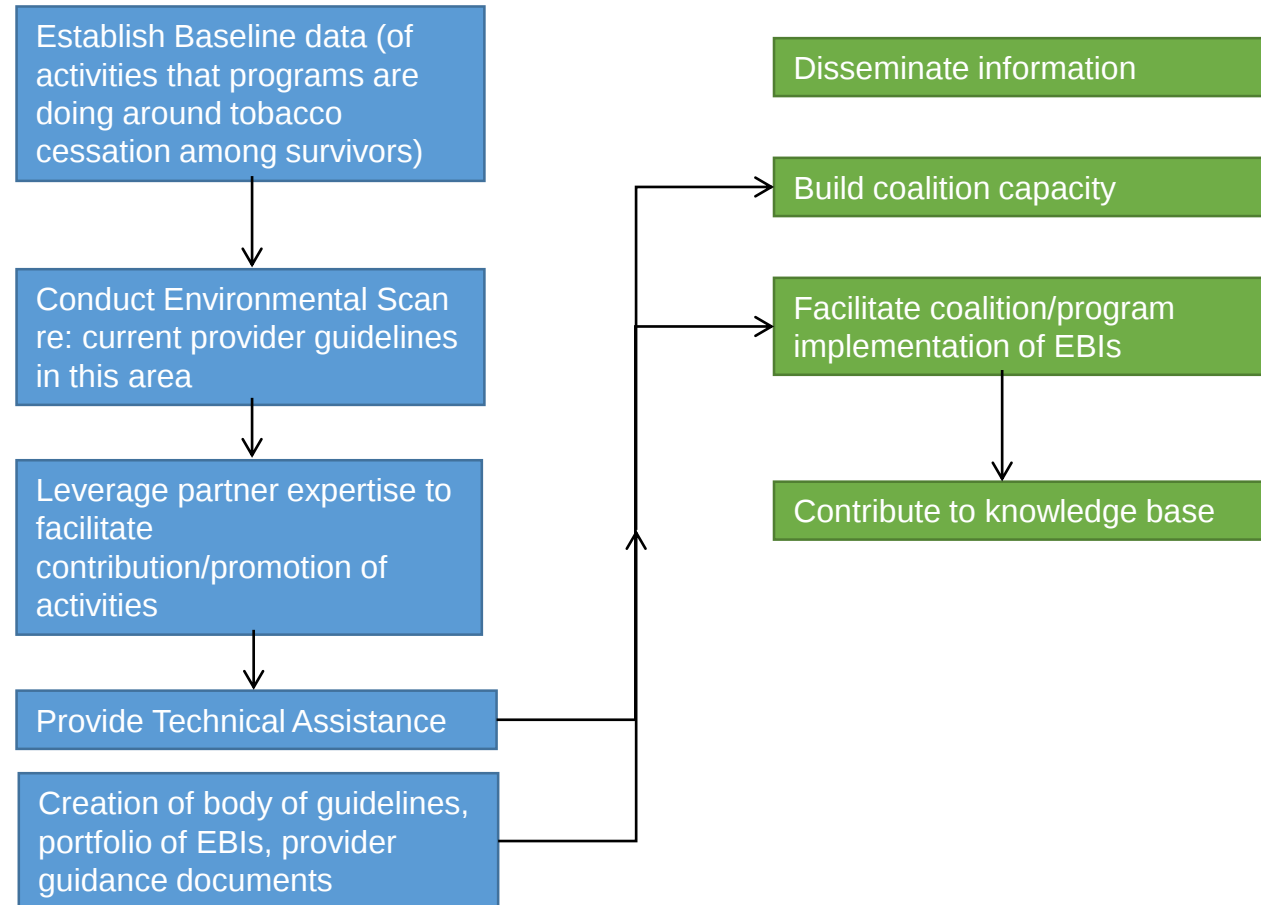
INPUTS <i>(RESOURCES NEEDED FOR ACTIVITIES)</i>	ACTIVITIES	OUTPUTS <i>(PRODUCTS THAT DIRECTLY RESULT FROM IMPLEMENTING OUR ACTIVITIES)</i>	OUTCOMES

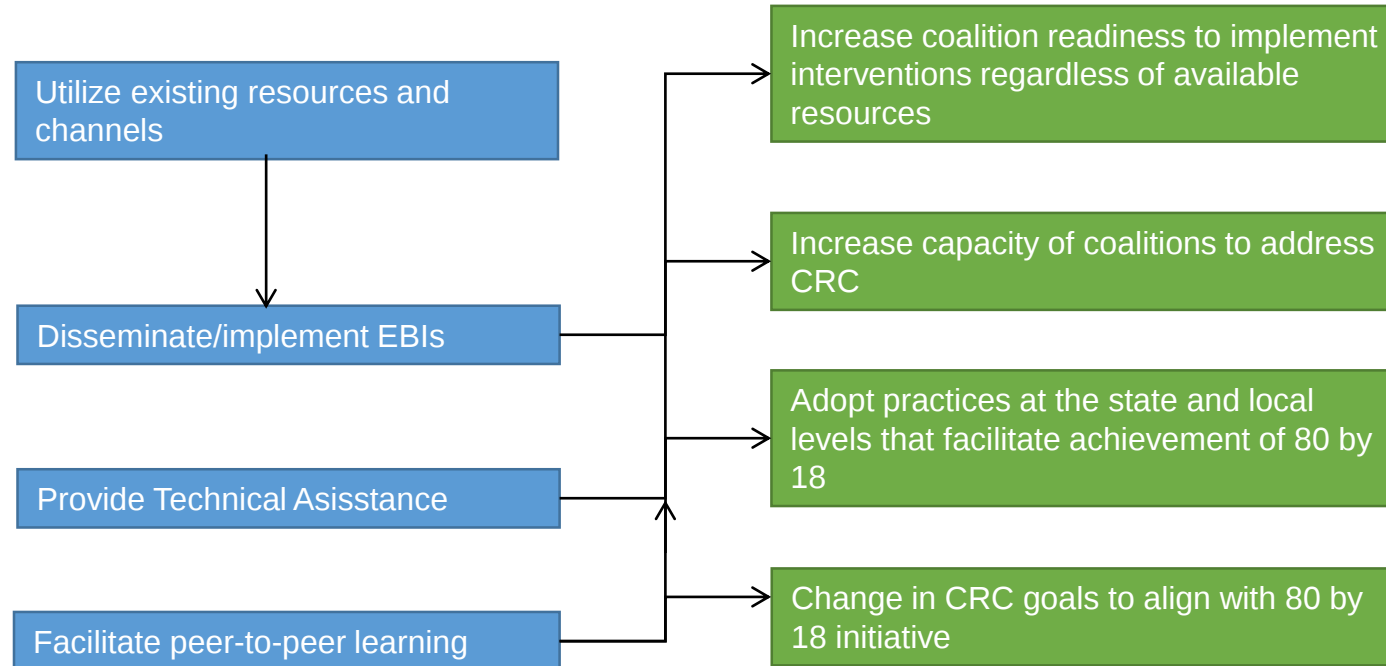
Lessons Learned

- ❑ While both workgroup members and the full membership body agreed that it was important to revise the logic model and develop workgroup-specific logic models to show out the workgroups contributed to the attainment of partnership goals, using the tools and was time-consuming.**
- ❑ Members preferred that the evaluation team participate in workgroup meetings, facilitate discussion, and develop logic models during the session.**





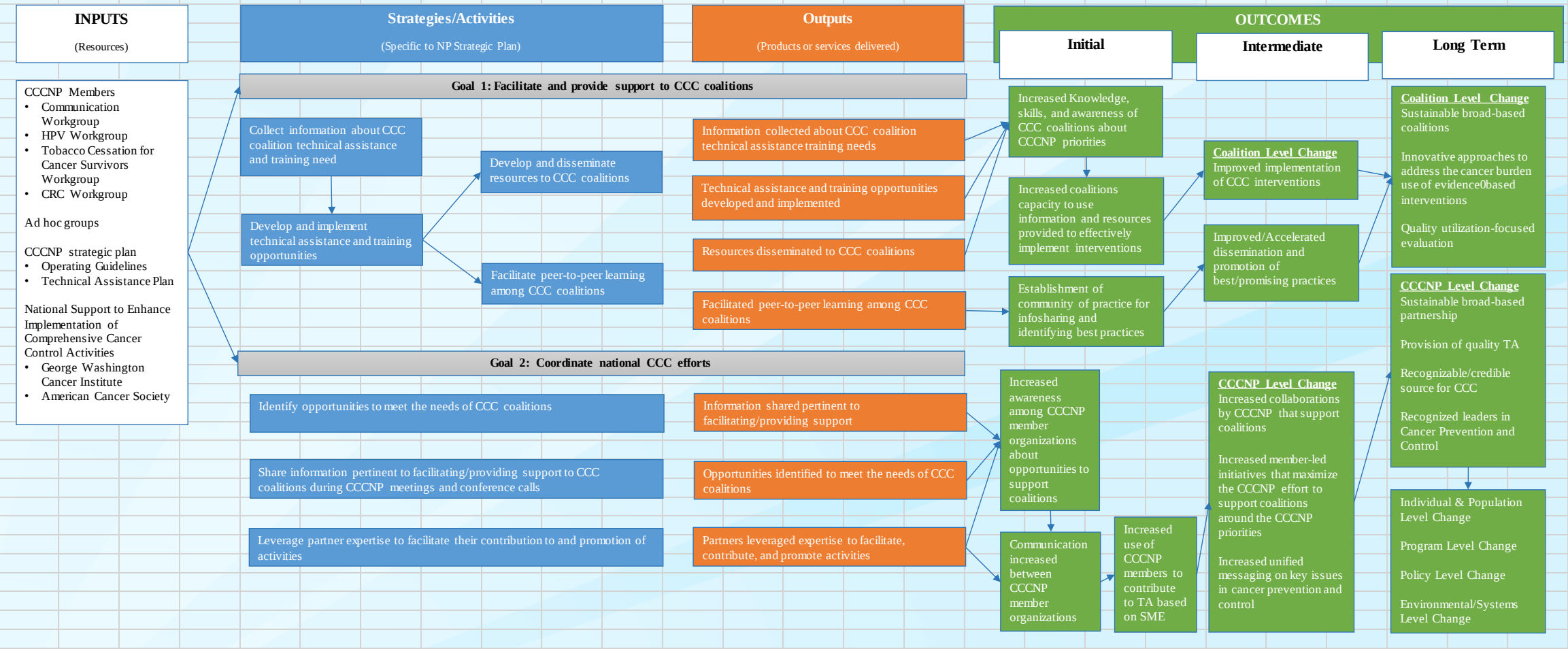




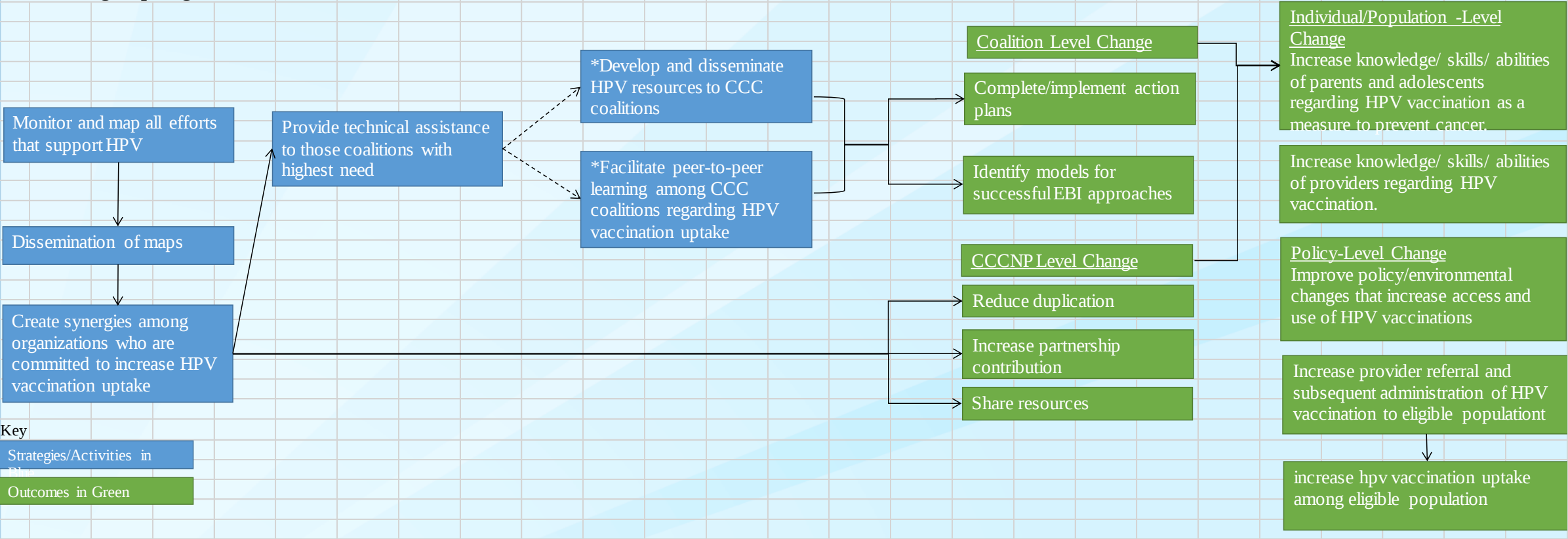
Finalizing the Logic Models

- ❑ Series of conference calls with the workgroup and leadership team to get feedback.**
- ❑ Revision of logic models based on feedback.**
- ❑ Follow up meeting to show final products and discuss use of logic models to define evaluation questions.**

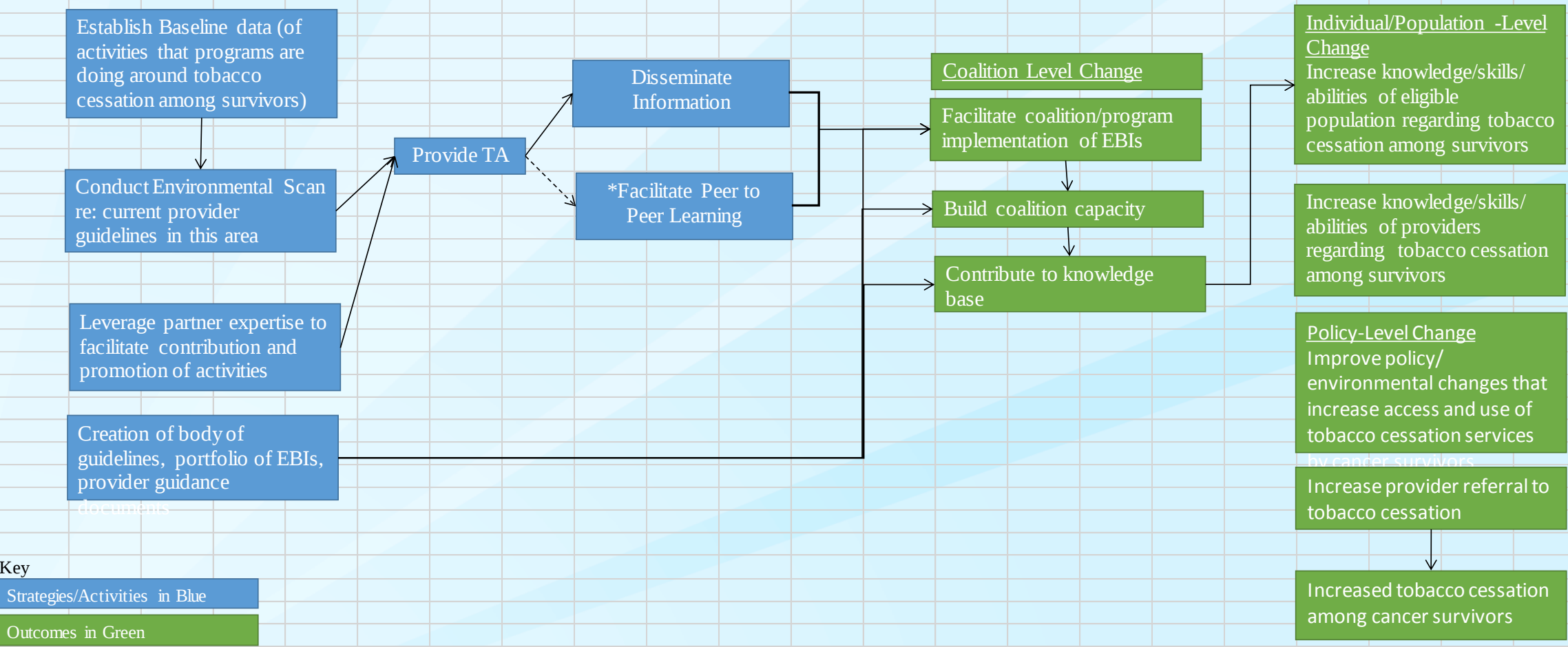
CCCNP Logic Model



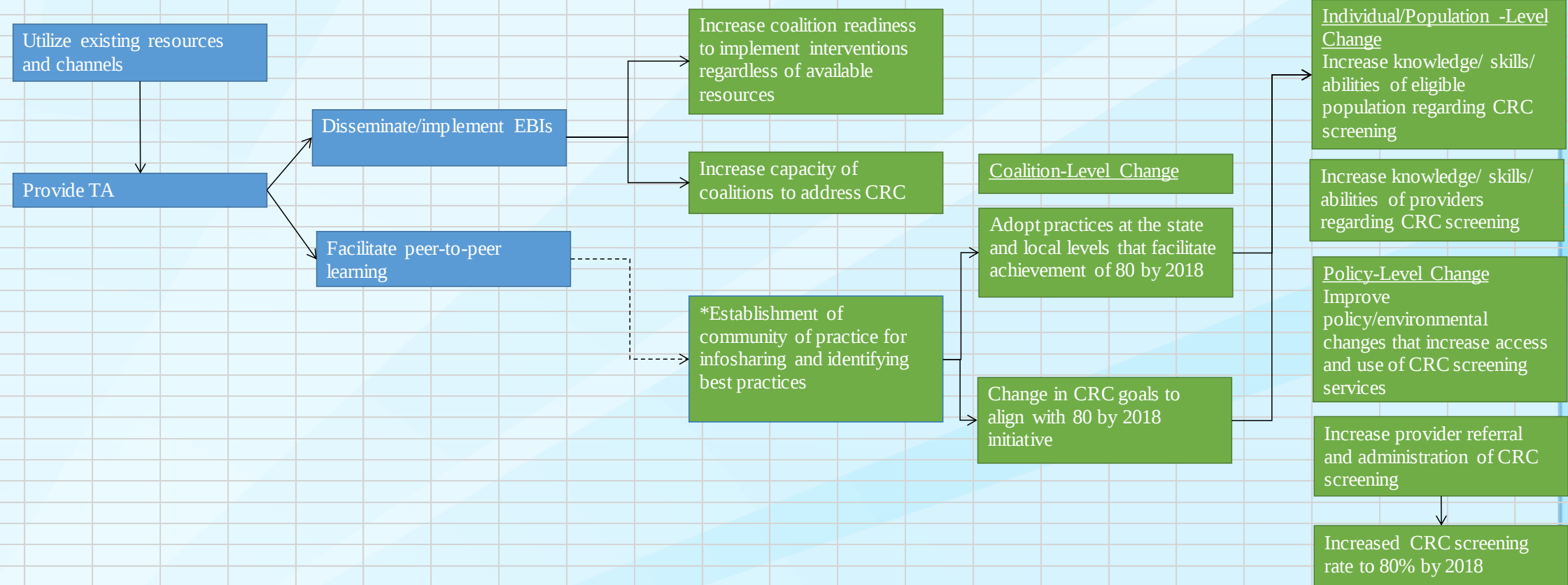
HPV Workgroup Logic Model



Tobacco Cessation Workgroup Logic Model



80% by 2018 CRC Screening Workgroup Logic Model



Develop the Evaluation Planning Matrix

- ❑ **Description of the evaluation focus, questions, and data collection and analysis methods.**
- ❑ **Identify Evaluation Focus**
- ❑ **Questions will be dependent on the stage/phase of the program.**
- ❑ **Outline feasible data collection and analysis methods.**

Process Used to Define Evaluation Focus

- ❑ **Review previous evaluation an efforts and feedback from stakeholders thus far:**
 - Identify recurring evaluation questions
 - Determine if evaluation questions can be classified into categories
 - Confirm with stakeholders

Evaluation Focus for CCCNP Workgroups

- ❑ Workgroup Functionality**
- ❑ Assessment of technical assistance activities**
- ❑ Contribution to larger CCCNP goals and strategies**

Defining our Evaluation Focus: What Component of the CCCNP Will We Evaluate?



- Partnerships
- Operations (activities)
- Plans (strategic plan)

How POP Drives Our Evaluation

Focus Area	Evaluation Activity
Partnerships	• CCCNP Network Analysis • Annual Comprehensive Cancer Control National Partnership Member Survey • Workgroup Assessment
Operations (Activities)	• Member-led Initiatives Survey • Assessments or surveys completed after a technical assistance event
Plan (strategic plan)	• Tracking and reporting on strategic plan strategies and goals

Proposed Evaluation Questions: Partnerships

SUB FOCUS AREA	LOGIC MODEL ELEMENT	EVALUATION QUESTION
CCCNP Membership Composition	Strategic Plan Operating Guidelines	To what extent does the CCCNP include organizations that are positioned to support coalitions in their implementation of CCCNP priorities?
CCCNP Communication – Speaking with a Unified Voice on Relevant Issues	Increased unified messaging on key issues in cancer prevention and control	To what extent does the CCCNP effectively communicate key issues in cancer prevention and control to CCC coalitions?
CCCNP Membership Contribution	Increased member-led initiatives that maximize the CCCNP effort to support coalitions around the CCCNP priorities	To what extent does participation in the CCCNP facilitate member-led initiatives? To what extent do CCCNP organizations engage in member-led initiatives that complement CCCNP priorities?

Proposed Evaluation Questions: OPERATIONS (ACTIVITIES)

SUB FOCUS AREA	LOGIC MODEL ELEMENT	EVALUATION QUESTION
CCCNP as a Facilitator of Peer-to-Peer Learning	Facilitated peer-to-peer learning among CCC coalitions	To what extent does the CCCNP engage in activities that facilitate peer-to-peer learning among CCC coalitions?
CCCNP as a Technical Assistance Provider	Develop and implement technical assistance and training opportunities	To what extent does CCCNP member organizations effectively leverage resources (people, places, time, funding) to implement technical assistance and training opportunities?
CCCNP as a Technical Assistance Provider	Information collected about CCC coalition technical assistance training needs	To what extent does CCCNP sponsored technical assistance and training opportunities reflect CCC coalition needs?

Proposed Evaluation Questions: PLAN (Strategic Plan)

SUB FOCUS AREA	LOGIC MODEL ELEMENT	EVALUATION QUESTION
Utility	CCCNP strategic plan	To what extent does the process for reviewing and revising the current strategic plan facilitate its use?
Adoption	CCCNP strategic plan	To what extent does the strategic plan reflect member organizations shared vision?
Data-informed/Evidence-based	CCCNP strategic plan	To what extent does the strategic plan reflect goals, objectives, and strategies that are data-informed and evidenced-based?

Highest Rank Evaluation Questions

Focus Area/Sub Focus Area	Logic Model Element	Evaluation Questions
CCCNP Membership Contribution	Increased member-led initiatives that maximize the CCCNP effort to support coalitions around the CCCNP priorities	To what extent does participation in the CCCNP facilitate member-led initiatives? To what extent do CCCNP organizations engage in member-led initiatives that complement CCCNP priorities?
CCCNP as a Technical Assistance Provider	Information collected about CCC coalition technical assistance training needs	To what extent does CCCNP sponsored technical assistance and training opportunities reflect CCC coalition needs?
Data-informed/Evidence-based	CCCNP strategic plan	To what extent does the strategic plan reflect goals, objectives, and strategies that are data-informed and evidenced-based?

Evaluation Methods and Design Matrix

Focus	Evaluation Questions	Indicators	Data Collection Sources	Data Collection Methods	Data Collection Timing	Data analysis
<i>The component you plan to evaluate</i>	<i>What you want to know</i>	<i>Types of data you will need to address the evaluation question</i>	<i>Where will you get the data</i>	<i>How will you get the data</i>	<i>When will you collect the data</i>	<i>How will you organize and interpret the data</i>

Focus	Logic Model Element	Evaluation Questions	Indicator(s)	Data Collection Method/Analysis
The CCC component you will evaluate	Component of the logic model (inputs, activities, outputs, and outcomes) that is being assessed	What you want to know	The type of data you will need to address the evaluation question	Data Collection and Analysis Strategies
CCCNP Membership Contribution	Increased member-led initiatives that maximize the CCCNP effort to support coalitions around the CCCNP priorities	To what extent does participation in the CCCNP facilitate member-led initiatives? To what extent do CCCNP organizations engage in member-led initiatives that complement CCCNP priorities?	• Technical assistance activities or resources offered by one member organization that is aligned with strategic and technical assistance plans. • Technical assistance activities or resources offered by one member organization that supports: HPV vaccination uptake, 80 by 18, or tobacco cessation for survivors.	• Member-led initiative survey • Descriptive statistics

Focus	Logic Model Element	Evaluation Questions	Indicator(s)	Data Collection Method / Analysis
The CCC component you will evaluate	Component of the logic model (inputs, activities, outputs, and outcomes) that is being assessed	What you want to know	The type of data you will need to address the evaluation question	Data Collection and Analysis Strategies
CCCNP as a Technical Assistance Provider	Information collected about CCC coalition technical assistance training needs	To what extent does CCCNP sponsored technical assistance and training opportunities reflect CCC coalition needs?	- Coalition members participation in CCCNP sponsored TA activities. - Coalition members report that TA activities reflect coalition need	- Survey - Key informant interviews of coalition members - Descriptive statistics and thematic analysis
Data-informed/Evidence-based	CCCNP strategic plan	To what extent does the strategic plan reflect goals, objectives, and strategies that are data-informed and evidenced-based?	Correlation between surveillance data, sources of evidence (e.g. Community Guide) and strategic plan	Document review that maps strategic plan goals, objectives, and strategies to surveillance data or evidenced-based resources like community guide

Develop a Dissemination Strategy

- ❑ Identify targets or groups of stakeholders to share your findings.**
- ❑ Identify format and communication channels.**
- ❑ Decide when and how often.**
- ❑ Identify person responsible for carrying out strategy.**

Dissemination and Utilization of Findings

- ☐ **Practical approach**
 - ☐ **Tailor to audiences**
 - ☐ **Consider stakeholder perspectives and context**
 - ☐ **Keep in mind how findings will be used**
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- ☐ **Facilitate use**
- ☐ **Articulate outcomes**
- ☐ **Promote program**

Dissemination Strategy Matrix

Audience	Format and Channel for Sharing Findings	Timeline	Person Responsible

Dissemination Strategy Matrix for the CCCNP

Audience	Format and Channel for Sharing Findings	Timeline	Person Responsible
Leadership/Steering Committee	Presentation Evaluation Report with Executive Summary	Standing call prior to semi-annual meeting	Angela Moore
Workgroup	Presentation Workgroup Profile	Semi-annual workgroup meeting	Designated evaluation team member
Full members	Presentation Evaluation Report	Semi-annual meeting	Angela Moore

Summary

- ❑ **Pre-existing frameworks, like the CDC Evaluation Framework can provide a roadmap towards evaluation planning; however, you may want to further adapt the framework to suit your needs and those of your coalition.**
- ❑ **Logic models and evaluation planning matrices are power tools to assist in evaluation planning.**
- ❑ **Determine early on how you will help the coalition prioritize and rank evaluation questions, as well as, how you will receive and incorporate feedback.**
- ❑ **Tools that help evaluation stakeholders think through major steps in the planning process may be helpful, but remain flexible in case you face time constraints or find that the tools aren't the best fit for your coalition.**

**For more information, contact me @
ARMoore@cdc.gov**

**For additional evaluation tools access:
[http://www.cdc.gov/cancer/ncccp/pdf/
CCC_Program_Evaluation_Toolkit.pdf](http://www.cdc.gov/cancer/ncccp/pdf/CCC_Program_Evaluation_Toolkit.pdf)**

For more information please contact Centers for Disease Control and Prevention

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