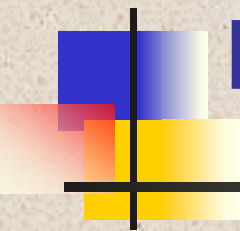


Texas Evaluation of Community Infrastructures, Capacity and Program Status



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2002 National Conference on Tobacco
or Health. San Francisco, CA.



Texas Tobacco Evaluation and Surveillance Plan

TEXAS DEPARTMENT OF HEALTH OFFICE OF TOBACCO USE PREVENTION & CONTROL

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



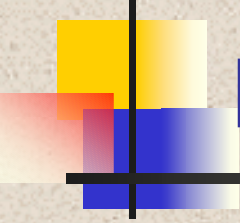
UH Evaluation Components

- 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



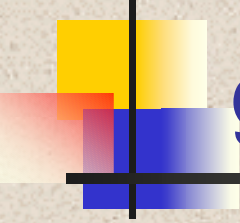
Community Infrastructure, Capacity & Program Status Survey

- 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



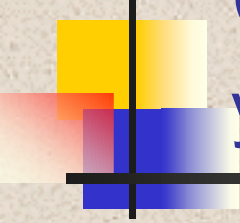
Coalition Analysis (Cont.)

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



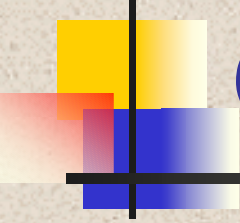
Document Review

- Membership list
- Bylaws
- Written plan
- Minutes
- Annual reports/evaluations/needs assessments



Opinion Leader Survey (every 3 years)

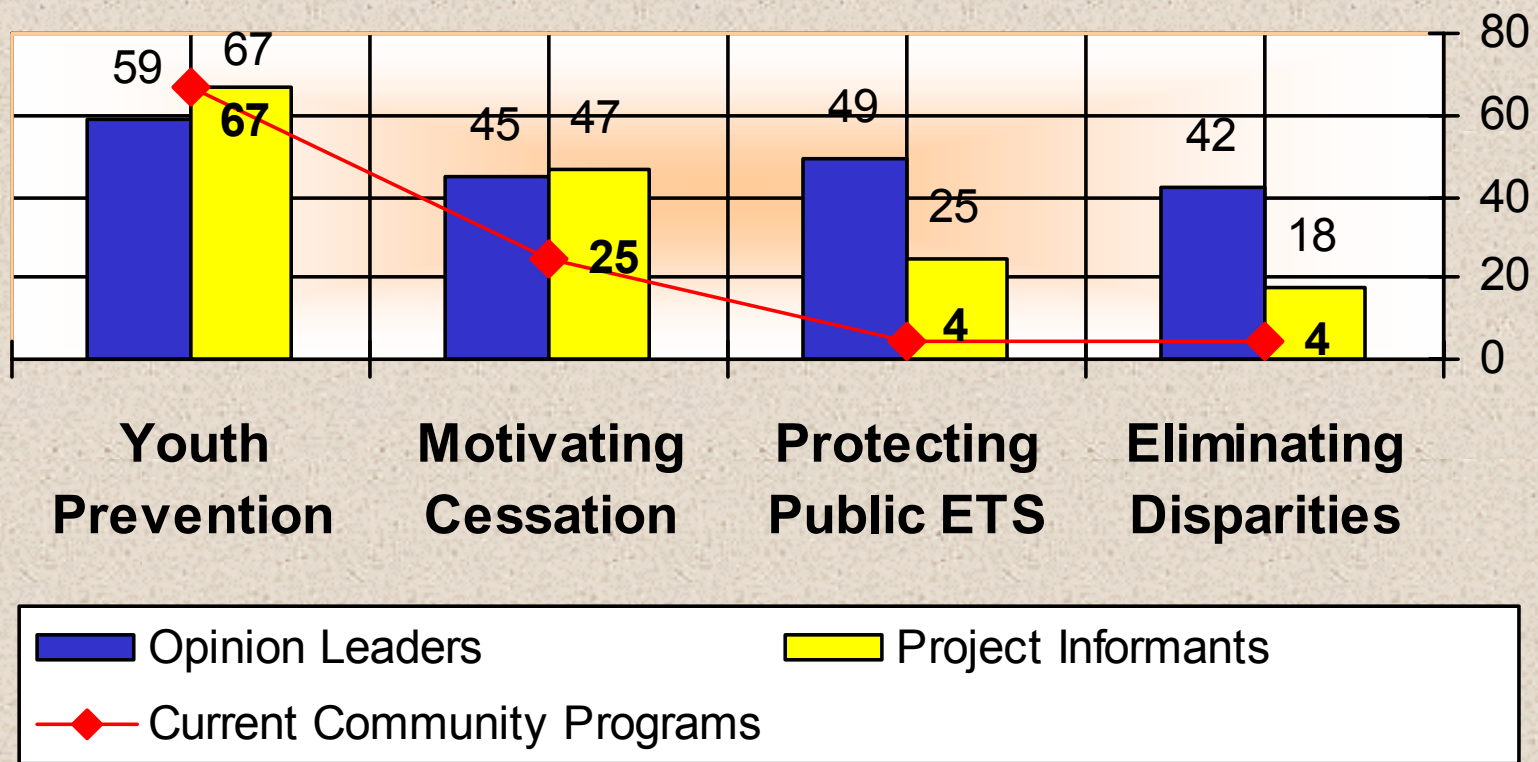
- Background information
- Youth access (attitudes & opinions)
- Other views about smoking
- Responses to media
- Recall of other community programs



Opinion Leader Survey

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

Comparison of Responses





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



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