Evaluation and Measurement Meeting Objectives:

- Identify and discuss primary and secondary data sources that can be used to evaluate our progress in the effort to reach the 80% screening goal;
- Determine how to best support partners in setting and measuring individual goals and tracking progress;
- Discuss 80% by 2018 proxy goals for the most important elements of the 80% by 2018 of the strategic plan;
- Determine how we will assess the 80% by 2018 initiative overall.

Wednesday, November 19th, 2014

8:30 AM BREAKFAST

9:00 AM Welcome & Introductions

Tamar Wallace, NCCRT Evidence-Based Education and Outreach Task Group Co-Chair
Andrea Dwyer, NCCRT Evidence-Based Education and Outreach Task Group Co-Chair

9:20 – 10:00 AM 80% by 2018 Strategic Mapping Process
Richard Wender, MD, NCCRT Chair (By phone)
- Overall goal
- Partners
- Strategic planning process update
Discussion of Primary and Secondary Data Sources to Measure CRC Screening Rates

- Discuss framework for evaluation and measurement
  - This is not pass/fail.
  - We want to use measurement to motivate and course correct; not alienate.
  - There is no wrong starting point for partners.
  - We must be practical about our partners’ capacity to evaluate.

- Identify database(s) to measure end result and progress

- Discuss how the data sets could be collectively used to track and monitor trends. What combination of data sets might give a state an accurate picture of their progress?

- How would we advise use of these measures to states? Do we need to develop a model to demonstrate how these measures intersect?

- What type of tools or explanations might help partners use these data sources in their 80% by 2018 work?

- How should state by state goals be set? Who should set them?

- Do states need intermediate goals?

11:00 AM BREAK

11:10 – 12:00 PM Discussion Continued.

12:00 – 1:00 PM LUNCH

1:00 – 2:15 PM Supporting 80% by 2018 partners in their evaluation efforts

- How can we motivate partners to measure/track/report their individual progress?

- What guidance can we offer partners on measurement and evaluation?

- What data sets exist to help them? What types of things can they measure? What’s reasonable to request?

- What resources can we provide to help measure/track/report?

- What incentives can we provide to help measure/track/report?
How can we celebrate successes? (eg, web, awards, conference)

2:15 – 3:15 PM  Evaluating our messaging and communication with target audiences
  ➢ Are there evaluation protocols that should be developed for the new communications toolkit?
  ➢ What concrete proxy measures should be used?
  ➢ What resources might partners need?
  ➢ What research options might exist to keep this effort on track?

3:15 – 3:50 PM  Process Evaluation: Overall 80 x 18 Campaign
  ➢ How can we measure/track the seven key functions?
  ➢ What should we measure, how often?
  ➢ Evaluation strategic plan and timeline
  ➢ Partner satisfaction

3:50 – 4:00 PM  Next Steps

4:00 PM  Adjourn