Evaluating A Policy Change Intervention
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From 2013-2015, the NYSDOH funded the **Broome County** and **Schenectady County Health Departments** to implement three cancer prevention policy interventions.

1. **Paid Time Off Project Objective**: By September 2015, at least one municipality in each county will expand paid time off policies for their employees to include colorectal and cervical cancer screening.
Pilot Project Results

• By 9/2015: One municipality in each county adopted and implemented an expanded paid leave policy for employees to obtain cancer screenings. Potential reach: 3,500 workers.

• Payroll data in one county (policy expanded in Dec. 2013) showed the use of the paid leave policy tripling from Jan to Dec. 2014.
Project expanded

• In April 2015, lessons learned from the demonstration project led to the project’s expansion to 27 cancer screening contractors.
Paid Time Off for Cancer Screening

- Policy and environmental change interventions can promote health and support healthy behaviors.

- Lack of paid time off is a potential barrier to obtaining recommended cancer screenings.

- Existing NYS law provides public employees with 4 hours of time off for breast cancer screening.

- Local municipalities can expand on existing state law to include paid time off for other cancer screenings (e.g., colorectal cancer).

Peipins LA, Soman A, Berkowitz Z, White MC. The lack of paid sick leave as a barrier to cancer screening and medical care-seeking: results from the National Health Interview Survey. _BMC Public Health_ 2012;12(1):520
Policy Change Process and Community Outcomes

- Public and decision maker education
- Awareness and beliefs about the issue change
- Support for policy increases
- Policy adopted
- Health behaviors change
- Health outcomes improve

Activities to Build Community Support

- Educating and Engaging Communities
- Mobilizing and Empowering Communities
- Engaging Organizational Decision Makers
- Educating Government Decision Makers

Community Supportive of Policy Change
Evaluation Approach

1. Performance Monitoring
   *Is the program doing what it said it would do?*

2. Local Level Program Evaluation
   *Is there evidence that the program is achieving desired goals?*

3. Population-Level Data Collection
   (Public Health Surveillance)
   *Is the “dial moving” on relevant population measures?*

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**Fidelity**

**Program Reach & Outcomes**

**Population Impact**
Performance Monitoring

What activities support policy implementation?

- # of community education events
- amount of media generated

What progress has been made towards the policy change goal?

- # of sites where policy work initiated
- # of sites where decision maker supports policy change

What facilitators and barriers were encountered?

- factors effecting implementation of specific strategies or activities
Program Evaluation

Short-Term Outcome Measures

- How many sites adopted a paid time off policy for screening?
  - # of sites adopting formal policy
  - Employee demographic characteristics

- How many people are affected by the policy?
  - # of individuals employed at site
  - Approximate % of workforce over age 40

- How has the policy impacted employee screening behavior?
  - # of individuals using paid leave benefit
For each recruited site, contractors report on **achievement of site-specific milestones** that lead to policy adoption.

Contractors report on community education activities including the **amount of earned media generated** and the **number of decisionmakers educated** about the initiative.
Local Level Evaluation Example

To what extent do residents living in each county support the policy?

Contractors used this information as part of their education and mobilization efforts in working with government and organizational decision-makers.

- % of adult residents who support or strongly support the policy
Local Level Evaluation Example

**Screening Policy Utilization**

- To what extent are employees using paid leave policy to obtain screening?
- Are there differences in the extent of utilization pre- and post-implementation of an updated paid leave policy?

Findings were disseminated in a written report that was shared with internal and external stakeholders.
Public Health Surveillance

Key Data Sources & Indicators

- NYS BRFSS
  - Statewide and county-level prevalence of screening behaviors

- NYS Cancer Registry
  - Incidence and mortality of screening detectable cancers

Measure disease burden
Guide public health action & resource allocation
Evaluate programs and policies
DOH provides each contractor a report each quarter to assist them in monitoring policy adoption milestones achieved at each site.

DOH provides all contractors with a list of organizations who have adopted policies to highlight “model” policies.
Progress to Date

As of Fall 2017:

• eight municipalities, eight community-based organizations, seven for-profit businesses and one health care agency (24 total) have successfully implemented paid time off for cancer screening policies that reach over 10,000 employees;

• garnered 226 earned media placements and identified over 60 champions to help support this work.