4CNC Core Projects

CPCRN Annual Meeting, Year 3
Chapel Hill, NC
May 22-24, 2017

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Student RA:
• Kathleen Knocke
Project #1: What Drives Community-Level Policy Change: Developing Theory-Based Measures

Partnership with Counter Tools, a 501c(3) nonprofit organization in Carrboro, NC

- Executive Director: Allison Myers, PhD, MPH
- Co-Founder: Kurt Ribisl, PhD
Background

• US tobacco industry spends $8.2 billion annually on marketing at the point-of-sale (POS)

• Policy change is essential to countering POS tobacco marketing

• Yet, little is known about effective policy implementation strategies
The Challenge

• Assessing impact of policy implementation strategies is challenging because policy change is uncertain and may take years to achieve.

• Measuring intermediate outcomes overcomes this challenge by providing interim markers of communities’ progress.
Our Intermediate Outcomes Assess Five Core Policy Change Processes

PROBLEM STREAM:
1. Document the problem

POLICY STREAM:
2. Formulate policy solutions

POLITICS STREAM
3. Engage partners
4. Raise awareness
5. Persuade Decision Makers

Kingdon's Multiple Streams Framework
How We Developed our Intermediate Outcome Measures

- Conducted formative work - identified 24 activities across each of 5 policy change processes

- Translated findings into two measures:
  - Self-efficacy to coordinate policy change process
  - Completion of policy change processes*

- Pilot-tested with 30 tobacco control partnership coordinators in one state

* Modeled on Saldana’s Measure of Stages of Implementation Completion
Our Evaluation Model

**Policy Implementation Strategies**
- Training
- Technical Assistance
- Tools

**Coordinator Self-Efficacy**

**Intermediate Outcomes (Mechanisms)**
- Partnership Policy Change Process Completion (PCPC)
  - Document local problem
  - Formulate evidence-informed solutions
  - Engage partners
  - Raise awareness
  - Persuade decision makers

**Longer Term Outcomes**
- Media coverage
- Policy drafted
- Policy proposed
- Policy enacted
Presentations, Papers, and Proposals


• DIRH R01 proposal to further develop measures with 150 partnerships (submitted, under review).
Project #2: Continue to Develop and Support CPCRN Curriculum

- Delivered to a range of audiences
- Evaluated and presented findings
- Integrated into a successful HRSA proposal
- Are transitioning modules into online formats
- Are updating PPTs, activities, and resources
Delivery, Presentations, and Proposal

Delivering the curriculum
  • Leeman, J., & Escoffery, C. (2017). One-day training for Nebraska State Department of Public Health. Lincoln, NE.
  • Leeman, J., Escoffery, C., Mainor, A., DeCosimo, K., & Rohweder, C. (2016). One-day training for the American Cancer Society. Atlanta, GA.
  • Leeman, J., & Escoffery, C. (2016). Webinar presentation for the National Association of Chronic Disease Directors.

Presentations on the curriculum

Funded proposals that build on the curriculum
Project #3: Colorectal Cancer Screening Initiatives

- Cross-center DIRH R01 grant application focused on CRC screening in FQHCs using practice facilitation and financial off-sets
  - PIs: Dan Reuland, MD, MPH (UNC) and Bryan Weiner, PhD (U Wash)
  - Co-Is: Catherine Rohweder, DrPH and Alison Brenner, PhD (UNC)

- University Cancer Research-Funded project to improve CRC screening in a rural NC CRC mortality hot spot
  - Team members: Dan Reuland, Alison Brenner, Catherine Rohweder, Jennifer Leeman, Stephanie Wheeler
Expertise

- Colorectal Cancer Screening - Reuland, Brenner, Wheeler, Rohweder
- Obesity Prevention and Tobacco Policy, Systems, and Environmental Change Interventions – Leeman, Knocke
- Implementation Science - Leeman, Rohweder, Knocke
- Modeling - Wheeler
- HPV - Brewer