

# **Kentucky Cancer Consortium- Comprehensive Cancer Control (CCC) Evaluation Report July 2016 - June 2017**

The following is the evaluation plan for CCC July 2016 – June 2017 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**

- Step 1:** Engage Stakeholders
- Step 2:** Describe the Program
- Step 3:** Focus the Evaluation Design
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**PLAN:** *quality and implementation of the Kentucky Cancer Action plan p. 11-13*

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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 evaluation plan focuses on partnership assessment with the KCC quarterly meetings and the Kentucky Cancer Summit. In addition, the partnership assessment will try to identify formal partnerships developed among KCC members out of participating in KCC. The program section focuses on utilization of the new KCC Lung Cancer Network’s Communication Toolkit. The plan section focuses on how KCC members are using sections of the Cancer Action Plan as part of their organization’s work.

### **PARTNERSHIP Section**

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

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

In order to develop this evaluation plan, KCC staff engaged KCC members who have shown an interest in evaluation and agreed to participate in reviewing, refining and making recommendations for what is evaluated. These evaluation stakeholders represent academia, government and non-profit organizations from diverse areas of interest. For a complete list of the evaluation stakeholders who participated in this evaluation plan, please see page 2 of this report. These evaluation stakeholders reviewed past evaluation plans, made recommendations on focus areas, design and dissemination of results.

## Step 2: Describe the Program

The Kentucky Cancer Consortium (KCC) has more than 70 member organizations including governmental organizations, insurance companies, health systems, non-profit organizations, professional societies, universities and others. The Partnership for the KCC operates in three primary ways: 1) Overall KCC 2) Teams and 3) Networks. The overall KCC meets quarterly, the current Teams include: ACA and Cancer Team and the Evaluation Team. During this year, KCC is assessing the overall KCC through post-meeting surveys. During the post-meeting survey in June 2017, KCC is assessing new and existing partnerships developed as a result of participating in KCC. The KCC will also work with other partners who are organizing the Kentucky Cancer Summit in March 2017 to share and utilize those evaluation results.

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

<b>Objective: "PARTNERSHIP" Evaluation Section:</b>					
<b>Topic: Satisfaction with KCC organizational and group activities</b>					
Evaluation Questions	Indicator(s)	Data collection			Data Analysis
		Source	Method	Timing	
<ul style="list-style-type: none"> <li>• <b>Quarterly KCC Meetings:</b> <ul style="list-style-type: none"> <li>○ Did this meeting meet your expectations?</li> <li>○ How satisfied were you with the discussion and speakers for this meeting?</li> <li>○ How satisfied were you with the networking opportunities</li> </ul> </li> </ul>	Level of satisfaction (likert scale)	KCC members post-meeting survey	<ul style="list-style-type: none"> <li>• Electronic survey</li> </ul>	November 2016	Summarize/organize responses by themes  Counts and Percentages

<p>provided during this meeting?</p> <ul style="list-style-type: none"> <li>○ How satisfied were you with the ability to strengthen partnerships to support your organizational goals by attending this meeting?</li> <li>○ What topics would you like to see addressed in future meetings?</li> <li>○ What did you like about this meeting?</li> <li>○ What would you like to see changed about this meeting?</li> </ul> <p><b>As part of the June Quarterly meeting evaluation, add the following questions to the post-meeting survey to assess partnership more in depth:</b></p> <ul style="list-style-type: none"> <li>• Have you developed new partnerships as a result of being part of KCC over the past 5 years? (yes or no)</li> <li>• If yes, what happened as a result (select all that apply)? <ul style="list-style-type: none"> <li>○ Shared Informational Resources</li> <li>○ Presented at a webinar, meeting, conference, etc.</li> <li>○ Provided connections</li> </ul> </li> </ul>				<p>June 2017</p>	<p>Counts and Percentages</p> <p>Summarize/organize responses by themes</p>
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<p>to others</p> <ul style="list-style-type: none"> <li>○ Worked collaboratively on a project and/or initiative</li> <li>○ Applied for a grant together</li> <li>○ Promoted one another's organization</li> <li>○ Other, please describe...</li> </ul> <ul style="list-style-type: none"> <li>• Please provide a brief summary of the results of the new partnerships you developed as a result of being part of KCC</li> <li>• Have you strengthened existing partnerships as a result of being part of KCC over the past 5 years? (yes or no)</li> <li>• If yes, what happened as a result (select all that apply)? <ul style="list-style-type: none"> <li>○ Shared Informational Resources</li> <li>○ Presented at a webinar, meeting, conference, etc.</li> <li>○ Provided connections to others</li> <li>○ Worked collaboratively on a project and/or</li> </ul> </li> </ul>				<p>March 1-2, 2017</p>	
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<ul style="list-style-type: none"> <li>○ initiative</li> <li>○ Applied for a grant together</li> <li>○ Promoted one another's organization</li> <li>○ Other, please describe</li> <li>• Please provide a brief summary of the results of the existing partnerships you strengthened as a result of being part of KCC</li> </ul> <p><b>Summit Evaluation:</b> Working with CCLT – Utilize results</p>					
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**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 the overall KCC, Teams and Networks. In addition, KCC staff will prepare a user-friendly evaluation report that highlights key points learned from the evaluation efforts. This report will be shared via email to the KCC members and will be put on the KCC website. KCC staff will also continue to ask the evaluation stakeholders for the best ways to ensure use and share lessons learned.

## **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 engaged KCC members who have shown an interest in evaluation and agreed to participate in reviewing, refining and making recommendations for what is evaluated. These evaluation stakeholders represent academia, government and non-profit organizations from diverse areas of interest. For a complete list of the evaluation stakeholders who participated in this evaluation plan, please see page 2 of this report. These evaluation stakeholders reviewed past evaluation plans, made recommendations on focus areas, design and dissemination of results. In addition, they have provided recommendations on areas of implementation in the Cancer Action Plan that would be useful for evaluation

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

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

**Objective: “PROGRAM” Evaluation Section:**

**Topics:** KCC’s Lung Cancer Network Communication Toolkit

One of the first initiatives of KCC’s Lung Cancer Network has been to develop clear, unified messages on these areas of lung cancer prevention and early detection to educate the public, community leaders, healthcare professionals, healthcare system leaders and policymakers regarding lung cancer prevention and early detection. In October 2016, the Network finalized a Lung Cancer Communication Toolkit and has shared this with the Lung Cancer Network as well as overall KCC membership. This evaluation will look at the utilization of this Communication Toolkit.

Evaluation Questions	Indicator(s)	Data collection			Data Analysis
		Source	Method	Timing	
<ul style="list-style-type: none"> <li>• Which organizations (and types of orgs) utilized the Lung Cancer communication toolkit?</li> <li>• How was the toolkit utilized? <ul style="list-style-type: none"> <li>○ Shared with partners/colleagues/staff</li> <li>○ To educate staff/partners</li> <li>○ In meetings/presentations</li> <li>○ Posted to organization's social media (website, facebook, twitter, etc.)</li> <li>○ Incorporated messages into their organization</li> <li>○ Other?</li> </ul> </li> <li>• If shared with partners, colleagues, staff, how was the lung cancer communication toolkit shared and distributed through these organizations? (Email, Website, social media, radio, newspaper, TV, churches, local health departments/staff, other)?</li> <li>• If incorporated messages into</li> </ul>	<ul style="list-style-type: none"> <li>• Organizations who utilized the toolkit</li> <li>• How it was utilized</li> <li>• How it was shared with others</li> <li>• What messages were incorporated into existing organizations</li> <li>• What topics/messages were most utilized by organizations</li> <li>• Places where the toolkit was advertised promoted</li> </ul>	<ul style="list-style-type: none"> <li>• KCC Lung Cancer Network</li> <li>• Overall KCC membership</li> </ul>	<ul style="list-style-type: none"> <li>• Electronic Survey</li> </ul>	<p>April 2017</p>	<ul style="list-style-type: none"> <li>• Counts</li> <li>• Frequencies</li> <li>• Percentages</li> <li>• Qualitative information about utilization</li> </ul>

<p>their organization, which organizations incorporated messages from the Lung Cancer Communication Toolkit within their own organization?</p> <ul style="list-style-type: none"> <li>• Which topics/messages from the Lung Cancer Communication Toolkit were most utilized?</li> <li>• Where did you see the Communication Toolkit advertised/promoted?</li> <li>• Other??</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 review the evaluation results to make understand the dissemination of the Lung Cancer Network’s Communication toolkit and to make plans for future dissemination and implementation of this and other resources developed by KCC. In addition, KCC staff will prepare a user-friendly evaluation report that highlights key points learned from these evaluation efforts. This report will be shared via email to the KCC members and will be put on the KCC website. KCC staff will also continue to ask the evaluation stakeholders for the best ways to ensure use and share lessons learned.

## **PLAN Section**

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

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

In order to develop this evaluation plan, KCC staff engaged KCC members who have shown an interest in evaluation and agreed to participate in reviewing, refining and making recommendations for what is evaluated. These evaluation stakeholders represent academia, government and non-profit organizations from diverse areas of interest. For a complete list of the evaluation stakeholders who participated in this evaluation plan, please see page 2 of this report. These evaluation stakeholders reviewed past evaluation plans, made recommendations on focus areas, design and dissemination of results.

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

KCC maintains the Kentucky Cancer Action Plan (CAP) and revises the CAP on a rolling basis. In order to make decisions about priority areas and to understand KCC member organization's priorities, As areas of the CAP are outdated and as there is new data that needs to be added to the CAP, KCC staff makes revisions to the CAP involving KCC members who have experience and expertise in the subject matter areas.

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

<b>Objective: “PLAN” Evaluation Section:</b>					
<b>Topic: Use of Cancer Action Plan</b>					
Evaluation Questions	Indicator(s)	Data collection			Data Analysis
		Source	Method	Timing	
<ul style="list-style-type: none"> <li>• How do KCC members plan to use sections of the Cancer Action Plan that have been recently revised (such as quality of life, colon, tobacco, etc)?               <ul style="list-style-type: none"> <li>○ Inform decision making and priority setting for my organization</li> <li>○ Review or measure progress toward health outcome</li> <li>○ Disseminate within my network of staff/partners</li> <li>○ Educate my staff and partners on evidence based cancer control objectives</li> <li>○ Use the CAP revised section as a reference when applying for</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• How KCC members plan to use the information from the revised areas of the Cancer Action Plan?</li> </ul>	<ul style="list-style-type: none"> <li>• Survey to KCC members after each CAP revision</li> </ul>	<ul style="list-style-type: none"> <li>• Electronic Survey</li> </ul>	<ul style="list-style-type: none"> <li>• Nov 2016</li> <li>• Jan 2017</li> </ul>	<ul style="list-style-type: none"> <li>• Frequencies (counts, percentages)</li> </ul>

grants or other funding opportunities					
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**Step 5: Justify Conclusions**

Evaluation Questions	Indicators

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

KCC staff will prepare a user-friendly evaluation report that highlights key points learned from these evaluation efforts. This report will be shared via email to the KCC members and will be put on the KCC website. KCC staff will also continue to ask the evaluation stakeholders for the best ways to ensure use and share lessons learned.