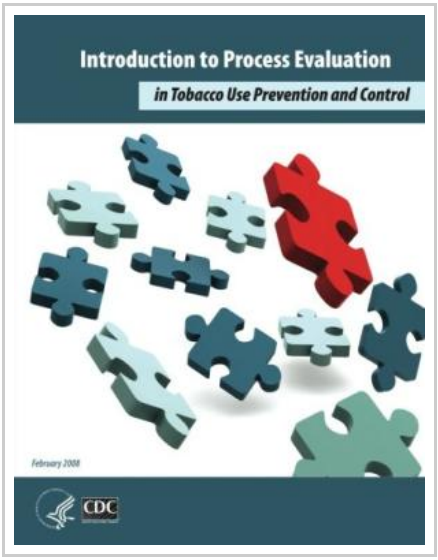


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Introduction to Process Evaluation in Tobacco Use Prevention and Control

By Centers for Disease Control and Preventi

CreateSpace Independent Publishing Platform. Paperback. Book Condition: New. This item is printed on demand. Paperback. 68 pages. Dimensions: 11.0in. x 8.5in. x 0.2in.Tobacco use in the United States is the single most preventable cause of death and disease. The Centers for Disease Control and Preventions Office on Smoking and Health (CDCOSH) created the National Tobacco Control Program (NTCP) to foster and support coordinated, nationwide, state-based activities to advance its mission to reduce disease, disability, and death related to tobacco use. CDCOSH has identified four program goal areas: Preventing initiation of tobacco use among young people; Eliminating nonsmokers exposure to secondhand smoke; Promoting quitting among adults and young people; and Identifying and eliminating tobacco-related disparities. To determine the effectiveness of NTCP programs, both their implementation and their outcomes must be measured. This manual is intended to provide process evaluation technical assistance to OSH staff, grantees and partners. It defines process evaluation and describes the rationale, benefits, key data collection components, and program evaluation management procedures. It also discusses how process evaluation links with outcome evaluation and fits within an overall approach to evaluating comprehensive tobacco control programs. Previous CDC initiatives have provided resources for designing outcome evaluations. This manual complements CDCs...

Reviews

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