



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.

Tessa Allred

Teia Atkins

April Barry

Heather Brandt

David Bull

Heather Dacus

Ellie Daniel

Brandon Ellis

Matt Johnson

Westley Lighthall

David McCluskey

Reimer Meester

Subhasis Misra

Lauren Moore

Angela Moore

Kara Riehman

Reggie Snowden

Anne Walaszek

Ena Wanliss

Lesley Watson

Stephanie Wheeler

Laura Wood



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 better?
- 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 (eg, 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