

Linking program efforts with outcomes

The Strength of Community Health Programming Index

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Presentation Overview

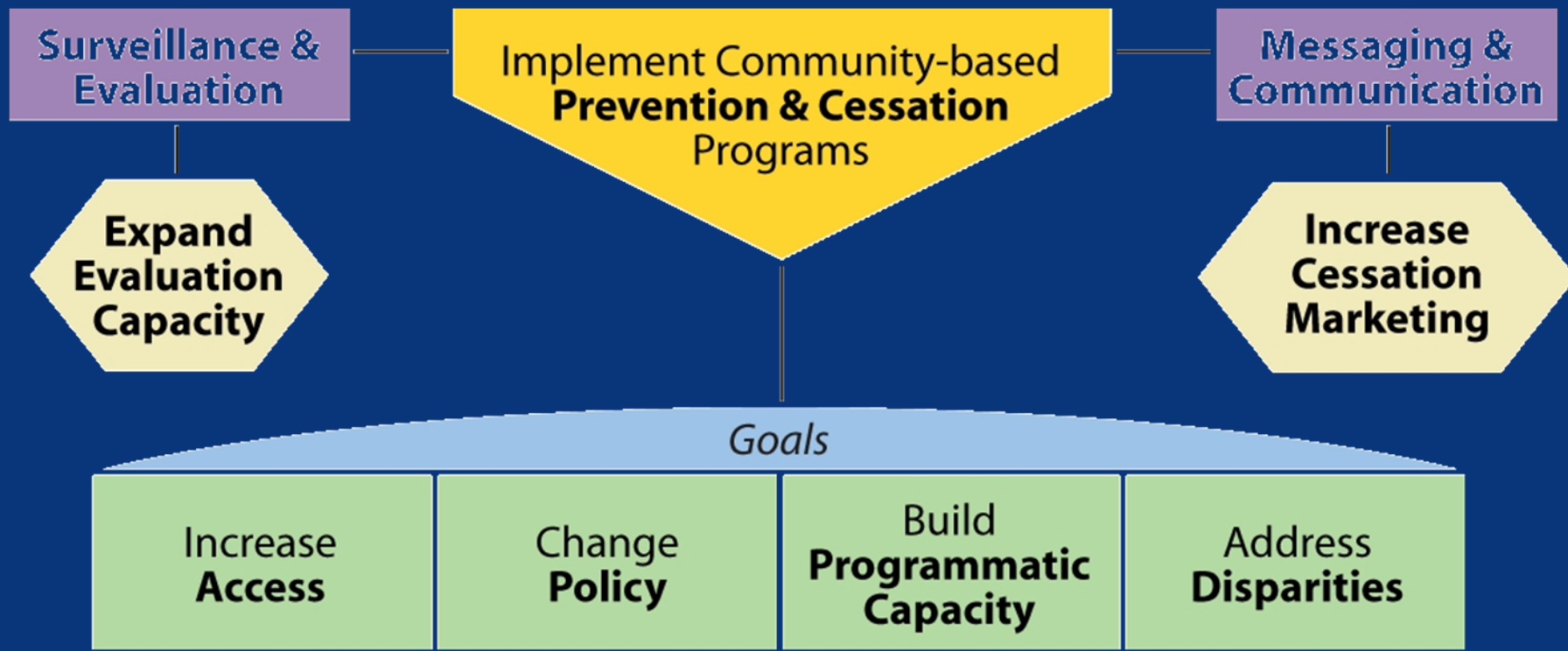
- Background
- Planning and Development
- Construct Components and Reliability
- Preliminary Results
- Implications

Background

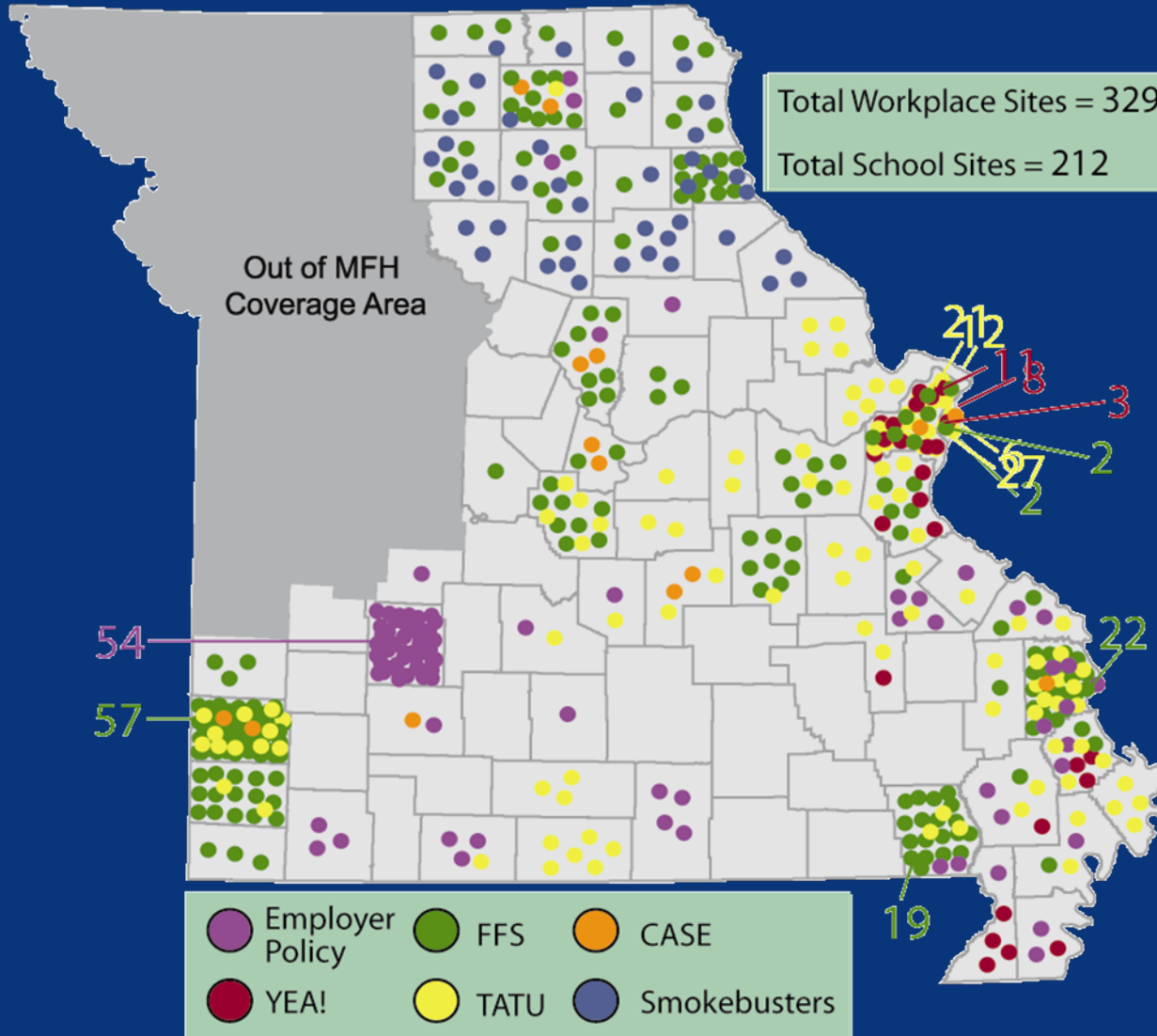


MFH Tobacco Prevention and Cessation Initiative (TPCI)

- 9-year, \$40M commitment initiated in 2004



TPCI Program Sites, 2007-08



Challenge of TPCI Evaluation

Efforts



Outcomes

Planning and Development



Strength of Community Health Programming Index

- ▣ Metric that measures the extensiveness of TPCI efforts at the county level

$$\begin{aligned} &(\text{Depth} + \text{Breadth}) * \text{Quality} \\ &= \text{Index Score} \end{aligned}$$

Construct Components and Reliability



Construct Components

Depth

```
graph TD; Depth[Depth] --- Funding[Amount of Funding]; Depth --- Sites[# of program sites]; Depth --- Reached[# of people reached];
```

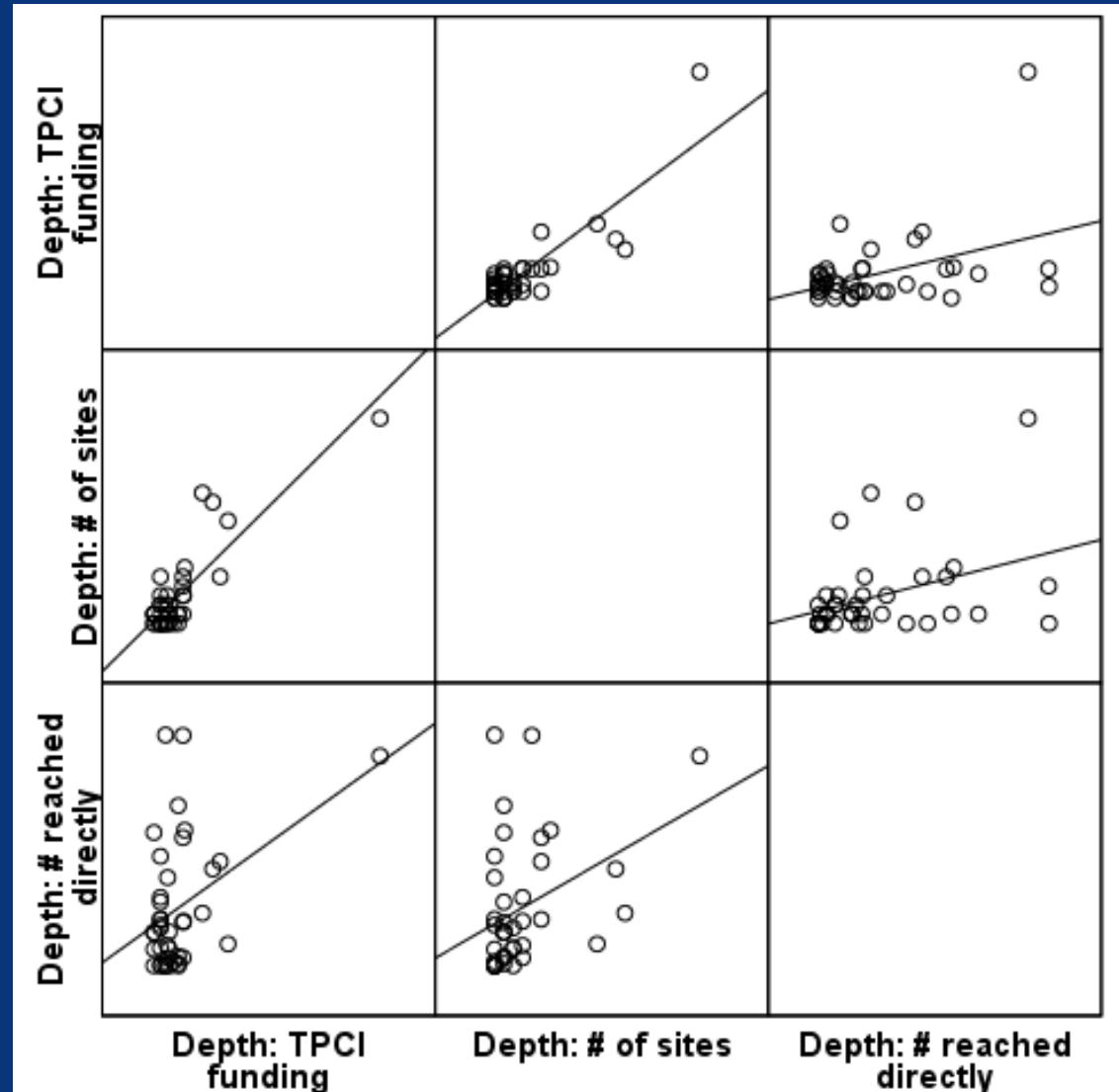
Amount of
Funding

of
program
sites

of people
reached

Depth Construct Reliability

Cronbach's
alpha = .786



Construct Components

Breadth

```
graph TD; Breadth[Breadth] --- Populations["# of populations targeted"]; Breadth --- Settings["# of types of settings"]; Breadth --- Activity["# of activity categories"];
```

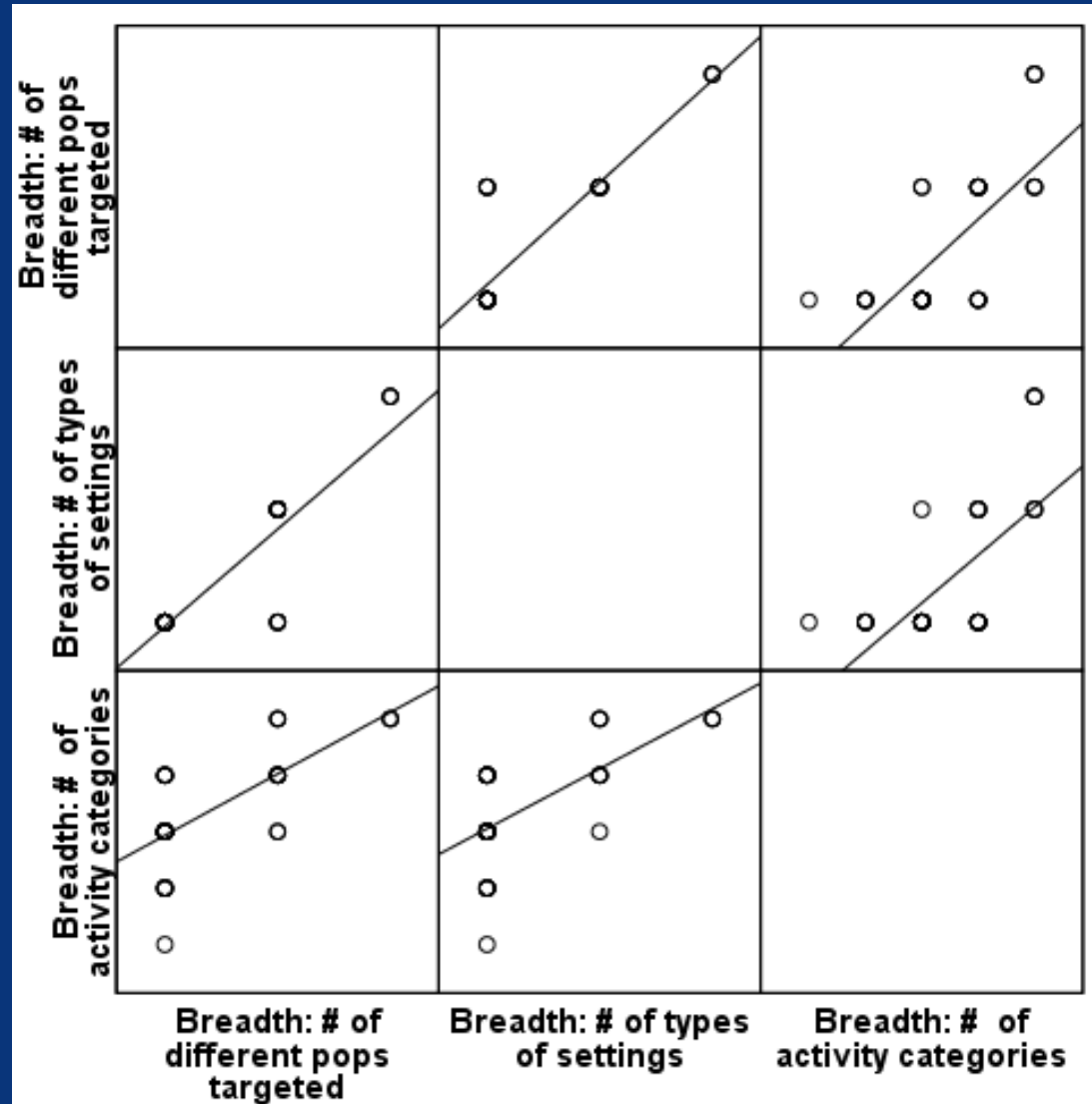
of
populations
targeted

of types of
settings

of activity
categories

Breadth Construct Reliability

Cronbach's
alpha = .902



Potential

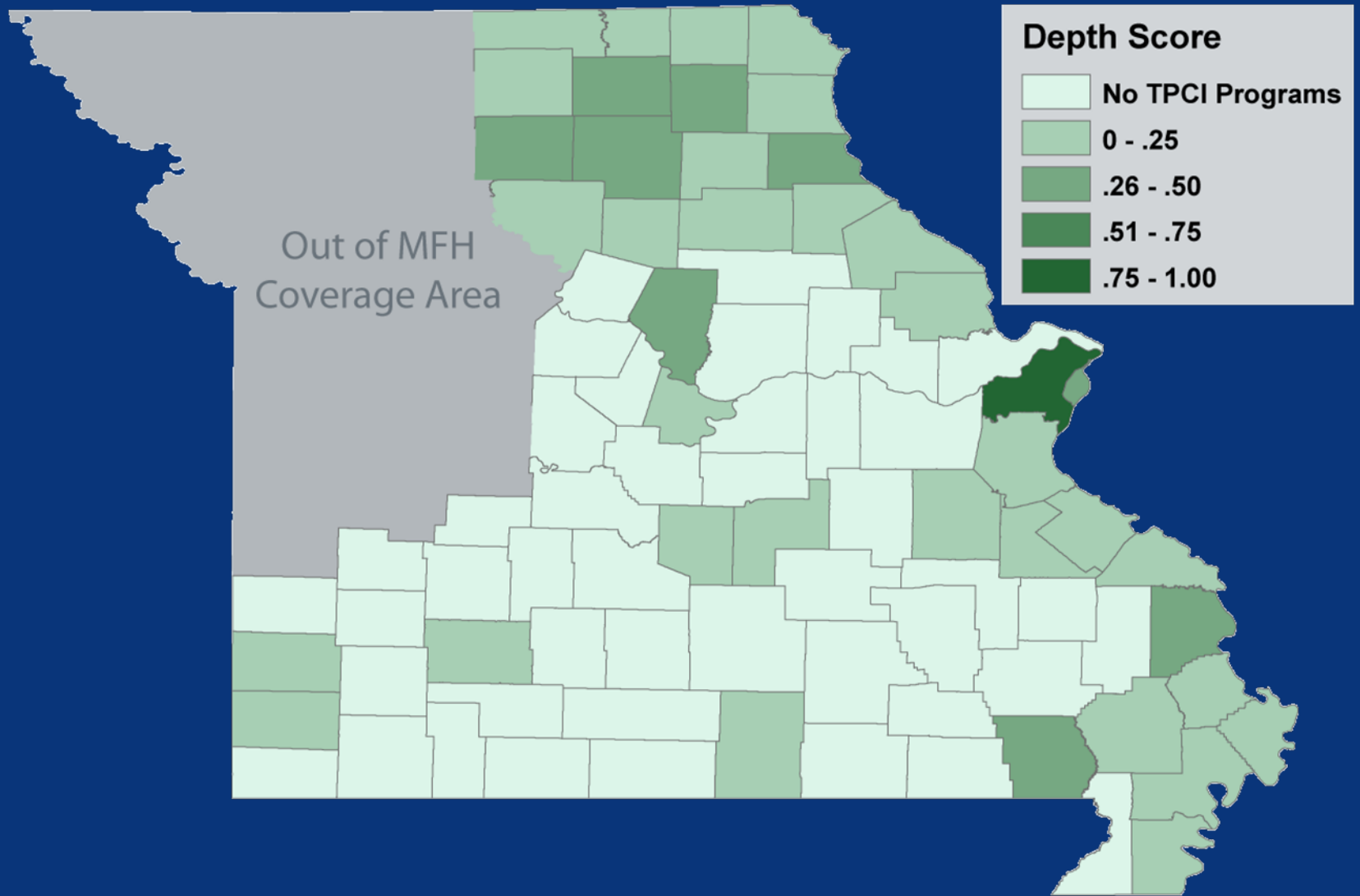
Construct Components



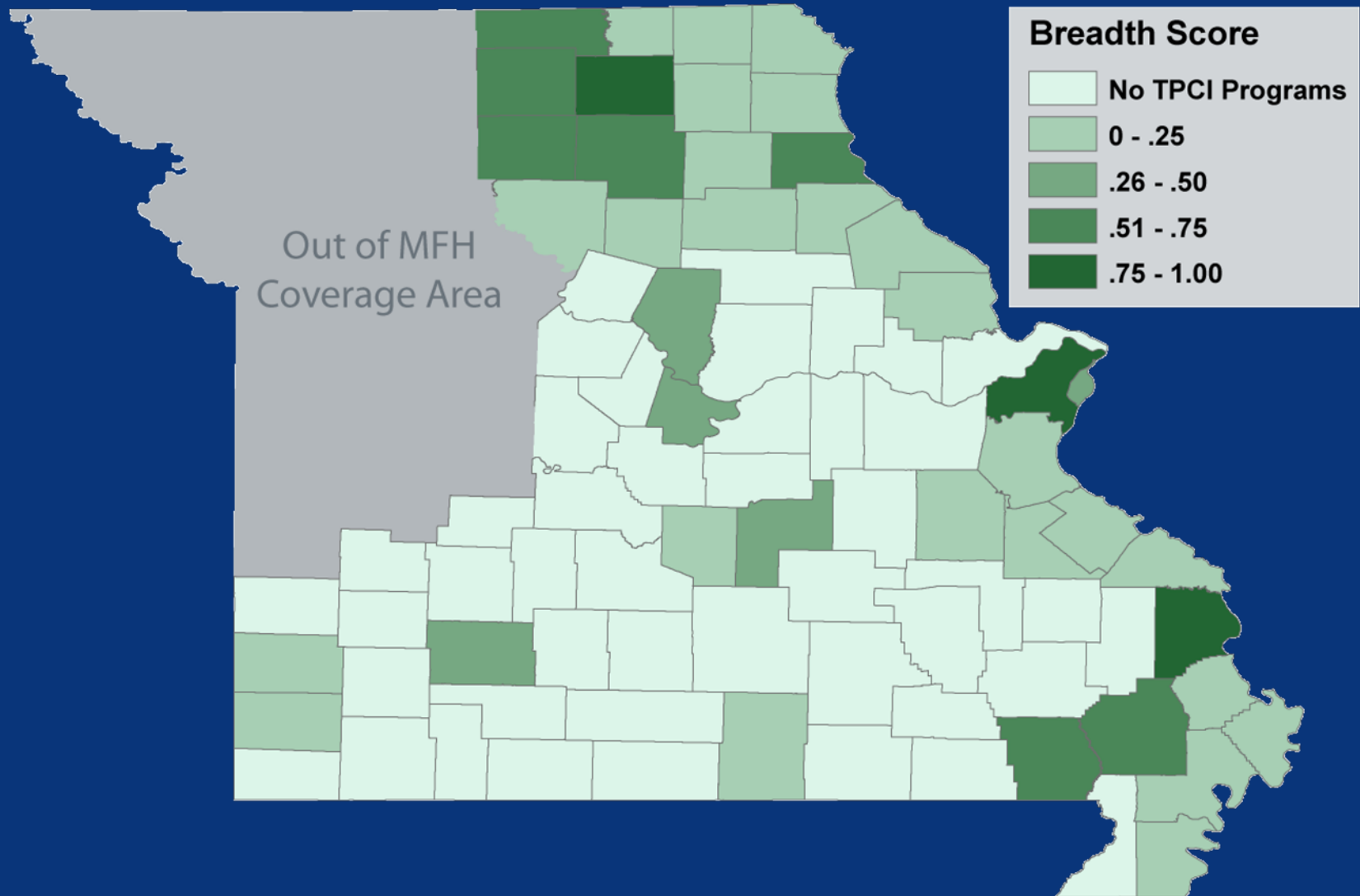
Preliminary Results



Depth Construct Scores



Breadth Construct Scores



Implications



Implications for...

□ Evaluators

- Tool to link program efforts with outcomes

□ Funders

- Identify gaps in activities
- Strategic planning; identify priority funding areas
- Determine where over- or under-funding

□ Public Health Stakeholders

- Can be translated to other health issues

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