Evaluating the Maryland Cancer Collaborative
A Measure of Progress, Successes, and Impact
(2014-2019)

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Maryland Department of Health
Maryland Comprehensive Cancer Control Program (MCCCP)

- Established in 1998
- Addresses cancer prevention and control practices
- Goal:
  - Decrease cancer incidence, morbidity and mortality
  - Implement evidence-based strategies, support cancer early detection efforts
  - Address the needs of cancer survivors; and promote health equity
- Funded by the Centers for Disease Control and Prevention (CDC)
- The MCCCP operates on three main activities:
  - Maryland Cancer Collaborative (MCC)
  - Maryland Comprehensive Cancer Control Plan (Cancer Plan)
  - Implementation Projects: Patient Navigation Network (PNN)
Maryland Cancer Collaborative (MCC)

MCC: Statewide cancer coalition.

MCC is led by a Steering Committee of cancer control stakeholders, and its efforts are facilitated and supported by staff of the MCCCP.

Goals of MCC:
• Work with individuals and organizations throughout the state to implement the MCCCP.
• Bring together existing groups and new partners from across the state to collaborate on a common goal - reducing the burden of cancer in Maryland.
My Project

▶ **Aim:**
Evaluate the Maryland Cancer Collaborative in a five-year period (July 1, 2014 – June 30, 2019), its successes and challenges, its collective impact, and where it could have improved.

▶ **Objective:**
Produce an evaluation report by the end of the practicum to inform future MCC activities.
Methods

- Met with MDH staff
- Reviewed evaluation plan for health systems component of MCC’s work to use as a model
- Reviewed key program documents
- Evaluated potential data sources
- Evaluation conducted using CDC evaluation framework
Steps in the Evaluation Framework (as per CDC)

Source: Centers for Disease Control and Prevention. Framework for program evaluation in public health. MMWR 1999;48 (No. RR-11)
## Engaging Stakeholders

<table>
<thead>
<tr>
<th>EVALUATION STAKEHOLDERS</th>
<th>INVOLVEMENT IN THE EVALUATION</th>
<th>WHAT STAKEHOLDERS WANT TO KNOW</th>
<th>WHEN TO ENGAGE STAKEHOLDERS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MDH’S CENTER FOR CANCER PREVENTION AND CONTROL LEADERSHIP</strong></td>
<td>Provide feedback on project evaluation</td>
<td>Document the resources that have been leveraged to support program efforts</td>
<td>All phases of the evaluation process</td>
</tr>
<tr>
<td><strong>PROGRAM STAFF</strong></td>
<td>- Provide information on the program and coalitions</td>
<td>- Effective delivery of the program.</td>
<td>All phases of the evaluation process</td>
</tr>
<tr>
<td></td>
<td>- Provide input on evaluation, design, data collection and interpretation of findings</td>
<td>- To what extent interventions outlined in the cancer control plan are being executed and yielding intended results</td>
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<tr>
<td></td>
<td></td>
<td>- How successful were the program’s coalition</td>
<td></td>
</tr>
<tr>
<td><strong>CDC (FUNDER)</strong></td>
<td>Externally review the evaluation results.</td>
<td>- Review the quality, contributions and impact of the cancer control plan</td>
<td>Dissemination phase</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Review the quality and implementation progress of the statewide cancer control plan</td>
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</table>
Described MCC

- Provided narrative description of why the CDC provided funding, guidance, and technical assistance to health agencies including MDH to launch the MCC.

- Described various components of the MCC in detail including the MCC’s logic model (inputs, activities, outputs, outcomes, and impacts).

- Described the MCC, and its organization structure, workgroups, activities, and initiatives.

- Described the stage of development and context.
Evaluation Focus

Evaluation questions were selected and prioritized based on program needs.

Maryland Cancer Collaborative:

- Were appropriate organizations represented on the MCC?
- Were MCC members satisfied with activities and productivity?
- Did MCC workgroups implement strategies of the Cancer Plan effectively?
- Has the MCC built a strong partnership?
# Outline of Evaluation Plan for Analysis and Interpretation

<table>
<thead>
<tr>
<th>FOCUS</th>
<th>EVALUATION QUESTIONS</th>
<th>INDICATORS</th>
<th>DATA COLLECTION SOURCES</th>
<th>DATA COLLECTION METHODS</th>
<th>DATA ANALYSIS</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARYLAND CANCER COLLABORATIVE</td>
<td>MCC members: - Were appropriate organizations represented on the coalition? - Were the MCC members satisfied with activities and productivity? - How effective were the workgroups in implementing strategies of the MCC? - Has the MCC built a strong partnership?</td>
<td>- Number of members and type of membership. - Extent to which partners are satisfied. - Number of responses from members to the annual member satisfaction survey. - Number of meetings held. - Number of MCC members reporting that they or their organization is implementing the strategies. - Workgroup progress, ex: completion of Action Plan and producing workgroup products.</td>
<td>Program records (For example: committee updates, meeting minutes/schedule, organizational member agreement forms, member satisfaction survey, annual evaluation reports)</td>
<td>Extraction of data from program records including E-updates and meeting minutes, implementation reporting tools, member agreement forms, online surveys, annual evaluation reports</td>
<td>- Percentage of members in each organization, region and target group - Annual membership survey completion engagement - Percentages of members participating in meetings over time - Totals and percentages of partners providing various contributions - How effective was the strategies implemented by the workgroups?</td>
</tr>
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</table>
Evaluation Findings

Number of MCC Members

MCC Organizational Composition

## MCC Race/Ethnicity Composition

<table>
<thead>
<tr>
<th>Year</th>
<th>White</th>
<th>Black/African American</th>
<th>Asian or Pacific Islander</th>
<th>Hispanic/Latino</th>
<th>American Indian/Alaska Native</th>
<th>Other</th>
<th>Unknown</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY 2015</td>
<td>59%</td>
<td>6%</td>
<td>3%</td>
<td>5%</td>
<td>1%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>FY 2016</td>
<td>59%</td>
<td>6%</td>
<td>3%</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>FY 2017</td>
<td>58%</td>
<td>13%</td>
<td>5%</td>
<td>2%</td>
<td>3%</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>FY 2018</td>
<td>52%</td>
<td>13%</td>
<td>6%</td>
<td>2%</td>
<td>2%</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>FY 2019</td>
<td>47%</td>
<td>10%</td>
<td>4%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
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MCC Geographic Representation

Source: 2014-19 MCC Evaluation reports
MCC Member Satisfaction Survey Results

- Response rate in the last 5 years has ranged from 13% to 25%.
- Respondents who were:
  - Very satisfied, satisfied, or somewhat satisfied with the Collaborative: 86% to 93%
  - Neither satisfied nor dissatisfied: 4% to 8%
  - Dissatisfied or very dissatisfied: none to 3%
- More than half of the respondents (54%-73%) have been with the Collaborative for at least 2 years.
- The top reasons why the respondents joined the Collaborative in the last 5 years:
  - Wanting to collaborate and network with other professionals/agencies/organizations.
  - Show their support for the Maryland Comprehensive Cancer Control Plan.
  - Work on cancer areas that they are most interested in/have the most expertise in.
  - Work on the implementation of the Cancer Plan and show support for the Cancer Plan.
MCC Workgroups

**Survivorship Workgroup**
Develop and disseminate materials and explore the need/feasibility of providing formal training and/or certification to educate policy and decision makers about cancer survivorship including psychosocial issues and the role and value of providing long term care and support services to cancer survivors by 2015.

**Palliative Care Workgroup**
Develop an awareness campaign to educate Maryland citizens about palliative and hospice care, including pain management by 2015.

**Access to Care and Services Workgroup**
Reduce the burden of cancer in Maryland and reduce geographic and racial disparities in cancer incidence and mortality to reach the targets listed in the Cancer Plan by 2020.
MCC Workgroups

**Communications Workgroup**
Reduce the disparities in cancer incidence and mortality by 2020.

**Hospice Utilization Data Workgroup**
Develop and implement a process to collect Maryland-level data on hospice utilization by cancer patients and average length of stay for cancer patients.

**Tobacco Cessation Support to Providers Workgroup**
Provide healthcare providers with additional resources to aid in referring patients to individual, group, and/or telephone/web/text counseling.
**MCC Workgroups**

**HPV Vaccination Awareness Workgroup**
Increase awareness of HPV infection as a cancer risk factor among Maryland residents and implement systems changes within healthcare practices.

**Communications - Lesser Known Cancer Risk Factors Workgroup**
Increase awareness and educate the public about underappreciated and lesser known risk factors for cancer.

**Cancer Survivorship Education Workgroup**
Educate cancer patients, their caregivers and providers about survivorship care plans and referral of patients to palliative or hospice care.
MCC Annual Meeting

Primary purpose:

- Update MCC members on the burden of cancers in Maryland
- Publicize the annual Maryland Comprehensive Cancer Control Plan and highlight outstanding examples of how both the MCC and other organizations have implemented the Cancer Plan.
- Present workgroups’ priority strategies and update workgroups’ progress
Limitations/Challenges

- Data Collection & Feasibility
- Program Evaluation Coursework
Lessons Learned

- Improved my knowledge of:
  - Public health practice in a state department of health
  - Qualitative methodologies in the real world, analytical, presentation, and reporting skills, ability to multitask and manage time
  - Program evaluation
Conclusions - Implications for Policy & Practice

- Assess MCC’s current efforts to shape future program activities
- Evaluation plan can be used for recommendations and to shape decision-making related to the MCC program
- Sharing and discussing evaluation results at future stakeholder meetings for prioritization and operationalization of recommendations for program improvement with stakeholders
- Identifying action steps staff members can take to implement recommendations
Acknowledgements

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References


Questions?