CDPH/CTCP Priority Population Initiative Evaluation Fact Sheet

CDPH/CTCP Priority Populations Initiative Evaluation
To address lingering disparities and inequities in tobacco use among Priority Populations in California, the California Department of Public Health California Tobacco Control Program (CDPH/CTCP) has launched the Priority Populations Initiative. The CDPH/CTCP awarded the UCLA Center for Health Policy Research (CHPR) funding to conduct the statewide Priority Populations Initiative Evaluation. The aim of the evaluation is to assess the overall effectiveness of the Priority Populations Initiative in promoting the adoption and implementation of policy and systems change, community engagements, and partnerships on policy and systems change efforts. This evaluation is designed to achieve several evaluation objectives to assess: (1) community engagement in Priority Populations Initiative projects; (2) the strength and adequacy of the scope of work; (3) facilitators and barriers; 4) the capacity of award recipients; 5) the quantity, strength, and diversity of partnerships; 6) tobacco-related attitudes, behaviors, and environment; and 7) the advantages and disadvantages of targeted population approaches compared to more general, multi-cultural approaches.

Methods
To achieve the evaluation's aims and objectives, multiple qualitative and quantitative methods will be employed. Specifically, we will survey and conduct interviews with Regional Projects, Coordinating Centers, and Local Lead Agencies. We will also conduct Key Informant Interviews and Surveys among policymakers, community leaders, and members of coalitions in the regions with funded projects and regions that were eligible to have projects but no projects were funded.

Analyses and Dissemination of Findings
To assess the overall effectiveness of the Priority Populations Initiative in promoting community engagement and partnerships on policy and systems change efforts, we will conduct analyses of newly collected data from Grantee and Key Informant Surveys and Interviews to assess community engagement and partnerships. Through analyses of existing secondary data sources, we will assess the short-term and intermediate outcomes with a pre- and post-intervention and intervention and control design. Social network analyses will also be conducted to examine the relationships between Priority Populations Initiative projects, Local Lead Agencies, and their partners.

We will work closely with our CDPH/CTCP program officer and other stakeholders to disseminate results. We will attend and participate in professional conferences and the CDPH/CTCP conferences to present methods and findings of the Priority Populations Initiative Evaluation. The project will result in three types of publications: a final report to CDPH/CTCP with an executive summary, a policy brief providing an overview of the evaluation and its major findings to policymakers and the public, and manuscripts. We will also coordinate the posting of publications on the web sites of CDPH/CTCP and other agencies if requested.

For more information, please contact the Evaluation Coordinator, Judy Riviere, at prioritypopeval@ucla.edu or 310-794-0446.

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