

VERMONT TOBACCO EVALUATION AND REVIEW BOARD

Evaluation Committee Meeting
June 29, 2015 2:00 PM - 4:00 PM
Vermont Department of Health
Burlington, VT

MINUTES

Public Comment

None

Agency Updates

VTERB: Alexi shared that she is talking with stakeholders to advocate that a portion of any future tax on e-cigarettes would be dedicated to VTERB for evaluation, as a justified investment since e-cigarette usage is new and needs more robust evaluation.

VTERB FY16 budget discussion: planning for the future of TCP evaluation

Alexi asked the committee to consider the top priority for evaluation given the approximate \$25,000 for FY16.

Discussion:

- Looking at youth prevalence, other states have seen more reduction than we have. Why are some states doing better? How are they getting lower youth prevalence? We would like evaluation to put our work into a national context, tied to what are we doing and what could we do better.
- We might benefit from an evaluation of our current state funding priorities to inform our allocation of dollars across the TCP. Is there value evaluation to guide funding priorities? How do we use our program evaluation to drive our funding decisions? Historically we have used evaluation episodically to make shifts in funding allocation, but not in a systemic way.
- What measures could Vermont take on health care reform side that would move the needle further toward our goals? How do we maximize our partnership with Medicaid and other agencies that receive MSA dollars but aren't yet partners?
- Should we consider formative evaluation: how we are delivering services and where our gaps are, policy shifts, etc. versus how we've traditionally approached evaluation as summative, looking at outcomes, shifts in prevalence, interpretation of behavior data.

- We know Vermont is using best-practice to guide its programming, but the problem is that Vermont has limited, and ever-decreasing, funds. If we conduct an evaluation of funding strategies, and how our funding structure works to achieve our goals, and how funding has impacted our outcomes, might that yield useful results to advocate for funding?
- Rhonda reminded the committee that per CDC guidance we must make the case for our funded priorities using numbers. Can there be analysis and a discreet set of recommendations in terms of how to deliver the best return on investment?
- Could Vermont utilize key informant interviews from opinion leaders, decision-makers such as, health care reform, colleges, head of housing, planning commissions, etc. to identify and inform opportunities to impact policy and is there willingness to work collaboratively on policy change?
- What is the value of evaluating a discreet program like CounterBalance or Down & Dirty, or ACA-mandated tobacco service provider systems? If we consider this, we need to determine the appropriate outcome measures, because it may not be those that we've relied upon in the past.
- Would it be valuable to focus evaluation on school-based services to inform school-based grant programming and investment of funds in school infrastructure to ensure programs are carried out with fidelity?

The committee will continue this discussion at the August committee meeting and will work to determine the priority VTERB will address for the FY16 evaluation activity.

RTI deliverable: 2015 annual report

Nathan shared that the report is coming together but not as quickly as intended. 13-year retrospective has been a much bigger undertaking than expected. Finalization is expected to be done within July.

VDH data updates

Matt provided a report from a recent poll conducted by ICF macro across the state. This poll looked at support for and opinions around smoking non-tobacco substances, smoking bans in vehicles, and smoke-free homes and entryways.

Matt provided the Vermont TCP Data Utilization & Dissemination Plan completed with JSI. (Information can be requested by contacting VDH-TCP). This plan will be updated annually.

VDH asked the committee for input into how VTERB wants to receive data? What other strategic partners would benefit from dissemination of data? Could

other agency/department's data be included to show a more complete picture of the data?

VDH and JSI evaluation updates

JSI plans to build upon and update the current 2014-2017 workplan. JSI will be conducting strategic planning over the next few months and will involve stakeholders in the process. Updating this workplan could be of value to VTERB as a high-level policy tool for legislature.

Future committee agenda items:

- Determine the evaluation priority VTERB will address for the FY16 evaluation activity.
- Bob will provide a review of the literature on school-based tobacco programs to inform a discussion of how this can inform programming.
- Vermont TCP workplan update process.
- JSI will facilitate a 2020 goals strategic planning process with the evaluation committee.
- Discussion around potential VTERB role in fostering partnerships with ADAP and the mental health and substance abuse initiative.
- Counter balance updates.

Next evaluation committee meeting: Monday, August 24, 2015, 2:00-4:00pm, Vermont Department of Health Room 2A, Burlington.