

Triangulation of Data Methods and Sources for Tracking Implementation of the Texas Tobacco Settlement:

An Overview of the University of Houston Research and Evaluation Plan for Implementation of School and Community Policies and Practices

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UH EVALUATION GOALS:

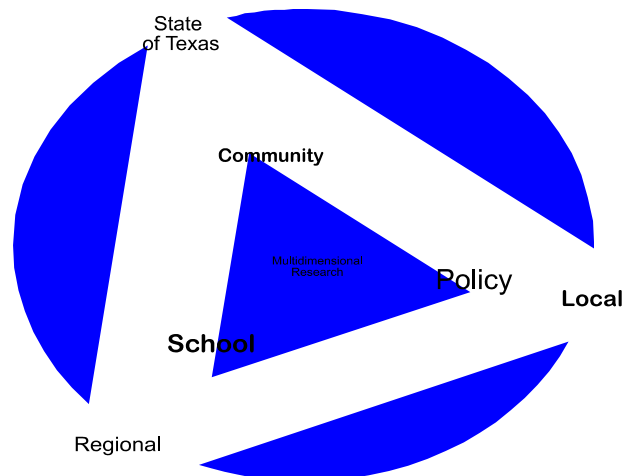
1. Establish a comprehensive, integrated implementation tracking and support system customized for the Texas Tobacco Pilot Study;
2. Use of the support system to collect baseline data on:
 - a) “what’s happening” on the state, regional and local levels in tobacco control and prevention,
 - b) the historical context of current policies and practices, and
 - c) the capacity of communities and schools to successfully implement new initiatives or strengthen existing ones; and
3. Address research objectives to provide insights into factors influencing tobacco program implementation and outcomes.

Gingiss, P., Gottlieb, N., Huang, P., & Sneden, G. 11th World Conference on Tobacco OR Health: Promoting a Future Without Tobacco. August, 2000. Chicago, Illinois.

RESEARCH AND EVALUATION

Research Objectives

1. **Assess the design and implementation** features of measurement instruments tailored to a “Texas Model,” along with analysis of the most effective, cost-efficient and practical features for ongoing tracking of the pilot study area and subsequent state-wide use.
2. **Examine the association of historical and contextual factors** with current legislation, community infra-structures and practices, and individual behaviors.
3. **Diagnosis of strengths and barriers** on the state, regional, local, and individual levels which influence the likelihood of successful implementation of tobacco-related innovations.
4. **Apply results** of the implementation studies to explain youth and adult outcomes.
5. **Identification of state and regional diffusion channels** for dissemination of effective programs as well as the staff development and technical assistance needs of funding recipients.



School Components

Educational Service Centers (ESC)

Target Population

All ESC representatives attending a statewide Texas Department of Health (TDH) meeting.

Objectives

1. "What's Happening" in the ESC regions regarding health education, with an emphasis on Tobacco Prevention and Control
2. Recommendations for development of the school surveys

Method

Focus Group

Partners

University of Houston
Texas Department of Health

Principal Survey

Target Population

Secondary School Principals in TDH Evaluation Study Areas.
Participants: 131; response rate of 77%.

Objectives

1. Baseline identification of the status of school implementation of tobacco program components.
2. Assessment of school policies and their enforcement.
3. Factors likely to influence implementation of new tobacco programs over the next three years.

Methods

1. Written questionnaire designed to correspond to a current CDC Tobacco Module questionnaire for comparisons of Texas and National Data.
2. Follow-up in Fall 2000 and Spring 2001 planned.

Partners

University of Houston
Texas Department of Health
Texas Education Agency

Health Coordinator/Lead Health Teacher

Target Population

Secondary School Health Coordinators in TDH Evaluation Study Areas.

Participants: 126; response rate of 75%.

Objectives

1. Baseline identification of the status of tobacco use prevention education (TUPE) in their schools.
2. Determination of recent staff development activities and future needs.
3. Identification of tobacco cessation support at their schools.
4. Identification of teacher and school-level factors likely to influence implementation of new TUPE programs over the next three years.

Methods

1. Written questionnaire designed to correspond to a current CDC Tobacco Module questionnaire or comparisons of Texas and National Data.
2. Follow-up in Fall 2000 and Spring 2001 planned.

Partners

University of Houston
Texas Department of Health
Texas Education Agency

School Capacity Survey

Target Population

Lead health contact person at each school funded by TDH through ESC in designated study areas.

Objectives

1. Describe the scope and nature of new programs planned and existing programs to be strengthened over the next year.
2. Ascertain factors which may influence future school capacity to successfully implement tobacco programs and policies, including:
 - a) Facilitation processes in the school;
 - b) Implementation resources;
 - c) School or unit leadership;
 - d) Implementer characteristics;
 - e) External environment and leadership;
 - f) Compatibility of the new program or policy; and
 - g) Innovation characteristics.
3. Utilize data to provide recommendations for staff development and technical assistance.

Method

Written survey based on *Bridge-It*, a model for diagnosing likelihood of successful implementation.

Partners

University of Houston
Texas Department of Health, ESC Regional Tobacco Coordinators

Community Components

Network Analysis

Target Populations

1. Governmental, environmental, and racial/ethnic organizations.
2. Voluntary Health Agencies.

Objectives

1. Assess what is happening on the state level within each organization for tobacco prevention and control and organizational structures for diffusing tobacco programs to regional/local branches.
2. Identification of regional representatives and the relative strengths and needs of local study areas.
3. Identification of local community contacts for the key informant survey.
4. Coordinate data with UT-A results for a comprehensive state of Texas perspective.

Methods

Phone interviews of at least 50 state and regional representatives based on protocols.

Partners

University of Houston

University of Texas at Austin

University of Texas Health Science Center

Community-level Analysis

Opinion Leader Survey

Target Population

300 individuals selected in part based on the formal positions they occupy in their communities. Leaders will be surveyed from the following categories:

- a) Government,
- b) Business,
- c) Education,
- d) Health,
- e) Media, and
- f) Youth and Ethnic groups.

Objectives

1. Baseline assessment of attitudes and perceived practices in local counties and communities.
2. Assessment of the general degree of support and/or resistance to the state's tobacco control efforts.
3. Compare results with California and additional states using Gallop format.
4. Identification of key informants in each area for follow-up interviews of what is happening in local communities.

Methods

1. Phone surveys conducted from the CATI (Computer Assisted Telephone Interviewing) lab on the UH campus.
2. Between-groups comparison with California results.

Partners

University of Houston, the Center for Public Policy

Baylor College of Medicine

Key Informant Survey

Target Population

Individuals identified by the State and Regional Network Analysis and Opinion Leader

Survey as local persons active in local tobacco control efforts.

Objectives

1. Assessment of insights for current and historical context for coalition structures and programs in counties local communities.
2. Provide baseline data to assess the impact of tobacco initiatives, data to guide intervention planning, and insights to explain intervention outcomes.

Methods

1. Written survey.
2. Focus groups in TDH Evaluation areas.

Partners

University of Houston
Texas Department of Health

Community Capacity Survey

Target Population

Project Directors of Tobacco Programs funded through TDH.

Objectives

1. Provide information to program planners and the state of Texas regarding the following:
 - a) The purposes and targets of current projects;
 - b) Likelihood of continued involvement after the fiscal year ending 9-31-00;
 - c) Status of tobacco prevention and control prior to the distribution of TDH funds;
 - d) Community capacity for implementing programs over the next 3 years; and
 - e) Perceived assets and barriers influencing program implementation;
2. Diagnose training and resource needs.

Methods

Written survey to be distributed at the Statewide Tobacco Conference and through the mail.

Partners

University of Houston, the Center for Public Policy
Southwest Texas State University

Policy Component

Policy Survey and Analysis

Target Populations

1. Local ordinances in all cities over 10,000 in the pilot study areas and Bell County.
2. Insurance and HMO coverage of smoking cessation programs.

Objectives

1. Examine the legal structure of tobacco regulation in Texas.
2. Analyze the status of smoking legislation at the state and national levels.
3. Review insurance and HMO coverage of smoking cessation programs.

Methods

1. Document analysis of all tobacco legislation and insurance coverage at the city, state, and national levels.
2. Utilize the state Geographic Information System (GIS) to demonstrate coverage of populations in the TDH evaluation areas.
3. Compare results with national data reported by other states.

Partners

University of Houston, the Health Policy and Law Institute

5 Factors Contributing to Evaluation & Research Integration			
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Factor #1

Systemic, multi-dimensional approach which integrates state, regional, community, work unit and individual implementer perspectives.

Factor #2

Linkage of primary and secondary data sources and methods which include quantitative methods (written and phone interviews) with qualitative methods (e.g. focus groups & interviews).

Factor #3

Standardization of questions across groups and institutions (e.g. common questions in the school and community surveys.

Factor #4

Component-spanning research objectives.

Factor #5

University/Texas Department of Health Coalitions coordinated by TDH and the University of Texas—Austin.