Evaluation and Measurement Task Group

Report
Agenda

- Welcome & Introductions
- Accomplishments and upcoming projects
- Discussion/Q&A
- Gaps/remaining needs
- Opportunities for NCCRT
- Next Steps
Task Group Co-Chairs

• Tamar Wallace
  *NYU Langone Medical Center, New York*

• Andrea Dwyer
  *University of Colorado, Denver*
Charge

The charge of this task group is to promote and support evaluation of Roundtable and Roundtable member efforts and increase the use of evidence-based initiatives that can increase CRC screening awareness and/or utilization.
<table>
<thead>
<tr>
<th>Attendee</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tessa Allred</td>
<td>Reimer Meester</td>
</tr>
<tr>
<td>Teia Atkins</td>
<td>Subhasis Misra</td>
</tr>
<tr>
<td>April Barry</td>
<td>Lauren Moore</td>
</tr>
<tr>
<td>Heather Brandt</td>
<td>Angela Moore</td>
</tr>
<tr>
<td>David Bull</td>
<td>Kara Riehman</td>
</tr>
<tr>
<td>Heather Dacus</td>
<td>Reggie Snowden</td>
</tr>
<tr>
<td>Ellie Daniel</td>
<td>Anne Walaszek</td>
</tr>
<tr>
<td>Brandon Ellis</td>
<td>Ena Wanliss</td>
</tr>
<tr>
<td>Matt Johnson</td>
<td>Lesley Watson</td>
</tr>
<tr>
<td>Westley Lighthall</td>
<td>Stephanie Wheeler</td>
</tr>
<tr>
<td>David McCluskey</td>
<td>Laura Wood</td>
</tr>
</tbody>
</table>
Task Group Themes

- Support 80% by 2018 evaluation efforts by providing tools, training, and expertise
- Conduct ongoing evaluation of 80% by 2018 efforts
- Promote measurement, tracking, and improvement by recognizing success
- Create web repository of evaluation resources
FY16 Accomplishments

- Hosted September 2016 Evaluation and Measurement meeting
- Launched “National Achievement Award” program to capture and recognize success (in concert with Public Awareness Task Group)
- Launched 2nd annual partner survey on 80% by 2018 effort (through ACS Statistics and Evaluation Center)
FY16 Accomplishments

• Updating Evaluation Toolkit with broader array of interventions, resources and tools (detailed TOC, social media, systems change, policy)
• Producing draft tool on evaluating use of NCCRT tested messages
• Issued RFP for development of web repository
Priorities from Sept. Meeting

- Future research priorities/projects for the group were:
- Understand the penetration of pledgers – who do they represent? Do states have the right pledgers?
- What makes the high performers betters?
- Why are FQHCs that serve non-English speakers doing well? Patient boards?
- Strong desire to create maps that overlay different data
- Desire to overlay of BRFSS/NHIS – dig into different subgroups
- Provide technical assistance on how to help partners know their denominator
- Provide technical assistance to communities to help them assess their progress
- Conduct public shaming/acknowledgement/celebration
- Get more granular into the specific of HEDIS data
FY17 Project Plan

• Finalize 80% by 2018 Evaluation Grid
• Continue 80% by 2018 Overall Campaign Evaluation Efforts
• Create evaluation learning collaborative
• Promote updated Evaluation Toolkit
• Finalize tool offering guidance on evaluating NCCRT-developed tested messages (for evaluation and communications toolkits)
• Continue to host evaluation webinars on advanced topics, relevant to 80% by 2018 efforts.
• Launch web repository of evaluation resources (possibly broader)
Key Points of Discussion:

- **80 x 18 Evaluation / September Meeting (Heather Brandt)**
- Looking at multiple datasets to gauge screening rate numbers and trends
- Utilizing survey of pledgers to determine satisfaction, other resources that may be helpful
- Group: Are there opportunities for coordination/collaboration among pledgers?
  - Could look at small areas / social network analysis / survey / local maps of pledgers to understand how pledgers are connected and facilitate collaboration.
  - Could add questions/more data fields to pledger forms and pledger surveys (eg, location to be able to geocode).
  - Could assess technical assistance in communities and how that may increase screening rates.
  - Recommendation (NY) to harness local leadership to address pledger questions; state roundtables could do local analysis of pledgers (In TX they’ve identified champion in each MSA).
Key Points of Discussion:

- **Web Repository – Ghost Demo and Discussion**
  - Showed demo sites
  - Need to determine tabs, searchable features
  - Need to determine structure or hierarchy of search criteria / terms/ tabs
  - Could search by geography, environment/setting, target audience, intervention types (e.g., small media, group education, client reminder, etc)
  - Search function should allow to search “and” or “or” search
  - Need to plan site, search terms, and phases of implementation and dissemination
Evaluation & Measurement Gaps/Needs:

• Consider doing a survey of those who have downloaded the evaluation toolkit, to drill down on whether helpful, how helpful, areas to improve, where to disseminate further
Opportunities/FY18 NCCRT Projects:

80 x 18 (Ann, Heather)
--use incoming data to drill down on hot spots, effective programs, and need for course correction.
--develop maps of pledgers and additional data fields on pledger forms and surveys to help facilitate opportunities for coordination among pledgers
--prepare manuscript on 80 x 18 campaign

Task Groups
--assist other task groups with evaluation components

Toolkit
--evaluate usefulness
--make available to members, pledgers
--include link on new web repository

Repository
--Development of repository and collection/posting/monitoring of content
Immediate Next Steps:

--Assign committee for webinar development
--Determine draft criteria, review process, team of reviewer
--Develop template for submissions
--Conference call with Ghost regarding next steps
--80% by 2018 Evaluation

  – Continue to monitor existing sources of data to track CRC screening rates
  – Continue to engage stakeholders in telling the story of 80% by 2018
  – Prepare a logic model (to complement the strategic plan) that lays out the process