Advancing Cessation Programs through Evaluation: Tips and Techniques
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**Understand Program Context**
- Understanding the communities or populations a program serves can explain differences in participants, enrollment levels, program utilization, and outcomes
- Use existing data sources to describe context and environment
  - smoking prevalence
  - community factors
  - health indicators
  - access to health care
- Mapping is a helpful way to highlight gaps in populations served

**Assess Program Outcomes**
- Present quit rates in a standardized way to allow for comparisons of a program’s outcomes to other programs and benchmarks in the field
- Programs can assess whether outcomes are within an expected range
  - help funders choose between service providers
  - identify and promote best practices in cessation interventions
- Monitor medication use to gain insights into program effectiveness

**Document Populations Reached**
- Knowing characteristics of program participants is important for ensuring a program is reaching priority populations
- Evaluators can provide technical assistance on collecting demographic and clinical characteristics of program enrollees and setting-up data collection systems

**Analyze Program Costs**
- “Cost per quit” analyses help program managers understand the cost of the intervention per outcome achieved, a direct measure of the cost effectiveness of a single program

**Monitor Program Utilization**
- Understand the frequency, duration, and content of cessation programming accessed by program participants
- Compare program utilization levels across interventions with similar goals or across sites
  - highlight differences in the interventions
  - illustrate relative strengths and weaknesses

**Examine Program Enrollment Trends**
- Examine enrollment levels over time to provide insights into which programmatic and environmental factors are related to individuals seeking services
- Findings can be used to increase enrollments and ensure program demand can be met

**Program Utilization Levels**
- Quitline and Web Coach Registrations by Month
- Direct Programmatic Costs
  - Cost per Quit Ratio
  - Effectiveness Ratio

**Program Utilization Information for All Participants**
- Program Utilization Information by Intervention Type
  - Comparison of Total Number of Quitline and Web Coach Registrations by Month
  - Comparison of Total Number of Quitline and Web Coach Registrations by Intervention Type

**Medication use at QUITPLAN Centers by enrollment date**
- Number of registrations
  - FY 2012
  - Month and year
  - Percent reporting use
  - Chantix use reported
  - NRT use reported
  - No med use reported

**Utilization levels across participants**
- Programmatic utilization levels across programs can explain differences in outcomes or across populations
- Programmatic data sources are related to health services
- Programmatic insights into prevalence of smoking or populations served
- Programmatic comparisons of a program’s expected outcomes to other programs

**Comparing the effectiveness of one intervention to other types of public health interventions**
- Amazingly used methodology is to compare the “cost per quality adjusted life year” (QALY)

**Direct Programmatic Costs**
- Cost per Quit Ratio
  - $ = Cost per Quit Ratio
  - quality adjusted life year
  - Social Cost Effectiveness Ratio

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