

**Building Excellence in
Evaluation: Examples in
Chronic Disease Prevention
from Alabama**

**Satellite Conference and Live Webcast
Tuesday, July 14, 2015
10:00 – 11:30 a.m. Central Time**

**Produced by the Alabama Department of Public Health
Video Communications and Distance Learning Division**

**Tobacco Quitline Evaluation:
Lessons Learned**

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Faculty

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Background / Timeline

- **CDC awarded a grant to the Alabama Tobacco Prevention and Control Program to ensure Quitline capacity**
- **The grant required the development and implementation of a comprehensive evaluation plan**

Background / Timeline

- **An overview of the evaluation plan was included in the original response to FOA**
- **Submitted expanded versions to CDC and Quitline Workgroup for feedback**
- **Final edits made and plan submitted to CDC in April 2015**

Lesson # 1

**Evaluators with content
knowledge are a plus**

Our Evaluators

- **The University of Alabama
Institute for Social Science Research**
 - Debra McCallum, PhD
 - Sarah Dunlap, MA
- **North American Research and
Analysis, Inc.**
 - Jessie Saul, PhD

Lesson # 2

**Communicate...
Early and Often**

Lesson # 3

Know your data sources

**What do you need?
vs.
What do you have?**

Lesson # 4

**Developing a plan takes
longer than you think**

Lesson # 5

**You are never really “done”
with evaluation**

Contact Information

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