



CPCRN
Cancer Prevention and
Control Research Network



4CNC
Comprehensive Cancer Control
Collaborative of North Carolina

4CNC Core Projects

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

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4CNC Team

Co-Investigators:

- Dr. Stephanie Wheeler
- Dr. Dan Reuland
- Dr. Alison Brenner
- Dr. Noel Brewer

Training Staff:

- Avia Maynor
- Kasey DeCosimo

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

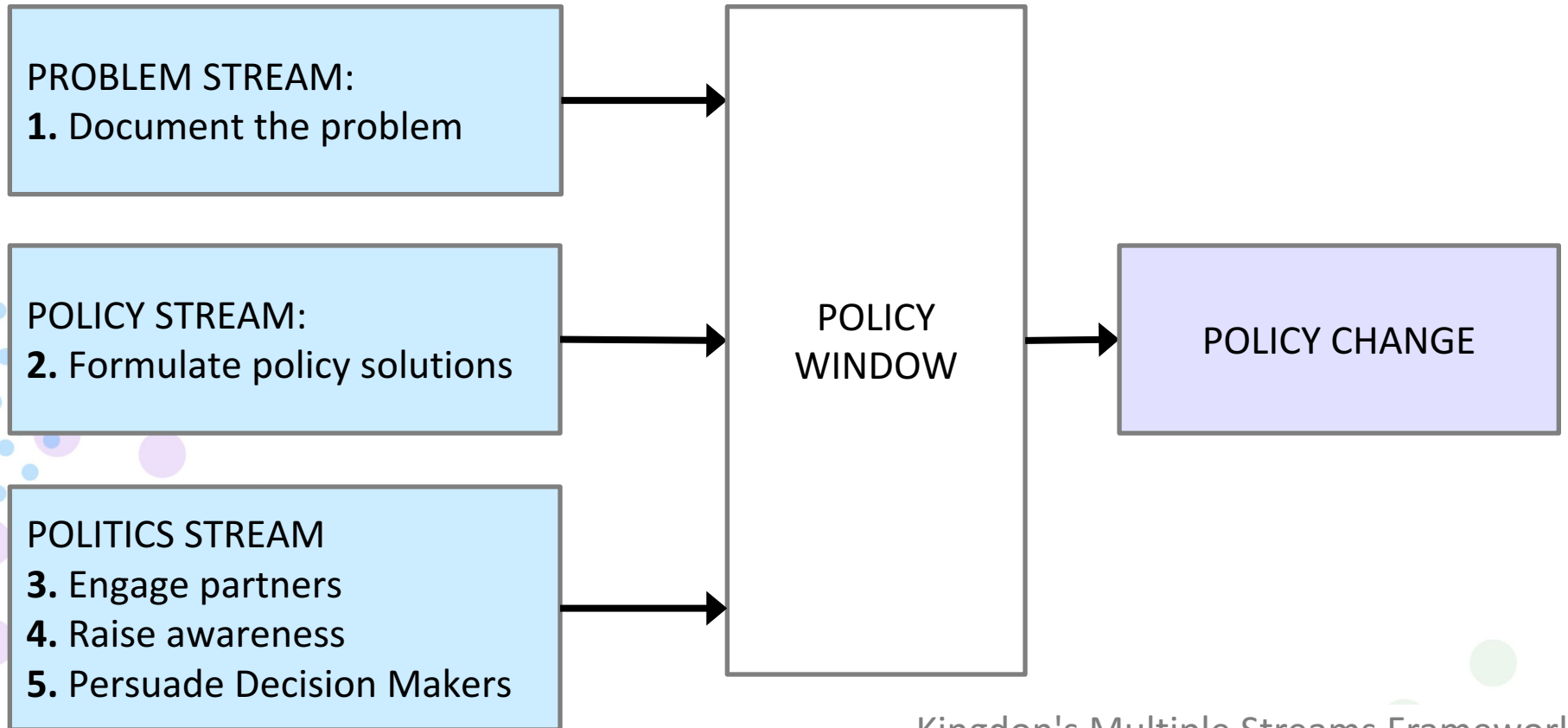


The Challenge

- 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



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**



- 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



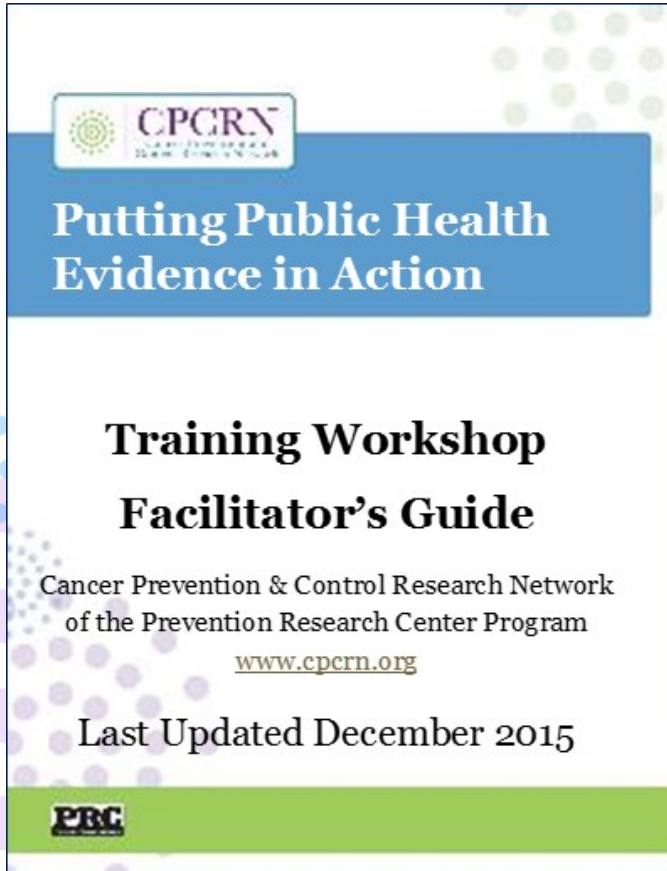
Intermediate Outcomes (Mechanisms)

Longer Term Outcomes

Presentations, Papers, and Proposals

- Leeman, J., Myers, A., Grant, J., Wangen, M., Queen, T. (2017). **The effects of implementation strategies to promote community-engaged efforts to counter tobacco marketing at the point of sale.** *Translational Behavioral Medicine*. Epub ahead of print.
- Myers, A., Turner, B., Mahoney, M., Leeman, J., McKone, P. (2017). **Formulating a Point-of-Sale Policy Strategy: Merging Multiple Streams of Evidence.** Paper presentation to the National Conference on Tobacco or Health, Austin, TX.
- Leeman, J., Myers, A., Grant, J., Landen, M., & Queen, T. (2016). **How Do Implementation Strategies Impact Efforts to Integrate Evidence-based Interventions into Tobacco Retail Policy?** Paper presentation to the Annual Conference on the Science of Dissemination and Implementation in Health, Washington, D.C.
- DIRH R01 proposal to further develop measures with 150 partnerships (submitted, under review).

Project #2: Continue to Develop and Support CPCRNC 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

- Williams, B., Mainor, A., Decosimo, K., Leeman, J. (2016). NC Public Health Association Annual Educational Conference. Winston-Salem, NC.
- Mainor, A., DeCosimo, K., & Leeman, J. (2017). National Networks of Public Health Institutes. New Orleans, LA

Funded proposals that build on the curriculum

- Leeman, J., Mainor, A., & DeCosimo, K., Co-Investigators. (PI: Cilenti D.) Maternal and Child Health Workforce Development Center Program. HRSA, 9/2016-9/2021.



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