



Using the Management Information System to Build the Evidence Base for the CDC's National Tobacco Control Program

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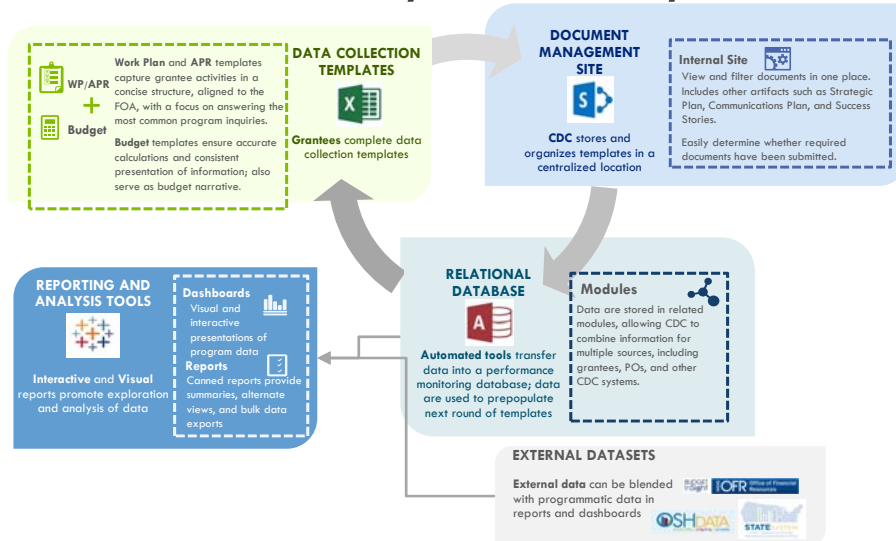
Agenda

- ☐ Overview of Management Information System (MIS)
- ☐ Reports and Dashboards
- ☐ Examples of Uses and Benefits
- ☐ Challenges
- ☐ Next Steps

Overview of the MIS System

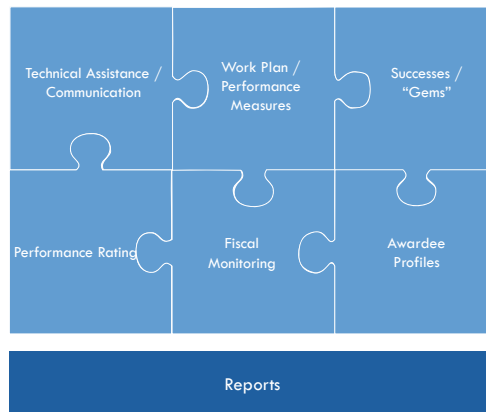
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OSH MIS: System of Systems



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Data Integration



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OSH Program Data

- ☐ Work plans
 - Includes objectives, KOIs, strategies, activities, etc.
- ☐ Performance measures
- ☐ Progress reports
- ☐ Success stories
- ☐ Technical assistance requests

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Work Plan Template

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33
Prevention Secondhand Smoke Cessation Mass Reach Communications Surveillance & Evaluation Infrastructure, Administration & Support																																
Goal 1																																
Prevent initiation among youth and young adults.																																
Project Period Objective 1																																
Select a Project Period Outcome																																
Key outcome indicator (KOI)																																
1.01 Short-term Increased knowledge of the dangers of tobacco use, especially among...																																
1.02 Short-term Increased restriction of tobacco use and enforcement of anti-tobacco...																																
1.03 Short-term Increased restriction and enforcement of tobacco product sales, use...																																
1.04 Short-term Increased policy and enforcement efforts to reduce tobacco industry...																																
1.05 Intermediate Reduced susceptibility to experimentation with tobacco products...																																
1.06 Intermediate Decreased exposure to tobacco marketing and availability of tobacco...																																
1.07 Intermediate Reduced tobacco industry influence																																
1.08 Intermediate Increased price of tobacco products																																
Strategy 1																																
Select a strategy																																
Annual Objective																																
Populations of Focus: Within this strategy, will you address Goal 1:																																
Identify and eliminate tobacco-related disparities among population groups?																																
If "yes", indicate the population(s) of focus for the strategy:																																
☐ Youth ☐ LGBT ☐ Low SES ☐ Rural ☐ Urban ☐ Substance Abuse ☐ Pregnant Women ☐ Veterans/Military ☐ Mental Health ☐ Race/Ethnicity ☐ African American or Black																																
Indicate if you will be using any of the following channels to increase reach:																																
☐ Faith-based Organizations ☐ Federally Qualified Health Centers (FQHC) ☐ Health Care Providers ☐ Health Insurance/Planners ☐ Medicaid ☐ Public Housing Authorities																																
National Networks																																
☐ LGBT HealthLink (LGBT) ☐ National African American Tobacco Prevention Network (African American) ☐ National Voice (Hispanic) ☐ National Behavioral Health Network for Tobacco and Cancer Control (Mental Health/Substance Abuse)																																

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Performance Measures Template

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18				
Benchmarks		Performance Measures																			
Benchmarks																					
Evidence state health officer and other senior state health department management involvement in the tobacco control																					
Measure Description																					
Describe the involvement of the state health officer and other senior health department management in the tobacco control program.																					
Measure																					
Evidence of executed sustainability plan and activities																					
Measure Description																					
Briefly describe the process used to develop sustainability plan, including how stakeholders were involved.																					
Was the Program Sustainability Assessment Tool completed when developing the plan?																					
Were at least 50% of stakeholders from outside the state and local health departments? Explain																					
Measure																					
Evidence of the provision of ongoing training for staff through participation in CDC sponsored training, meetings, conferences and other continuing education opportunities as identified by state health department program staff																					
Measure Description																					
Number of staff who attended kick-off meeting.																					
Measure																					

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Annual Progress Report Template

Prevention	Secondhand Smoke	Cessation	Mass Reach Communications	Surveillance & Evaluation	Infrastructure, Administration & Support	APR Summary
Year 1	Year 1	Year 1	Year 1	Year 1	Year 1	Year 1

Goal 1 APR - Year 2

Prevent initiation among youth and young adults.

Project Period Objective 2 (Optional)

Reduce the percentage of students in grades 8, 10, and 12 who report having used ENDS in the past 30 days from 10.5% in 2015 to 2% in 2020.

Select a Project Period Outcome	Key outcome indicator (KOI)
1.09 Long-term: Reduced initiation of tobacco use	[1.09 c] Proportion of young people who report never having tried a tobacco product

Objective Progress

Is there a new estimate available for Project Period Objective 2? ☐ **(Indicate if there is a new estimate)**

Strategy 1

Educate and inform stakeholders and decision-makers about evidence-based policies and programs to prevent initiation of tobacco use

Annual Objective

By March 29, 2017, decrease the percentage of UT tobacco specialty stores statewide that are not in compliance with the zoning criteria outlined in Utah Law from 4% to ____%. (E.g. To be eligible to be licensed by a county or municipality a tobacco specialty business cannot be located within a 1,000 feet of a [defined] community location, etc.) (Tobacco Specialty Store Zoning Assessment)

Annual Objective Progress

Select the status of the Annual Objective at the end of Year 1. Then, describe your progress toward meeting the Objective in the field below, if applicable.

[Select Status]

Activity Description: Describe all to be planned activities related to the above strategy.	Population Description: Specify the populations and channels being targeted for each activity (if applicable) and check the corresponding box below.	Responsible Party: Specify the TPO position or partner responsible for this activity.	Timeframe		Progress Reporting	
			Start Month	End Month	Activity Status	Progress Notes (including barriers/challenges)
Work with Local Health Departments to assess current compliance with UT law restricting the location of retail tobacco specialty businesses.	Local Health Departments receive funding to work with retailers in their own communities. (TPO use) Provide LHDs with information and data to help	TPOC LHD Liaisons TPOC Evaluators Retailer Education	April 2016	March 2017		

Reports and Dashboards



Reports and Dashboards

- ❑ Illustrate the aggregate view of grantee work
- ❑ Track progress for the duration of the FOA
- ❑ Help answer program questions
- ❑ Support ongoing technical assistance
- ❑ Improve data quality and monitoring of performance metrics

Example Reports

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State Strategies by Population

NTCP Work

African American or Black - Population

State A

Support state quitline capacity

Implement evidence-based, mass-reach health communication interventions to increase cessation and/or promote the quitline

State B

Educate and inform stakeholders and decision-makers about evidence-based policies and programs to prevent initiation of tobacco use

Educate and inform stakeholders and decision-makers about evidence-based policies and programs to reduce exposure to secondhand smoke

Support state quitline capacity

Implement evidence-based, mass-reach health communication interventions to prevent initiation

Develop and/or enhance surveillance systems to collect population-specific data

Develop and maintain networked partnerships including state, local and chronic disease coordination

State C

Increase engagement of health care providers and systems to expand utilization of proven cessation services

Support state quitline capacity

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Outcome Indicators Report

Key Outcome Indicators and Associated Project Period Objectives,* by State and Performance Year

KOI 1.01.a Level of awareness of anti-tobacco media messages

PPOs linked with this KO 21

PPO: Increase the proportion of high school students who have seen commercials about the dangers of cigarette smoking in the past 30 days from 73.6% to 74.6% by March 2017.

Progress: No new data. Youth Tobacco Survey will be conducted in 2016.

PPO: [REDACTED] D and stakeholders will collaborate to develop and implement and maintain marketing campaigns that will increase the knowledge base of secondhand smoke for disparate populations throughout the State [REDACTED], including LGBTQ, youth, female and African Americans.

PPO: [REDACTED] D and stakeholders will collaborate to develop and implement and maintain marketing campaigns that will increase the knowledge base of disparate populations throughout the State of [REDACTED]

PPO: ~~XXXXXX~~ and stakeholders will collaborate to develop and implement and maintain marketing campaigns that will increase the knowledge base of secondhand smoke for disparate populations throughout the State ~~XXXXXX~~, including LGBTQ, youth, female and African Americans.

PPO: [REDACTED] D and stakeholders will collaborate to develop and implement and maintain marketing campaigns that will increase the knowledge base of disparate populations throughout the State of [REDACTED]

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Example Dashboards

NTCP 1509: Grantee Goals and Strategies

Goal Desc

(All)

Strategy Text

(All)

Population

- ☐ African American or Black
- ☐ American Indian or Alaska Nat...
- ☐ Asian
- ☐ Hispanic/Latino
- ☐ LGBT
- ☐ Low SES
- ☐ Mental Health
- ☐ Pregnant Women
- ☐ Rural
- ☐ Substance Abuse
- ☐ Urban
- ☐ Veteran/Military
- ☐ Youth

Awardee Strategies

Awardee Name: Population

- Develop and/or enhance surveillance systems to collect population-specific data
- Develop and maintain a fiscal management system
- Develop and maintain managed resources including adequate staffing, funding, sub-recipient grants and contracts
- Develop and maintain multilevel leadership
- Develop and maintain responsive planning
- Educate and inform stakeholders and decision-makers about evidence-based policies and programs to increase cessation
- Educate and inform stakeholders and decision-makers about evidence-based policies and programs to prevent initiation of tobacco use
- Educate and inform stakeholders and decision-makers about evidence-based policies and programs to reduce exposure to secondhand smoke
- Implement and enforce policies for tobacco-free public places
- Implement evidence-based, mass-reach health communication interventions to increase cessation and/or promote the quitline
- Implement evidence-based, mass-reach health communication interventions to prevent initiation
- Implement evidence-based, mass-reach health communication interventions to reduce exposure to SHS
- Increase policies for smoke-free multi-unit housing
- Promote health systems changes to support tobacco cessation

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NTCP 1509: Awardee Strategies and Activities by State Comprehensive Smokefree Law Status

Strategy

- ☒ Educate and inform stakeholders and deci...
- ☒ Expand and/or strengthen tobacco-free sc...
- ☒ Implement and enforce policies for tobacco...
- ☒ Increase policies for smoke-free multi-unit ...
- ☒ Increase tobacco-free home policies
- ☒ Increase tobacco-free vehicle policies

■ Comprehensive
■ Not Comprehensive

Strategies and Activities

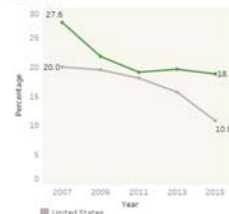
Awardee Name	Strategy Text	Activity Desc
Educate and inform stakeholders and decision-makers about evidence-based policies and programs to reduce exposure to secondhand smoke	Assess community resources and infrastructure with regard to smoke-free protections	Disseminate state and community-specific SHS data through community leader interviews and speaking opportunities
	Facilitate discussion about the elements of model smoke-free policies	Facilitate local coalitions to implement tobacco-related interventions
		Gather personal stories demonstrating the impact of exposure to SHS
		Implement College Tobacco-Free Campus Initiative to support smoke-free colleges and universities in 6 Public Health
		Implement Communication Plan
		Implement the National Association of State Mental Health Program Directors' Tobacco-Free Living in Psychiatric Setting
		Implement the Partnership for Prevention Smoke-free Policies Action Guide to support smoke-free policies in 6 target c
		Obtain documented support from community leaders for smoke-free protections
Implement and enforce...		Collaborate with city officials to inform business owners of smoke-free policy requirements

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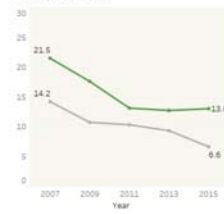
Preventing Initiation Among Youth and Young Adults

West Virginia

Cigarette Use Among Youth, YRBSS, 2007-2015



Smoked a Cigarette Before Age 13, YRBSS, 2007-2015



Ever Cigarette Use Among Youth, YRBSS, 2015

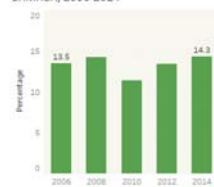
47.3 %



32.3 %



Youth Tobacco Sales, Synar Report, SAMHSA, 2006-2014



Minors' Access Laws: Cigarette Sales, OSH STATE System

		2014	2016
Enforcement	Enforcement Authority	✓	✓
	Signage Required	X	X
Penalties	Penalty to Business	✓	✓
	Penalty to Youth	✓	✓
Restrictions	Minimum Age	✓	✓
	Possession Prohibited	✓	✓
	Purchase Prohibited	X	X
	Use Prohibited	✓	✓

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State and Community Interventions

Awardee

Project Period Objective(s)

Increase the proportion of children 0-17 who live in households where smoking is not allowed from 75.9% (2011/12 National Survey of Children's Health) to 85% by 2020. (Links to HP2020 TU 11).

Annual Objective(s)

1. By March 2016, increase the number of Housing and Urban Development properties that implemented tobacco free in-home (multi-unit) properties from 4467 to 4739. Increase in n = 272 ..

By August 31, 2016 increase the number of college/university campuses in the University System of I (n=15) and the Community College System of I (n=9) adopting tobacco free policies.

By December 2015, I Job Corps site located in will open its doors as a tobacco free campus (including electronic cigarettes). Note: Opening has been delayed until October 2015.

By March 2016 improve I childcare licensing rules to eliminate tobacco u at licensed childcare facilities.

Goal Area

Secondhand Smoke

Smokefree Policies in Public Housing

81%

of Public Housing Authorities have smokefree indoor air policies



Tobacco-Free Policies in Mental and Substance Abuse Facilities

Mental health outpatient facilities



Mental health residential facilities



Substance abuse outpatient facilities



Substance abuse residential facilities



▲ Yes, partial ban; policy may exclude certain products

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Examples of Uses and Benefits

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Point of Sale (PoS) Report

- ☐ Used MIS to examine 3 PoS strategies
 - Licensure/Zoning; Flavor bans; Retailer number/location/density
 - Identified states working on these strategies
- ☐ Content analysis of work plans
- ☐ Content analysis of evaluation plans

PoS Report: Purpose and Utility

- ☐ Describe state of interventions around PoS
- ☐ Inform OSH technical assistance and programmatic efforts
- ☐ Illustrate where states may be doing work or evaluation to fill in the gaps with what is known
- ☐ Utility for states?

Using MIS to Evaluate National Goals

- ☐ Program data
 - Benchmark and performance measures
- ☐ Outcome indicators
- ☐ Assess relationship between program structure/activities and outcomes

Building the Evidence Base

- ☐ Assess implementation of evidence-based strategies
- ☐ Identify areas where states are evaluating areas that can fill gaps in evidence or lead to promising practices
- ☐ Opportunities to assess practical considerations

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Other Uses



Facilitate coordination of NTCP efforts



Track annual progress of objectives



Assess impact of NTCP efforts



Identify opportunities for technical assistance

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Challenges

- ☐ Prioritizing data needs
- ☐ Disseminating and using data in a timely manner
- ☐ Sharing information outside of CDC
- ☐ Sharing state-specific information due to sensitivities with sharing non-public state data

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Next Steps



STATE PROFILES



USE OF THE DATA



TELL A STORY



OTHER USES

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Key Takeaways

- ☐ The MIS serves as a platform for collecting, analyzing, and using programmatic data in a standardized manner
- ☐ Ability to link to and complement surveillance data for robust monitoring and evaluation
- ☐ Can help coordinate NTCP efforts and facilitate technical assistance
- ☐ Can help inform programmatic efforts

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Questions?

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The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

