# KEY OUTCOME INDICATORS

## FOR EVALUATING COMPREHENSIVE TOBACCO CONTROL PROGRAMS

May 2005

DEPARTMENT OF HEALTH AND HUMAN SERVICES
Centers for Disease Control and Prevention

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An **OUTCOME INDICATOR** is a specific, observable, and measurable characteristic or change that will represent achievement of the outcome.

From: United Way of America. *Measuring Program Outcomes: A Practical Approach.* Alexandria, VA: United Way of America; 1996.

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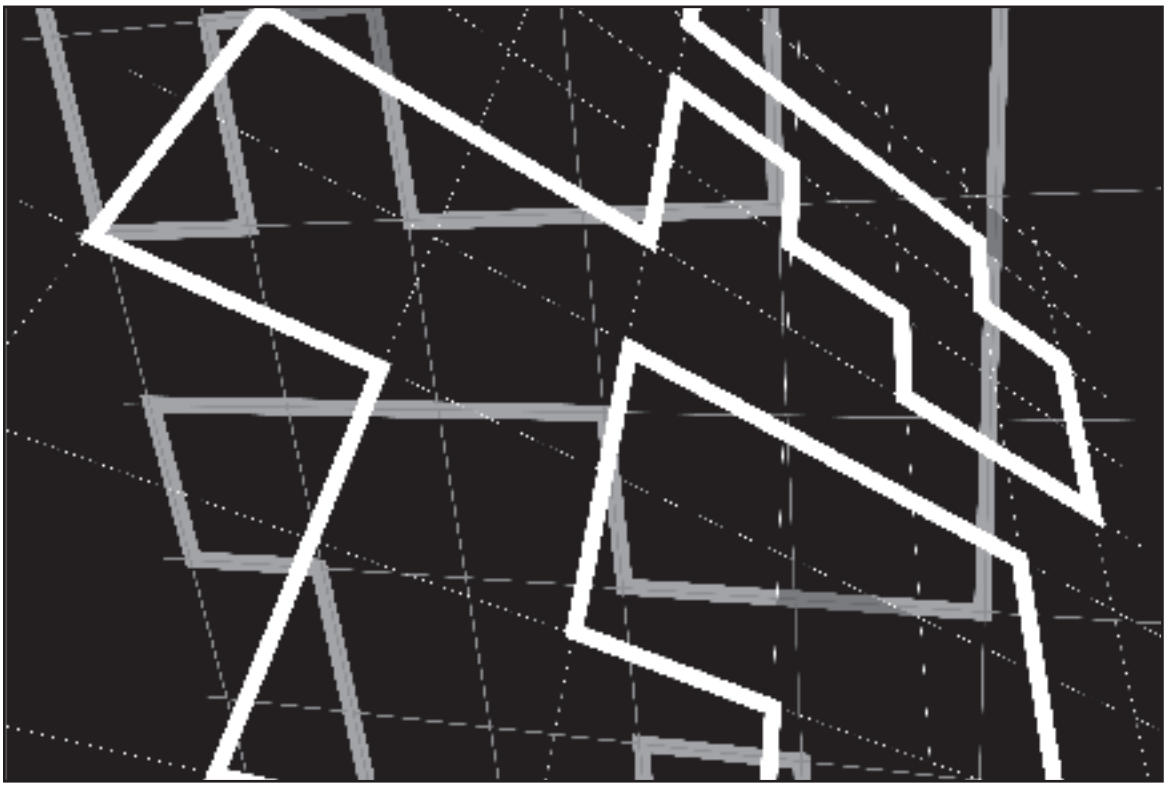
Naming of surveillance systems, databases, and evaluation tools is for example purposes only and does not constitute endorsement by the Centers for Disease Control and Prevention or the U.S. Department of Health and Human Services.

KEY OUTCOME INDICATORS FOR

# Evaluating Comprehensive Tobacco Control Programs



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# Preface

If the United States were to meet the *Healthy People 2010* goal of reducing smoking prevalence to 12% among adults and 16% among young people aged 14 through 17 years, more than 7 million premature deaths after 2010 could be prevented.[1,2] Studies show that investing in state tobacco control programs and implementing effective tobacco control policies significantly reduces cigarette consumption and improves health outcomes.[3–9] To continue funding state programs, however, legislators, policy makers, and other funders of state programs want to see evidence that the program is effective and that resources are being used wisely.

To produce such evidence, state tobacco control programs must evaluate their programs. Good evaluation is the key to persuading policy makers that your program is producing results that will lead to improved health for the community.

If good evaluation is key to proving that your program is effective, then selecting the right indicators to measure is key to a good evaluation. That's where this book will help.

This publication is a companion to the 2001 publication *Introduction to Program Evaluation for Comprehensive Tobacco Control Programs*, which is based on the Centers for Disease Control and Prevention's (CDC's) *Framework for Program Evaluation*.[10,11] In *Introduction to Program Evaluation for Comprehensive Tobacco Control Programs*, we discuss in detail the six steps of a good evaluation as they apply to tobacco prevention and control programs:

1. Engage stakeholders.
2. Describe the program.
3. Focus the evaluation.
4. Gather credible evidence.
5. Justify your conclusions.
6. Ensure evaluation findings are used and share lessons learned.

This new publication provides information on selecting indicators and linking them to outcomes, the main focus of step 3 (focus the evaluation) and step 4 (gather credible evidence).

In *Introduction to Program Evaluation for Comprehensive Tobacco Control Programs*, we described how to select indicators to measure program outcomes. We also gave examples of indicators and suggested sources of data on those indicators.[10] This publication goes further. Here we discuss in detail 120 evidence-based key indicators that have been scientifically linked to program outcomes. We also document the evidence that shows the value of using these indicators to measure the progress of a state tobacco control program.

To help you make informed choices about which indicators are most suitable for your program, we engaged a panel of experts in the field of tobacco control to rate each indicator on various criteria, including overall quality, resources needed, strength of evaluation evidence, utility, accepted practice, and face validity to policy makers. The ratings will help the reader decide, for example, which indicators can be measured within budget or which indicators are likely to carry the most weight with policy makers. In essence, this publication is a consumer's guide to tobacco control indicators for program managers and evaluators.

In this publication we provide examples of data sources and survey questions that evaluators can use to gather data from their programs' target populations. We were particularly careful about our choice of example data sources and survey questions. Most come from commonly used state and national surveys and surveillance systems, and using them will allow managers and evaluators to compare their findings with data from other states and over time.

Evaluation of key indicators over time will help monitor progress toward expected outcomes and refine program activities as needed. Using well designed evaluation methods will increase your program's and your evaluation's chance of success. We encourage you to read more about the multiple purposes of program evaluation in *Introduction to Program Evaluation for Comprehensive Tobacco Control Programs*.[10]

We also hope that this publication will help to advance national evaluation and surveillance efforts by encouraging managers and evaluators of state tobacco control programs to use standard questions from commonly used state or national surveys or surveillance systems. If states use comparable indicators, questions, and collection methods, we will be better able to assess the national impact of state tobacco control programs.

### Technical Assistance

CDC is ready to help state and territorial health departments plan, implement, and evaluate tobacco prevention and control programs. To contact CDC's Office on Smoking and Health, please call (770) 488–5703 or e-mail at tobaccoinfo@cdc.gov.

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# How This Book Is Organized

The chart below shows the layout of this book.

## General Information

**Preface**

**How This Book Is Organized**

**Chapter 1: Introduction**

- Purpose
- Audience
- The National Tobacco Control Program
- Logic Models
- Outcome Components
- Indicators
- **Using This Book to Plan a State Tobacco Control Program Evaluation**

  Merging program planning and evaluation planning for state tobacco control programs. Included is a hypothetical example.

## First Three Goals of the National Tobacco Control Program

**Chapter 2: Goal Area 1**
Preventing Initiation of Tobacco Use Among Young People

**Chapter 3: Goal Area 2**
Eliminating Nonsmokers' Exposure to Secondhand Smoke

**Chapter 4: Goal Area 3**
Promoting Quitting Among Adults and Young People

***Each goal area has three major sections***

**Logic Model**
Depicts causal pathways that link outcome components

**Indicators**
A list of indicators for each outcome component in the logic model

**Outcome Component**

- Outcome overview: Empirical support
- Key indicators: Measurable characteristics
- Indicator rating table: Indicator ratings by criterion
- Indicator profiles: Indicator details

## Additional Information

**Chapter 5: Future Directions**

- Develop process indicators
- Identify indicators to measure tobacco-related disparities
- Encourage evaluation research

**Appendices**

A. National Tobacco Control Program
B. Selecting and Rating the Indicators
C. Expert Panel Members
D. Data Source Indicator Table

**Glossary**
Definitions of words and terms used in this book