Assessing the strength of community health programming

A new tool for evaluators

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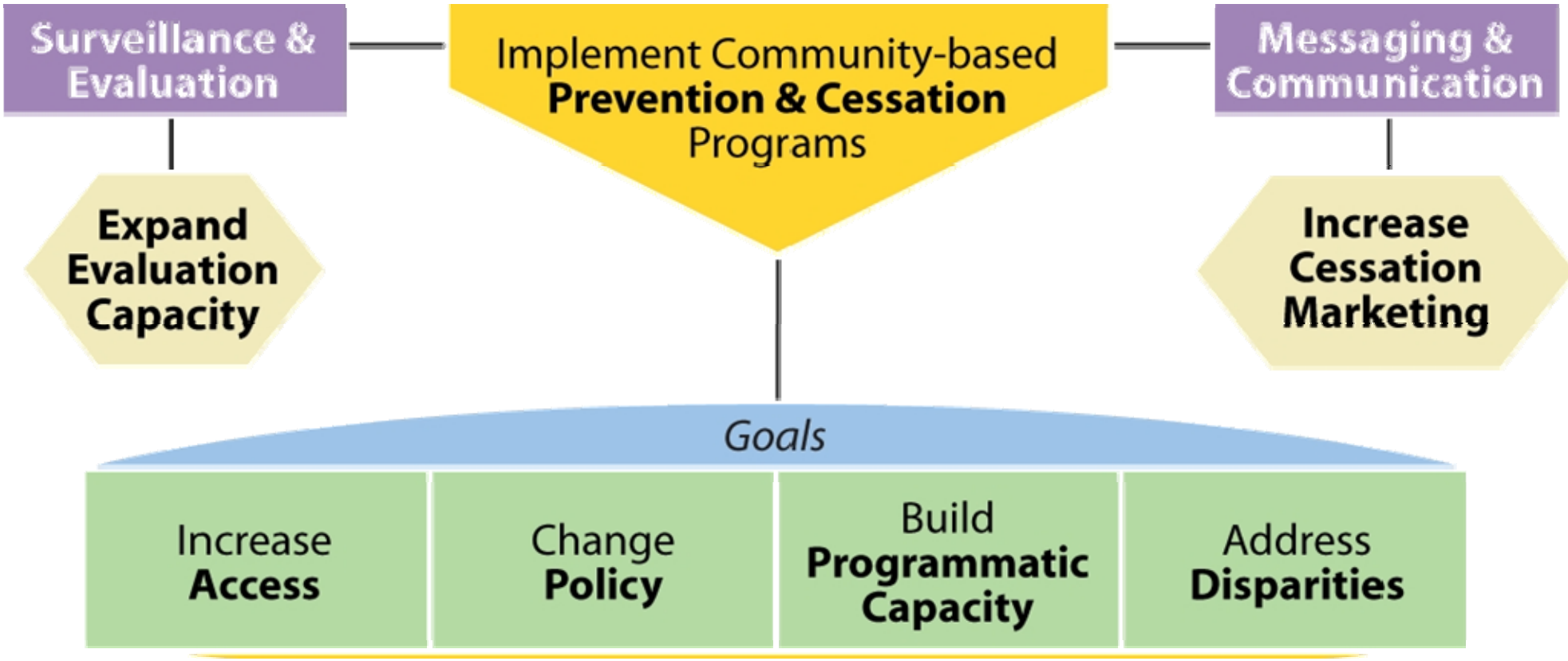
Presentation Overview

- Background
- Development
- Construct Reliability
- Preliminary Construct Scores
- Utilization

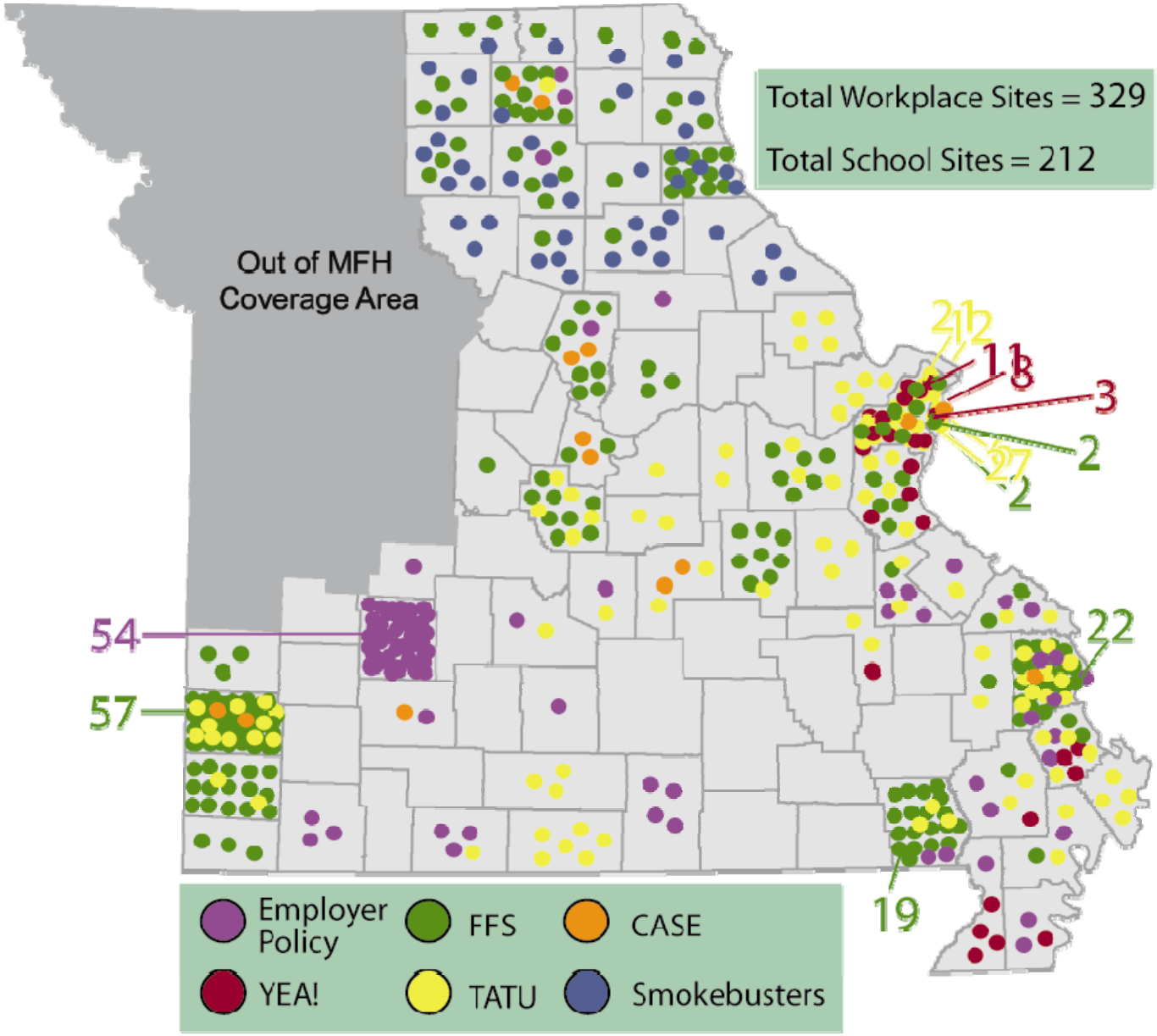
Background

MFH Tobacco Prevention and Cessation Initiative (TPCI)

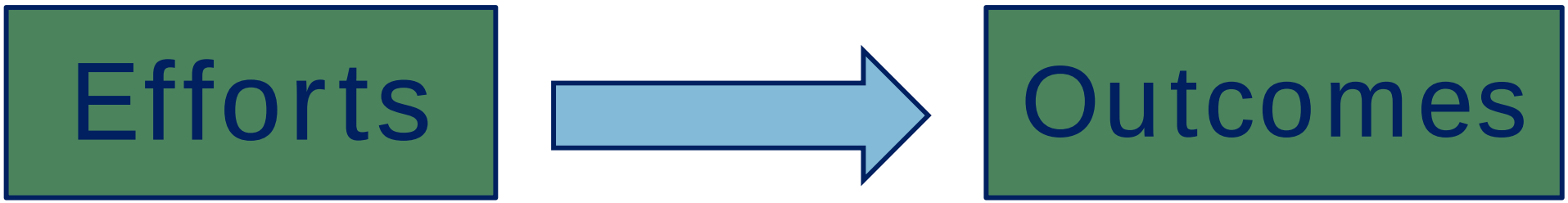
- 9-year, $40M commitment initiated in 2004



TPCI Program Sites, 2007-08

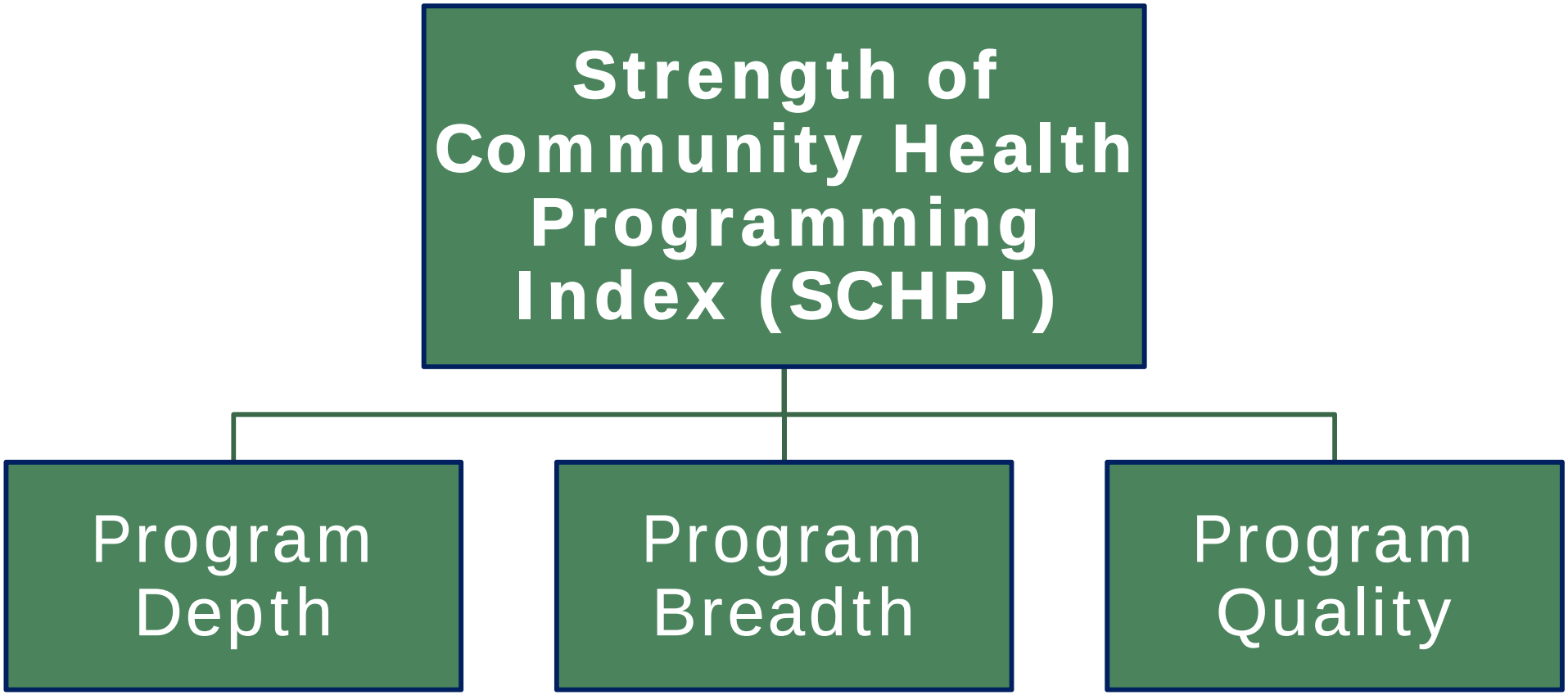


Challenge of TPCI Evaluation



Development

Constructs


Strength of Community Health Programming Index (SCHPI)
Program Depth
Program Breadth
Program Quality

Indicators

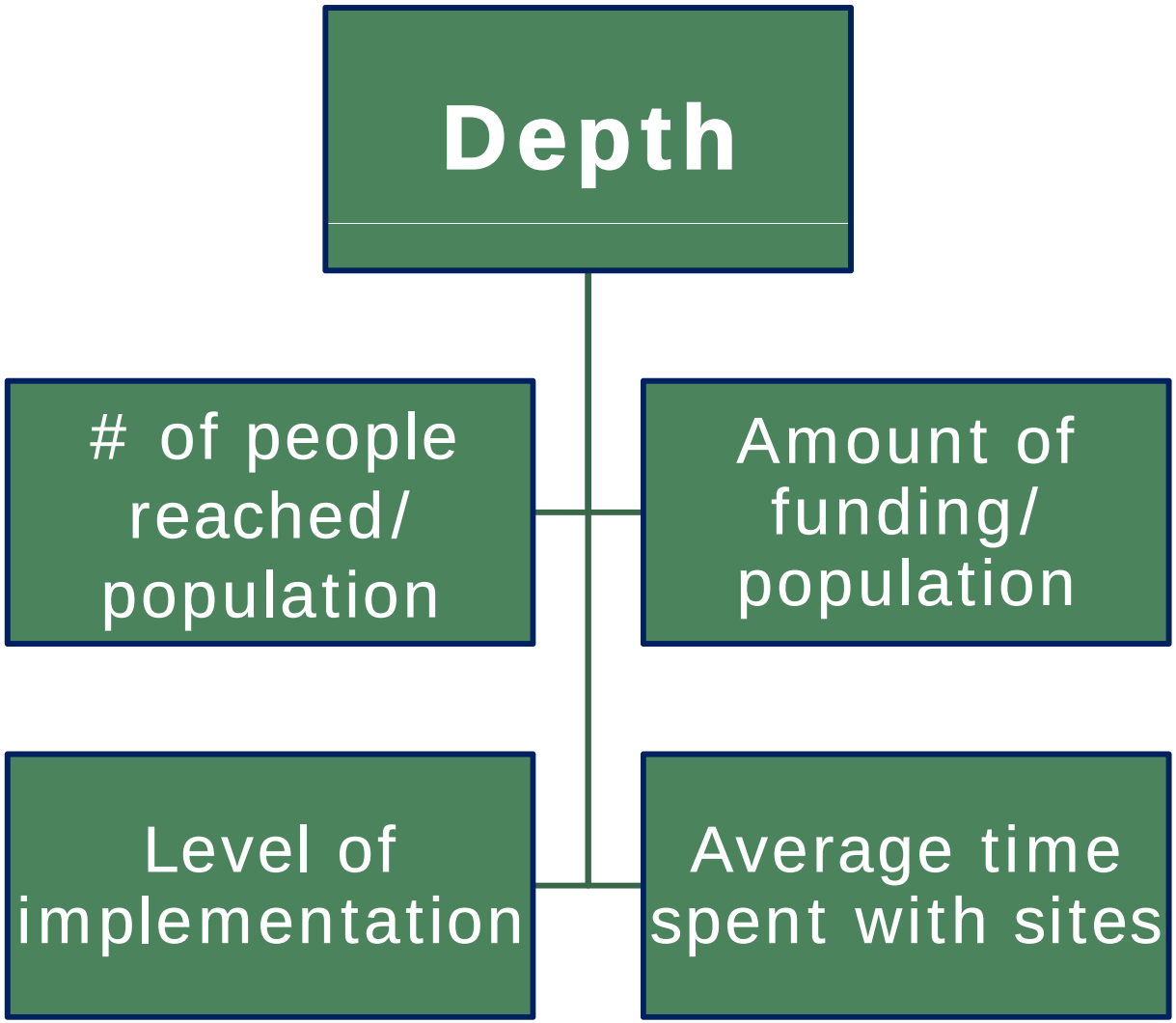
- Identified indicators to measure Depth and Breadth constructs
  - Quality indicators still under development

- Indicators were range standardized

$$\text{Range standardized value} = (\text{Raw value} - \text{Indicator minimum}) / \text{Indicator range}$$

Construct Indicators and Reliability

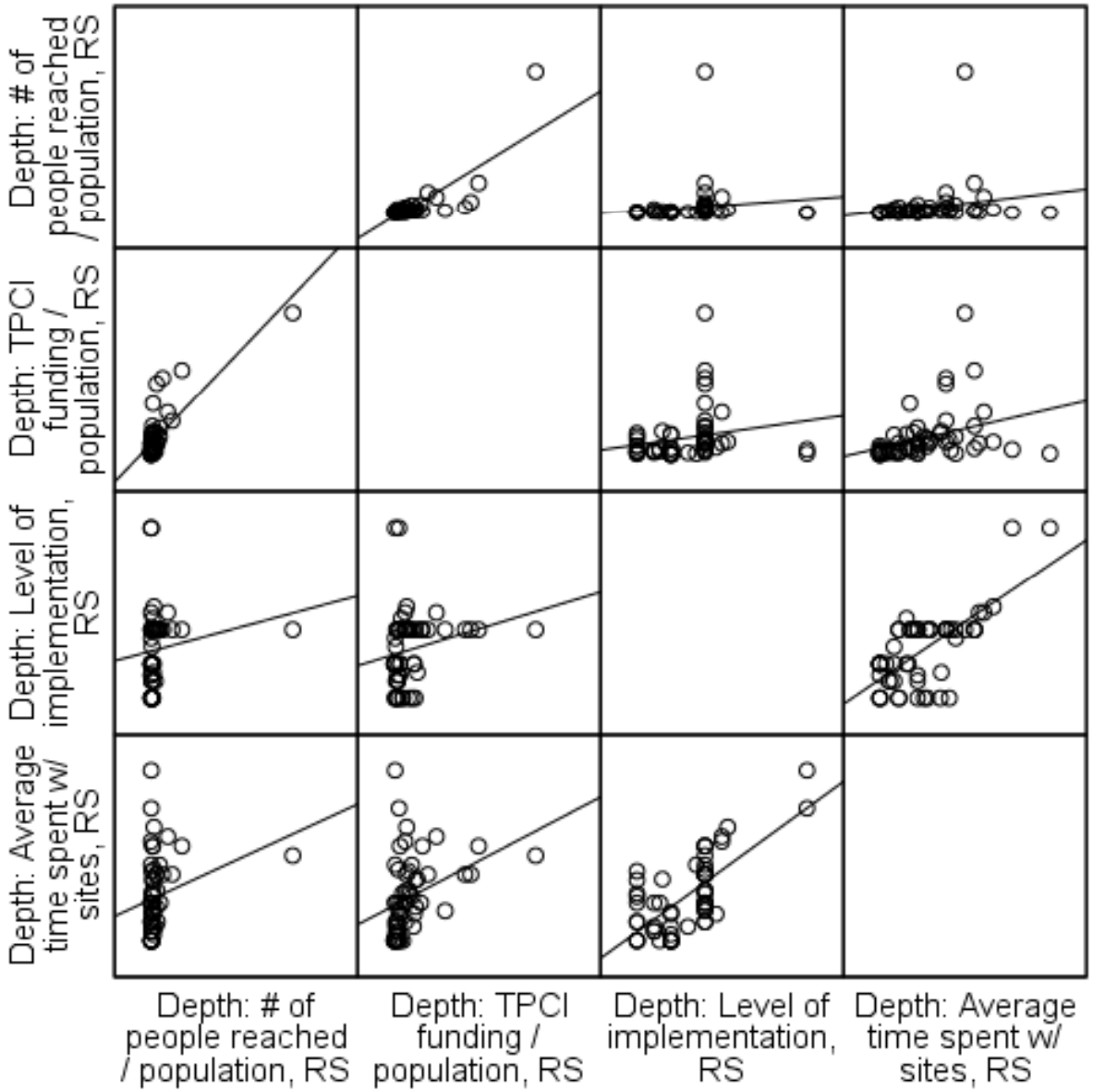
Construct Indicators



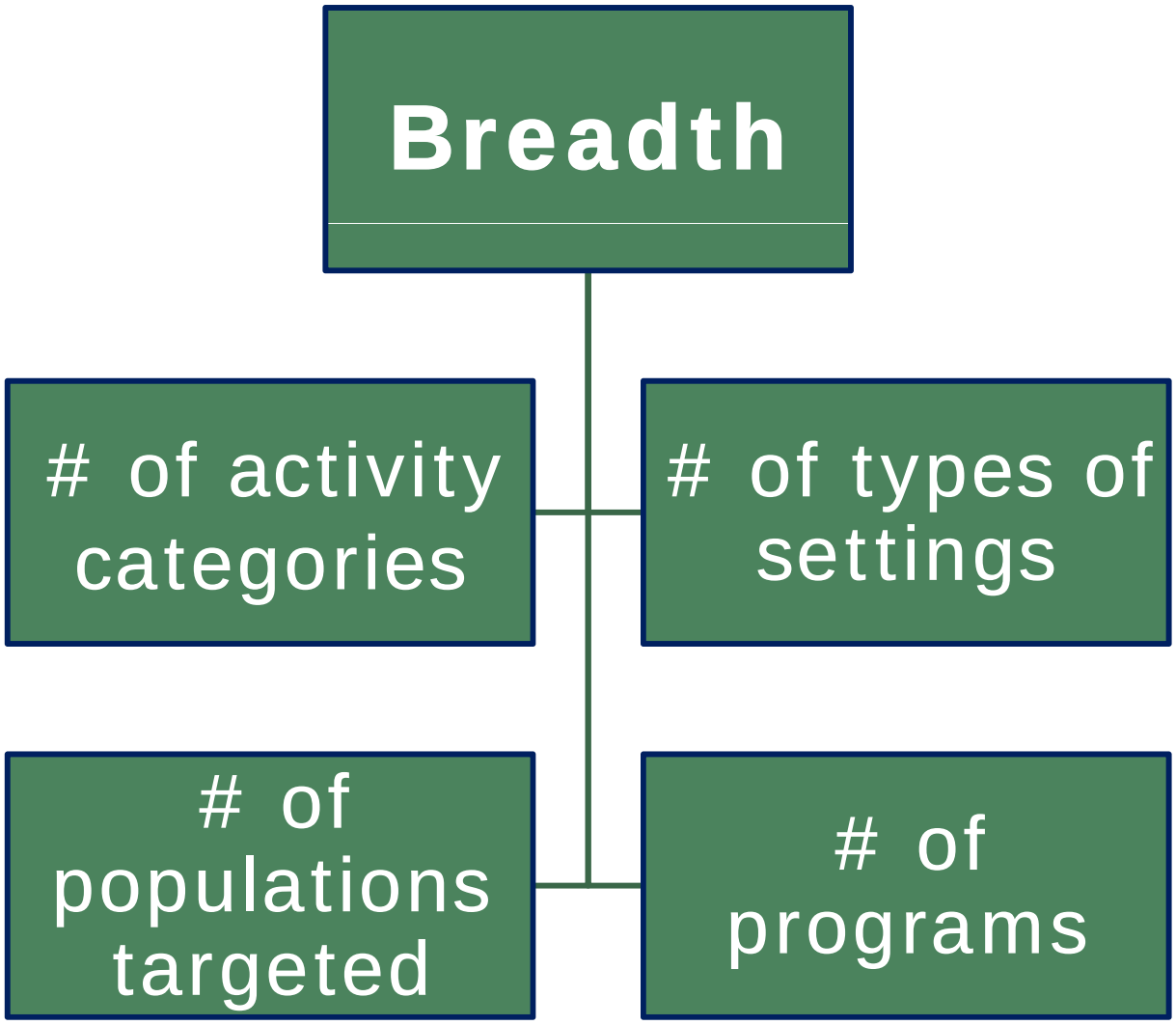
Depth Construct Reliability

Cronbach's alpha = .720

Mean Inter-Item Correlations = .405



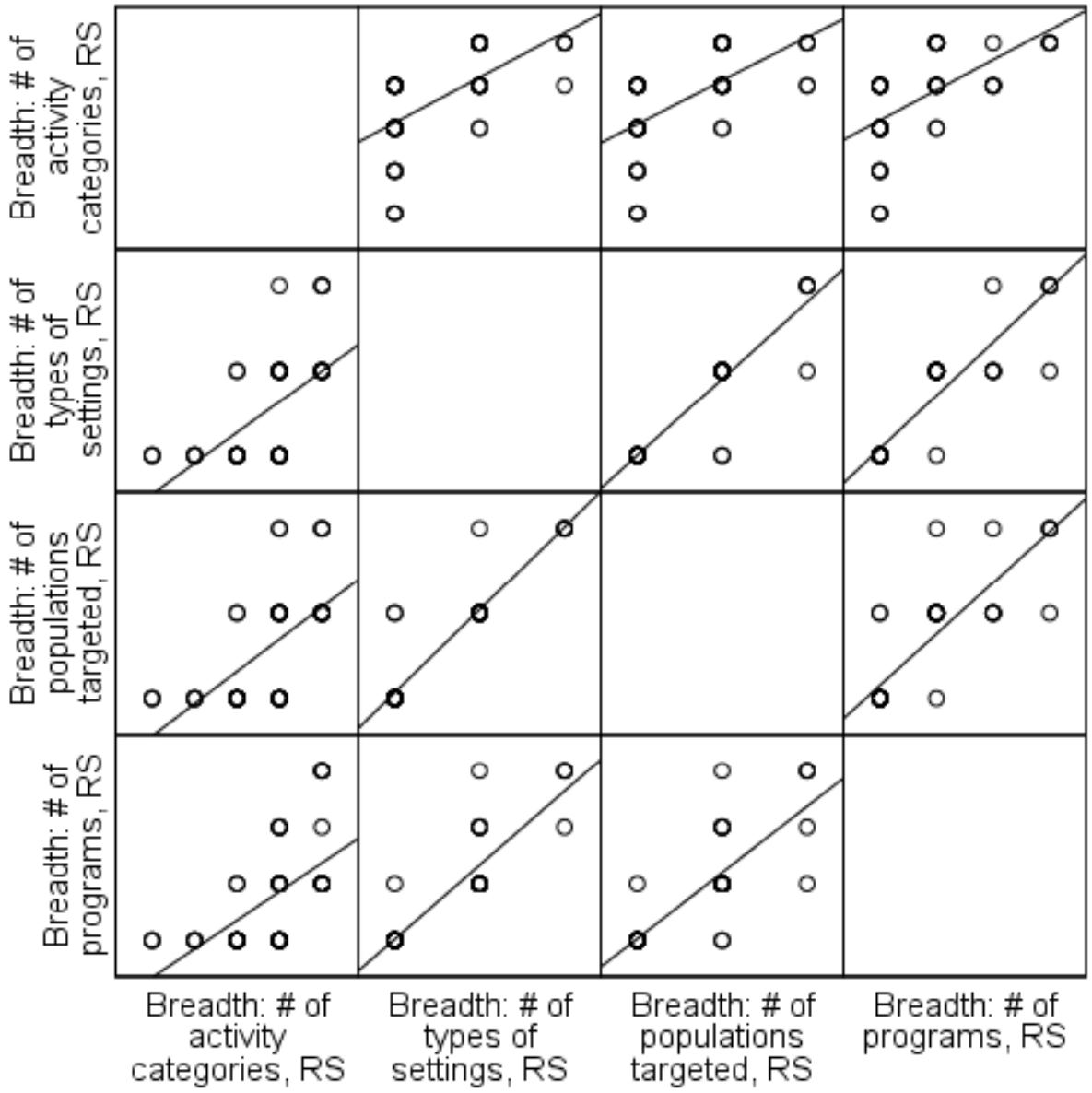
Construct Indicators



Breadth Construct Reliability

Cronbach's alpha = .927

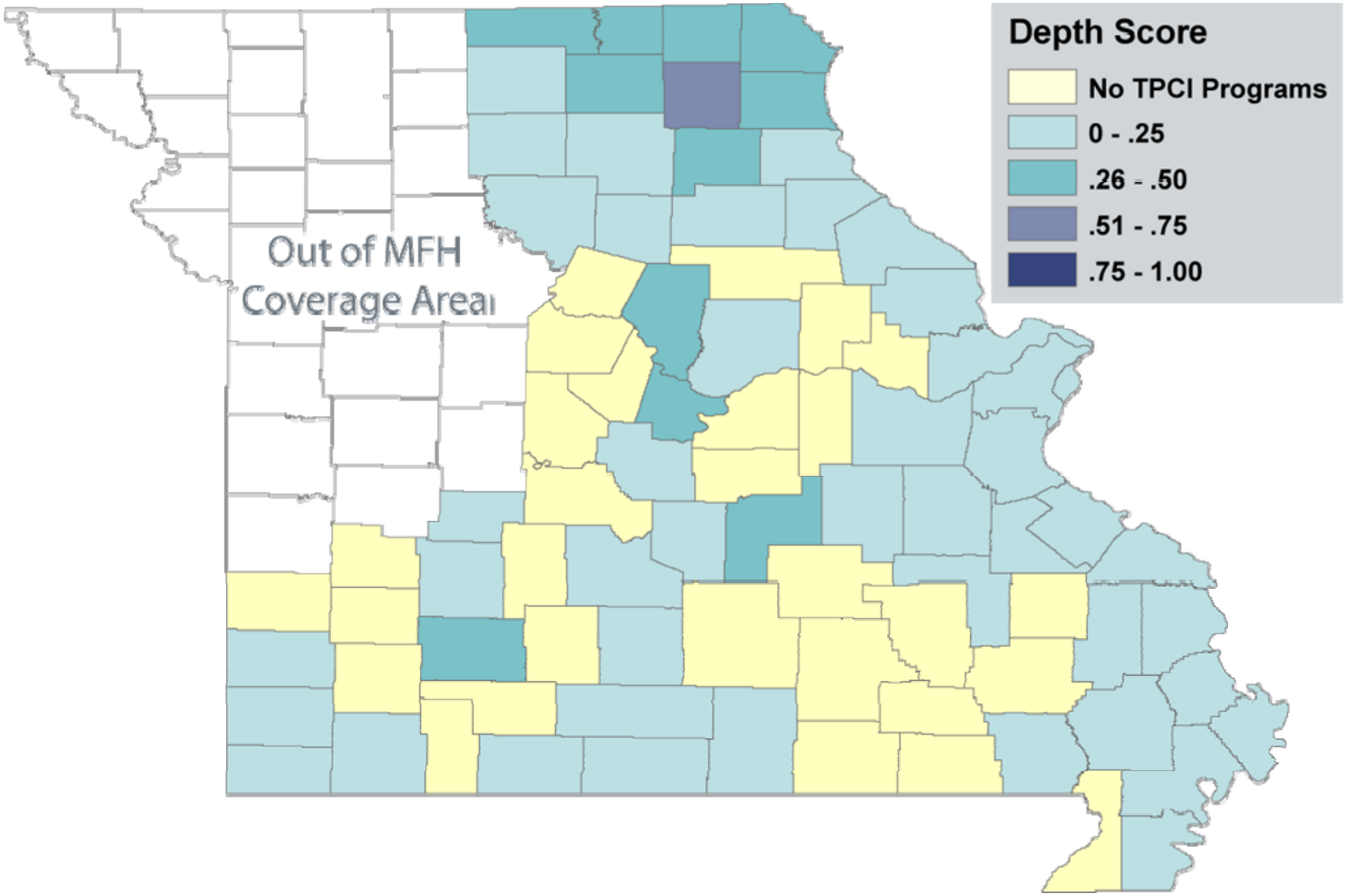
Mean Inter-Item Correlations = .755



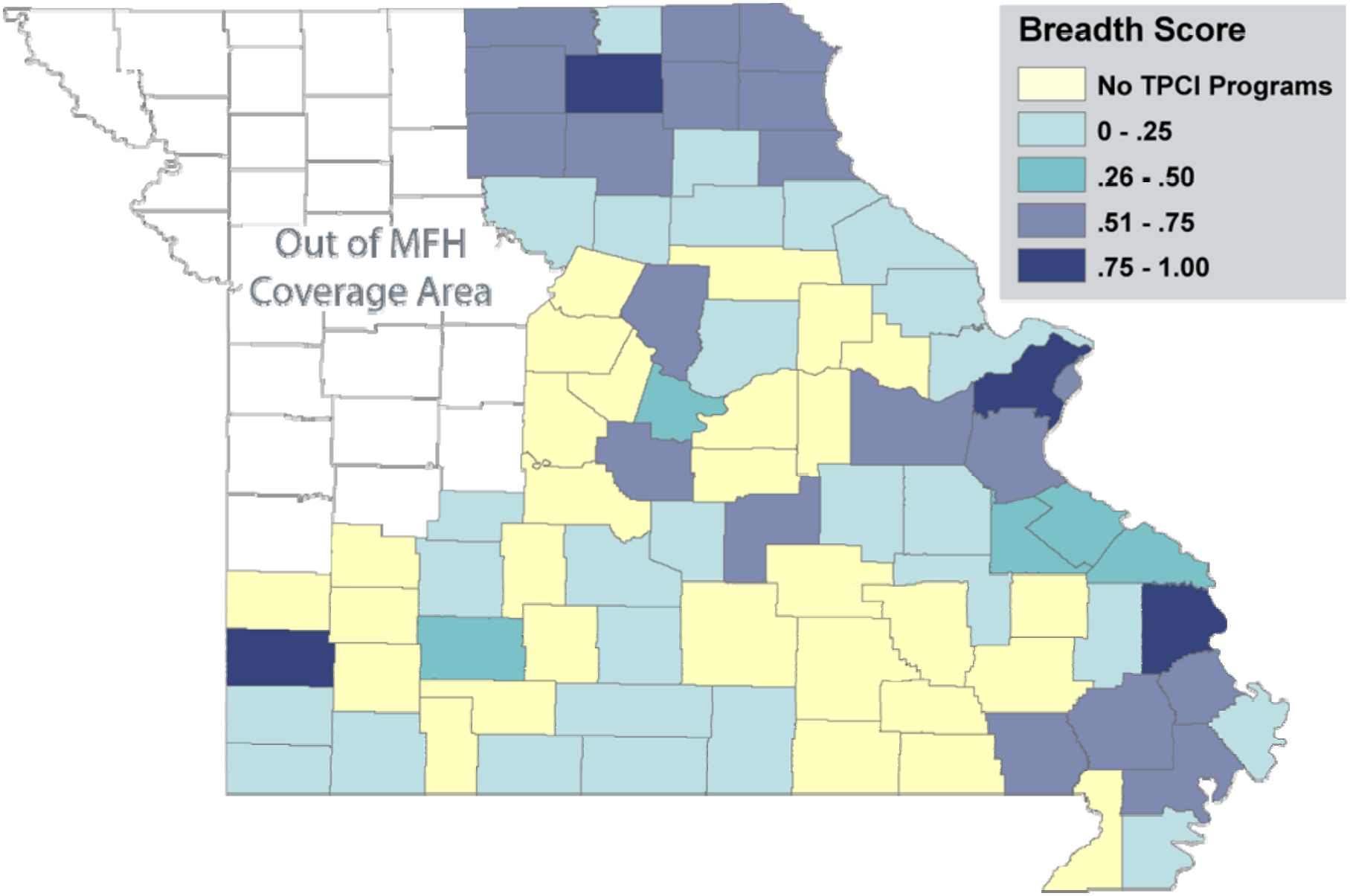
Potential Construct Indicators

Preliminary Construct Scores

Depth Construct Scores



Breadth Construct Scores



Utilization

Utilization

- Evaluators
  - Tool to:
    - Assess extensiveness of programming
    - 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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