Texas Evaluation of Community Infrastructures, Capacity and Program Status

Phyllis M. Gingiss, Dr.P.H.
University of Houston

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Texas Tobacco Evaluation and Surveillance Plan

COMMUNITY CONTEXT
- Industry Presence
- Retailer Youth Access
- Opinion Leader Surveys (Judiciary, Law Enforcement, Health Care Specialists, Media, School & Community Leader Surveys)

PROCESS EVALUATION
- PMATS (online Program monitoring)
- QUITLINE monitoring
- MEDIA monitoring (Industry & Counter Industry)

CORE SURVEILLANCE
- Adult, Youth & College Tobacco Surveys
- Municipal Ordinance Tracking
- Product Sales Tax Tracking
- School & Community Infrastructure & Capacity Surveys
Texas Evaluation Task Force

- 10 Texas Colleges and Universities in conjunction with Texas Department of Health, Office of Tobacco Use Prevention and Control
UH Evaluation Components

- Municipal Ordinance Tracking
- Healthcare Systems Survey
- School Infrastructure, Capacity & Status
  - Principal Survey
  - Health Coordinator Survey
  - School Capacity to Implement Tobacco Innovations
UH Community Evaluations

- Community Infrastructure, Capacity & Program Status Survey
- Coalition Analysis
  - Interviews
  - Document Analysis
- Opinion Leader Survey
Community Infrastructure, Capacity & Program Status Survey

- Participants:
  - Funded from TDH
  - Located in pilot area public health regions (n=3)
  - Representatives of:
    - Health and human services agencies
    - Education and media
    - Law enforcement
Components of the survey

- Community infrastructure & capacity
  - Broad-based citizen involvement
  - Infrastructure & processes for planning and coordination
  - Resources and support
  - Decision-making processes using local leadership and expertise
  - Communication/information networks
  - Outreach, evaluation and feedback mechanisms
Community perceptions of tobacco goals

- Views of local priorities
- Perceived impact of each within county or municipality selected
  - Youth prevention
  - Motivate youth and/or adults to cease
  - Protection of public from ETS
  - Reduce tobacco use in diverse and special populations to eliminate disparities
Scope and nature of agency/organization focus

- Type of organization
- Counties served
- Focus of current initiatives
- % of agency focus on tobacco prevention and control
- Funding source(s)
- Characteristics of populations reached
Conditions within agencies influencing capabilities to implement & sustain tobacco initiatives

- Formal plans
- Commitment of staff and volunteers
- Communication among those involved
- Knowledge and skills of staff and volunteers
- Leadership
- Monitoring and feedback
- Effectiveness of tobacco control efforts
Assets and barriers which may influence statewide initiatives

- Assets which can support statewide implementation
- Barriers which may hinder or delay statewide implementation
Coalition Analysis (Interview)

- Background information
- Start-up
  - When and how planning began
  - Reasons for start-up
  - Current purpose/mission
  - Coalition organization
Coalition Analysis (Cont.)

- Current status: What’s happening now
- Factors influencing coalition functioning
  - Leadership
  - “Fit” of tobacco control in group priorities and focus
  - Membership/participation
  - Funding
  - How coalition relates to other tobacco groups or organizations
Coalition Analysis (Cont.)

- Current planning stage(s) - based on Community of Excellence phases
  - Identifying membership & coalition development
  - Assessing assets and indicators
  - Setting priorities and developing an action plan
  - Identifying resources and creating structures and communication systems
  - Planning for implementation within individual agencies/organizations
  - Planning for community-wide implementation
  - Measuring progress
Coalition Analysis (Cont.)

- Scope and nature of current coalition activities (chart, followed by discussion)
- Most important single accomplishment
- Largest frustration
- Future plans
- What’s been learned
Document Review

- Membership list
- Bylaws
- Written plan
- Minutes
- Annual reports/evaluations/needs assessments
Opinion Leader Survey (every 3 years)

- Background information
- Youth access (attitudes & opinions)
- Other views about smoking
- Responses to media
- Recall of other community programs
Opinion Leader Survey

- Program impact/efficacy
- Participation & advocacy from organization or institution
- Personal involvement
- Background data and assessment of the community
Comparison of Responses

Youth Prevention
Motivating Cessation
Protecting Public ETS
Eliminating Disparities

Opinion Leaders
Project Informants
Current Community Programs
Methodological Issues

- Unit of analysis
- Variations in patterns of community organization (e.g. What IS a coalition)
- Differentiation between coalition and individual organization characteristics and contributions
- Provision for data triangulation
- Call for a systems approach
Contact Information

Phyllis Gingiss, Dr.P.H.
University of Houston-Dept. of HHP
Houston, TX 77204
pmgingiss@uh.edu

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