

Program Sustainability Assessment and Planning with Statewide Tobacco Control efforts

Kim Prewitt, BA

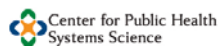
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 Washington University in St. Louis

Goals for Today

Explore the components of program sustainability capacity

Learn how to engage in Sustainability assessment and action planning

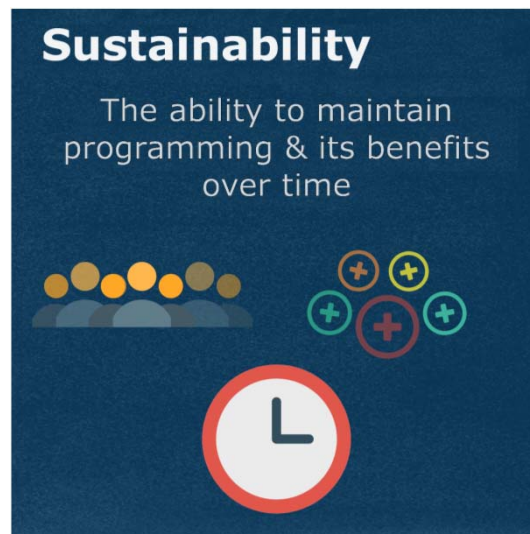
Hear from a state that has used the Tool and Curriculum to build sustainability capacity

The Sustainability Process

Understand → Assess → Plan



What is Sustainability?



How would you rate the overall sustainability of your program?

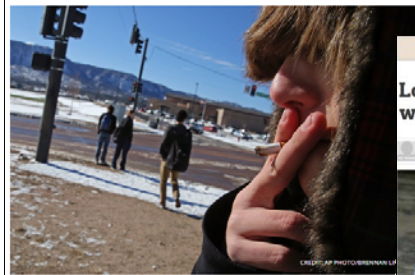
- 1 - Not at all sustainable
- 2
- 3
- 4
- 5 - Very sustainable



HEALTH

How States Are Failing To Tackle The Biggest Public Health Issue Of Our Time

By SAM P.K. COLLINS • JAN 30, 2015 10:50AM



An unidentified Colorado high school student smokes a cigarette.

Share 24 Tweet

Last year, the American Lung Association urged U.S. government officials to take the steps necessary to reduce smoking and secondhand smoke by 2019, and, however, shows that states have billions of dollars at their disposal.

Researchers found that tobacco by the Centers for Disease Control and Prevention's suggestions, more than what the agency advised, according to a report. As the time of the report, cessation benefits to Medicaid are ground.

NEWS NOW Gov. Cuomo touts

Local smoking-cessation groups fear budget cuts will snuff out progress

By cleveland.com
on December 31, 2020 at 4:16 PM | updated December 31, 2020 at 5:39 PM



Hospital News

Cleveland Clinic

Funding cuts to hit smoking cessation programs

Want to quit smoking? Think a class could help? Better take it by June 30. Further cuts to the state's tobacco control funding will kick in July 1 and tobacco cessation classes will be one of the casualties, said Eileen Gleason, tobacco cessation ...



Not just



Program Sustainability Framework



Schell, SF, Luke, DA, Schooley, MW, Elliott, MB, Herbers, SH, Mueller, NB, and Bunger, AC. (2013). Public health program capacity for sustainability: A new framework. *Implementation Science*, 8(15).



Environmental Support



Having a supportive internal and external climate



Funding Stability



Establishing a consistent financial base for your program



Partnerships



Cultivating connections between your program and its stakeholders



Organizational Capacity



Having the internal support and resources needed to effectively manage your efforts and its activities



Program Evaluation



Assessing your program to inform planning and document results



Program Adaptation



Taking action to adapt your efforts to ensure its ongoing effectiveness



Communications



Strategic communication with stakeholders and the public about your program.



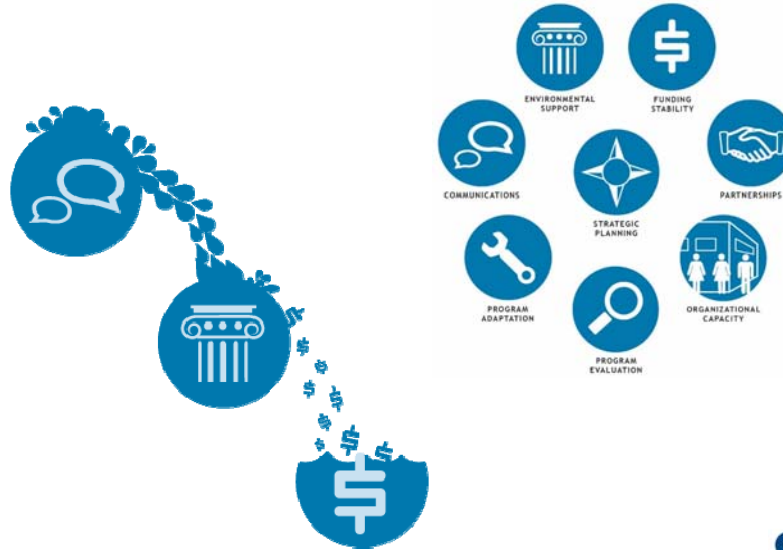
Strategic Planning



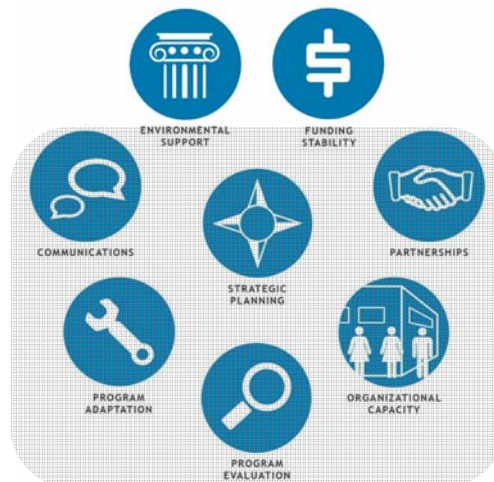
Using processes that guide your program's directions, goals, and strategies



Sustainability Domain Connectivity



Focus on what you can change



Sustaintool.org/understand



Program Sustainability Assessment Tool

Sustaintool.org

- 8 domains
- 5 items per domain
- < 15 minutes
- Individual or Group (12)



Sustaintool.org: Sustainability Report PDF

Sample Report

Sustainability Report

12/20/2012

[Go to Next Steps](#)

Many factors can affect sustainability, such as financial and political climates, organizational characteristics, and elements of evaluation and communication. The Program Sustainability Assessment Tool allows stakeholders to rate their program on the extent to which they have processes and structures in place that will increase the likelihood of sustainability. Assessment results can then be used to identify next steps in building program capacity for sustainability in order to position efforts for long-term success.

Interpreting the Results:
The table presents the average rating for each sustainability domain based on the responses that you provided. The remainder of the document presents the ratings for indicators within each domain. There is no mean rating that guarantees the sustainability of your program. However, lower ratings do indicate opportunities for improvement that you may want to focus on when developing a plan for sustainability.

Next Steps:

- These results can be used to guide sustainability planning for your efforts.
- Areas with lower ratings indicate that there is room for improvement.
- Address domains that are most modifiable, quicker to change, and have data available to support the needed changes.
- Develop strategies to tackle the domains that may be more difficult to modify.
- Make plans to assess the sustainability of your efforts on an ongoing basis to monitor changes as you strive for an ongoing impact.

Overall Capacity for Sustainability	3.3
Environmental Support	5.0
Funding Stability	3.6
Partnerships	5.0
Organizational Capacity	5.0
Program Evaluation	4.0
Program Adaptation	3.0
Communications	3.8
Strategic Planning	3.5

1 = to little or no extent / 7 = to a great extent

Sustainability Capacity by Domain

Domain	Rating
Environmental Support	5.0
Funding Stability	3.6
Partnerships	5.0
Organizational Capacity	5.0
Program Evaluation	4.0
Program Adaptation	3.0
Communications	3.8
Strategic Planning	3.5

1 = to little or no extent / 7 = to a great extent

For more information about the Program Sustainability Assessment Tool and sustainability planning, visit <http://www.sustaintool.org>



Sustaintool.org: Sustainability Scores

Overall Capacity for Sustainability	4.5
Environmental Support	5.2
Funding Stability	3.3
Partnerships	4.2
Organizational Capacity	5.1
Program Evaluation	5.5
Program Adaptation	5.1
Communications	4.0
Strategic Planning	3.7
1 = to little or no extent / 7 = to a great extent	



Questions to think about after taking the PSAT

- Did your results surprise you at all?
- Which domains do you think your program should focus its sustainability efforts on?
- How can you leverage your program's strengths to build on your weaknesses?



What to Sustain?

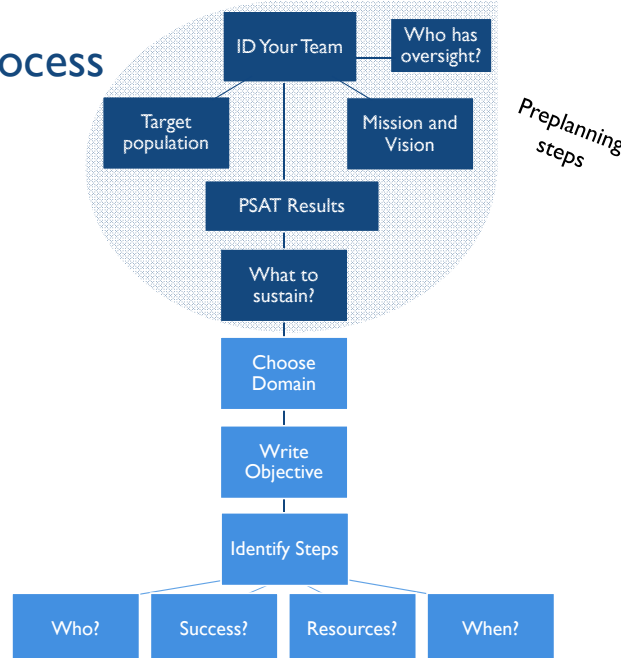


What to Sustain Guiding Questions:

- What elements of your program are the most effective and demonstrate the most impact?
- Where are your greatest needs?
- What elements of your program need to be revised, or even discontinued?
- What do you want to have accomplished 5 years from now?
- Are stakeholders committed to continuing your efforts?



The Process



Sustainability Action Plan

Program Evaluation: Assessing your program to inform planning and document results

Sustainability Objective: By June 2003, implement sufficient evidence-based programmatic changes so that an independent evaluation of new initiatives clearly indicates the efficacy and importance of the program to the public, stakeholders and legislators.

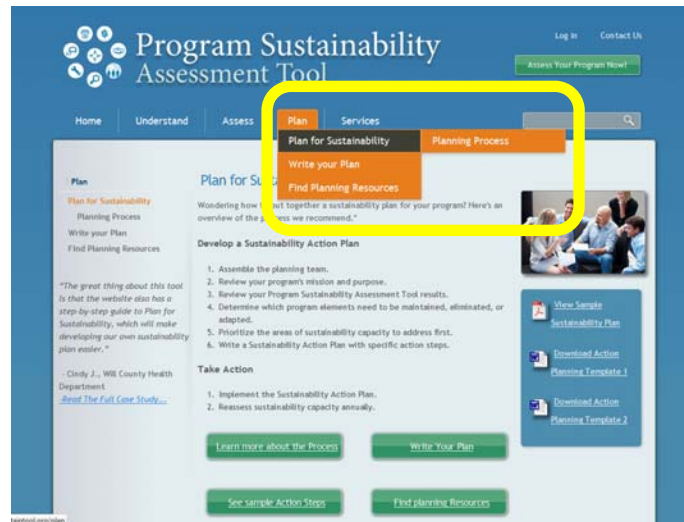
Steps to achieve objectives:	Who will do the work?	What does success look like?	What financial and non-financial resources are needed for this step? Where will they come from?	Due date			
				Q1	Q2	Q3	Q4
1. Inform partners that program will only fund interventions that have established efficacy	Health Dept. Leadership	All partners notified	Leadership and partner buy-in Technical assistance to ensure programs are tracking needed metrics		June 2002		
2. Reorganize partners by geographic location (vs. program area "silos") to encourage collaboration	Health Dept. Leadership	Reorganization complete, all partners notified and agreeable to transition	Leadership and partner buy-in Technical assistance to support the restructure			Aug. 2002	
3. Begin holding monthly calls with all partners to provide support and technical assistance for transitioning to evidence based programming and coordinating with other geographically similar programs.	Tobacco Control Program staff	75% program attendance on all monthly calls for at least three months	Partner buy-in Knowledge of program needs			Sept. 2002	
4. Hire external evaluator to conduct comprehensive evaluation of program impact	Tobacco Control Program	External evaluator hired and timeline for evaluation and report established	Funds to hire evaluator				Oct. 2002
5. Obtain final report from evaluator	Evaluator will complete report and submit to program manager	Report complete and submitted	Access to necessary data		May 2003		



LA slides



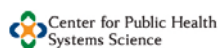
Action Planning



Best Practices User Guides

Stephanie Andersen, MPA

March 23, 2017



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Systems Science

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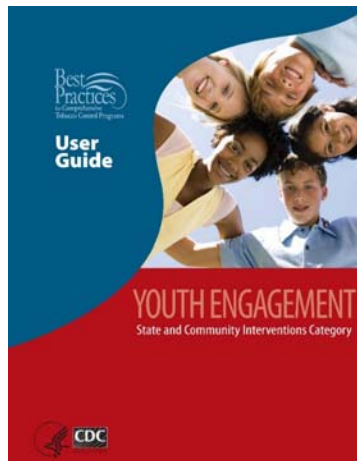
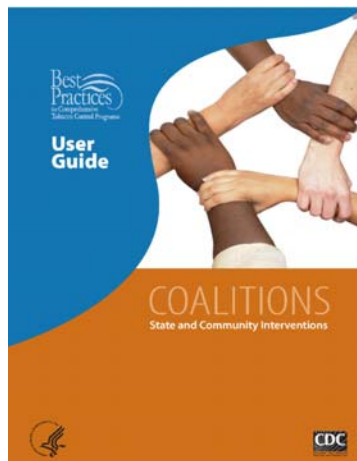
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What's in a User Guide

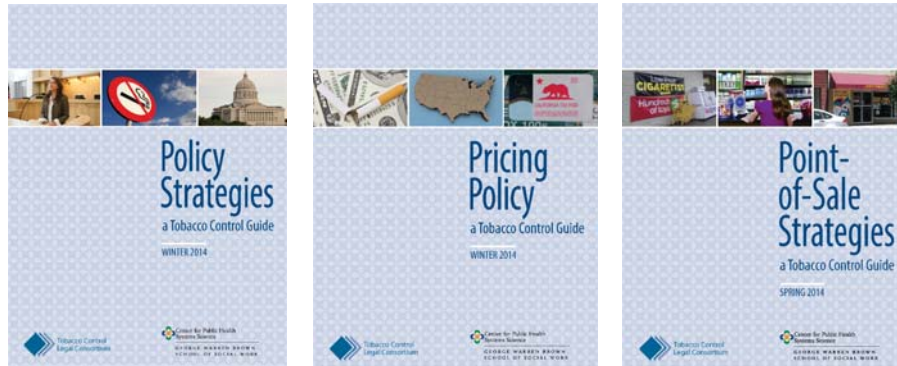
- **Making the Case** – key points about why it is important for tobacco control programs to work on the topic
- **A Brief History** –background and history of the topic
- **How to** – instructions on how to develop, implement, and manage the topic
- **Providing Support** – suggestions on how state programs can support the topic
- **In Action** – real-world examples from state or local programs
- **Case for Investment** – information about the importance of the topic
- **Resources** – publications, toolkits, and websites to help in planning efforts



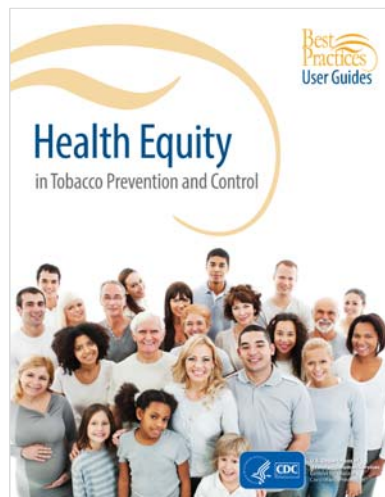
Coalitions & Youth Engagement



Tobacco Control Guides



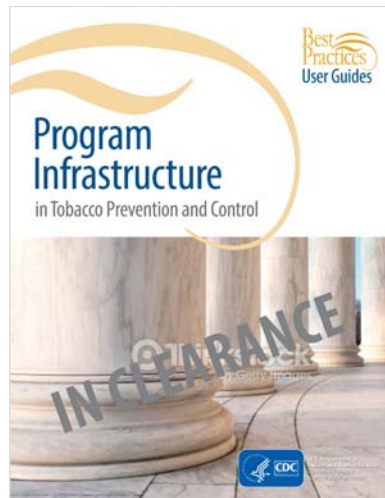
Health Equity



- Understanding Tobacco-Related Disparities
- Policy Interventions
- Implementing Strategies



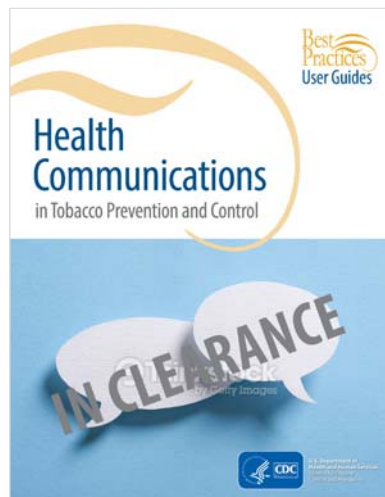
In Development



- Plans and Planning
- Leadership
- Partnerships
- Staff and Funding Resources
- Data



In Development

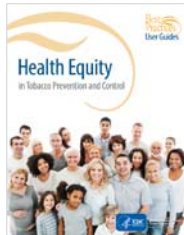


- Planning Campaigns
- Campaign Launch
- Paid and Earned Media Strategies
- Reducing Disparities
- Making Adjustments
- Evaluation



Creating Your Action Plan

Partnerships



Identify how partners working on other issues important to the community can support your efforts

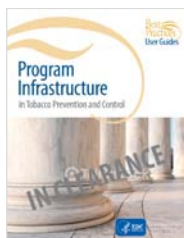


Learn strategies to communicate about your program with partners and internal stakeholders



Creating Your Action Plan

Organizational Capacity



Learn about critical skills for tobacco control staff and how to develop a training plan

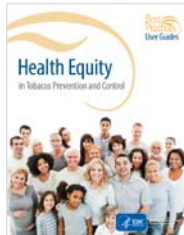


Identify potential leaders and learn ways to develop their leadership skills



Creating Your Action Plan

Program Evaluation



Learn how to design evaluations to capture effects on specific populations



Develop strategies to share evaluation results and ensure they are used to improve your program



More Information

CDC Centers for Disease Control and Prevention
CDC 24/7: Saving Lives, Protecting People™

SEARCH

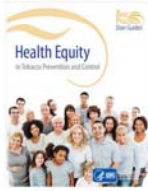
CDC A-Z INDEX ▾

Smoking & Tobacco Use

Home State > State and Community Resources

About This Office +
Quit Smoking +
Basic Information +
Tobacco-Related Disparities +
Data and Statistics +
State and Community Resources -
Tobacco Control Programs +
Best Practices, Tobacco Control Programs +
Best Practices User Guide: Health Equity
The Community Guide +
FDA Rules and Guidance +
Global Tobacco Control +
Multimedia & Tools +

Best Practices User Guide: Health Equity



This user guide focuses on how comprehensive tobacco control programs can work to achieve health equity in tobacco prevention and control. It offers tobacco control programs staff and partners information on how to work toward achieving health equity when planning, implementing, and enforcing tobacco control policies.

Download guide (PDF-5.04 MB)

<http://www.cdc.gov/tobacco/stateandcommunity>

Stephanie Andersen
Email: sandersen@wustl.edu



Evidence of Impact: Does it Work?

Measurable Improvement

Program	2013 PSAT Score	2015 PSAT Score
Program A	4.5	5.0
Program B	3.6	4.5
Program C	3.5	3.9
Program D	4.5	4.7
Program E	3.8	4.1



Why Plan Now?



Shediac-Rizkallah & Bone (1998). *Health Education Research*.





Contact Us

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