



Strategic Evaluation of Oral Health Tobacco Collaborative

Presentation to: **Chronic Disease University**

Presented by: **Kia Powell-Threets**

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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

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Model Utilized

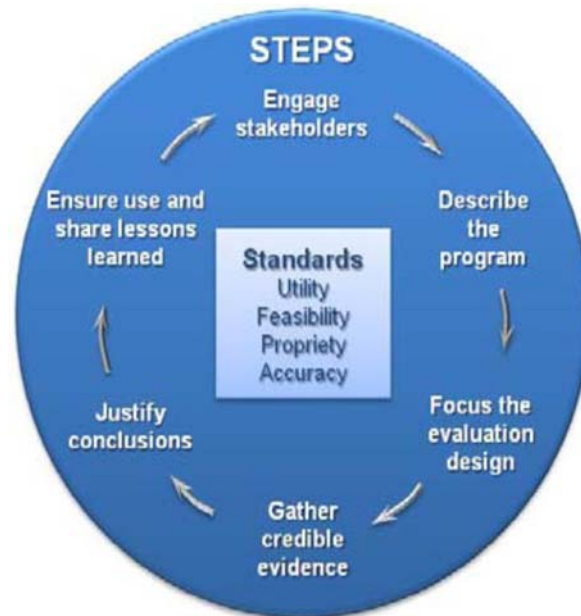
- Utilization –focused Evaluation
 - Developed by Patton (2008)
 - Including the voice of those who can give the evaluation credibility and at the same time making it more likely that the evaluation findings will be used

Compton and Baizerman (2012)

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Underlying Framework

CDC Framework for Program Evaluation



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Overarching Assignments

Developing...

- The Strategic Evaluation Plan
- Individual Evaluation Plans

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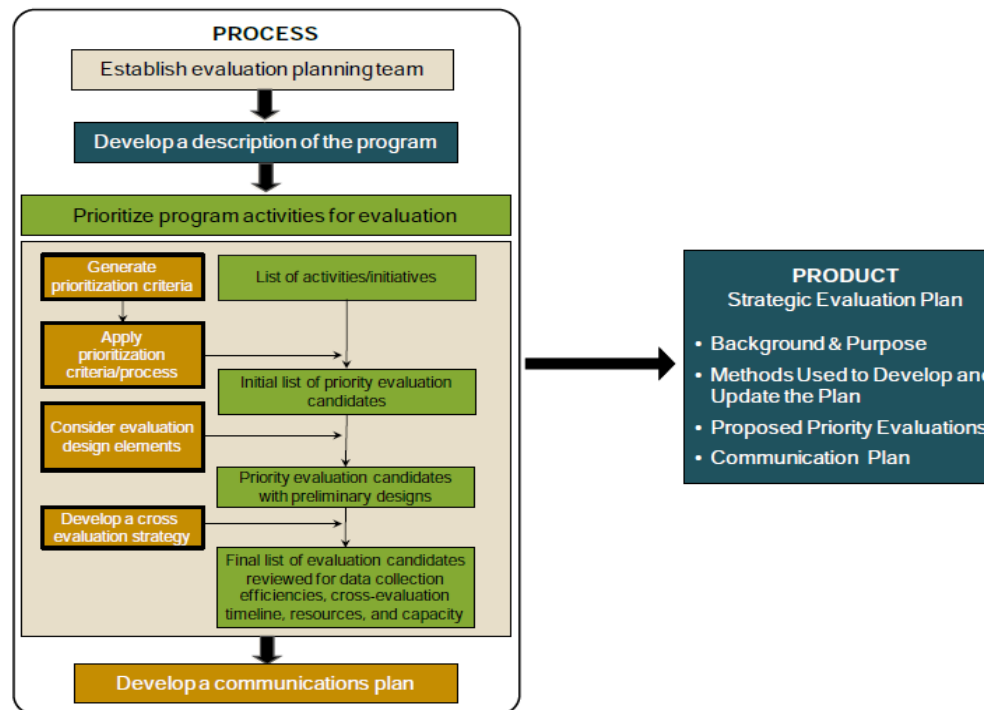


Strategic Evaluation Plan

- 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

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Strategic Evaluation Planning Process and Product



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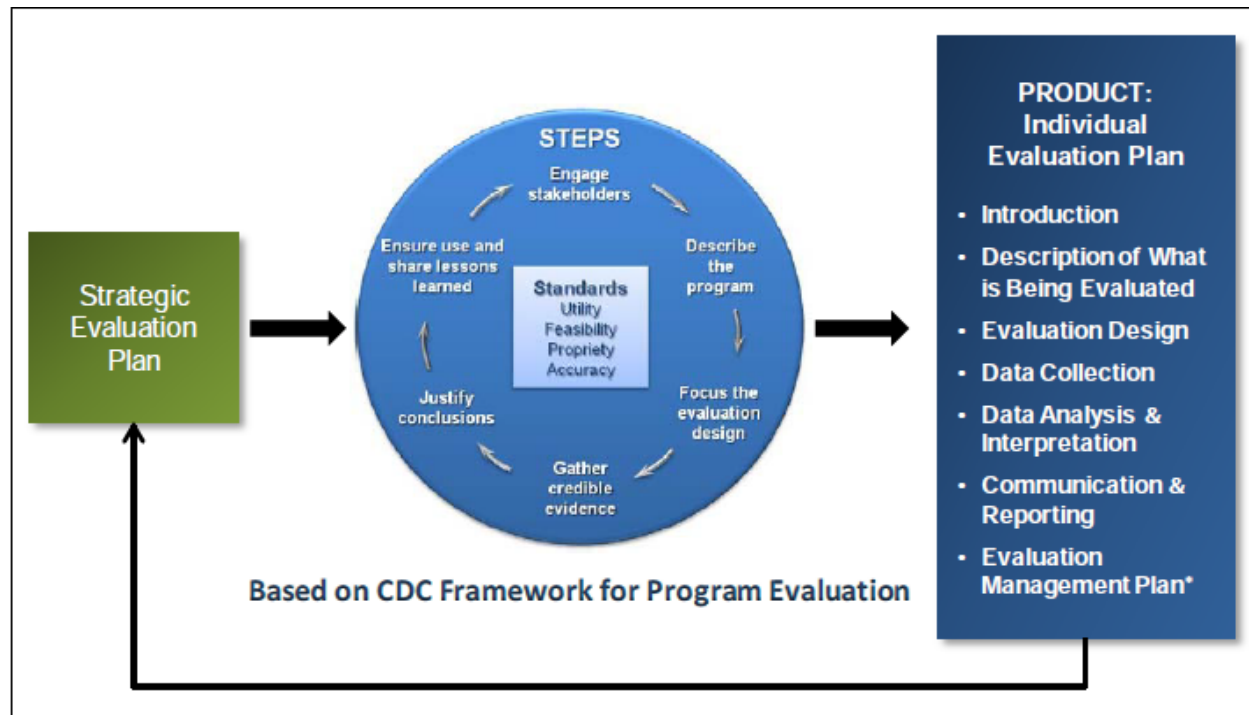
Individual Evaluation Plan

- 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

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Individual Evaluation Planning Process and Products



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State of Georgia

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

Selected Demographic Groups	Smoking Prevalence	Est. # Smokers
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
<i>Women who use tobacco the first 3 months of pregnancy</i>	15.9%	21,026
<i>Women who use tobacco the last 3 months of pregnancy</i>	6.2%	8,189
<i>Non-Hispanic (NH) White Female adults</i>	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

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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.

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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.”

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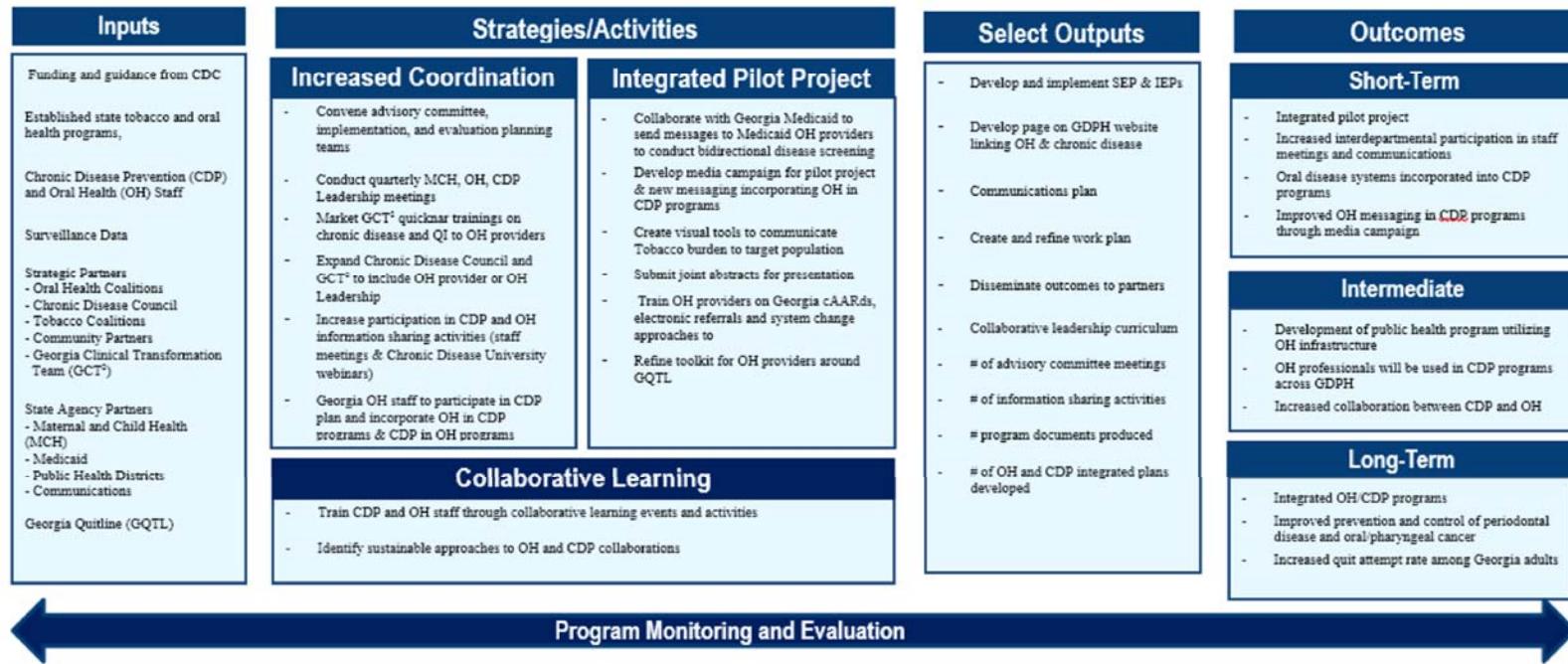


Project Strategies

- 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



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Activity Profiles

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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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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

Questions



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