

Strategic Evaluation of Oral Health Tobacco Collaborative



Date:

Presentation to: Chronic Disease University

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Learning Objectives

By the end of the session, participants should be able to:

- Explain the purpose of the collaborative
- Explain why tobacco is the focus of collaborative
- Describe the strategies of the Georgia Oral Health Tobacco Collaborative
- Describe the potential evaluation candidates

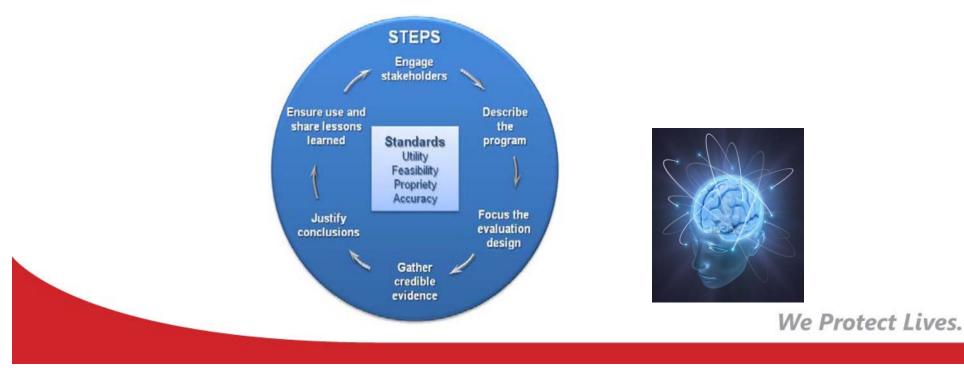
Model Utilized

- Utilization –focused Evaluation
 - Developed by Patton (2008)
 - Including the voice of those who can give the evaluation credibility and at the same time making it more likely that the evaluation findings will be used



Underlying Framework

CDC Framework for Program Evaluation



Overarching Assignments

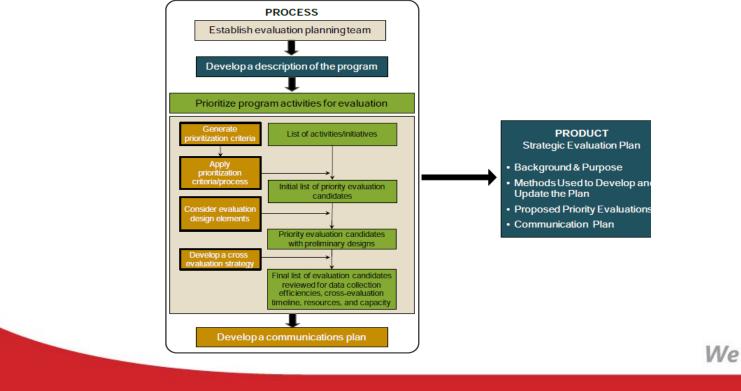
Developing...

- The Strategic Evaluation Plan
- Individual Evaluation Plans

Strategic Evaluation Plan

- Evaluation Portfolio
- Lays out the rationale, general content, scope, and sequence of the evaluations we plan to conduct during the project's funding period
- High-level details relating to individual evaluation plans

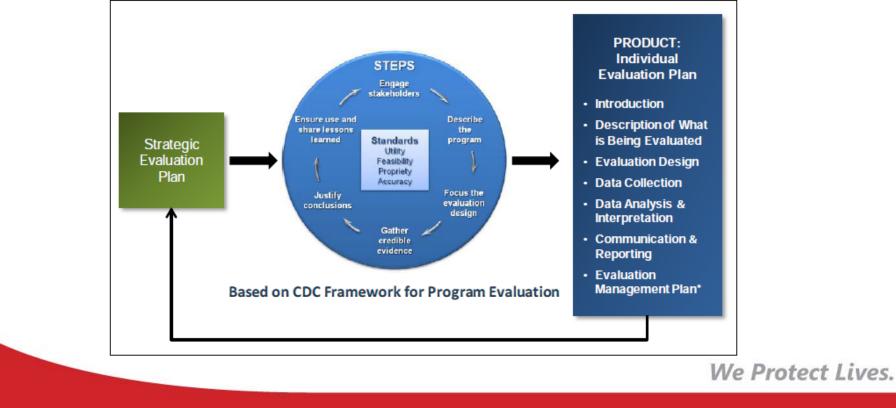
Strategic Evaluation Planning Process and Product



Individual Evaluation Plan

- A detailed plan that documents a shared understanding among us about the evaluation to be performed
- A comprehensive roadmap for all of us and will ensure agreement on all aspects of the evaluation

Individual Evaluation Planning Process and Products



State of Georgia Table 1: Smoking among Georgia adults by selected demographic factors, 2013

Selected Demographic Groups	Smoking	Est. # Smokers
	Prevalence	
All Adults 18 Years or Older	18.81%	1,349,214
Young Adults 18-24 Years	16.51%	157,915
Youth smoking prevalence rate		
Estimated Adults w/Income Below Federal Poverty Level	31.73%	262,582
Adults w/Less than a High School Education (25yoa+)	29.33%	349,932
Male adults	22.54%	775,096
Female adults	15.38%	574,118
Adults who are Medicaid Enrollees	26.3%	94,153
Women who use tobacco the first 3 months of pregnancy	15.9%	21,026
Women who use tobacco the last 3 months of pregnancy	6.2%	8,189
Non-Hispanic (NH) White Female adults	18.47%	391,428
NH Black Female adults	12.81%	143,509
NH White Male adults	22.92%	458,219
NH Black Male adults	22.66%	213,511

American College of Obstetrics and Gynecologists Suggests:

- An office-based protocol
 - That offers treatment or referral
 - Short counseling session
 - Provide pregnancy-specific educational materials; and
 - Referral to the smokers' quit line is an effective smoking cessation strategy.

CDC Grant Funded DP 16-609: Models of Collaboration for State Chronic Disease and Oral Health Programs

"...support State Health Departments to develop chronic disease prevention projects that integrate activities from both their chronic disease and oral health programs."



Project Strategies

- Increase coordination and shared leadership between the oral health program and chronic disease programs; and
- Implement one or more chronic disease prevention pilot project(s) that positively impacts chronic disease prevention measures across Georgia.

Project Logic Model

Figure 1.

Models of Collaboration for State Chronic Disease and Oral Health Programs: Georgia's Approach to Enhancing Collaboration between Oral Health and Tobacco Control

Inputs	Strategies	s/Activities	Select Outputs	Outcomes
Funding and guidance from CDC stablished state tobacco and oral ealth programs, hronic Disease Prevention (CDP) nd Oral Health (OH) Staff urveillance Data trategic Partners Oral Health Coalitions Chronic Disease Council Tobacco Coalitions Chronic Disease Council Tobacco Coalitions Community Partners Georgia Clinical Transformation Team (GCT ⁵) tate Agency Partners Maternal and Child Health MCH)	Increased Coordination • Convene advisory committee, implementation, and evaluation planning teams • Conduct quarterly MCH, OH, CDP Leadership meetings • Market GCT ² quickmar trainings on chronic disease and QI to OH providers • Expand Chronic Disease Council and GCT ⁴ to include OH provider or OH Leadership • Increase participation in CDP and OH information sharing activities (staff meetings & Chronic Disease University webinars) • Georgia OH staff to participate in CDP plan and incorporate OH in CDP programs & CDP in OH programs	Integrated Pilot Project Collaborate with Georgia Medicaid to send messages to Medicaid OH providers to conduct bidirectional disease screening Develop media campaign for pilor project & new messaging incorporating OH in CDP programs Create visual tools to communicate Tobacco burden to target population Submit joint abstracts for presentation Train OH providers on Georgia cAARds, electronic referrals and system change approaches to QCTL	 Develop and implement SEP & IEPs Develop page on GDPH website linking OH & chronic disease Communications plan Create and refine work plan Disseminate outcomes to partners Collaborative leadership curriculum = of advisory committee meetings = of information sharing activities = program documents produced 	Short-Term - Integrated pilot project - Increased interdepartmental participation in staff meetings and communications - Oral disease systems incorporated into CDP programs - Improved OH messaging in CDP programs through media campaign - Development of public health program utilizing OH infrastructure - OH professionals will be used in CDP programs across GDPH - Increased collaboration between CDP and OH
Medicaid Public Health Districts Communications eorgia Quitline (GQTL) - Train CDP and OH staff through collaborative learning events and activities - Identify sustainable approaches to OH and CDP collaborations	e learning events and activities OP collaborations	 # of OH and CDP integrated plans developed 	Long-Term - Integrated OH/CDP programs - Improved prevention and control of periodontal disease and oral/pharyngeal cancer - Increased quit attempt rate among Georgia adults	
	Pr	ogram Monitoring and Evaluatio	n	We Protect

Activity Profiles

Program Component	Partnerships	
Title of Activity	Increased Coordination	
Description of Activity	Build, maintain, and enhance the collaboration and engagement of Implementation Team and Advisory Panel in the planning, coordination, & expansion of integrated oral health and tobacco control activities & resources	
Duration of Activity	Implementation Team: 6-8 months; Advisory Panel: 12 months	
Partner Involvement	Oral Health Program Staff, Chronic Disease Prevention Staff, internal & external partners	
Contribution to Intended Program Outcomes	 Create and implement a project work plan and obtain commitments for collaboration from both oral health and chronic disease program leadership. Increase communication and shared information between between chronic disease and oral health programs. 	
Known Challenges in Conducting the Activity	Commitment and active participation	

Program Component	Intervention
Title of Activity	Integrated Pilot Project
Description of Activity	Identify and fund health districts to promote tobacco cessation and the elimination of exposure to secondhand smoke in Georgia through partnerships to plan, implement and evaluate evidence-based strategies.
Duration of Activity	Year 2
Partner Involvement	Public Health Districts, Georgia Association of Dental Hygienists, Maternal and Child Health, other external partners
Contribution to Intended Program Outcomes	Integration of oral health and chronic disease prevention programs at GADPH
Know Challenges in Conducting the Activity	 Oral Health Providers trained on systems-level approach (Georgia cAARds) Oral Health Providers implementation of Georgia cAARds GQTL uptake among target population

Program Component	Partnerships	
Title of Activity	Collaborative Learning Curriculum	
Description of Activity	Build, maintain, and enhance the collaboration and engagement of Implementation Team and Advisory Panel in the planning, coordination, & expansion of integrated oral health and tobacco control activities & resources	
Duration of Activity	Implementation Team: 6-8 months;	
Partner Involvement	Oral Health Program Staff, Chronic Disease Prevention Staff, internal & external partners	
Contribution to Intended Program Outcomes	 Build communication among state chronic disease and oral health program staff to increase the interrelationship between oral health and other chronic diseases Increased collaboration of State and chronic disease program staff with oral health program staff and partners for cross sector innovation. 	
Known Challenges in Conducting the Activity	Commitment and active participation	

