

**Health and Wellness Trust Fund Commission
Teen Tobacco Prevention Initiative**

UNC Outcomes Evaluation Project

**Six Month Report
April - October 2003**



The Outcomes Evaluation Team has conducted a number of activities during its formative, data gathering, and training phases. Listed below are the Team's activities for the first six months by category, as well a description of factors that either facilitated or presented challenges to the group's work.

Administrative Activities

- Developed administrative infrastructure for the Project including hiring of two research staff, building of a research team, creation of a new office space, and establishment of regular meetings both as a team and with collaborating partners such as the HWTFC and Tobacco Prevention and Control Branch (TPCB) staff
- Initiated and developed collaborative working relationship with member and partner groups, including the HWTFC, TPCB, the Office of Minority Health, and the Community/Schools and Priority Population grantees
- Presented evaluation plans at Kick-Off Conference in April

Technology

- Prepared for use of the Progress Tracking System (PTS) with HWTFC grantees. This included learning the system, adapting it to fit HWTFC objectives, and developing a Six Month Report for grantees.
- Began creation of a template for website to be used in communication with grantees and to disseminate information about evaluation findings

Community/School Grantees

- Reviewed and prepared summaries of 26 grantees' proposals, highlighting their strategies and objectives, in preparation for utilization of the PTS system, logic model development, and creation of evaluation plans
- Incorporated individual grantee activities into work on development of logic models for four major HWTFC goals
- Collaborated with TPCB in planning and conducting three regional PTS trainings attended by 52 Community/School grantees
- Provided ongoing technical assistance to grantees for purposes of answering questions about PTS, developing logic models, and discussing evaluation plans. Technical assistance in form of phone calls or emails to all 26 Community/School grantees; more extensive assistance provided to 18 grantees, including two site visits and one individual PTS training

- Collected grantees' PTS Monthly Report Summaries beginning in September. Twenty-five of 26 grantee reports received in September and 24 in October. Cleaned and edited report data; worked individually with grantees to refine and improve use of the PTS system; compiled individual reports into a summary report for the HWTFC
- Collected grantees' PTS Six Month Reports in October. All 26 received and compiled for report to HWTFC

Priority Population Grantees

- Incorporated individual grantee activities into work on development of logic models for four major HWTFC goals
- Collaborated with TPCB in planning and conducting three regional PTS trainings attended by eight Priority Population grantees
- Attended three Project Director meetings for Priority Population grantees
- Conducted site visits with all four grantees for purposes of answering questions about PTS, developing logic models, and discussing evaluation plans. Provided ongoing technical assistance in form of phone calls or emails to answer follow-up questions
- Offered technical assistance to Office of Minority Health in initial cleaning and editing of Priority Population grantee PTS Monthly Report Summaries
- Collected grantees' PTS Six Month Reports in October. All four received and compiled for report to HWTFC

Media Evaluation

- Presented proposal to the HWTFC for evaluating the 2003 media campaign and have begun to gather those data
- Added questions to North Carolina Youth Tobacco Survey 2003 and the Six Month PTS Report to better assess exposure to NC statewide media campaign.
- Began preparation for development of a best practices model for the 2004 media vendor
- Presented preliminary proposal to HWTFC for evaluation of the 2004 statewide media campaign

Not-On-Tobacco and Pregnant Teen Tobacco Use Cessation Programs

- Reviewed and prepared summaries of grantees' proposals, highlighting their strategies and objectives, in preparation for logic model development and creation of evaluation plans
- Incorporated individual grantee activities into work on development of logic models for four major HWTFC goals
- Provided technical assistance through site visit to Pregnant Teen Tobacco Use Cessation Program on development of evaluation plans

Factors Influencing the Work of the Evaluation Team

A number of factors have aided the Evaluation Team in its work. The productive working relationship with HWTFC and TPCB staff fostered by monthly meetings and open communication has facilitated evaluation planning and work with grantees. Both the Kick-Off Conference and PTS trainings have been informative, well-organized, and useful, based on the feedback received. In addition, grantees have shown enthusiasm about their projects and willingness to work with the Evaluation Team.

Some challenging factors have presented themselves as well. The Evaluation Team started later than the media contractor and many of the grantees, making it more difficult to prepare for their evaluation. The wide range of grantee experience with logic models, evaluation, and PTS has required substantial technical assistance time. This time has been used to clarify grantees' strategies and anticipated outcomes in order to produce effective evaluation practices. Though the need for training has delayed final development of the logic models and evaluation plans, grantees will be better equipped to plan project activities to meet their objectives as they prepare for year two of their programs.