



A Formative Evaluation of Health System Tobacco Policy Through Collaborative Partnership

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BACKGROUND

- Tobacco product use is linked to over 15 types of cancer. Healthcare systems' development of a **robust and comprehensive tobacco policy informs translation to public health impact.**
- The Center for a Tobacco-Free Finger Lakes (CTFFL) partners with Community Health Centers in an 11-county area to improve tobacco product use screening and intervention.
- Pre-testing through a formative evaluation process was used to build and inform improvements in the needs assessment and ultimately to improve health system tobacco policy.
- Robust tobacco policy = Reduced tobacco product use rates (including e-cig use).**
- Reduced tobacco product use rates = Lower incidence of cancer.**

METHODS

- Partnership:** Partnership agreements are developed between CTFFL and community health centers, fostering a collaborative platform with the goal of improving **tobacco-control policy.**
- Needs Assessment:** An online needs assessment tool (in REDCap) was developed to inform improvements to a health center's tobacco policy.
- Screening Tool:** The REDCap tool included clear information pertinent to tobacco treatment: particularly screening, treatment and referral of all tobacco product users.
- Formative Evaluation: (The present analysis)** This process involved eliciting feedback from content experts and survey experts and multiple rounds of 'pre-testing' to improve the tool.
- Data-Driven Outcomes:** After pre-testing, a link to the tool is sent to key health center personnel. These data are used to improve policy, ultimately improving tobacco screening, treatment and referral. Improved health outcomes lead to **less smoking and vaping, and less cancer.**

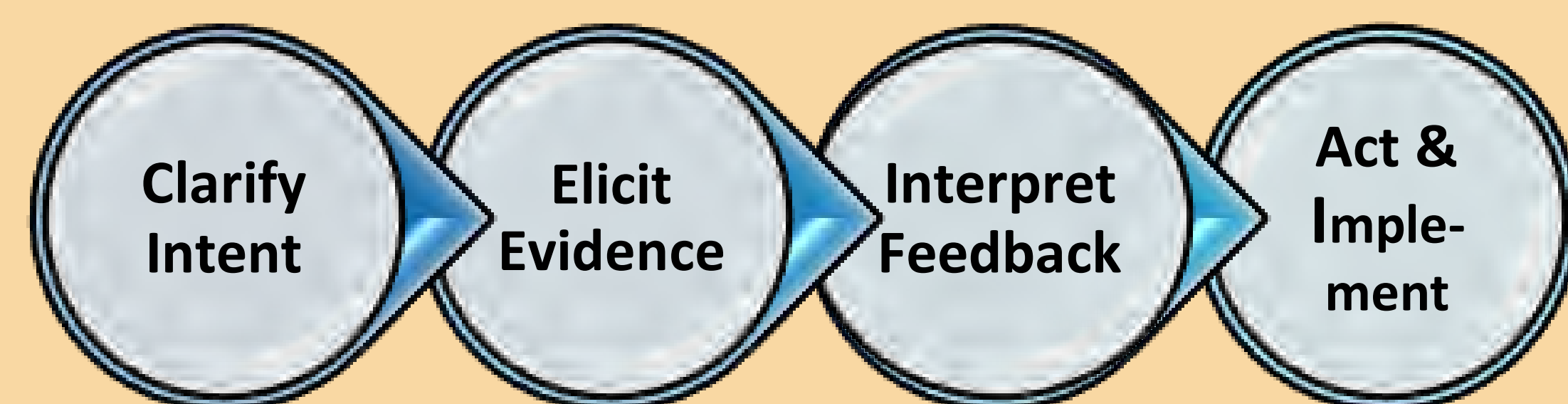
The resulting needs assessment tool is supportive of the goals of the New York State Department of Health Bureau of Tobacco Control's "Health Systems for a Tobacco Free New York" initiative.

RESULTS

After pre-testing multiple iterations of a needs assessment tool with content experts and online survey experts, key elements of tobacco product use screening, treatment and referral were refined and are now incorporated into **three domains** that are applied in a practical manner within healthcare systems:

- Written Healthcare Policy**
- Office Procedures/Workflows**
- Electronic Health Records**

Partnership through Formative Evaluation



DISCUSSION

Feedback from survey experts increased survey **reliability** while feedback from content experts enhanced its **validity.** The present study demonstrates that Iterative Pre-testing through a formative evaluation process informs improvements in a needs assessment which ultimately improves health system tobacco policy.

Select Screenshots from REDCap Assessment

Baseline Policy Survey

Dear Healthcare System Partner,

The purpose of this questionnaire is to establish where your system is at currently with respect to system-wide policies and procedures related to screening and intervening with patients/clients who use tobacco products as well as provider actions. This can serve as a needs-assessment for your healthcare system and helps us identify existing strengths as well as opportunities for improving procedures with the goal of improving outcomes for your patients/clients.

Please complete the questionnaire below by answering each item to the best of your knowledge.

Thank you!

Today's date:
* must provide value
[input] Today D-M-Y

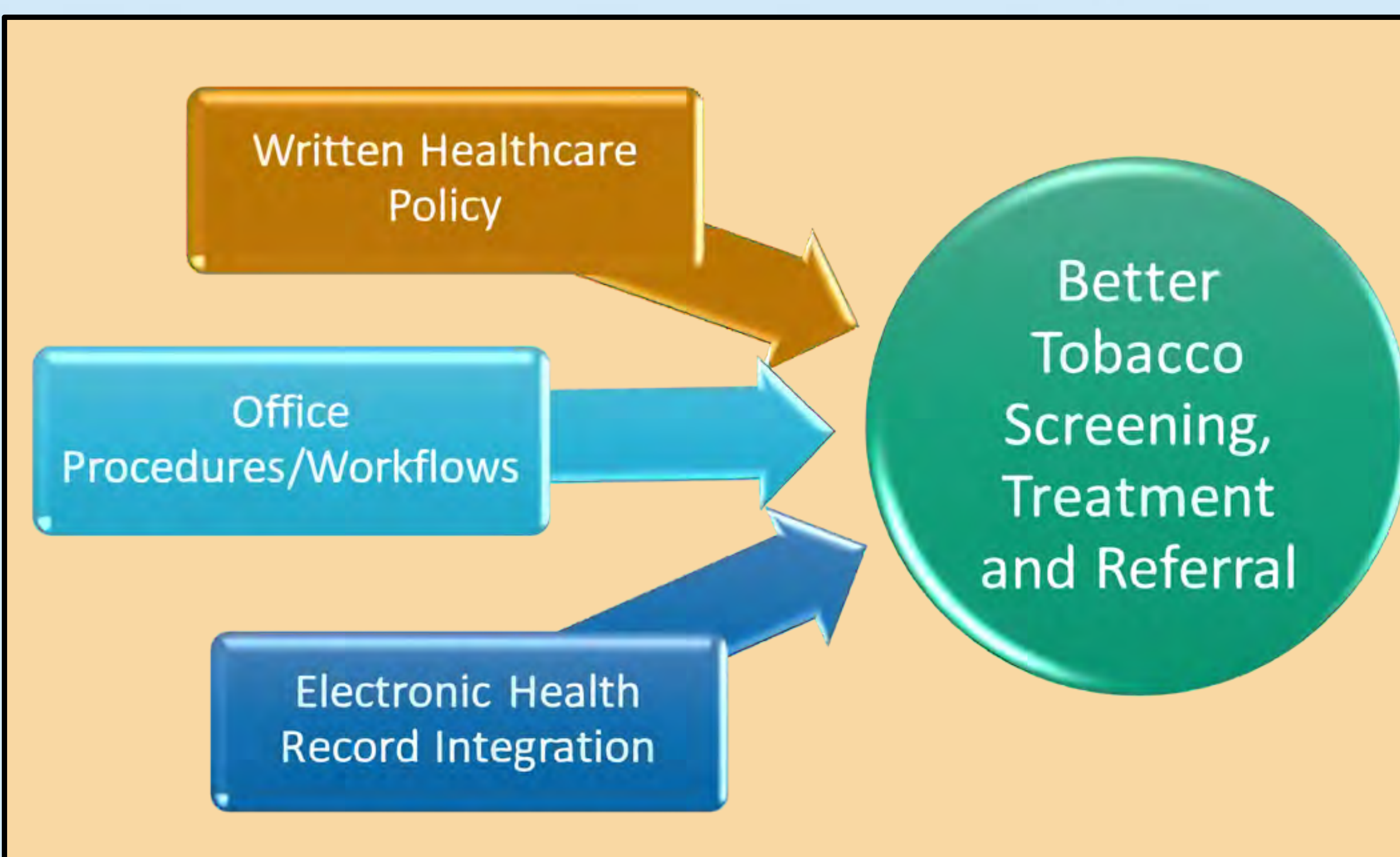
Practice/Health System Name:
* must provide value
[input]

Many healthcare systems have a **formal written policy** that addresses tobacco product use at the institutional and/or patient levels. Which of the following does your organization have in place in a system-wide **Written Policy?** (check all that apply)

- My Healthcare System Does Not Have a Written Tobacco/Nicotine Use Policy
- ASK About Tobacco / Tobacco Product Use
- ADVISE Cessation
- ASSESS Willingness to Quit
- ASSIST with quit attempt
- ARRANGE for follow-up
- Referral
- Training - Clinicians receive ongoing tobacco/nicotine dependence treatment training
- Feedback - There is a procedure for giving feedback to clinicians regarding tobacco/nicotine use screening
- Other:
- I don't know

Medication-Assisted Treatment (MAT): Which of the below are true related to medication-assisted treatment at your health system? (check all that apply)

- Policy** includes definitions of Nicotine Replacement Therapies and other cessation medications
- Standards of care / protocols / guidelines / workflows** includes definitions of Nicotine Replacement Therapies and other cessation medications
- Medication order-set in **Electronic Medical Record System** for Nicotine Replacement Therapies and other cessation medications
- Not sure
- None of the above



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Elwy AR, Wasan AD, Gillman AG, Johnston KL, Dodds N, McFarland C, Greco CM. Using formative evaluation methods to improve clinical implementation efforts: Description and an example. *Psychiatry Research.* Elsevier. 2020 Jan. <https://www.sciencedirect.com/science/article/pii/S0165178119308170>