

How to assess the effectiveness of cessation programs serving tobacco users from diverse backgrounds

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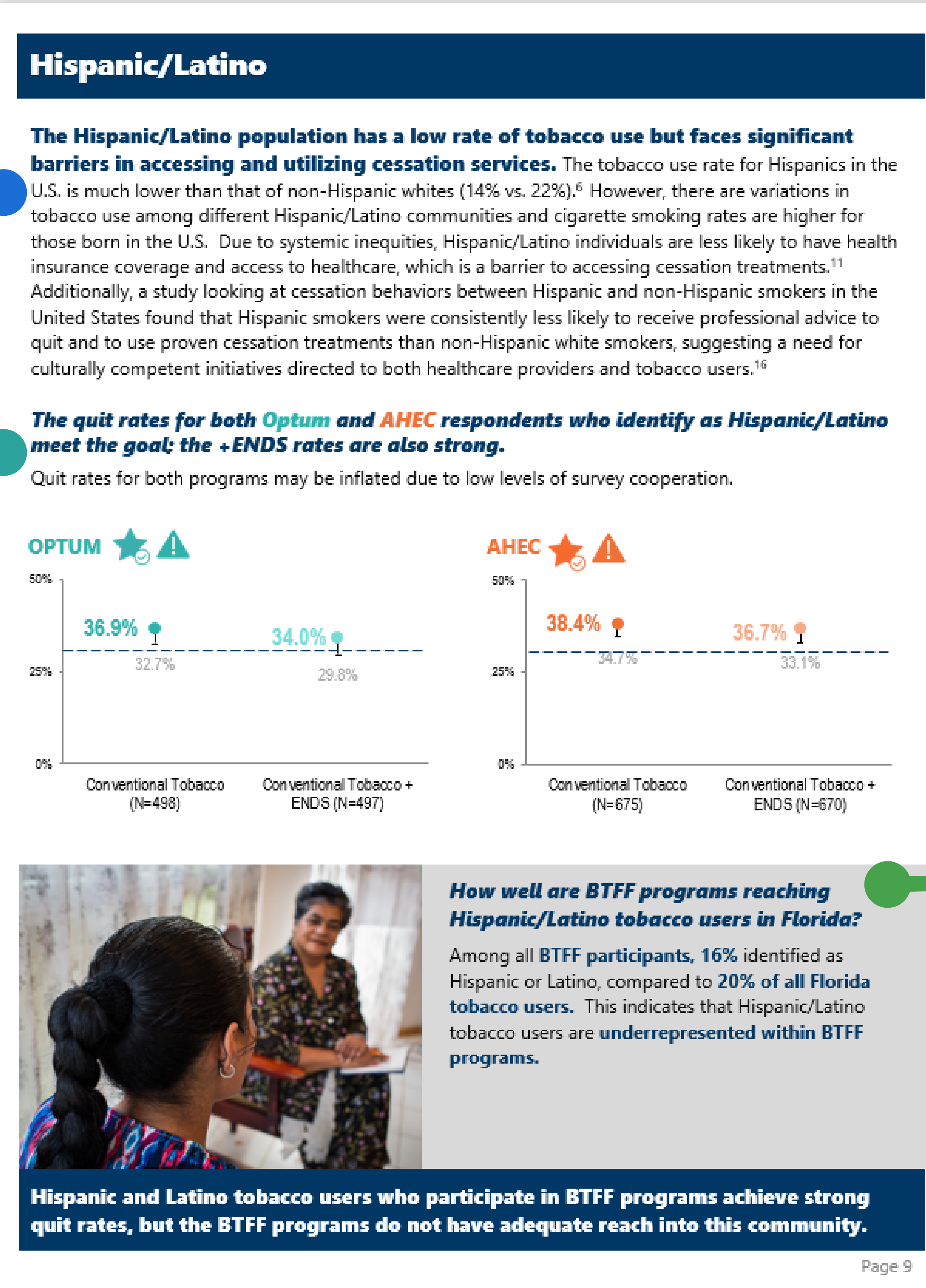


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We used 2018 National Health Interview Survey & 2017 SAMHSA data for **prevalence rates for each population.**

We **combined 30-day quit rate data from 2017-2019** & provided the national standard (dashed line) on each graph. We also utilized icons to indicate when survey consent & response rates were low for a group & show that caution should be taken when interpreting the findings.

Using program participant demographic data, Behavioral Risk Factor Surveillance System data, & Florida Adult Tobacco Survey data, we **calculated proportions of program participants & of all Florida tobacco users who identify with each priority group & then calculated the difference between these two proportions.** We then considered cut points or thresholds for the size of differences & what indicated over-, well-, & under-represented.



Introduction

- In the U.S., the substantial decrease in tobacco use since 1965 is widely considered a major public health success. However, pronounced disparities remain. A key component to reducing cessation disparities is to first assess how effective current interventions are for all populations.
- This study examined the effectiveness of the Bureau of Tobacco Free Florida (BTFF) cessation programs for tobacco users within five demographic groups. This poster shares our strategies and tips for conducting similar evaluations.

Types of data to use

Prevalence & contextual data

- Find and utilize population-level data that aligns with the measures collected by your local program
- Utilize local data when available; though national data is better than nothing for context
- Call out systemic causes of disparities

30-day quit rates

- Combine data across multiple years if population (n) is small
- Compare to a national standard (NAQC goal) rather than comparing demographic groups to each other
- Review consent and response rates; include explanation of their impact in interpreting quit rates

Enrollment & representative data

- Find and utilize state or local level comparison data
- Frame in terms groups need representation or over-representation to address disparities; under-representation is unlikely to have an impact

Program engagement data

- **Not included in this study** due to different programs (phone, in-person, email, web-based) with non-equivalent levels of engagement; consider providing engagement or utilization data specific to one program rather than multiple
- Provides additional context for how groups are utilizing a program and how programs are reaching specific groups

Recommendations

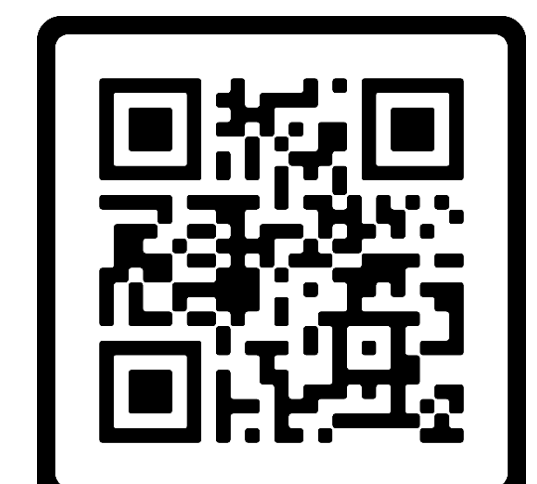
Prior to implementation or evaluation

- If planning in advance, consider oversampling in order to obtain sufficient sample sizes for program outcome data.
- Consider setting a threshold or utilizing statistical methods like confidence intervals to aid interpretation when determining if population groups are well-represented within the program.

How to use results

- Consider how these data points can be used together to gain a better understanding of how programs can continue to address and reduce disparities among priority populations.
- Consider using as a starting point for engaging and partnering with local, representative organizations. With a shared understanding of how the program is doing, local partners can offer insight into needs for tailored programming or curricula, or custom recruitment strategies.
- Consider diving deeper into engagement and utilization data. In this example, these pages offered concise snapshots of how two programs were reaching and serving priority groups. Given this high-level review, program staff were able to identify additional questions and data points they wanted to examine for a better understanding of how specific groups were utilizing services and being supported in their cessation journeys.

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