

# **Kentucky Cancer Consortium- Comprehensive Cancer Control (CCC) Evaluation Plan July 2015 - June 2016**

The following template provides the objectives of the 2015-2016 CCC Evaluation Plan. Full evaluation reports will be provided as evaluation objectives are completed.

## **Context for the Evaluation**

**Step 1:** Engage Stakeholders

**Step 2:** Describe the Program

**Step 3:** Focus the Evaluation Design

**Step 4:** Gather Credible Evidence

**Step 5:** Justify Conclusions

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

**PARTNERSHIP:** *quality, contributions and impacts of the Kentucky Cancer Consortium: pp. 3-4*

**PROGRAM:** *extent to which interventions in our Kentucky Cancer Action Plan are executed and yield intended results. Pp 5*

**PLAN:** *quality and implementation of the Kentucky Cancer Action plan pp. 6*

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## PARTNERSHIP Section

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

### Steps 3-4 of the CDC Evaluation Framework

<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>• What does KCC provide that is most helpful to member organizations?</li>   <li>• How long have KCC members been involved?</li> <li>• How involved are KCC members?</li> <li>• How satisfied are KCC members with how their contribution impacts the success of CAP implementation?</li> <li>• How satisfied are KCC members with a sense of ownership and</li> </ul>	<p>Aggregated information organized into themes <i>(see appendix A below)</i></p> <p>Involvement level (likert scale) Very involved – Haven’t participated in more than a year...</p> <p>Level of satisfaction (likert scale)</p>	<p>KCC members strategic planning interviews</p> <p>KCC members</p>	<ul style="list-style-type: none"> <li>• Telephone interviews <i>(already done)</i></li>   <li>• Electronic survey and/or Surveys at the end of each meeting??</li> </ul>	<p>July 2015</p> <p>April 2016</p>	<p>Summarize/organize responses by themes</p> <p>Counts and Percentages</p>

<p>understanding as part of the KCC?</p> <ul style="list-style-type: none"> <li>• How satisfied are KCC members with collaboration among partners within the KCC?</li> <li>• Are there any barriers or challenges to accomplishing KCC organizational and team activities?</li> <li>• If yes, please describe.</li> <li>• Quarterly KCC Meetings: <ul style="list-style-type: none"> <li>○ Did the Quarterly KCC meeting discussions, speakers, etc. increase your understanding of cancer related topics?</li> <li>○ Were you satisfied with the networking opportunities provided during meetings?</li> <li>○ Did you gain more or strengthen partnerships to support your organizational goals by attending meetings?</li> <li>○ Did the provision of meeting minutes and action items help you stay focused on team</li> </ul> </li> </ul>					
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<p>tasks?</p> <ul style="list-style-type: none"> <li>○ What were your expectations of the meetings?</li> <li>○ Were these expectations met?</li> <li>○ What did you like about these meetings?</li> <li>○ What would you like to see changed about these meetings?</li> </ul> <ul style="list-style-type: none"> <li>• Team meetings: ACA and Cancer Team, Cancer Patient Navigation Network, Lung Cancer Network Radon Coalition <ul style="list-style-type: none"> <li>○ Did the X Team meeting discussions, speakers, etc. increase understanding of cancer related topics?</li> <li>○ Were you satisfied with the networking opportunities provided during meetings?</li> <li>○ Did you gain more or strengthen partnerships to support your organizational goals by attending meetings?</li> </ul> </li> </ul>					
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<ul style="list-style-type: none"> <li>○ Did providing different venues for smaller group meetings (face to face and conference call) facilitate access and participation for you and your organization?</li> <li>○ Did the provision of meeting minutes and action items help you stay focused on team tasks?</li> <li>○ What were your expectations of the meetings?</li> <li>○ Were these expectations met?</li> <li>○ What did you like about these meetings?</li> <li>○ What would you like to see changed about these meetings?</li> </ul>					
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## PROGRAM Section

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

### Steps 3-4 of the CDC Evaluation Framework

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

**Topic: ACA and Cancer Factsheet Dissemination**

**Link to the fact sheets; <http://www.kycancerc.org/breakoutteams/aca.php>**

Evaluation Questions	Indicator(s)	Data collection			Data Analysis
		Source	Method	Timing	
<ul style="list-style-type: none"> <li>• What organizations (and types of orgs) actively promoted the distribution of fact sheets?</li> <li>• How were the fact sheets distributed through these organizations? (Website, social media, radio, newspaper, TV, churches, local health departments/staff, other)</li> <li>• Which organizations did not disseminate the fact sheets?</li> <li>• Why not?               <ul style="list-style-type: none"> <li>○ Didn't know about the</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Name and type of organization</li> <li>• Feedback themes</li> <li>• Policy/systems changes made</li> </ul>	<ul style="list-style-type: none"> <li>• Responses from KCC members and partners</li> <li>• Same</li> <li>• Same</li> </ul>	<ul style="list-style-type: none"> <li>• Email</li> <li>• In-person meetings</li> <li>• Phone meetings</li> <li>• Other?</li> </ul>	July 2015 – June 2016	<ul style="list-style-type: none"> <li>• Frequencies (counts)</li> <li>• Identifying themes</li> <li>• Frequencies and themes</li> </ul>

<p>fact sheets</p> <ul style="list-style-type: none"> <li>○ Do not work with the targeted audiences</li> <li>○ Use other resources instead</li> <li>○ Others?</li> </ul> <ul style="list-style-type: none"> <li>• What feedback or recommendations did organizations provide on the fact sheets?</li> <li>• Did organizations make policy/systems changes as a result of utilizing the ACA and Cancer Fact sheets/Meetings with KCC?</li> <li>• What were the policy/systems changes? <ul style="list-style-type: none"> <li>○ Adopting distribution of the ACA and Cancer fact sheets as part of their own organization's work plan, services and staff time/travel</li> <li>○ Facilitating access to benefits (tobacco cessation, coverage of cancer services, etc.)</li> <li>○ Others?</li> </ul> </li> </ul>					
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## PLAN Section

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

#### Steps 3-4 of the CDC Evaluation Framework

<b>Objective: “PLAN” Evaluation Section:</b>					
<b>Topic: Cancer Action Plan priorities by organization and for KCC overall</b>					
Evaluation Questions	Indicator(s)	Data collection			Data Analysis
		Source	Method	Timing	
<ul style="list-style-type: none"> <li>• What areas of the Cancer Action Plan are priorities for member organizations?</li> <li>• What areas of the Cancer Action Plan did KCC members recommend as KCC priorities?</li> <li>• Does our CAP raise awareness to the priority strategies outlined in the plan?</li> <li>• Is there increased support and partnerships for the priorities outlined in the plan?</li> <li>• How do KCC members plan to use sections of the</li> </ul>	<ul style="list-style-type: none"> <li>• Categories and areas of the Cancer Action Plan (see appendix A below)</li> <li>• Categories and areas of the Cancer Action Plan (see Appendix A below)</li> <li>• Could you tell us how you think you will use the information from the revised area of the Cancer Action Plan?</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic Planning Interviews</li> <li>• Strategic Planning Interviews</li> <li>• Survey to KCC members after each CAP revision</li> </ul>	<ul style="list-style-type: none"> <li>• Telephone interviews</li> <li>• Telephone interviews</li> <li>• Electronic Survey</li> </ul>	<ul style="list-style-type: none"> <li>• July 2015 (already done by Jessica)</li> <li>• July 2015</li> <li>• December 2015 and June 2016</li> </ul>	<ul style="list-style-type: none"> <li>• Frequencies (counts, percentages)</li> <li>• Frequencies (counts, percentages)</li> <li>• Graph/charts to highlight priorities for members vs. recommended KCC priorities</li> <li>• Frequencies (counts, percentages)</li> </ul>

<p>Cancer Action Plan that have been recently revised (such as quality of life, colon, tobacco, etc)?</p> <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 grants or other funding opportunities</li></ul>					
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## Appendix A: Strategic Planning Interview Worksheet used during telephone interviews

**Organization:**

**Participant:**

**Phone Number:**

**Date:**

### Your Organization's Priorities

1). In regards to cancer, what is your organization working on- what are your "Big 3" initiatives/priorities- for the coming year, 2015-2016?

Based on question #1, responses were categorized/organized in this way:

**Top Cancer and Chronic Disease Priorities** (i.e., cancer risk factors) from CDC and GW Cancer Institute addressed in partners' work (from webinar on aligning state cancer action plans)- highlight sections covered by partner/organization's work:

<b>Cancer Priorities</b>	<b>Chronic Disease Priorities</b>
Colorectal cancer (screening)	Nutrition, physical activity & obesity
Cervical cancer (& HPV vaccination)	Tobacco & alcohol use
Skin cancer	Access to health services
Lung cancer	Mental & emotional wellbeing
Survivorship	
<b>Approaches &amp; Strategy Categories for approaching Priorities</b>	
Policy, systems, & environmental approaches	Managing illness & shared decision making
Communication, education & training	Prevention
Epidemiology, surveillance and IT	Early Detection & Screening
Health disparities, accessible & affordable care	Psychosocial health needs
Health care coordination	Treatment & Care: Quality improvement
Community-clinical linkages	

<b>Cancer Action Plan area(s) addressed:</b>	
<b>Specific Strategies Noted by Partners: What they are implementing/focusing on:</b>	
	•
	•
	•
	•
	•
	•
	•

	<b>Key Terms/ Phrase</b>	<b>Partner Organizations' "Big 3" initiatives/priorities for the coming year(s)</b>
1		
2		
3		
4		
5		
6		
7		
8		

**KCC's Future Priorities**

**2). What do you think KCC's "Big 3" initiatives/priorities should be over the next several years?**

**Top Cancer and Chronic Disease Priorities** (i.e., cancer risk factors) from CDC and GW Cancer Institute addressed in partners' work (from webinar on aligning state cancer action plans)- highlight sections covered partner/organization would like KCC to focus on in the coming year(s):

<b>Cancer Priorities</b>	<b>Chronic Disease Priorities</b>
Colorectal cancer (screening)	Nutrition, physical activity & obesity
Cervical cancer (& HPV vaccination)	Tobacco & alcohol use
Skin cancer	Access to health services
Lung cancer	Mental & emotional wellbeing
Survivorship	
<b>Approaches &amp; Strategy Categories for approaching Priorities</b>	
Policy, systems, & environmental approaches	Managing illness & shared decision making
Communication, education & training	Prevention
Epidemiology, surveillance and IT	Early Detection & Screening
Health disparities, accessible & affordable care	Psychosocial health needs
Health care coordination	Treatment & Care: Quality improvement
Community-clinical linkages	
<b>Cancer Action Plan area(s) addressed:</b>	
<b>Specific Strategies Noted by Partners: What they want KCC to implement/focus on:</b>	
	•
	•
	•

	<b>Key Terms/ Phrase</b>	<b>KCC's "Big 3" initiatives/priorities for the coming year(s)</b>
1		
2		
3		

**3). What does KCC provide that is most helpful to you/your organization?** (Fact sheets, Resource Plan, Quarterly meetings, Wednesday's Word, etc.)

	Key Terms/ Phrase	How KCC is Helpful
1		
2		
3		
4		

**4). Additional notes, quotes, etc.:**