Operation Impact: How to set goals, measure change, and leave a legacy.

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July 16 at 12p CT
Why this matters

We want to make an impact.

What does success look like?
What we’ll cover

ClearWay Minnesota’s background

Legacy evaluation planning steps
  • Setting goals
  • Tracking progress
  • Measuring enduring impact = Legacy
ClearWay Minnesota’s Challenge
Trial and Settlement

$206 billion tobacco settlement

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Research

Current use of tobacco products, 2014-2018

Policy, Advocacy

Cessation

Community Development

Communications
Legacy Evaluation Purpose
Understand our progress towards our long-term goals

Vision
Mission
Legacy Goals
Strategic Priorities
Values

Strategic Plan Cycles

Fulfilling our Mission by Achieving our Legacy Goals

Sustained Impact
The importance of goal setting
Goal setting – why?

Goals define success
Goal setting – how?

• Set clear, measurable stretch goals
  • Ambitious, but attainable
  • Can be quantitative and/or qualitative

• Art & science
  • Industry standards, trends
  • Visionary

• Primary and secondary indicators
Example: Goal Setting

By 2022...

1. Reduce the prevalence of smoking among adult Minnesotans to less than 9 percent.

2. Reduce secondhand smoke exposure among nonsmoking adult Minnesotans to less than 5 percent.

3. Advance the science of eliminating tobacco-related health disparities.
Tracking progress
Evaluation Approach

1. “What gets measured, gets done”

2. Be selective about evaluations

EX: Evaluate only the most innovative programs with the greatest potential for:
- Building capacity
- Developing best or promising practices
- Informing the field
Example: Data Sources

Program evaluations

Surveillance Systems

Long Term Outcome Studies

Tribal Tobacco Education & Policy
Findings from an advocacy initiative in Indian Country

ClearWay Minnesota™ works to promote health and reduce the harm of commercial tobacco to Minnesota’s American Indian communities, in partnership with tribal nations, the Minnesota Department of Health, and local and tribal health care. e intervene at the community level to reduce and prevent tobacco use and disease. We support culturally appropriate interventions that address the unique cultural and social context of each community.

Program evaluations

- Tribal Tobacco Education & Policy
- Surveillance Systems
- Long Term Outcome Studies

**Tobacco Use in Minnesota: 1999-2018**

**Research paper**

**Twenty-year health and economic impact of reducing cigarette use: Minnesota 1998-2017**

Michael V Macecek, Amy B LaFrance, Ann St Claire, Zack Xu, Morgan Brown, Barbara A Schillo

**Abstract**

Background: Adult smoking prevalence in Minnesota fell from 21.8% in 1997 to 15.2% in 2016. This reduction improved heart and lung health, prevented cancers, extended life and reduced healthcare costs, but quantifying these benefits is difficult.

Methods: 1.3 million individuals were simulated in a tobacco policy model to estimate the gains to Minnesotans from 1998 to 2017 in health, medical spending reductions and productivity gains due to reduced cigarette smoking. A constant prevalence sets the stage for improved population health for decades to come.

These declines are not surprising. Significant policy change restricting tobacco sales and use occurred during this period. ClearWay Minnesota was established in 1998 through Minnesota’s state tobacco settlement to implement tobacco control programs and research. Minnesota increased its investment in tobacco control by raising per-capita expenditures from $0.45 in 1997 to a high of $6.71 in 2003. The state tax on a pack of cigarettes...
Periodic Check-Ins

Mid-course corrections?
Example: Mid-Course Correction

Reduce secondhand smoke exposure among nonsmoking adult Minnesotans to less than 5 percent.

– Measurement:
  • All locations (work, home, car, community)
  • Post state-wide law (work, home, car, community)
ClearWay Minnesota’s Legacy Goals

By 2022...
Reduce the prevalence of smoking among adult Minnesotans to less than 9 percent.

   Adults: 13.8%

Reduce secondhand smoke exposure among nonsmoking adult Minnesotans to less than 5 percent.

   Home 2.2%   Car 5.4%   Community 30%

Advance the science of eliminating tobacco-related health disparities

Research, policy change, leadership development, etc.
Enduring impact = Legacy
Enduring impact

Quantify the impact over time
  – Financial and/or human cost/gains
  – Timeframe

Reinforces the importance of:
  – Strategy choice
  – Financial investment
  – AND informs future projects
Example: Simulation studies

• Used simulation models to measure:
  – Health impact
  – Economic impact
  – Policy impact

• Retrospective and prospective
Health Impact

REducing cigarette smoking has saved lives.

4,560 cancers prevented
31,691 fewer hospitalizations for cardiovascular disease and diabetes
12,881 fewer respiratory disease hospitalizations
4,118 smoking-attributable deaths prevented

Thanks to ClearWay Minnesota and our partners, thousands of Minnesota families have grandparents, parents, children, friends and coworkers who have been spared the death and disease caused by tobacco use.
Economic Impact

Reducing cigarette smoking has saved money.

$2.4 billion gained in worker productivity

$2.7 billion less spent on medical care (about $484 per Minnesotan)

**Total = $5.1 billion** (about $914 per Minnesotan)

*All figures adjusted for inflation

The benefits of prevention and cessation accrue gradually, so these numbers will grow as people who quit or never started over the past 20 years live longer and enjoy better health.

20 Years ClearWay Minnesota
Summary/Conclusion
Take Aways

Evaluation Structure
- Set clear goals
- Establish tracking systems
- Legacy = enduring impact

Evaluation Benefits
- Transparency
- Accountability
- Demonstrates Legacy
- Informs future efforts
Resources:

Keep in touch

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NEXT WEBINAR! July 29 at 12p CT
Nineteen Years of Helping Minnesotans Quit

Presented by Randi Lachter, MPH
Director of Tobacco Treatment Programs

Register here: www.clearwaymn.org/news/