

# Master Course: Cancer Control Planning and Implementation

**Using the Assessment Tool  
Results from Webinar 1**

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**Introduction to Webinar 2**

Leslie Given – Strategic Health Concepts

Karin Hohman – Strategic Health Concepts



# Reminder: Completing a section of the tool for this course

- Where to Start:
  - Use the “Where to Start” questions to determine where to begin in this tool.
  - These questions quickly assess your country’s needs and where you are in the national cancer plan development and implementation process
  - You do not need to complete the entire tool, only relevant sections
- Send your results to Roxanne Brew at NCI [roxanne.brew@nih.gov](mailto:roxanne.brew@nih.gov) by July 22

# Master Course: Cancer Control Planning and Implementation

## Webinar #2

### **National Cancer Control Plan Implementation and Evaluation**

Dr. Lisa Stevens – National Cancer Institute

Ms. Jamila Fonseca – US Centers for Disease Control and Prevention

# Webinar 2 Overview

- Moving from developing a national cancer plan to implementing a plan
- Sustaining an effective partnership for implementation
- Monitoring and evaluation of national cancer plan implementation efforts

# Reminders

- Engage in online discussions
  - ❑ Answer **1** question
  - ❑ Respond to **1** comment
  - ❑ Ask **1** question
  - ❑ Discuss more if you want!
- Complete the assessment tool, send to Roxanne Brew; results will be shared online with this group
- Webinar 3: Week of July 25, 2016 – Strengthening Cancer Registries and Use of Data through National Cancer Control Efforts

# Moving from Plan to Implementation

Lisa Stevens, Ph.D.

Head, Global Cancer Control

WHO Collaborating Center for Cancer Control

Deputy Director, Center for Global Health, NCI

# So - you have a plan - what's next?



# Choosing Priorities

- A National Cancer Plan is comprehensive...  
YET you cannot do everything at once
- Need to make decisions about what to work on first....

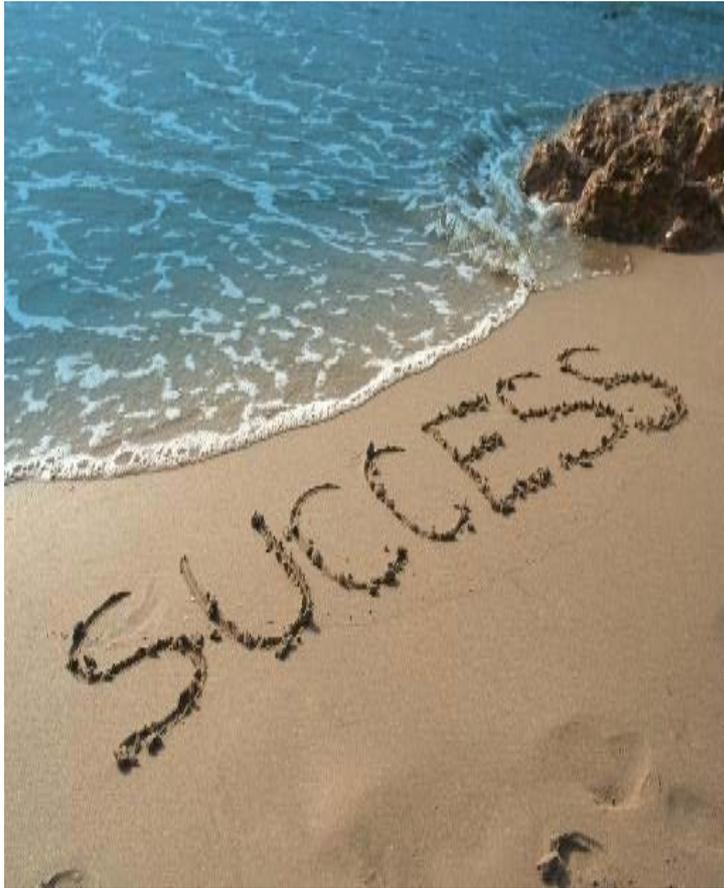


# Process to Identify Priorities

- Determine the process you'll use to select priorities.
  - Who will choose? How often to update?
- Agree to a set of criteria that will help with the priority decision making, and;
- Communicate to all partners, organizations and the public what the priorities are that you will be working on.

## Build on what exists and what is working

- Current efforts and resources
- Existing networks and systems
- Good relationships



## Enhance, expand, leverage systems and programs that are successful

- There is a higher chance for success
- Relationships are already established
- There is existing capacity & resources
- Implementation is usually quicker and easier
- The effort is more likely to be sustained over time

## Sample Criteria

- Is this a significant area of need in our country?
- Does this effort have a reasonable chance for success?
- Do we have or will we be able to obtain resources to successfully implement the priority?
- What is the likelihood that we will be able to recruit other individuals and organizations to work on this over the few years?
- Will this add value to our country's cancer efforts?

# Implementation Example: Mongolia



- Priority – To increase the tobacco tax:
  - Identified who they needed to work with (policy makers)
  - Clarified the strategy (increase tobacco tax awareness and support)
  - Determined what resources were needed (written policy papers including how the tobacco tax would be used)
  - Outlined how progress would be measured (periodic surveys)

## Identify Priorities



### Work with partners to:

- Develop a plan of action
- Build on what works



### Do it:

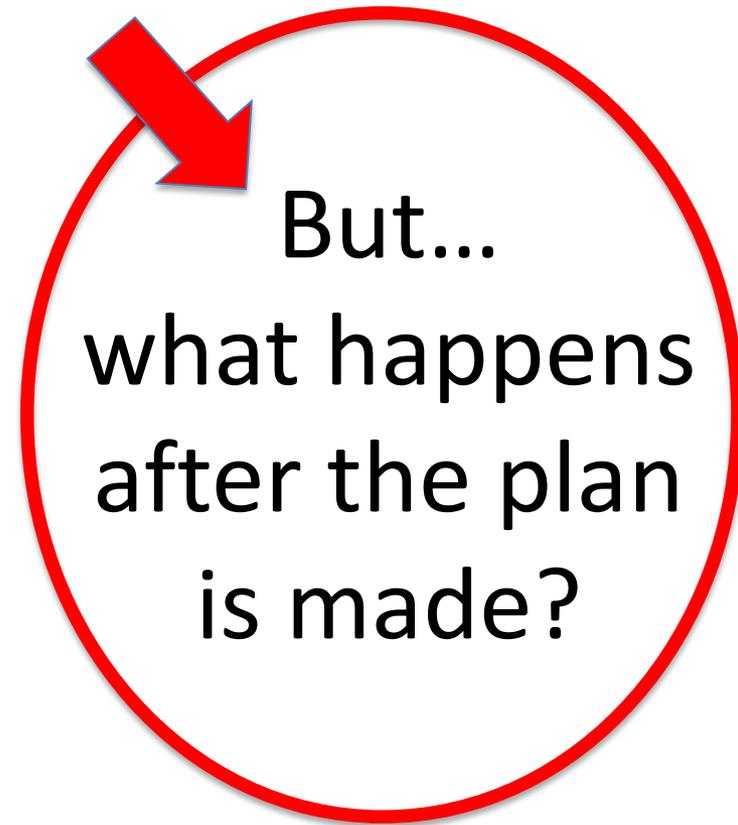
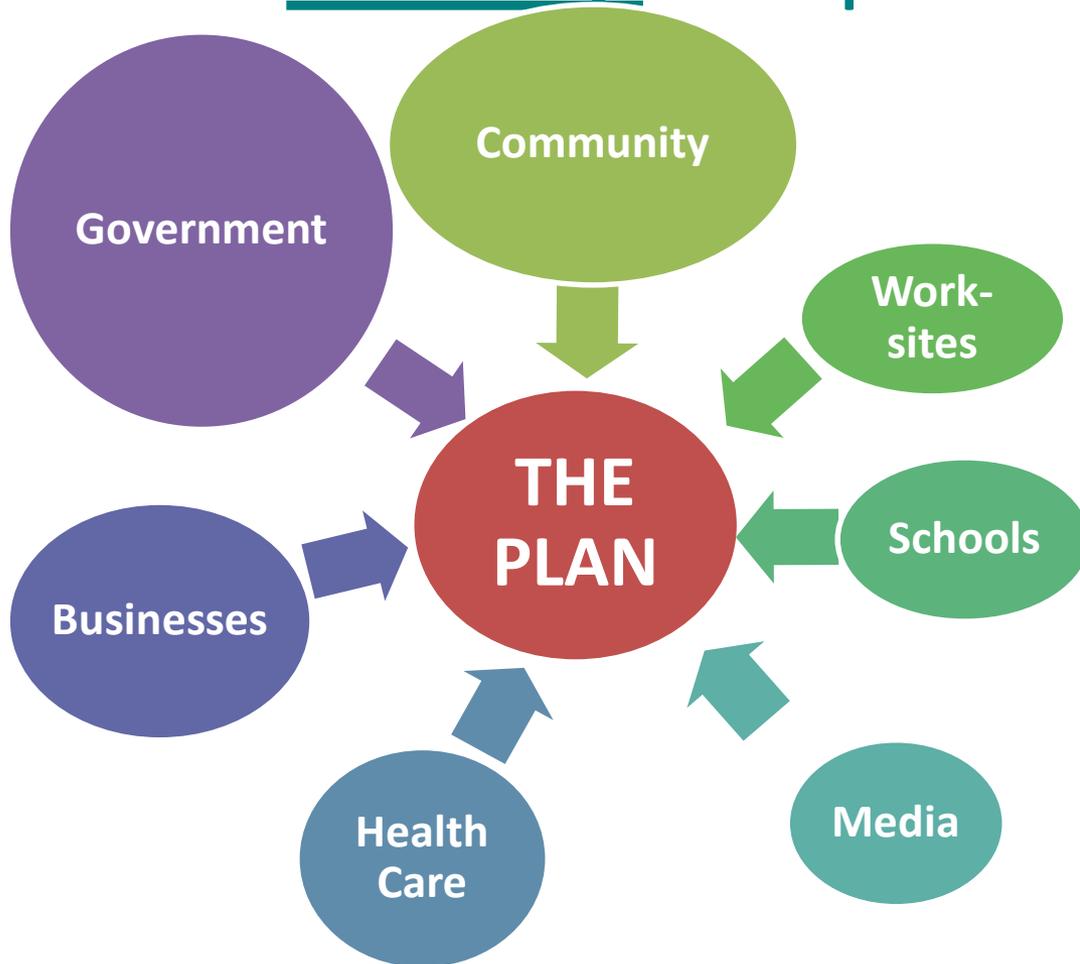
- Small steps are better than no steps



## Track Progress

After priorities are identified, how can you get it done?

# Partners come together to develop the plan



# Partners stay together to implement the plan



# Ways to Sustain an Effective Partnership for Implementation

1. Empowering leadership
2. Flexible structure
3. Shared decision making
4. Value added collaboration
5. Effective communication
6. Clear roles and accountability



# 1. Empowering leadership

- The partnership's leadership style should empower members to engage in action
- Enables and supports partners' progress
- Focuses on outcome instead of credit

## 2. Flexible structure

- Consider changes in the structure of your partnership
  - Committees,
  - Workgroups,
  - Leadership.
- Keep the partnership flexible to maximize effective and efficient ways members can implement the plan.

## 3. Shared decision making

- No one overpowers others
- Decisions have strong rationale and are based on data and stakeholder input
- Inform partners about how and when decisions are made



## 4. Value added collaboration

- Answer the question: What in the NCCCP would not happen if this partnership didn't work on it?
- Partners should be reporting on contribution to implementation and moving progress forward
- Partnership should leverage strengths
- Ensure efforts are not being duplicated

# What is important for us to work on together?

- Is this a significant area of need?
- Does this have a reasonable chance for success?
- Do we have support from others to do this?
- How will we know if we made a difference?
- What wouldn't happen unless we worked together?

## 5. Effective communication

- Consistent and timely
- Focus on calls to action
- Utilize diverse methods
- Communicate progress and success



## 6. Clear roles and accountability

- Ensure existing and new partners understand expectations
- Record roles and responsibilities
- Assign agenda and action items



## Moving from Planning to Implementation

- Be flexible – how you worked when developing the plan may need to be different
- Get organized – make decisions about how often will you meet, communicate, assess progress
- Set priorities – you can't do everything in the plan at once!

# The Hardest Part



# ICCP Web Portal



HOME ABOUT GLOBAL POLICY RESOURCES CANCER PLANS TECHNICAL ASSISTANCE NETWORKS EVENTS CONTACT 



## COUNTRY CANCER PROFILES



Launch of the Cancer Country Profiles 2014 at the World Cancer Congress.

READ MORE

## ABOUT THE PARTNERSHIP

The International Cancer Control Partnership (ICCP) is a group of international organisations engaged in cancer control planning efforts. The Partners are seeking to create synergies in a united approach to maximize collective

## RESOURCES



The Library of materials & tools for cancer planners provides information relevant to

## CANCER PLANS



Find national cancer control plans from around the world on the map and listing of

[www.iccp-portal.org](http://www.iccp-portal.org)

# Evaluating Implementation of Your National Cancer Plan

Jamila Fonseca, MPH, Centers for Disease Control and  
Prevention

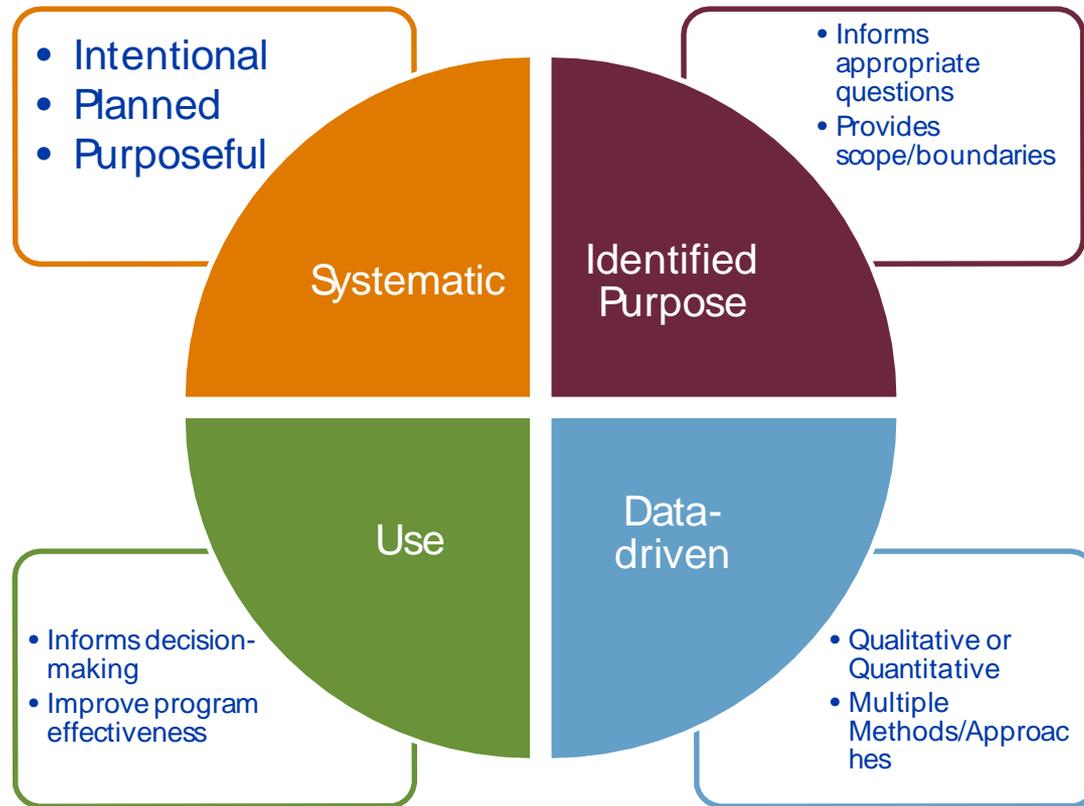
National Center for Chronic Disease Prevention and Health Promotion  
Division of Cancer Prevention and Control



# Defining Evaluation

- The systematic collection of information about the activities, characteristics, and outcomes of programs to make judgments about the program, improve program effectiveness, and/or inform decisions about future program development. - *Patton*

# Key aspects of definition



# Intersection of Program Planning and Evaluation

- Incorporating evaluation into strategic program planning provides the strongest social impact. (Preskill and Mack, 2015)
  - Evaluation informs learning
  - Connecting it with program strategy inform decision-making



# Purpose of Program Evaluation

- Program planning
- Assessment of program effects
- Program improvement
- Accountability to funders and other stakeholders
- Track cancer control plan progress
  - Keep doing what is working
  - Make changes if needed
  - Holds stakeholders accountable for achieving outcomes
- Use results to inform decision-making
- Get support for current and future efforts

# Types of Evaluation



Gopal & Preskill (2014) Source: <http://fsg.org/blog/what-evaluation-really>

# Evaluation and Context

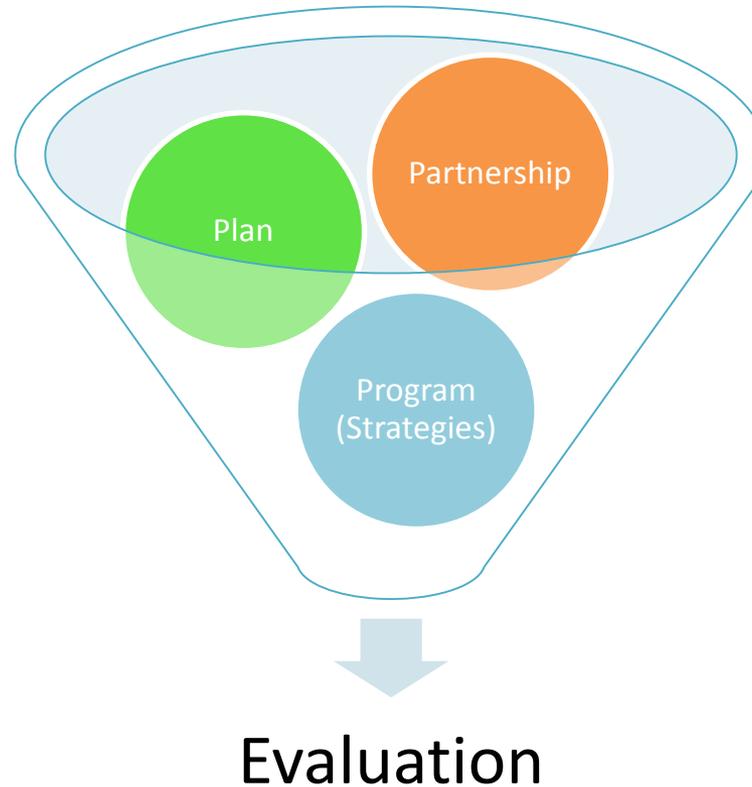
- **Context is not easily defined**
- **Typically refers to factors that impact a cancer plan ( in a particular setting<sup>1</sup> (related to both the implementation and the evaluation process).**
- **Context is multi-faceted, complex, and dynamic; it cannot be fully accounted for and varies among different disciplines<sup>2</sup>.**

<sup>1</sup>Conner, R.F., Fitzpatrick, J.L., & Rog, D.J. (2012). A first step forward: Context assessment. *New Directions for Evaluation*, 135, 89-105.

# What to evaluate

Introduction and Overview

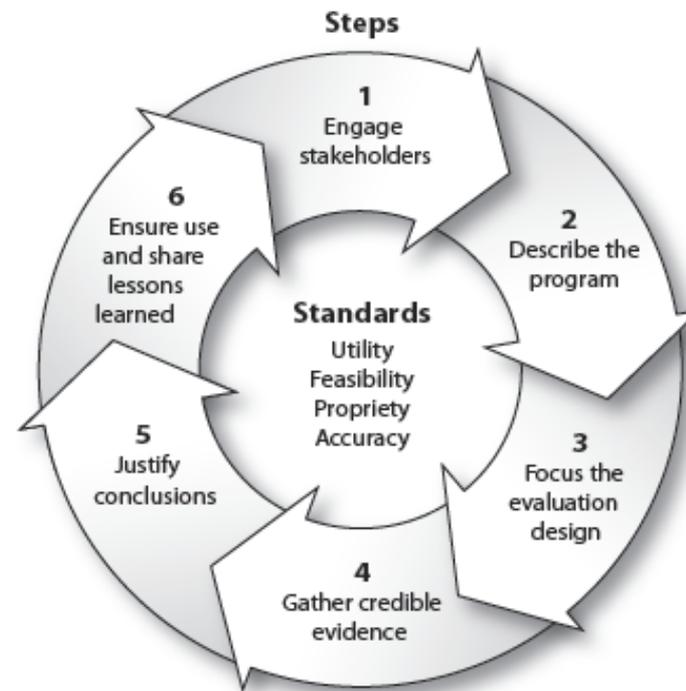
# What to Evaluate?



# How to Evaluate: Evaluation steps

An Evaluation Framework

# CDC Evaluation Framework



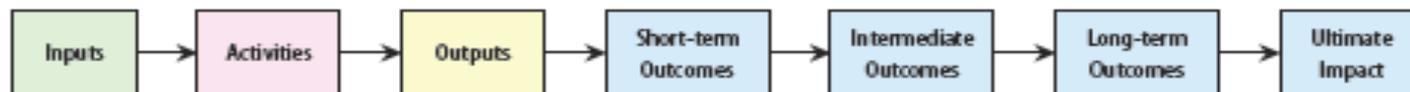
# Step 1: Engage stakeholders

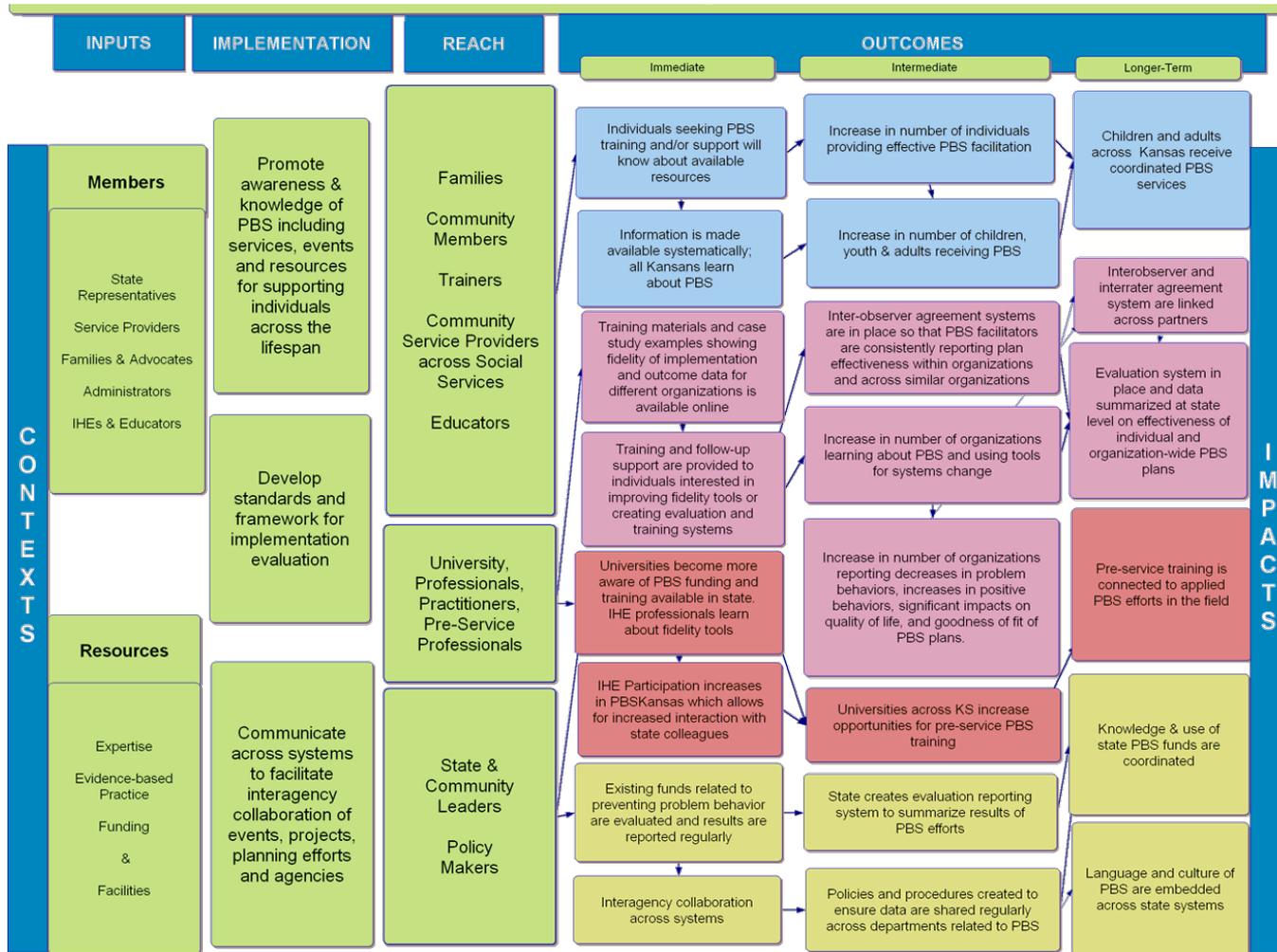
- Identify stakeholders
  - Who has an interest in results and will use results?
- Determine how and when to engage stakeholders
- Bring stakeholders into the evaluation process early

## Step 2: Describe the program or initiative

- Key components
- Stage of development
- Program context

Can be described in narrative or logic model...

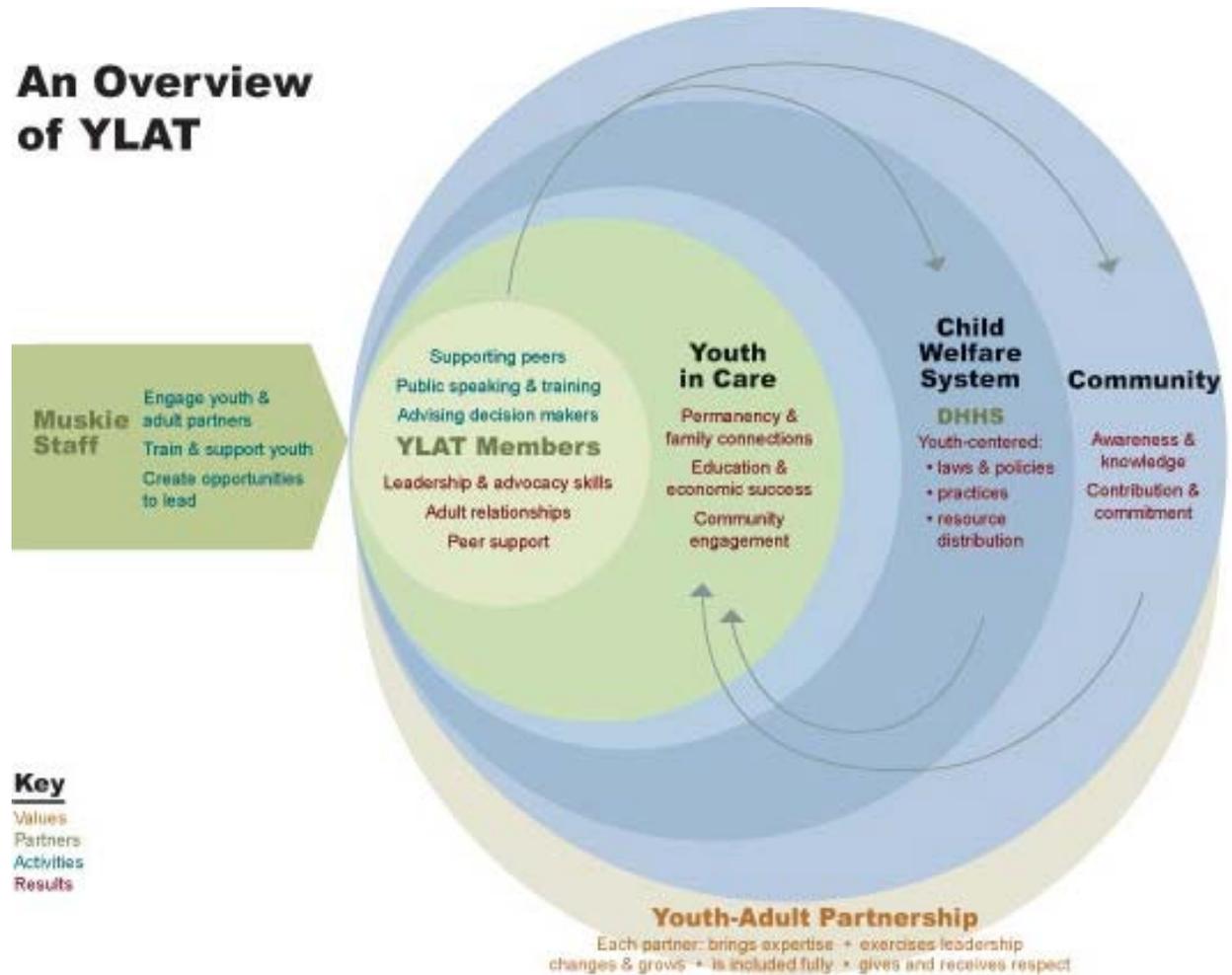




Linear with color coding and logic pathways

# Circular format

## An Overview of YLAT



## Step 3: Focus the evaluation design

- Determine evaluation focus area: program, partnership, plan
- Develop evaluation questions
- Identify data indicators, sources and collection methods
- Determine how data will be analyzed

# Evaluation Questions

- About the partnership:
  - Are there gaps in participation by key organizations? What is being done to fill gaps?
- About the process of implementing the cancer plan:
  - Are strategies in the plan being implemented?  
Are resources being identified to help support implementation?

# Evaluation Questions

- About the outcomes of plan implementation:
  - What changes have occurred in cancer-related medical services as a result of the plan? What impact have these changes made?
  - Are we seeing changes in risk factors, stage of cancer, uptake of cancer screening?

## Step 4: Gather information, data

- Develop indicators
- Data collection methods and sources
- Keys to success:
  - Clear understanding of who is responsible for what and when
  - Allow adequate time for data collection
  - Plan how the data will be analyzed before it is collected
  - Make good use of evaluation stakeholders!

# Considerations for Data Collection Methods

- Where will you get the data from?
  - Common sources:
    - Survey; Focus groups
    - Program records/Partner records
- How will you get the data?
  - Abstract program/partner records
  - Web based or mail in surveys
- When will you collect the data?
  - Quarterly
  - Annually
- How will you organize and interpret the data?

## Evaluation Methods and Design Matrix\* (\*CDC CCCB Evaluation Toolkit)

<b>Focus</b>  <i>The component you plan to evaluate</i>	<b>Evaluation Questions</b>  <i>What you want to know</i>	<b>Indicators</b>  <i>Types of data you will need to address the evaluation question</i>	<b>Data Collection Sources</b>  <i>Where will you get the data</i>	<b>Data Collection Methods</b>  <i>How will you get the data</i>	<b>Data Collection Timing</b>  <i>When will you collect the data</i>	<b>Data analysis</b>  <i>How will you organize and interpret the data</i>

## Step 5: Analyze data and justify conclusions

- Organize and interpret data
  - Your data analysis methods should be rigorous enough to address related evaluation questions
  - Be prepared to justify your choice of data analysis methods and note the weaknesses and strengths of chosen methods when reporting evaluation findings

## Step 6: Use and share evaluation results

- Use results
  - Share and discuss evaluation results with your evaluation stakeholders
  - Engage national cancer control partnership members in discussions about how to use the results to improve efforts
- Share results
  - Reports, briefings, articles, media events, web site, etc.

# Evaluation skills needed

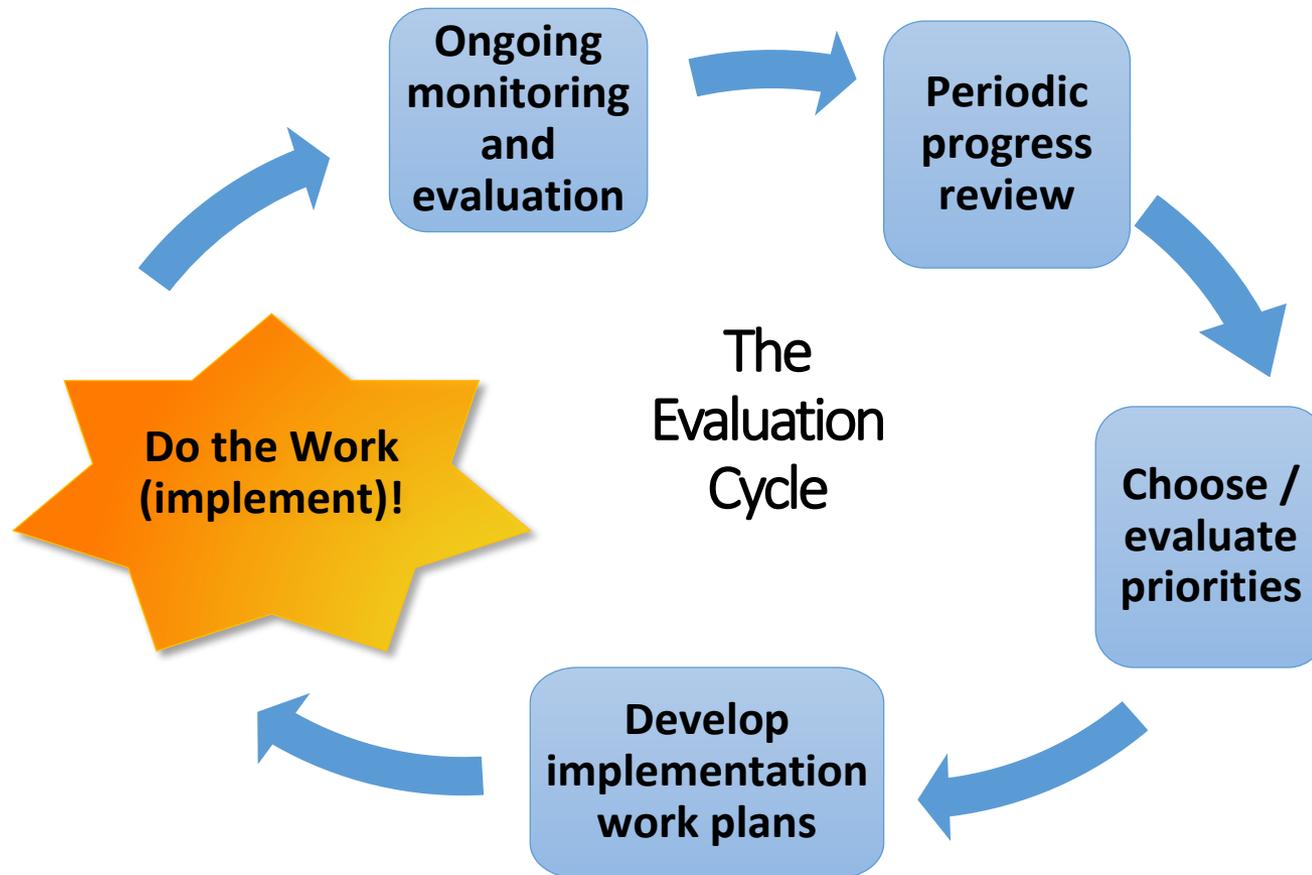
Who Can Help Us With Evaluation

# Roles and skill sets you may need related to evaluation

- External reviewers of evaluation plans and methods
- Members of an evaluation advisory committee
- Data sources (i.e., participants in evaluation interviews and surveys)
- Data collectors
- Data analysts
- Interpreters of findings
- Writers (e.g., of final evaluation reports, manuscripts, briefs) and presentation developers
- Presenters or advocates who share findings with community partners and policymakers

# Evaluating Progress on Your Cancer Plan

- Are we making a difference?
- Are we making a big enough difference?
- How can we be more effective in our efforts?
- Who are our stakeholders and what do they want to know?
- What can we learn from our efforts?



## Keys to success

- Keep partners engaged
- Make a schedule for steps and timelines to develop the plan – and let everyone know the schedule
- Set priorities
- Make the most of existing efforts
- Look for opportunities with other plans
- Evaluate your progress
- Make adjustments as needed