

BreatheND

Saving Lives, Saving Money with Measure 3.

**Tobacco Prevention and Control Executive Committee
Center for Tobacco Prevention and Control Policy**

4023 State Street, Suite 65 • Bismarck, ND 58503-0638

701.328.5130 • FAX: 701.328.5135 • 1.877.277.5090 www.BreatheND.com

TO: Local Public Health Unit Administrators
Local Tobacco Prevention and Control Program Coordinators
FROM: Jeanne Prom, Executive Director, Center for Tobacco Prevention and Control Policy
DATE: November 4, 2010
RE: Surveillance and Evaluation Standards
CC: Tobacco Prevention and Control Executive Committee

Building a Comprehensive Surveillance and Evaluation Strategy with Standards

Background

During this second year of implementing *Saving Lives – Saving Money: North Dakota’s Comprehensive State Plan to Prevent and Reduce Tobacco Use 2009-2014*, the Center for Tobacco Prevention and Control Policy is investing significant funds in evaluating this new comprehensive program. Measure 3 law requires that the Tobacco Prevention and Control Executive Committee fund an independent evaluation of the comprehensive program every other year and report findings to the Governor and the State Health Officer.

To guide this process, the Center worked with partners including the ND Department of Health Tobacco Prevention and Control Program and local public health unit tobacco control personnel to write a *Surveillance and Evaluation Plan*, which will be approved by the Executive Committee. A draft copy (without final logic models) is attached to this memo, and the Center will provide you with a final copy of the plan with final logic models when available. The Center will issue a Request For Proposals this quarter to conduct this independent evaluation of the new comprehensive program at all levels. Once the Center issues a contract for these services, the vendor will begin gathering and analyzing local and state data to determine what we have accomplished and what changes may have resulted from these accomplishments.

To assist with the most meaningful evaluation of our new comprehensive program, the Center requires the following of the agencies with whom it provides grants or contracts.

Coordination needed in planning, conducting and reporting surveillance and evaluation activities

In order to maximize our collective efforts, the Center requires ***LPHUs to coordinate all local surveillance and evaluation activities with the Center.*** This coordination will assure a more comprehensive and consistent effort.

To coordinate efforts, please inform Community Intervention Coordinator Kelli Ulberg of surveillance and evaluation plans at the beginning of the idea stage, prior to drafting plans, contracts, and surveillance and evaluation tools paid with Measure 3 funding. Kelli will assist you in planning and drafting documents and tools, and in connecting with other agencies as needed, to help ensure that your efforts locally will provide you with meaningful information that can supplement any statewide evaluation. Kelli will provide final Center approval on all surveillance and evaluation plans and contracts prior to implementation.

Prior to entering into any contract with any *individual or agency to develop surveillance and/or evaluation services or tools*, the local public health unit must request approval from Kelli Ulberg, Community Intervention Coordinator, Center for Tobacco Prevention and Control Policy, at krulberg@nd.gov or 701.328.5134.

Rationale: Creating and implementing surveillance and evaluation programs locally is most cost effective when coordinated with similar activities conducted statewide and in other localities. Surveillance and evaluation tools and methodologies that are tested and effective are often available and more cost effective when coordinated through the Center. Kelli Ulberg, the Center's Community Intervention Coordinator, will review all proposed local surveillance and evaluation plans and will help to ensure state and local efforts and costs are not duplicative.

Prior to developing or using any surveillance or evaluation tools, the local public health unit should contact Kelli Ulberg, to tap into the Center's expertise and its evaluation contractor: krulberg@nd.gov or 701.382.5134.

Rationale: The Center's evaluation agency will have expertise in effective tools and methodologies to provide meaningful surveillance and evaluation information.

Surveillance and evaluation information release coordination:

Prior to developing plans to release any surveillance or evaluation findings to the public via mass media, publication or other channel, the local public health unit should contact Kelli Ulberg, who will work with other Center staff including Donna Thronson, Health Communications Coordinator, to determine key messages, talking points, materials and other details. The Center staff will assist the local public health unit in releasing the information to the public and the media through media releases, reports and other channels. Center staff can also assist in posting to websites.



Saving Lives, Saving Money with Measure 3. Use of BreatheND Logo and Tag Line

BreatheND is the official website and logo of the Center for Tobacco Prevention and Control Policy. **Therefore, it is paramount that all LPHUs incorporate the BreatheND logo and tag line – Saving Lives, Saving Money with Measure 3 - into all materials and media related to release of surveillance and evaluation activities funded by the LPHUs with Measure 3 funds.** The logo is available at: www.breathend.com under the “about us” tab, located at the “BreatheND Measure 3 recipients.”

WHY MUST I INCORPORATE THE BREATHEND LOGO AND TAGLINE INTO MY COMMUNICATIONS?

The Center’s goal is to educate constituents on how Measure 3 funds are being used to diminish the toll of tobacco in our state and communicate the need to maintain a comprehensive statewide tobacco control program. Surveillance and evaluation information tells two stories: 1) the toll tobacco continues to take on our citizens and 2) the progress we’ve made in preventing tobacco use , in protecting people from secondhand smoke, in encouraging more people to quit, and in educating the public about what will reduce tobacco-caused disease and death. **The BreatheND logo and tag line is a powerful message for getting people "on the same page" so that clarity and cohesiveness can emerge.** It’s about communicating who we all are, identifying the meaning in what we do and providing reassurance that Measure 3 funds are being used to reach our goals in the most efficient and effective manner.

For additional direction on the use of the BreatheND logo and tagline in your work, please refer to the Health Communication Standards memo dated October 22, 2010.

If you have any questions or comments, please contact Kelli Ulberg, Community Intervention Coordinator, Center for Tobacco Prevention and Control Policy, at krulberg@nd.gov or at 701.328.5134.

For additional information on surveillance and evaluation interventions, please refer to: *Best Practices for Comprehensive Tobacco Control Programs*, U.S. Centers for Disease Control & Prevention, October 2007.