Sample Evaluation Plan

Asset 3.7

Extent to which a tobacco control program implements organizational policies and practices that promote and institutionalize the provision of culturally competent and linguistically appropriate services for diverse populations, including organizational values that articulate commitment to cultural competency, participatory collaborative planning, provision of community capacity building, translation policies, staff diversity, and formative research/surveillance within diverse communities.

Objective:
By June 30, 2009, the Fondue County Health Department-Tobacco Control Program will complete the following: 1) develop or modify existing secondhand smoke related interventions to include outreach and work with the Southeast Asian populations in Fondue County, 2) recruit an additional five Vietnamese and five Hmong coalition members to increase the diversity of the group and make it more proportional to the population found in Fondue County, 3) establish and implement a policy to translate and/or locate secondhand smoke intervention materials in Vietnamese and Hmong languages, and 4) hire one Vietnamese and one Hmong bilingual and/or bicultural program staff to help implement intervention activities during the 07-10 funding cycle.

Plan Type:
Other without measurable outcome
Objective Overview

View Objective

Return to Objective Index | Delete Objective

OBJECTIVE OVERVIEW

Objective ID: Not Yet Assigned
Completion Date: June 30, 2009

Objective: By June 30, 2009, the Fondue County Health Department-Tobacco Control Program will complete the following: 1) develop or modify existing secondhand smoke related interventions to include outreach and work with the Southeast Asian populations in Fondue County, 2) recruit an additional five Vietnamese and five Hmong coalition members to increase the diversity of the group and make it more proportional to the population found in Fondue County, 3) establish and implement a policy to translate and/or locate secondhand smoke intervention materials in Vietnamese and Hmong languages, and 4) hire one Vietnamese and one Hmong bilingual and/or bicultural program staff to help implement intervention activities during the 07-10 funding cycle.

Primary Asset: (2.5) Extent that bilingual staff, subcontractors and consultants are part of the LLA and TCS-funded projects in proportion to the demographics of the local health jurisdiction

Secondary Asset: (3.4) Extent that educational and media materials used by the LLA and TCS-funded projects in the health jurisdiction reflect the cultures, ethnic backgrounds and languages of the communities served in relation to the demographics of the community

Is this a primary objective? No

Target Audience: Audience Group
• Government Agencies
• General Population Groups
• None
• Specific Ethnic Population Groups

INTERVENTION TOPIC(S)

INTERVENTION ACTIVITY PLAN

ADDITIONAL ACTIVITY PLAN

EVALUATION DESIGN

Overall Design
Plan type:
Other without Measurable Outcome

EVALUATION ACTIVITY PLAN

Add Collection of Process Data Activity
View Evaluation Activities in Applicant Determined Order | Re-order Process Data Activities

<table>
<thead>
<tr>
<th>Activity</th>
<th>ID</th>
<th>Action</th>
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<tbody>
<tr>
<td>Collection of Process Data</td>
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<tr>
<td>Key Informant Interview</td>
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Program staff, we will work with the TC evaluation center and have them utilize their repository.

Community leaders, we will work with the TC evaluation center and have them utilize their repository.
Process Data Activity - Key Informant Interview

View Collection of Process Data Activity

Edit Activity | Delete Activity | Return to Objective View

Remember to provide Tracking Measures and Responsible Party information below!

Objective:
By June 30, 2009, the Fondue County Health Department-Tobacco Control Program will complete the following: 1) develop or modify existing secondhand smoke related interventions to include outreach and work with the Southeast Asian populations in Fondue County, 2) recruit an additional five Vietnamese and five Hmong coalition members to increase the diversity of the group and make it more proportional to the population found in Fondue County, 3) establish and implement a policy to translate and/or locate secondhand smoke intervention materials in Vietnamese and Hmong languages, and 4) hire a Vietnamese and one Hmong bilingual and/or bicultural program staff to help implement intervention activities during the 07-10 funding cycle.

Activity Type:
Key Informant Interview

What existing instrument will be used for the interview? If there is no existing instrument, please describe the topic(s) and question(s) for the interview.
Program staff We will work with the TC Evaluation Center and have them utilize their repository of survey instruments to help us design a key informant survey with questions appropriate for the targeted respondent.

How many waves of the interviews will be conducted?
2

Who will be the key informants?
Program staff members

How many key informants will be in this interview?
2

What is the primary method in which the interview will be conducted?
Face-to-face

How will the results be analyzed and interpreted?
We will use qualitative analysis assess the barriers and challenges to creating and implementing the new policies regarding translation, the modification/deployment of SHS interventions to be more culturally appropriate, the recruitment of new coalition members, and the hiring of new staff.

Progress report period in which the interview will be conducted:
07/07-12/07
01/09-06/09

Progress report period in which the interview results will be analyzed and disseminated:
07/01-12/07
01/09-06/09

Copyright:
No

Deliverable Percentage:
.50 %

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<td>Budget Type</td>
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Process Data Activity - Key Informant Interview

View Collection of Process Data Activity

Objective:
By June 30, 2009, by June 30, 2009, the Fondue County Health Department-Tobacco Control Program will complete the following: 1) develop or modify existing secondhand smoke related interventions to include outreach and work with the Southeast Asian populations in Fondue County, 2) recruit an additional five Vietnamese and five Hmong coalition members to increase the diversity of the group and make it more proportional to the population found in Fondue County, 3) establish and implement a policy to translate and/or localize secondhand smoke intervention materials in Vietnamese and Hmong languages, and 4) hire one Vietnamese and one Hmong bilingual and/or bicultural program staff to help implement intervention activities during the 07-10 funding cycle.

Activity Type:
Key Informant Interview

What existing instrument will be used for the interview? If there is no existing instrument, please describe the main topic(s) and question(s) for the interview.
Community leaders-We will work with the TC Evaluation Center and have them utilize their repository of survey instruments to help us design a key informant survey with questions appropriate for our targeted respondents.

How many waves of the interviews will be conducted?
1

Who will be the key informants?
Vietnamese and Hmong community leaders

How many key informants will be in this interview?
8

What is the primary method in which the interview will be conducted?
Face-to-face

How will the results be analyzed and interpreted?
Qualitative analysis will be used to assess the need for representation, their ideas for strategies for recruiting bilingual and/or bicultural program staff, and their advice on recruitment.

Progress report period in which the interview will be conducted:
07/07-12/07

Progress report period in which the interview results will be analyzed and disseminated:
01/09-06/09

Copyright:
No

Deliverable Percentage:
.50 %

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Evaluation Reporting

View Evaluation Reporting

Remember to provide Tracking Measure and Responsible Party information below!

**Objective:** By June 30, 2009, by June 30, 2009, the Fondue County Health Department Tobacco Control Program will complete the following: 1) develop or modify existing secondhand smoke related interventions to include outreach and work with the Southeast Asian populations in Fondue County, 2) recruit an additional five Vietnamese and five Hmong coalition members to increase the diversity of the group and make it more proportional to the population found in Fondue County, 3) establish and implement a policy to translate and/or locate secondhand smoke intervention materials in Vietnamese and Hmong languages, and 4) hire one Vietnamese and one Hmong bilingual and/or multicultural program staff to help implement intervention activities during the 07-10 funding cycle.

**Primary Objective:** No

**What type of analysis will be done?**
Pre and post key informant interviews will be conducted with program staff to assess their view and experience of the process to improve the program's cultural competency and outreach to the Vietnamese and Hmong community.

**How will the results be disseminated?**
Our findings will be summarized in a brief evaluation report and posted on the strategy exchange section of PARTNERS and experiences will be shared at the Project Directors' Meeting (PDM).

**During which Progress Report period(s) will TCS receive interim evaluation report(s) describing the results of data analysis?**
07/09-12/09

**During what Progress Report period will TCS receive the Final or Brief Evaluation Report describing the results of data analysis?**
07/09-12/09

**TRACKING MEASURES**

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**RESPONSIBLE PARTIES**

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**Deliverable percentage:**
1.00 %

**What if any limitations or challenges do you foresee with the evaluation?**
It may take a bit of effort to recruit community leaders and ask them to share information considered sensitive to their population.
Evaluation Narrative Summary:
After conducting our county’s CX needs assessment, it was clear that the local tobacco control program needed to improve its cultural competency in order to better serve the Vietnamese and Hmong community in Fondue County. As a result, the program will increase capacity to serve this population by recruiting additional program staff and coalition members. In addition, interventions will be modified and materials appropriately translated to better meet the needs of Vietnamese and Hmong clients.

Key informant interviews will be conducted with program staff members to assess the barriers and challenges to creating and implementing the new policies regarding translation, the modification/development of SHS interventions to be more culturally appropriate, the recruitment of new coalition members, and the hiring of new staff.

Key informant interviews will also be conducted with both Vietnamese and Hmong community leaders to assess the need for representation and collect their ideas for strategies for recruiting bilingual and/or bicultural program staff. In addition, the interviewees could help us identify rich sources for recruitment.

After completion of asset related activities, another round of key informant interviews with staff members will be conducted to assess their experience and view of the process regarding the program’s efforts to improve its cultural competency and outreach to the Vietnamese and Hmong community.

Our findings will be summarized in a brief evaluation report and posted on the strategy exchange section of PARTNERS and experiences will be shared at the Project Directors’ Meeting (PDM).