

Integrating partner voices in multi-site evaluation planning

Presenter: Heather Zook, MA¹ | Co-authors: Cat Jones, MPH¹, Fred Bingle, MBA², Amy Kerr, PhD¹, Katelin Rupp, MA³

¹ Professional Data Analysts, ² Bingle Research Group

³ Indiana Department of Health Tobacco Prevention and Cessation



Professional
Data Analysts

Minneapolis, MN | pdastats.com

Professional Data Analysts (PDA) conducted interviews with partners across the state to inform evaluation planning for a multi-site, multi-level program. Partners provided feedback on current and future evaluation methods, data, and reports. Results identified the need for more focused data and dissemination at the local level.

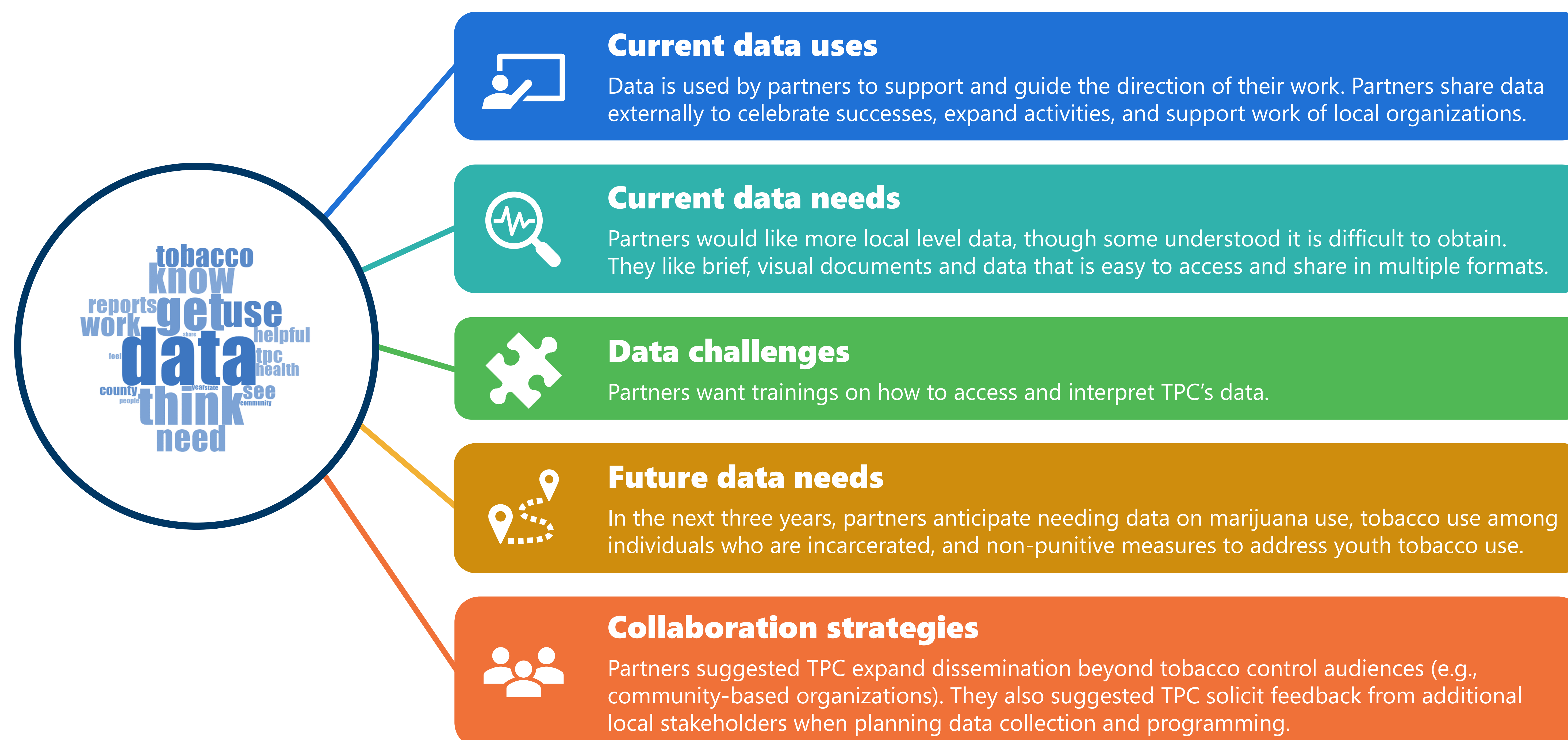
Introduction

Engaging partners is an important step in evaluation planning, particularly when using an equitable evaluation approach. Gathering multiple perspectives can help tell a more complete story of the program and the people it serves. However, it can be challenging to integrate multiple voices into evaluation planning for multi-site and multi-level programs. For this project, Professional Data Analysts (PDA), an external evaluation firm, partnered with the Indiana Department of Health Tobacco Prevention and Cessation (TPC) program to develop a strategic evaluation plan for a statewide commercial tobacco control program.

In the first phase of the project, PDA created a strategic evaluation plan based on facilitated conversations with program leadership and an extensive document review. The plan assessed TPC's existing evaluation strategy, strengths of their approach, opportunities for enhancement, and recommendations for future evaluation activities. While developing the plan, we **identified the need to gather feedback from partners who contribute to and use evaluation findings**, particularly those that serve communities that are targeted by tobacco companies and are disproportionately impacted by tobacco. At the time of this project, TPC funded over 60 organizations statewide to work on state and local level tobacco control initiatives. The current study represents the second phase of evaluation planning, which consisted of **interviews with state and local partners about needs, priorities, and uses for TPC data and reporting**.

Interview Themes

Five key themes emerged from the interviews:



Scan here to see more posters and presentations from PDA, including a poster about the first phase of this project.

Methods

From December 2022 through January 2023, PDA worked with Bingle Research Group to conduct virtual interviews with TPC partners. Due to the high number of partners across the state, we selected a **purposive sample** to participate in the interviews. PDA and TPC collaboratively identified individuals who would be able to provide feedback on TPC evaluation, data, and reports. The sample was **designed to represent a variety of organizations and communities**, including funded and unfunded state and local partners. Individuals from 13 organizations were invited to complete an interview, and nine organizations participated.

Key Takeaways

1. Utilize local connections for evaluation

Engage local community members and organizations in planning, collecting, reporting, and sharing TPC data. Utilize local connections and partnerships to gain buy-in and gather feedback before implementing data collection at the local level.

2. Connect with professional networks

To expand dissemination among professionals serving populations disproportionately impacted by tobacco, collaborate with state and local professional associations, networks, and training organizations.

3. Consider new ways to collect local level data

To address barriers around collecting local level data, consider partnerships with organizations that are already collecting health data in rural or smaller communities. Alternatively, consider future ad hoc studies focused on collecting data from areas that are underrepresented in other statewide surveys.