

# Comprehensive Cancer Control Evaluation

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# Objectives

- Define evaluation
- Discuss types of evaluation
- Discuss the importance of evaluation
- Discuss the CDC's Framework for Program Evaluation in Public Health
- Discuss evaluation issues specific to Comprehensive Cancer Control Programs

# Surveillance

The continuous monitoring or routine data collection on various factors (e.g. behaviors, attitudes, deaths) over an interval of time.

# Program Evaluation

Systematic collection, analysis and reporting of information about a program to assist in decision making.

# Why Evaluate Public Health Programs

- To justify the need for further funding and support
- To find opportunities for continuous quality improvement
- To ensure that effective programs are maintained and resources are not wasted on ineffective programs.

# Why Evaluate Public Health Programs

- To monitor progress toward programmatic goals
- To determine whether program components are producing the desired progress on outcomes.
- To permit comparisons among groups

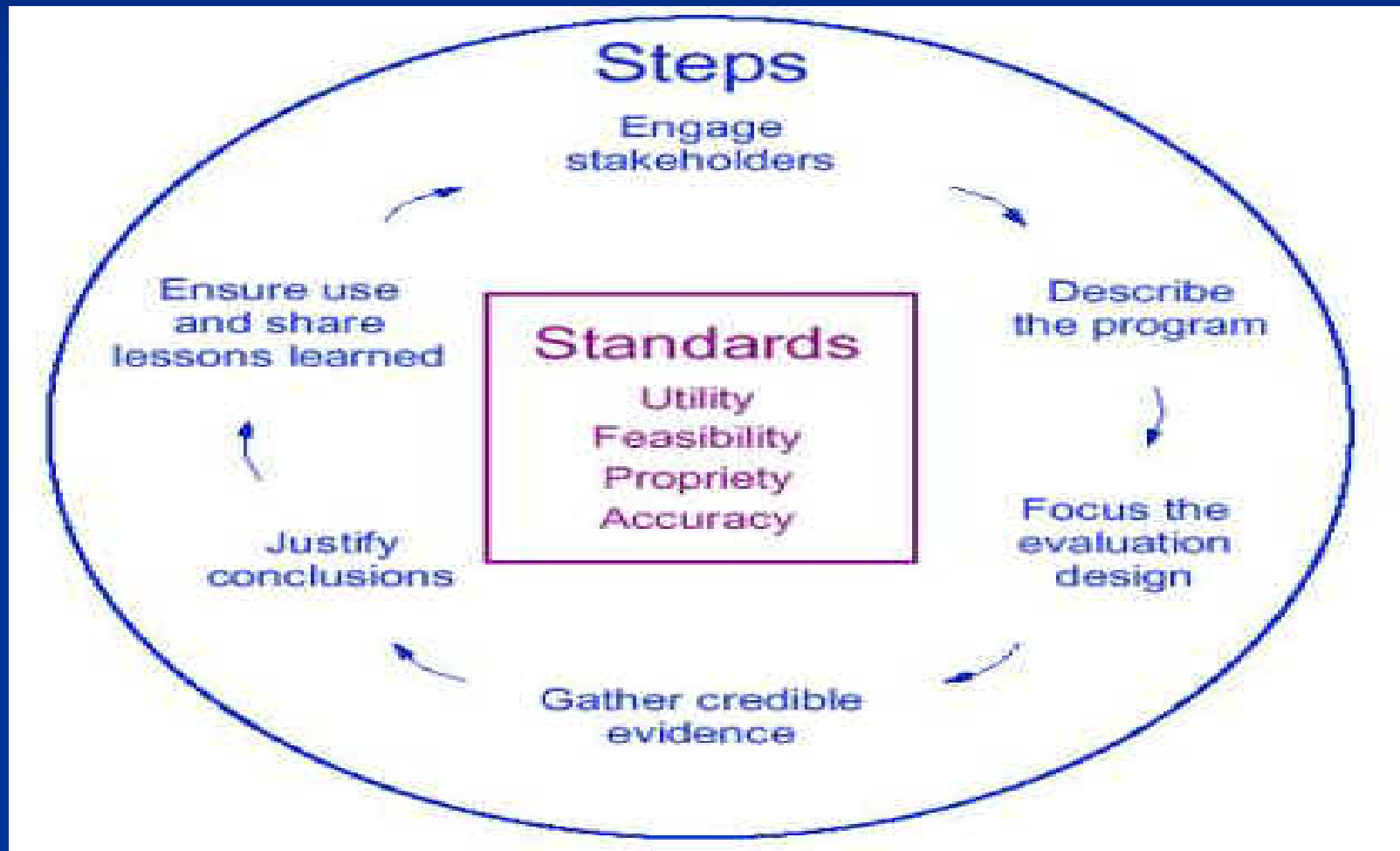
# Types of Evaluation

- Process Evaluation: Addresses questions related to how a program is implemented.
- Formative evaluation: Information collected that is used to refine and improve implementation and solve unforeseen problems
- Impact Evaluation: Assesses whether a program has achieved desired intermediate changes in individuals, population groups, or organizations

# Types of Evaluation

- Outcome Evaluation: Examines the long-term effects of a program on health status
- Summative Evaluation: Conducted after completion, often for the benefit of external decision makers; Provides data to support judgments about a program's worth so that decisions can be made about continuation or expansion

# CDC Framework for Evaluation of Public Health Programs



# Step 1: Engage the Stakeholders

- Represents a process through which many voices are heard
  - Includes all of the individuals/organizations affected by the evaluation
  - Presents clarity about what is to be done, how, by whom and when
  - Identifies and resolves conflicts of interest

# Step 2: Describe the Program

- Sets the frame of reference for all future decisions about the evaluation
  - Summarizes the program being evaluated
  - Explains what the program is trying to accomplish and how it tries to bring about those changes
  - Illustrates the program's core components
  - Establishes the program's ability to make changes
  - Specifies the stage of development
  - Describes how the program fits into the large organizational and community environment

# Step 2: Describe the Program

1. Statement of Need
2. Expectations
3. Activities
4. Resources
5. Logic Model
6. Context
7. Stage of Development

# Step 3: Focus Evaluation Design

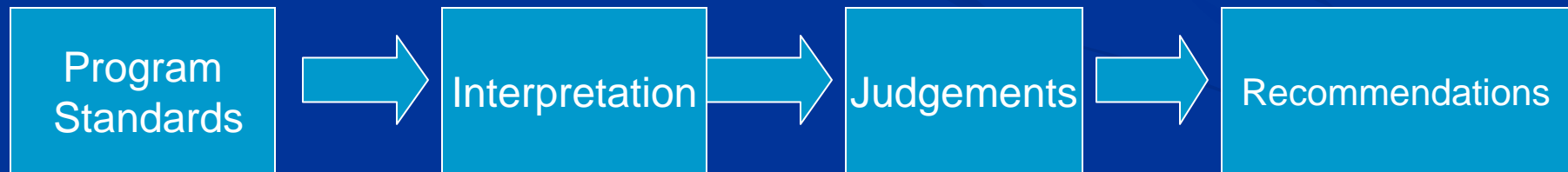
- Determine the information needs of stakeholders
- Assess the best methods to describe and measure program activities
- Assess what kinds of data are available (qualitative and quantitative)
- Determine the best design methods
- Prepare a written agreement that summarizes the evaluation procedures and specifies the roles and responsibilities of all involved

# Step 4: Gather and Analyze the Evidence

- Assembling:
  - The raw material of a good evaluation
  - Information that gives a well-rounded picture of the program
  - Those data that have been analyzed and synthesized
- Presenting meaningful results

# Step 5: Justify Conclusions

- Make claims about the program based on the evidence gathered
- Justify the claims by comparing the evidence against stakeholder values



## Step 6: Ensure Use and Share Lessons Learned

- Make stakeholders aware of the evaluation methods and findings
- Consider findings in program-related decisions or actions
- Ensure that those who participate in the evaluation perceive it as beneficial

# Comprehensive Cancer Control

“Process in which the cancer burden within a selected geographical area is addressed in ways that build on the achievements of cancer control decision-makers.”

Source: Rochester, P. et al (2005). The evaluation of comprehensive cancer control efforts: Useful techniques and unique requirements. *Cancer Causes and Control*.16 (Suppl. 1): 69-78

# Step 1: Engage the Stakeholders

## Comprehensive Cancer Control

- What are the characteristics of the consortium membership?
- How were the members selected?
- Have any potential members turned down the opportunity to participate? If so, why?
- Does membership reflect all regions of the state?
- Does membership reflect all relevant constituencies?
- Has membership changed over time?

## Step 2: Describe the Program

# Comprehensive Cancer Control

- The program's plan for addressing cancer or specific initiatives or interventions within the plan.
- Incorporate important relationships between activities and outcomes and describe unique features of comprehensive cancer control such as partnerships, the infrastructure needed to ensure joint action, and activities that may influence individual citizens, the community, region or state.

# Step 3: Focus Evaluation Design

## Comprehensive Cancer Control

- Focus predominantly on questions concerning the membership, structure, and function of the cancer control program
  - How do members perceive the coalition's function?
  - Whether and in what way has the cancer plan been used by partners?
  - What commitments have partners made to the coalition?
  - How satisfied are partners?
  - What has been the program's impact at the community level?

## Step 4: Gather and Analyze the Evidence Comprehensive Cancer Control

- Surveys (Membership Asset, Meeting Evaluations, Member satisfaction, Cancer Survivor Needs)
- Group discussions or focus groups
- Review of documents
- Use of secondary data (BRFSS, Vital Statistics, Cancer Registry)

# Step 5: Justify Conclusions

## Comprehensive Cancer Control

- Analysis of data results in an annual progress report
- Suggests actions to be made based upon reviews

## Step 6: Ensure Use and Share Lessons Learned Comprehensive Cancer Control

- Present results of the evaluation to stakeholders

# A Potential Hierarchy of Effects

- Participation: Number of people reached
- Degree of interest: feelings toward the program
- Learning: knowledge, opinions, skills
- Actions: Patterns of behavior adopted
- System and Environment Change: Changes in social, economic, or environmental conditions
- Health outcomes: Health indicators as end results

# Key Challenges in Evaluating Comprehensive Cancer Control Efforts

- Incorporating perspectives of broad, varied groups of stakeholders
  - Makes evaluation more complex
  - Stakeholders and their role may change throughout the cancer control initiative
- Central importance of infrastructure for overseeing and facilitating comprehensive cancer control
  - Administrative oversight is essential to coordinate activities and to keep stakeholders informed

Source: Rochester, P. et al (2005). The evaluation of comprehensive cancer control efforts: Useful techniques and unique requirements. *Cancer Causes and Control*.16 (Suppl. 1): 69-78

# Key Challenges in Evaluating Comprehensive Cancer Control Efforts

- Complexity in conceptualizing change at many levels
  - Can include examining change on many levels—  
from the individual to larger groups
  - Physical or social environment
  - Legislative action
  - State, local or national policies

Source: Rochester, P. et al (2005). The evaluation of comprehensive cancer control efforts: Useful techniques and unique requirements. *Cancer Causes and Control*.16 (Suppl. 1): 69-78

# Key Challenges in Evaluating Comprehensive Cancer Control Efforts

- Potential implementation at the community, regional, state, tribal, territorial, or national level
  - Evaluation must address the success of efforts and pay attention to how these different efforts are aligned and how efforts at higher levels contribute to, inform or constrain efforts.

# Resources

- <http://www.cdc.gov/eval/framework.htm>
- <http://www.cdc.gov/eval/resources.htm#manuals>
- <http://gsociology.icaap.org/methods/>