



THE ONTARIO  
TOBACCO  
RESEARCH  
UNIT

UNITÉ  
DE RECHERCHE  
SUR LE TABAC  
DE L'ONTARIO

# EVALUATION NEWS

ISSUE 1  
JUNE 2011

## EVALUATING THE SASKATCHEWAN TOBACCO REDUCTION STRATEGY

*News and Notes for Tobacco Reduction Partners*



### THE EVALUATION PLAN

#### Where are We Now and Where are We Going?

Welcome to the first newsletter in our four part series exploring the evaluation of the Saskatchewan

Tobacco Reduction Strategy (the Strategy).

#### Your Evaluation Team

The Ontario Tobacco Research Unit (OTRU) has been contracted by the Saskatchewan Ministry of Health to evaluate the Strategy.

OTRU has played a key role in the surveillance of the tobacco use in Ontario and elsewhere since 1993, and has developed a comprehensive program of monitoring and evaluation. The OTRU evaluation team will work with the partners in the provincial tobacco reduction initiative to ensure that the evaluation plan meets Saskatchewan's needs.

#### First Steps

From January to March, members of the OTRU team were getting the lay-of-the-land here in Saskatchewan. We spoke with some of the key tobacco control stakeholders in the province and used the information and documents that they provided to guide the development of a draft Performance Measurement and Evaluation Plan (the Plan). In total, we conducted 27 key informant interviews and reviewed over 25 documents.

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## Working with the Evaluating Effectiveness Team (EET)

On March 23, 2011, representatives from the Saskatchewan Ministry of Health, Regional Health Authorities and the Saskatchewan Cancer Agency met in-person and via teleconference to review the Performance Measurement and Evaluation Plan. A decision was made to formalize the group and terms of reference were drafted. Through a collaborative process, OTRU and the EET will continue to expand upon the Plan and develop a living work plan for the next year. Throughout the coming months, the EET will provide critical input and feedback on the direction and implementation of the Plan.

Current members of the EET are:

- Flo Woods – Ministry of Health (EET co-chair)
- Anna Engel – Regina Qu'Appelle Regional Health Authority (EET co-chair)
- Zaman Kamruzzaman – Ministry of Health
- Val Mann – Ministry of Health
- Cara Zukewich – Tobacco Reduction Coordinator
- Mandiangu Nsungu – Medical Health Officer, Sunrise Regional Health Authority
- Riaz Alvi – Saskatchewan Cancer Agency



## THE PLAN

From information that we gathered through the development of the Plan, we are taking a four-pronged approach to evaluation and monitoring of the Strategy:

### 1. Macro-level Monitoring

- Development of a Tobacco Informatics Monitoring System (TIMS), an online system for tracking population level changes in tobacco related indicators for Saskatchewan).
- An analysis of the gaps in information from existing surveys.

### 2. Micro-level Performance Measurement

- Development of a tracking system.

### 3. Intervention Evaluation

- Evaluation support and quality assurance to help organizations refine already existing evaluation plans
- Intervention Evaluation
  - Evaluations will be done of two specific programs.





# EVALUATION NEWS



## 4. Comprehensive Strategy Evaluation

Information from each of the three components (micro-level, macro-level and program evaluation) are used to learn about:

- What worked best
- Why it worked
- How it worked

The comprehensive strategy evaluation will assess the relative contribution of particular tobacco control activities and focus areas towards achieving desired:

- initial
- intermediate
- and long-term outcomes of the Strategy

## WANT TO KNOW MORE?

### Macro-Level Monitoring

Macro-level monitoring includes two components: a Tobacco Informatics Monitoring System developed

**Figure 1: Tobacco Informatics Monitoring System, Saskatchewan (TIMS-SK)**

**Tobacco Informatics Monitoring System**  
An initiative of the Ontario Tobacco Research Unit

**Saskatchewan**  
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### TIMS - Results at Your Fingertips!

TIMS is an innovative web-based application designed to provide easy access to reliable, up-to-date data on key tobacco control indicators.

- Search hundreds of key indicators organized under familiar tobacco control topics - current smoking, exposure to SHS at work, attitudes toward the tobacco industry and more
- Customize your results by population of interest or level of geography - age, sex, education, occupation, or income; national, Ontario, health region, or TCAN
- Select data from key national and provincial sources - CTUHS, CCHS, YSS, Census of Canada, or CAMH Monitor
- Choose multiple display options - tables, bar and line graphs, or maps
- Use results for reports and presentations - print or download your findings using the TIMS toolbar

To learn more about TIMS, go straight to the [TIMS data portal](#), check out the [HELP](#) for new users section or the [FAQs](#).

**Start Using TIMS Now**

**Take the TIMS Tour**  
Learn more about TIMS and how to use its features

specifically for Saskatchewan (TIMS-SK) and a gaps analysis of existing tobacco control surveys.

TIMS-SK is a web-based program that will allow users to monitor key population and subpopulation tobacco control outcomes. For example, you can find out which Regional Health Authority (RHA) has the highest smoking prevalence rate in just a matter of seconds. TIMS-SK is now online! Visit us at <http://timssk.otru.org/>

The gaps analysis of existing tobacco control surveys will let us know what information is available about tobacco control in Saskatchewan and what information is missing. Work on this part of the project will begin in May.

**Figure 2: Example of an Electronic Record Keeping System**

Performance Indicators Monitoring System - Search - Windows Internet Explorer

http://isp.uwaterloo.ca/beta/learningpace/tns/SearchForm.php?form=AdminTCO&MenuID=...

HOME | SITE MAP | CONTACT US | HELP | LOG OFF ADMINISTRATION | OPTIONS

SMOKE FREE ONTARIO

THE ONTARIO TOBACCO RESEARCH UNIT

UNITÉ DE RECHERCHE SUR LE TABAC DE L'ONTARIO

PRINTABLE VERSION

Generate Reports (PHUs) > Tobacco Control Coordination Modality > view variable time period data (Admin)

Select a TCCM PIMS reporting range

Public Health Unit: Algoma Public Health

Reporting period start: January 2007

Reporting period duration (months): 8

Secondary reporting period start: (choose one)

Secondary reporting period duration (months): 1

Show TCAN results: ☒

Show province-wide results: ☒

Compare with workplan values: ☐

View report

### Micro-Level Performance Measurement

As Saskatchewan develops and implements more tobacco control initiatives, it will be important to gather information about the successes and challenges that are encountered by various programs under the Strategy. A performance measurement framework, similar to one developed for Ontario (see above) will help us to track what organizations are doing, how they are doing it and who they are reaching.

**On behalf of the Saskatchewan Stakeholders, the EET and the Ministry of Health will be working together to determine the best system for Saskatchewan.**



## Intervention Evaluations

This component of the Plan consists of evaluation support and quality assurance, as well as two specific program evaluations. Discussion is currently taking place to select the programs for in-depth evaluation.

In the next two months, OTRU will develop evaluation plans for these interventions. It is anticipated that the Intervention Evaluation will start during the summer.

Also, OTRU will be offering its evaluation support to interventions that have not been chosen for an in-depth evaluation.

## Comprehensive Strategy Evaluation

We will produce a comprehensive report that takes information from each of the three components (macro-level monitoring, micro-level performance measurement and program evaluation) to learn about the contributions of actions, interventions, focus areas and how these contributions interact to help achieve the Strategy goals. This part of the evaluation will be on-going and will not be completed until March 2012.

## What's up next?

### May

- Contact key informants to develop specific indicators for the Micro-level performance measurement system
- Start development of the performance measurement system
- Begin the gaps analysis of existing surveys
- Start the work plans for the intervention evaluations

### June

- Start the mid-term strategy report

### July

- Finish the formative and/or outcome plans for the intervention evaluations
- Finish the mid-term strategy report

Stay tuned for more Evaluation News over the next few months. Our next edition will be released in early summer.



## EVALUATION RESEARCH TEAM

- Emily Di Sante, Evaluation Project Manager
- Dr. Robert Schwartz, Principal Investigator
- Jaklyn Andrews, Evaluator

### Team Members

- Dr. Alexey Babayan, Research Associate
- Dr. Roberta Ferrence, Executive Director
- Dr. Shawn O'Connor, Senior Research Associate
- Anne Philipneri, Research Officer

### Newsletter Production

Marilyn Pope and Sonja Johnston

## CONTACT INFORMATION

Emily Di Sante  
Ontario Tobacco Research Unit  
c/o Dalla Lana School of Public Health  
University of Toronto  
155 College Street, Unit 530  
Toronto, ON M5T 3M7  
Telephone: 416-978-8843  
Email: emily.disante@utoronto.ca

The Ontario Tobacco Research Unit (OTRU) is an Ontario-based research network that is recognized as a Canadian leader in tobacco control research, monitoring and evaluation, teaching and training and as a respected source of science based information on tobacco control.