Cessation Evaluation in Rapidly Changing Times: Challenges and Opportunities

Paula A. Keller, M.P.H.
Director of Cessation Programs
ClearWay Minnesota℠

Lija Greenseid, Ph.D.
Senior Evaluator
Professional Data Analysts, Inc.

August 14, 2012
Today

• Changing cessation service environment – Paula Keller
• Evaluation challenges and opportunities – Lija Greenseid
• Role of funders – Paula Keller
• Discussion
The Changing Environment
Cessation service innovations
Increasing demand for services

New graphic health warnings (Canada)

National media campaign (U.S.)
Changing smoker profile

• Smoking fewer cigarettes per day
  – Minnesota – average 12.2 cigarettes per day
• Non-daily smoking rates increasing
  – 21.8% nationally
• Increased dual use rates
  – Minnesota – 17.6% of smokers also use another non-cigarette tobacco product

Citations: Minnesota Adult Tobacco Survey, 2010; National Health Interview Survey, 2010
Limited Resources
Challenges for funders

• What are the key evaluation questions that must be answered?
• Who needs the information?
• How can key questions be answered quickly and within budget?
• How can we best use and share this information given changing technology and the changing environment?
Evaluation Challenges and Opportunities
What we all want:

Highest quality evaluation at the lowest cost in the shortest time.
Evaluation challenge:
Balancing the three legged stool
Solution: Be strategic with evaluation

1. Define evaluation needs
2. Match questions and methods
3. Use existing data to explore questions
4. Mix quantitative and qualitative studies
5. “Dip into the stream” when collecting data
6. Start exploring “new” data sources
Clearly define evaluation needs

Move beyond “because CDC says we should evaluate…”

What do you already know?

What do you need to know?

What will you do with the information?
Why are calls to our quitline dropping?

How much NRT should we provide? Should everyone get the same amount?

What can we do to improve the quitline experience?
Match questions and methods

Wide variety of data sources available:

– Call volume data
– Demographic and tobacco use data at intake
– Program utilization data
– Follow-up data post-enrollment (1 month, 3 months, 7 months)
– “New” data: Facebook comments, web forum postings, tweets
Use Existing Data

• Monitor trends in program enrollments and utilization
• Use simple analyses to explore questions as they arise
• Decide if/when to dive deeper
Mix Quantitative and Qualitative

• Rigorous outcome surveys
  – Provide data to accurately assess program effectiveness to use for decision making
  – Take longer, cost more, and require greater technical skills

• Small-scale interview or survey studies
  – Quick and lower cost
  – In-depth picture of participant experiences at critical time points
The quit coaches helped me create a plan for how to quit using tobacco.

The quit coaches listened to me.

I was comfortable talking with the quit coaches.

The helpline quit coaches helped me identify triggers and plan how to avoid them.

The helpline quit coaches understood my needs.

The quit coaches helped me weigh the pros and cons of using tobacco.

The information and advice provided by the Helpline was easy to understand.

% Follow-up Survey Respondents Agreed or Strongly Agreed

Quantitative Findings

Qualitative Findings

“The coaches were understanding. They had been there before. They listened and they didn’t rush you. They were not pushy.”

“Program gave me a lot of new information. The counselor was easy to talk with and gave me a new perspective on smoking in general, which was excellent.”

“I get a ton of telemarketing calls and when we set a time for the coach to call me, they never called me when they said they would. So when they did call me back at different times I didn’t answer.”
“Dip into the stream”

• Purposely go into the field to answer your questions
• Continuous, exhaustive follow-up surveys are rarely needed
• Random sampling can be more accurate than exhaustively surveying
• Cohort studies make sense in many cases
Events that may trigger study

- Vendor changes
- Programmatic changes
- Tax increases
- Policy changes
- Media campaigns
Start exploring “new” data

**Cherie**
Yesterday was 3 weeks of no smoking, no patch.....nothing and I am doing good. I smoked for 42 years.

**Betsy**
Congrats Cherie! I am on day four. No nicotine replacement therapy for me either. It's painful, but we can do this.

718 people like this
Making the Most of Evaluation: a Funder’s Perspective
Key Responsibilities

- Planning and Decision-making
- Using and Sharing Results
- Understanding Process and Findings
Recommendations for Funders

• Focus on what’s most relevant
• Acknowledge the political context
• Select methods that allow you to obtain (near) real-time data
• Use qualitative methods to better understand user experiences
• Allocate resources to both conduct the evaluation and use the results
Conclusion

As the pace of change accelerates, evaluation becomes even more critical to help understand technologies, improve programs and advance the field.
Thank you!
Questions?
Contact Us

Paula Keller, M.P.H.
Director of Cessation Programs
ClearWay Minnesota
pkeller@clearwaymn.org
(952) 767-1400
www.clearwaymn.org

Lija Greenseid, Ph.D.
Senior Evaluator
Professional Data Analysts, Inc.
Lija@pdastats.com
(612) 623-9110
www.pdastats.com