

Evaluation and Measurement Task Group



*Pre-Annual Meeting Task Group Informational Webinar
2018 Updates / 2019 Planning*

November 7, 2018

10:00 a.m. EST



Agenda

- Welcome & Introductions
- Task Group Charge
- Accomplishments
- Current projects
- Possible topics for annual meeting task group session
- Q&A



Task Group Co-Chairs

- Andrea “Andi” Dwyer
University of Colorado, Denver
- April Barry
Pennsylvania State Department of Health



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.



Task Group Themes

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



FY18 Project Plan (December 2017)

- Continue with 80% by 2018 evaluation through partner survey and by monitoring long term screening trends.
- Continue with 80% by 2018 Achievement Awards.
- Conduct midway evaluation of 80% by 2018 (Emory plus advisory group)
- Longer term plans to publish qualitative report on 80% by 2018
- Paper on CRC screening rates of FQHCs that have signed the 80% by 2018 pledge (need advisory group)



FY18 Accomplishments

Evaluating 80% by 2018

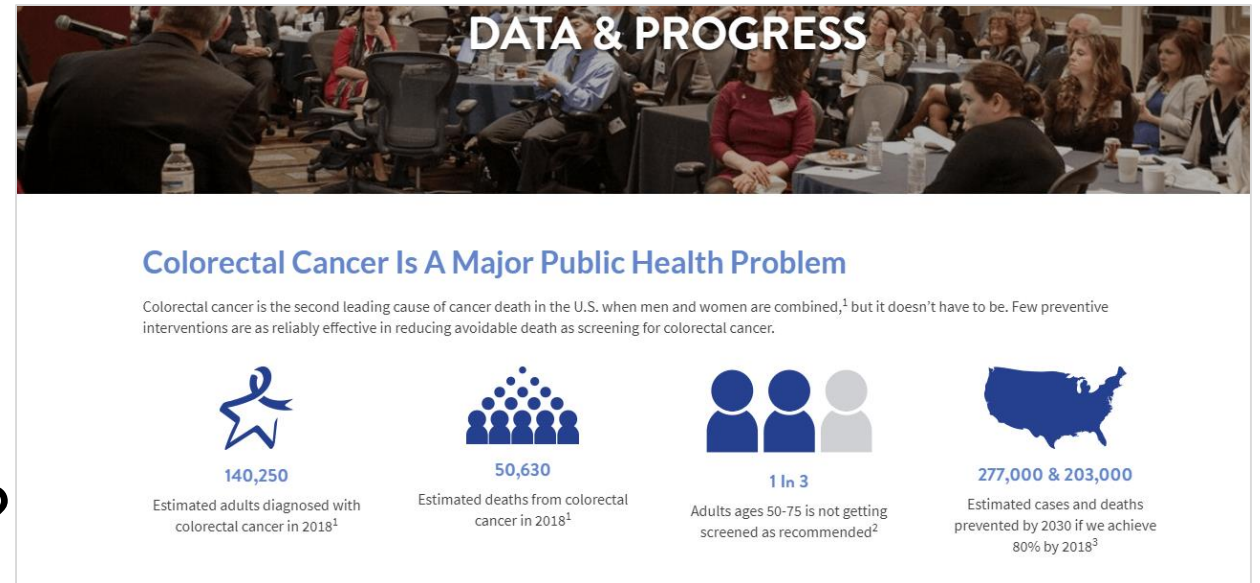
- Drafted two manuscripts in partnership with Emory University (Finalize and Submit for Publication)
 - ▣ 80% Overview
 - ▣ 80% Progress

- Beyond Thankful 80% by 2018 Glossy Report (Release Fall 2018)
 - ▣ [And companion video!](#)

- Accepted Red Section Editorial - American Journal of Gastroenterology

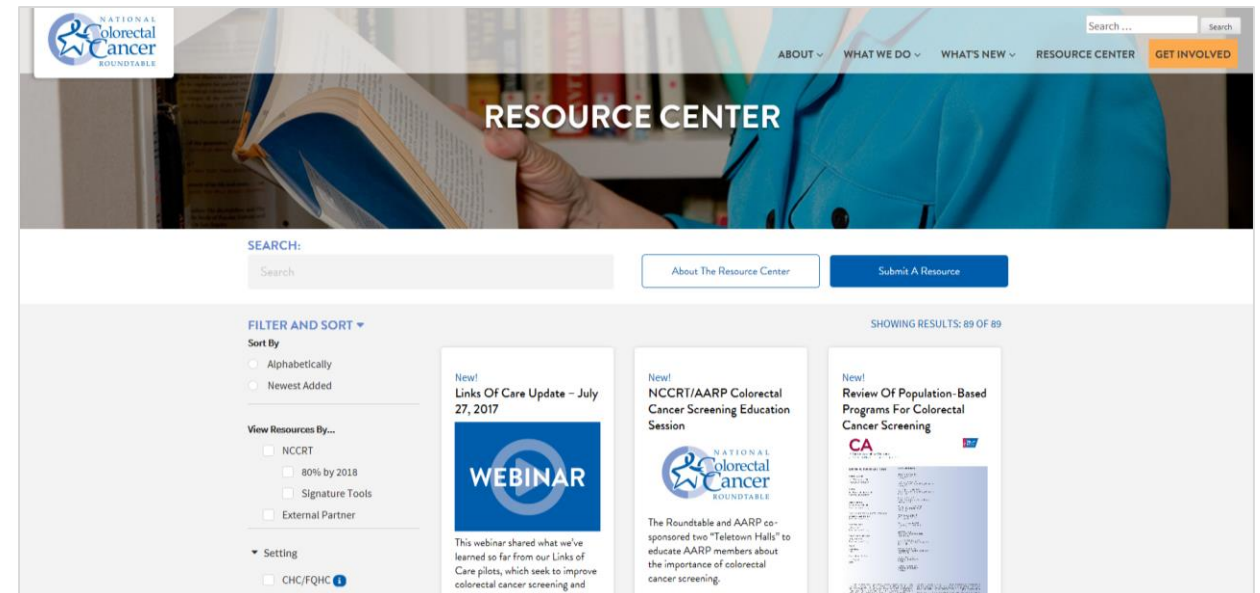
FY18 Accomplishments

- ❑ **Updates to Data and Progress Page NCCRT.org**
- ❑ Presents important statistics, trends, and measures
- ❑ Updated with national measures and provides resources to state / local level data
- ❑ 12 most visited page on site
- ❑ Avg. time on page – 7 mins!
 - ❑ Most time per page on site
- ❑ What else could we do here?



• Evaluation Efforts – NCCRT Resource Center

- Upon resource download, invited to take a quick 4 question survey on resource center quality.
- Also invited to sign up for future surveys regarding the resource downloaded.
- Quality of NCCRT Resources
 - 15.7% Average
 - 84.3% High
- ~16% of respondents willing to take a follow up survey





FY18 Accomplishments

- Building in Evaluation Component at earliest stages of product design
- Started to include an evaluation requirement in project RFPs
- Purpose: Use contractor expertise to help advisory committees and task groups to keep evaluation at the forefront and think about dissemination / use data
- Barrier: Evaluation plans as part of the RFP requirement will need more funding for project development



FY18 Accomplishments

Closed 2018 80% by 2018 Partner Survey

Purpose

- To better understand how the organizations that members/supporters belong to are promoting colorectal cancer screening
- To inform how the NCCRT can better support those efforts

Methodology

- 15-minute web-based survey shared with NCCRT members and supporters in September and October 2018

Incentives

- A \$100 Amazon gift card was raffled off to those who complete the survey and opted into the raffle (**68% of respondents opted in**)

FY18 Accomplishments

80% by 2018 Partner Survey – Background

1st annual survey – Open 10/14 to 11/3, 2015

- 151 responses (24% response rate)

2nd annual survey – Open 8/29 to 9/19, 2016

- 270 responses (21% response rate)

3rd annual survey – Open 9/12 to 10/10, 2017

- 259 responses

4th annual survey – 2018

- 13%
- Lower response rate

Organizations reported doing more activities in 2018 compared to 2017 in 70% of categories evaluated!

80% by 2018 National Achievement Awards

2018 Awardees *(60 nominations received!)*

Grand Prize: Oklahoma City Indian Clinic (Community Health Center)

- Increased CRC screening rates among age-eligible patients from 14% in 2007 to 64% in 2016, while patient volume increased by 27%
- **Honorees:**
 - AltaMed Health Services (Community Health Center)
 - Ameren (Employer)
 - Ohio Academy of Family Physicians (Medical Prof. Society)
 - The Ohio State Comprehensive Cancer Center – Arthur G. James Hospital and Richard J. Solove Research Institute (Health System)
 - Samuel C. Pace, M.D. (Physician Champion / Survivor)
 - Partnership for Health Lincoln





FY19 Project Plan

- ❑ Continue 80% Overall Campaign Evaluation Efforts (Partner Survey)
- ❑ Conduct 4th National Achievement Awards
- ❑ Finalize and Release Qualitative Report
 - ▣ And Companion Video!
- ❑ Update Evaluation Toolkit - Tip Sheets and Executive Summary
- ❑ Promote/expand updated Evaluation Toolkit
 - ▣ Begin process to potentially modernize the toolkit (FY19/FY20)
- ❑ Follow up on Resource Center Evaluation Survey
- ❑ Evaluation Manuscripts
 - ▣ Finalize and publish two drafted manuscripts: Overview and Evaluation Manuscript
 - ▣ Third 80% Manuscript with Emory – Local Efforts
- ❑ Continue to host evaluation webinars on advanced topics, relevant to 80% by 2018 efforts.
- ❑ Aid in process of retiring and revising tools entering next campaign
- ❑ Aid other task groups in evaluation (as needed)



FY20 Project Plan – Early Thoughts

- ❑ Continue 80% Overall Campaign Evaluation Efforts
- ❑ Continue working toward uniform evaluation process for each NCCRT project, over appropriate follow up time intervals
- ❑ Modernize Evaluation Toolkit
- ❑ Post comments and testimonials to popular NCCRT resources
 - ▣ Use CRC News to solicit feedback on current use of NCCRT resources
- ❑ Create evaluation learning collaborative
- ❑ Continue to host evaluation webinars on advanced topics, relevant to 80% by 2018 efforts.

What else?



To be continued on
Wednesday, November 14, 2018
5:00 to 6:30 p.m.

Sheraton Inner Harbor
Baltimore, MD
See you there!



Questions & Suggestions?