

**Kentucky Cancer Consortium- Comprehensive Cancer Control (CCC)  
Evaluation Plan Draft Updated February 5, 2018  
July 2017 - June 2018**

The following is the evaluation plan draft for CCC July 2017-2018 using the Comprehensive Cancer Control Branch Program Evaluation Toolkit and the CDC Evaluation Framework as a guide for the evaluation plan and report.

**Context for the Evaluation**

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### **KCC Evaluation Stakeholders**

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Becki Thompson, Kentucky Department for Public Health, Kentucky Colon Cancer Prevention

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Elaine Russell, Kentucky Department for Public Health, Obesity Prevention Program and Partnership for a Fit Kentucky

Elizabeth Holtsclaw, American Cancer Society

Elizabeth Westbrook, Kentucky Cancer Program

Jaclyn Nee, Kentucky Cancer Registry

Jamie Sparks, Kentucky Department of Education, Coordinated School Health

Maria Gomez, University of Kentucky College of Nursing, Health Disparities

Turner West, Kentucky Association of Hospice and Palliative Care

Vivian Lasley-Bibbs, Kentucky Department for Public Health, Office of Health Equity

### **KCC Staff**

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## **Context for the Evaluation**

The Kentucky Cancer Consortium has an annual evaluation plan that looks at three components “partnership, program and plan” in accordance with the Comprehensive Cancer Control Branch Program Evaluation Toolkit. The Partnership section assesses quality, contributions and impacts of the Kentucky Cancer Consortium. The Program section assesses the extent to which interventions in our Kentucky Cancer Action Plan are executed and yield intended results and the Plan section assess quality and implementation of the Kentucky Cancer Action Plan. This year’s partnership evaluation focuses on lessons learned in recruiting worksites and building new partnerships in eight Southern Kentucky counties to participate in lung cancer Roundtables/advisory groups. The program section focuses on collecting and aggregating information that has been implemented by KCC organizations over the past 10 years to increase colon cancer screening. The plan section focuses on identifying which organizations are working on specific areas of the Cancer Action Plan and developing an up-to-date resource to share with KCC members.

### **PARTNERSHIP Section**

*Quality, contributions and impacts of the Kentucky Cancer Consortium*

#### **Step 1: Engage Stakeholders**

In order to develop this evaluation plan, KCC staff discusses potential areas that they recommend evaluating more in depth as part of the Kentucky Cancer Consortium based on current priority areas. After the evaluation plan is drafted, KCC’s lead evaluator engages KCC members who have shown an interest in evaluation as well as who are actively engaged in the area that is being evaluated to participate in reviewing, refining and making recommendations for what is evaluated. One of our key partners in KCC is the Kentucky Cancer Program, which implements comprehensive cancer control

efforts at the local/regional level. They are housed at the University of Kentucky and University of Louisville and have staff known as Regional Cancer Control Specialists located throughout the state.

### **Step 2: Describe the Program**

The Kentucky Cancer Consortium works closely with the Kentucky Cancer Program and identifies ways to leverage resources and create synergies in order to build and sustain partnerships. One new initiative jointly funded by the Kentucky Cancer Consortium, SelfMade Health Network, and the Kentucky Cancer Program is known as “Lung Cancer Prevention and Survivorship is Good Business.” The overall goal for this initiative is to reduce lung cancer in Kentucky through prevention, early detection and survivorship support among male populations – focused on worksites with mostly male employees in eight Kentucky counties. Face-to-face focus groups, roundtables and worksite interventions are occurring in eight (8) Kentucky counties: Casey, Christian, Clay, Jackson, McCracken, Ohio, Perry and Warren county. Educational sessions are also being held and are open to statewide partners interested in the topic. The objectives for this project include the following:

- Increase tobacco treatment counseling to worksites with mostly (more than 50%) male employees.
- Increase the proportion of male adults in worksites with mostly male (more than 50%) employees who are routinely counseled about lung cancer screening consistent with current guidelines.
- Increase the proportion of persons in worksites with mostly male (more than 50%) employees covered by tobacco free/smoke free worksite policies that prohibit tobacco use and reduce secondhand smoke exposure.
- Increase radon prevention awareness to worksites with mostly male employees (more than 50%).
- Increase lung cancer survivorship awareness worksites with mostly male employees (more than 50%).

An area that is critical to the success of this effort falls in recruitment, partnership building and participation of the worksites that employ primarily male employees in county-focused roundtables. This *partnership* evaluation effort is focused on better understanding successes and lessons learned related to recruitment and participation of these key partners.

### Steps 3-4 Focus Evaluation Design and Gather Credible Evidence

**Objective: “PARTNERSHIP” Evaluation Section:**

**Topics: Lung Cancer Prevention and Survivorship is Good Business Partnership Recruitment**

Evaluation Questions	Indicator(s)	Data collection			Data Analysis
		Source	Method	Timing	
<ul style="list-style-type: none"> <li>• What methods/contacts did KCP staff use to recruit participants to be part of the Roundtables?</li> <li>• What worked well to facilitate recruitment to Roundtables?</li> <li>• What did not work as well with recruitment?</li> <li>• What were some of the most common barriers to participating in Roundtables?</li> <li>• Did worksites agree to participate in future roundtables or were they only willing to participate once?</li> <li>• Were there differences in participation based on whether the worksite had a smoke-free/tobacco free policy and/or a worksite wellness program?</li> </ul>		<ul style="list-style-type: none"> <li>• Kentucky Cancer Program Regional Cancer Control Specialists</li> </ul>	<ul style="list-style-type: none"> <li>• Key Informant Interviews and/or focus groups</li> </ul>	April 2018	<ul style="list-style-type: none"> <li>• Counts</li> <li>• Frequencies</li> <li>• Percentages</li> <li>• Qualitative information about recruitment and participation</li> </ul>

### Step 5: Justify Conclusions

Evaluation Questions	Indicators

### Step 6: Ensure Use and Share Lessons Learned

KCC staff will review the evaluation results to make improvements with recruitment and future partnership work with the Lung Cancer Prevention and Survivorship is Good Business Project. KCC will develop abstracts to present at conferences and will develop a manuscript to submit to Preventing Chronic Disease on their Tools and Techniques section.

### PROGRAM Section

*Extent to which interventions in our Kentucky Cancer Action Plan are executed and yield intended results*

#### Step 1: Engage Stakeholders

In order to develop this evaluation plan, KCC staff discusses potential areas that they recommend evaluating more in depth as part of the Kentucky Cancer Consortium based on current priority areas. After the evaluation plan is drafted, KCC's lead evaluator engages KCC members who have shown an interest in evaluation as well as who are actively engaged in the area that is being evaluated to participate in reviewing, refining and making recommendations for what is evaluated. For this *program* section, the intended users are those Kentucky organizations that have implemented colon cancer strategies and interventions over the past 10 years. Overall, evaluation stakeholders represent

academia, government and non-profit organizations from diverse areas of interest. For a list of the evaluation stakeholders who will participate in this evaluation plan, please see page 2 of this report. These evaluation stakeholders review current evaluation plan drafts, make recommendations on selecting focus areas, design and dissemination of results. This happens via email and conference call/webinar discussions.

### **Step 2: Describe the Program**

For more than 12 years, one of the focus areas for KCC has been implementing strategies related to increasing colon cancer screening. KCC has seen significant increases in screening and decreases in incidence and mortality. In order to better understand the context and contribution of many different organizations in helping achieve these successes, this evaluation will focus on understanding what strategies, particularly evidence-based strategies, have been implemented over the past 12+ years. KCC staff will glean information from a strategic planning session held focused on colorectal cancer screening efforts in Kentucky in Fall 2017, will review past reports, minutes and summary documents highlighting what we have been doing collectively, will organize this information and share it with our colon cancer screening partners to identify any missing elements on what CAP strategies have been implemented throughout the state. Questions will focus on understanding the most important contributions toward increasing colorectal cancer screening in Kentucky.

### **Steps 3-4 Focus Evaluation Design and Gather Credible Evidence**

<b>Objective:</b> “PROGRAM” Evaluation Section:					
<b>Topic:</b> Implementation of colon cancer screening and early detection strategies in Kentucky					
Evaluation Questions	Indicator(s)	Data collection			Data Analysis
		Source	Method	Timing	

<ul style="list-style-type: none"> <li>• What have been the most important contributions to increasing colorectal cancer screening, awareness and practice/policy change in Kentucky?</li> <li>• How can we (best) categorize these contributions? <ul style="list-style-type: none"> <li>○ Infrastructure <ul style="list-style-type: none"> <li>▪ Organizations</li> <li>▪ Collaborations</li> <li>▪ Funding</li> </ul> </li> <li>○ Public (Increase Community Demand &amp; Access for Colorectal Cancer Screening) <ul style="list-style-type: none"> <li>▪ Group Education</li> <li>▪ One-on-one Education</li> <li>▪ Client Reminders</li> <li>▪ Client Incentives</li> <li>▪ Mass Media</li> <li>▪ Small Media</li> <li>▪ Interventions to Reduce Out-of-pocket costs to clients (Reducing financial barriers)</li> <li>▪ Interventions to Reduce Structural Barriers <ul style="list-style-type: none"> <li>• Reducing Administrative Barriers</li> <li>• Providing appointment scheduling assistance</li> <li>• Using alternative</li> </ul> </li> </ul> </li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Strategies/interventions and related details describing them</li> </ul>	<ul style="list-style-type: none"> <li>• KCC Organizations involved in colon cancer screening implementation</li> </ul>	<ul style="list-style-type: none"> <li>• Review of past reports, minutes, presentations, etc.</li> <li>• Key Informant Interviews</li> </ul>	<ul style="list-style-type: none"> <li>• January – March 2018</li> </ul>	<ul style="list-style-type: none"> <li>• Kentucky case study</li> <li>• Themes, Types of strategies/interventions, Number and name of organizations involved, target audiences, etc.</li> </ul>
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<ul style="list-style-type: none"> <li> <ul style="list-style-type: none"> <li>screening sites</li> <li>• Using alternative screening hours</li> <li>• Providing transportation</li> <li>• Providing Translation</li> <li>• Providing Childcare</li> </ul> </li> <li>○ Provider/Health Systems (Increase provider delivery of colon cancer screening) <ul style="list-style-type: none"> <li>▪ Provider Reminders</li> <li>▪ Provider Incentives</li> <li>▪ Provider Assessment and Feedback</li> <li>▪ Provider reimbursement for services (Medicare/Medicaid, other)</li> <li>▪ Quality Improvement</li> <li>▪ Electronic Health Record improvement</li> <li>▪ Marketing outreach improvement</li> </ul> </li> <li>○ Policy, regulatory reporting, advocacy <ul style="list-style-type: none"> <li>▪ Insurance mandate for colon cancer screening in KY</li> <li>▪ Kentucky Colon Cancer Screening Program</li> </ul> </li> </ul>					
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<ul style="list-style-type: none"> <li>(KCCSP) established <ul style="list-style-type: none"> <li>▪ KCCSP coal severance funding</li> <li>▪ KCCSP State/KCF match funding</li> <li>▪ HEDIS measure <ul style="list-style-type: none"> <li>○ Patient Navigation</li> <li>○ Research</li> </ul> </li> </ul> </li> <li>• What organizations have been involved in these contributions</li> <li>• What are specific highlights from Kentucky implementation of these areas?</li> </ul>					
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**Step 5: Justify Conclusions**

Evaluation Questions	Indicators
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**Step 6: Ensure Use and Share Lessons Learned**

KCC staff will prepare a manuscript to submit it to the American Journal of Gastroenterology special 80% by 2018 edition by March 15, 2018 utilizing key points learned from these colorectal cancer screening strategy efforts and will get feedback from the evaluation committee, particularly those focused on colon cancer efforts as well as those involved in the KCC Colon Cancer Committee. If the manuscript is not accepted for publication, the team will submit to another journal. KCC staff will also work with the evaluation committee and the KCC Colon cancer committee to determine other ways to disseminate and share this data.

## **PLAN Section**

### *Quality and implementation of the Kentucky Cancer Action plan*

#### **Step 1: Engage Stakeholders**

In order to develop this evaluation plan, KCC staff discusses potential areas that they recommend evaluating more in depth as part of the Kentucky Cancer Consortium based on current priority areas. After the evaluation plan is drafted, KCC's lead evaluator engages KCC members who have shown an interest in evaluation as well as who are actively engaged in the area that is being evaluated to participate in reviewing, refining and making recommendations for what is evaluated. For this *plan* section, the intended users are KCC Members, particularly those who may be new to KCC. The resource developed as a result of this evaluation will be helpful in connecting KCC members to one another and will serve as a tool for KCC staff to help make connections as well.

#### **Step 2: Describe the Program**

KCC maintains the Kentucky Cancer Action Plan (CAP) and revises the CAP on a rolling basis. There are more than 70 KCC member organizations. While some member organizations work on one area of the Cancer Action Plan, others work on areas across the cancer continuum. One of the roles of KCC staff is to identify potential linkages and make connections among KCC members to catalyze further implementation of the Cancer Action Plan. We often have KCC members asking who is working on what areas and how to connect with these partners. In 2015-2016, KCC conducted key informant interviews with KCC members to determine each organizations three key priorities. When reviewing the previous resource developed, KCC staff discovered many missing components and realized that there had been staff turnover within many KCC member organizations. Also, while organizations have priorities, several organizations work on more than three areas within the Cancer Action Plan. This evaluation focuses on updating and revising information related to who is working on what areas of the Kentucky Cancer Action Plan

### Steps 3-4 Focus Evaluation Design and Gather Credible Evidence

<b>Objective: “PLAN” Evaluation Section:</b>					
<b>Topic: KCC members and the Kentucky Cancer Action Plan</b>					
Evaluation Questions	Indicator(s)	Data collection			Data Analysis
		Source	Method	Timing	
<ul style="list-style-type: none"> <li>• Are you still working on these areas in the Cancer Action Plan?</li> <li>• Do you work on breast cancer early detection, HPV or environmental carcinogens? (Areas that were omitted from previous evaluation efforts)?</li> <li>• Who is the primary contact person for each area?</li> <li>• Is there anything else that needs to be updated to accurately reflect your organizations work in the Cancer Action Plan?</li> <li>• Please provide examples of scholarly work produced as a result of partnerships with other KCC members (abstracts, preliminary results, conference</li> </ul>	<ul style="list-style-type: none"> <li>• Cancer Action Plan goal areas and overall strategy approaches</li> <li>• Organization name, name and email of best contact for the area of interest</li> </ul>	KCC member organizations	<ul style="list-style-type: none"> <li>• Sending individual emails to KCC Members</li> <li>• Following up with email to clarify</li> </ul>	<ul style="list-style-type: none"> <li>• July – December 2017</li> </ul>	<ul style="list-style-type: none"> <li>• Frequencies</li> <li>• Name, organization and email associated with each Cancer Action Plan Goal area and overall strategy approaches</li> </ul>
			<ul style="list-style-type: none"> <li>• Email request</li> </ul>	<ul style="list-style-type: none"> <li>• June 2018</li> </ul>	<ul style="list-style-type: none"> <li>• Organize the information and examples into a “mini-report” to share with KCC members, post to KCC web</li> </ul>

presentations, manuscripts, etc. )					and share with CDC.
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**Step 5: Justify Conclusions**

Evaluation Questions	Indicators

**Step 6: Ensure Use and Share Lessons Learned**

KCC staff will develop a resource that organizes the information learned from KCC members and organizes it by areas of the Cancer Action Plan as well as strategy approaches. This will be shared with KCC members via email and KCC staff will use this to connect KCC members to one another as well as a guide for revising areas of the Cancer Action Plan. KCC staff will share this resource with the evaluation team to gather feedback on proposed changes, edits and plans for dissemination.