



Our Mission:

The Saint Louis University School of Public Health is dedicated to the discovery, translation, and dissemination of public health knowledge to improve the health and well being of all.



Evaluation of the Missouri Foundation for Health's Tobacco Prevention and Cessation Initiative

In 2005, the Center for Tobacco Policy Research (CTPR) was selected as the external evaluator for the Missouri Foundation for Health's (MFH) Tobacco Prevention and Cessation Initiative. The Initiative is a nine-year funding program to provide grants to agencies and organizations located throughout Missouri to address the problem of tobacco use at both the regional and community level. As the evaluator for the Initiative, CTPR is responsible for evaluating the implementation of grantees' programs and their impact on tobacco use in the state.

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Discovery

What is the problem?

- ❖ Twenty four percent of Missourians are current smokers.
- ❖ To date, Missouri has received \$1 billion in funding from the Master Settlement Agreement but the majority of this has not been dedicated to tobacco prevention or control.
- ❖ Evaluation of the programs and activities funded by the MFH Initiative is key to understanding and ensuring effective and far reaching results.
- ❖ Increasing capacity among the Initiative grantees will improve the sustainability of programs in the event of unstable future funding.

Translation

How do we take what we know and apply it to the MFH Initiative?

- ❖ Using strategies learned from more than five years of tobacco control program evaluation experience, the CTPR is developing qualitative and quantitative data collection tools to assess the effectiveness of various Initiative programs and activities.
- ❖ CTPR is providing training and technical assistance to MFH Initiative grantees to help them evaluate their programs.

Dissemination

How are we disseminating the MFH Initiative evaluation results?

- ❖ Having just completed the first round of data collection evaluating the reach and impact of one of the MFH Initiative funded strategies, we are preparing and presenting these results to the foundation and grantees through tailored reports.
- ❖ The first annual Summer Training Institute is currently in development; this 3-day workshop in July of 2006 will provide MFH Initiative grantees with opportunities to share their projects with each other and to take courses in various topics related to program evaluation and dissemination of evaluation results.

Change

What change occurred because of the dissemination?

- ❖ We expect that, through our evaluation, training, and technical assistance efforts, the capacity and sustainability of the Missouri tobacco control network will increase.
- ❖ This will result in an increase in the awareness and knowledge Missourians have about the health and economic costs of tobacco use in the state.