



# **CATALYST Tobacco Program Planning and Reporting**

Bobbye Gray, RN, BS

Dennis Peyton, MPH, CCRP, CHES

# Best Practices

Tobacco control program key attributes

Comprehensive

Sustainable

Accountable



# Best Practices

- Tobacco use is the single most preventable cause of death in the United States. Each year in the United States, cigarette smoking and exposure to secondhand smoke causes 443,000—or 1 in 5 deaths. Economic losses are also staggering. Smoking-attributable diseases result in \$96 billion in health care costs annually.

# Best Practices

- **M**onitor tobacco use and prevention policies
- **P**rotect people from tobacco smoke
- **O**ffer help to quit tobacco use
- **W**arn people about the dangers of tobacco
- **E**nforce bans on tobacco advertising, promotion, and sponsorship
- **R**aise state cigarette taxes on tobacco

# Best Practices

## Goals of community programs:

- To reduce exposure to environmental tobacco smoke
- To prevent initiation in youth
- To promote cessation in adults and youth
- To identify and eliminate health disparities among populations

# Best Practices

## Program elements:

- Community programs to reduce tobacco use and denormalize smoking
- School programs
- Enforcement of existing regulations and laws
- Statewide programs
- Cessation programs

# Best Practices

- Program elements (continued)
  - Counter marketing programs, including paid and earned broadcast and print media, media advocacy, public relations, public education, and health promotion activities
  - Surveillance and evaluation
  - Administration and management

# Best Practices

- Even in economically challenging times, states can make a significant difference in public health by employing high-impact, cost-effective tobacco control and prevention strategies to—

# The Basics

## C1 - Capacity Development

1. Educate yourself and others
2. Reach out to reduce the workload
3. Connect efforts

# The Basics

## C2 - Prevent Initiation

1. Educate, educate, educate
  - a) Schools (youth, adults)
  - b) Media (youth, adults, disparate population)
  - c) Businesses (retailers, SHS, schools)

# The Basics

## C3 - Promote Cessation

1. Kentucky's Tobacco Quitline
2. Cessation classes
3. Disparate populations
4. Media
5. National events

# The Basics

## C4 - Eliminate Secondhand Smoke

1. Business/employers
2. Media
3. Policy education
4. Policy change
5. National events
6. Disparate populations

# The Basics

## C5 - Diversity

1. 18-24 year olds
2. Pregnant women
3. African Americans
4. Hispanics
5. Children

# Catalyst Welcome Screen

CATALYST - Windows Internet Explorer

http://catalyst.cquest.us/ky-tobacco-2010/home/home.asp?y=prev

File Edit View Favorites Tools Help

CATALYST - Welcome to Tobacco CATALYST

Home Contract Management Reports Utilities Help

Welcome

Contract Year: FY 11-12

Total Workplans Submitted:	6
Irene Centers:	6
Total Workplans Approved:	4
Irene Centers:	4
Total Workplan Activities:	419
Irene Centers:	419
Total Workplan Activities Approved:	0
Total Workplan Activities Not Approved:	1
Irene Centers:	1

Contract with Locked Results: 0  
Total Result Activities: 0  
Total Result Activities Closed: 0

Planned Work Load  
Activity Closeouts Planned by Month

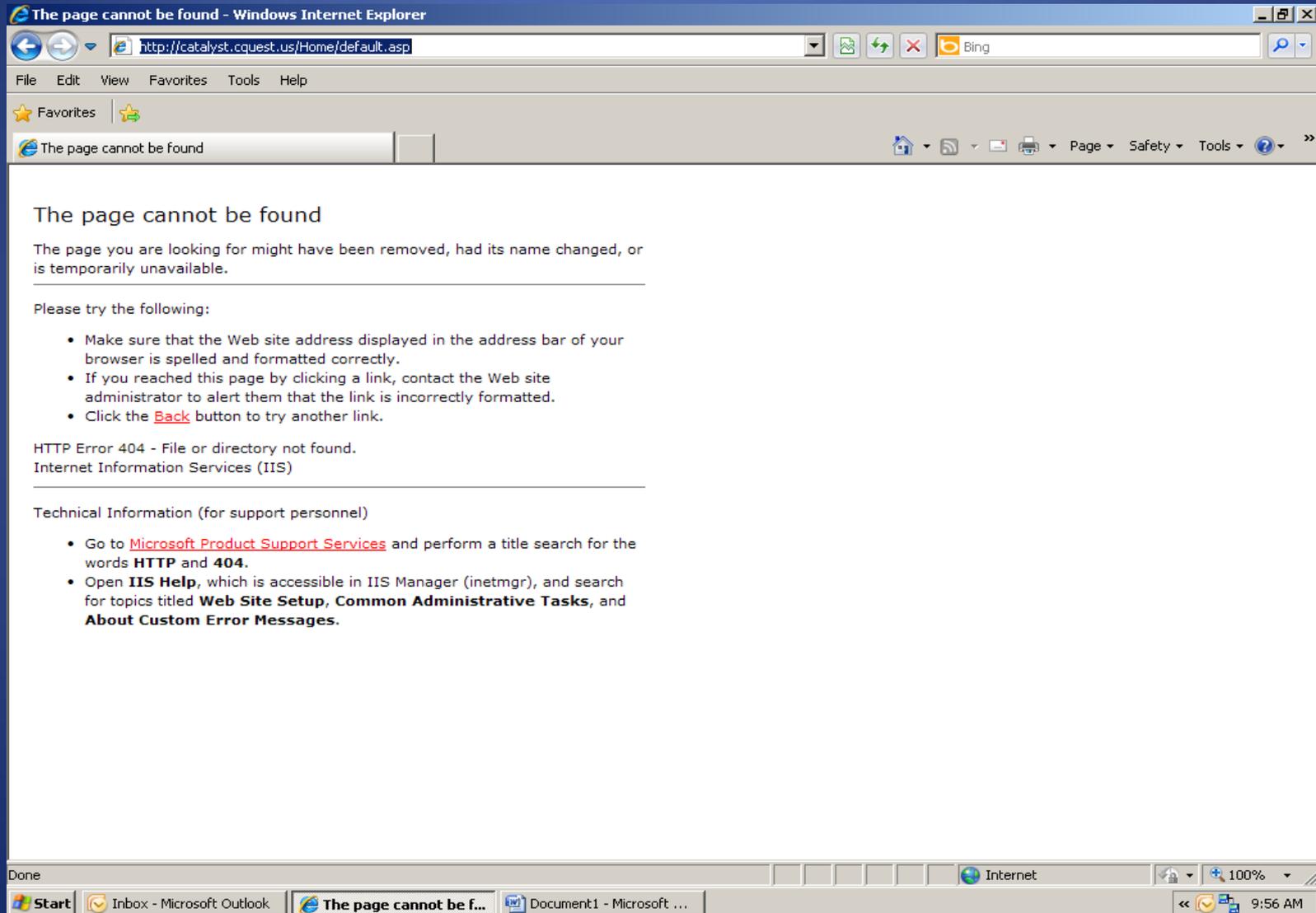
Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
9	1	0	2	6	8	108	3	3	10	34	235

For help regarding this page: Send Mail to [dennis.peyton@ky.gov](mailto:dennis.peyton@ky.gov) Phone: 502-564-9358 ext.3824

http://catalyst.cquest.us/ky-tobacco-2010/home/home.asp?y=next

Start | Inbox - Microsoft Outlook | CATALYST - Windows ... | Microsoft Excel - Book1 | Control Panel | 9:45 AM

# Catalyst Login



# Catalyst Hierarchy



# Annual Work Plan Entry

The screenshot shows a Windows Internet Explorer browser window displaying the CATALYST application. The address bar shows the URL: [http://catalyst.cquest.us/ky-tobacco-2010/Workplan/Workplan\\_find.asp](http://catalyst.cquest.us/ky-tobacco-2010/Workplan/Workplan_find.asp). The browser's menu bar includes File, Edit, View, Favorites, Tools, and Help. The CATALYST application header features the logo and the text "Find Tobacco Planned Activity". A navigation menu below the header includes Home, Contract Management, Reports, Utilities, and Help. The main content area contains a search form with the following fields and buttons:

- Contractor: Cumberland Valley District Health De [Find]
- Contract Year: FY 11-12 [Clear]
- Goal: - select - [Clear]
- Activity: - select - [New]

Below the search form, the text reads: *- Select a Planned Activity - no activities found*.

At the bottom of the page, a footer provides contact information: "For help regarding this page: Send Mail to [dennis.peyton@ky.gov](mailto:dennis.peyton@ky.gov) Phone: 502-564-9358 ext.3824".

The Windows taskbar at the bottom shows the Start button and several open applications: Inbox - Microsoft Outlook, CATALYST - Windows..., Catalyst User Guide - Mic..., and 2010 Burden Document. The system tray on the right shows the Internet icon, a volume icon, a network icon, and the time 10:33 AM.

# Annual Work Plan Entry

CATALYST - Windows Internet Explorer

http://catalyst.cquest.us/ky-tobacco-2010/Workplan/Workplan\_Form.asp?cid=1588&oid=1&aid=7&a=Green

File Edit View Favorites Tools Help

CATALYST - Tobacco Workplan | Green River District Health Department - - FY 11-12  
- C1-Capacity Development - Diverse Populations Coalition

Home Contract Management Reports Utilities Help

**WORKPLAN**

Goal/Activity ←

Audience ✓

Previous

Next

Save

**Goal** C1-Capacity Development

**Activity** Diverse Populations Coalition

Estimated time 40 (hours)

Estimated cost 1500 (dollars)

Planned Closeout Month June

**SMART Activity Objective and Description** (5000 characters max)

A member of the tobacco control staff will participate in the monthly meeting of the regional health councils in McLean, Webster, Daviess, Ohio, Union, and Hancock Counties.

(SMART - Specific, Measurable, Achievable, Relevant, Time-bound)

Approved  Not Approved

**Reviewer Comments** (1000 characters max)

Done

Start | Inbox - Microsoft Outlook | CATALYST - Windows ... | Catalyst User Guide - Mic... | 2010 Burden Document | 10:47 AM

# Annual Work Plan Entry

CATALYST - Windows Internet Explorer

http://catalyst.cquest.us/ky-tobacco-2010/Workplan/Workplan\_Find.asp?msg=Activity Saved

File Edit View Favorites Tools Help

CATALYST - Find Tobacco Planned Activity | Activity Saved

Home Contract Management Reports Utilities Help

Contractor: Green River District Health Department Find

Contract Year: FY 11-12 Clear

Goal: -select- New

Activity: -select- New

- Select a Planned Activity -

Delete	Year	Goal	Activity	Approved
<input type="checkbox"/>	<a href="#">FY 11-12</a>	<a href="#">C1-Capacity Development</a>	<a href="#">Adult Coalition Meetings and Activities</a>	
<input type="checkbox"/>	<a href="#">FY 11-12</a>	<a href="#">C1-Capacity Development</a>	<a href="#">Apply for Grant</a>	
<input type="checkbox"/>	<a href="#">FY 11-12</a>	<a href="#">C1-Capacity Development</a>	<a href="#">Attend State Tobacco Conference</a>	
<input type="checkbox"/>	<a href="#">FY 11-12</a>	<a href="#">C1-Capacity Development</a>	<a href="#">Community Assessment</a>	
<input type="checkbox"/>	<a href="#">FY 11-12</a>	<a href="#">C1-Capacity Development</a>	<a href="#">Diverse Populations Coalition</a>	
<input type="checkbox"/>	<a href="#">FY 11-12</a>	<a href="#">C1-Capacity Development</a>	<a href="#">KY ASAP Board Meetings</a>	
<input type="checkbox"/>	<a href="#">FY 11-12</a>	<a href="#">C1-Capacity Development</a>	<a href="#">Motivate/Educate Key Staff</a>	
<input type="checkbox"/>	<a href="#">FY 11-12</a>	<a href="#">C1-Capacity Development</a>	<a href="#">Survey - Youth Tobacco Survey (YTS)</a>	
<input type="checkbox"/>	<a href="#">FY 11-12</a>	<a href="#">C1-Capacity Development</a>	<a href="#">Tobacco Coordinator Monthly Conference Calls</a>	
<input type="checkbox"/>	<a href="#">FY 11-12</a>	<a href="#">C2-Prevent Initiation</a>	<a href="#">Great American Smoke Out</a>	
<input type="checkbox"/>	<a href="#">FY 11-12</a>	<a href="#">C2-Prevent Initiation</a>	<a href="#">Kick Butts Day</a>	
<input type="checkbox"/>	<a href="#">FY 11-12</a>	<a href="#">C2-Prevent Initiation</a>	<a href="#">Media Advocacy</a>	
<input type="checkbox"/>	<a href="#">FY 11-12</a>	<a href="#">C2-Prevent Initiation</a>	<a href="#">Policy Change - 24/7 Tobacco-Free School</a>	
<input type="checkbox"/>	<a href="#">FY 11-12</a>	<a href="#">C2-Prevent Initiation</a>	<a href="#">Youth Coalition Activities</a>	
<input type="checkbox"/>	<a href="#">FY 11-12</a>	<a href="#">C3-Promote Cessation</a>	<a href="#">Health/Career Fair</a>	

Start | Inbox - Microsoft Outlook | CATALYST - Windows ... | Catalyst User Guide - Mic... | 2010 Burden Document | Microsoft PowerPoint - [...]

Internet | 100% | 10:55 AM

# Output Reporting

CATALYST - Windows Internet Explorer

http://catalyst.cquest.us/ky-tobacco-2010/Events/Event\_find.asp

File Edit View Favorites Tools Help

★ Favorites

CATALYST Stanton's big night lifts Marli...

**catalyst** - Tobacco Find Result

Home Contract Management Reports Utilities Help

Contractor: Green River District Health Department

Contract Year: FY 10-11

Goal: Any

Activity: Any

Find  
Clear  
New

*Contract Year, Goal, and Activity must be selected to create a New result*

- Select a Result -

Delete	Activity	Contract Year	Closeout Month	Locked
<input type="checkbox"/>	*Adult Coalition Meetings and Activities	FY 10-11		
<input type="checkbox"/>	Apply for Grant	FY 10-11	March	
<input type="checkbox"/>	*Attend State Tobacco Conference	FY 10-11	September	
<input type="checkbox"/>	Community Assessment	FY 10-11	February	
<input type="checkbox"/>	*Diverse Populations Coalition	FY 10-11		
<input type="checkbox"/>	Employer Cessation Support	FY 10-11		
<input type="checkbox"/>	*Great American Smoke Out	FY 10-11	November	
<input type="checkbox"/>	H.O.T. Conference Attendance/Activities	FY 10-11	September	
<input type="checkbox"/>	*Health/Career Fair	FY 10-11	January	
<input type="checkbox"/>	*Kick Butts Day	FY 10-11	March	
<input type="checkbox"/>	*KY ASAP Board Meetings	FY 10-11		
<input type="checkbox"/>	*Media - Other	FY 10-11		
<input type="checkbox"/>	Media - Radio PSA	FY 10-11		
<input type="checkbox"/>	Media - TV PSA	FY 10-11		
<input type="checkbox"/>	Media Advocacy	FY 10-11		

Start | Inbox - Microsoft Outlook | CATALYST - Windows ... | Catalyst User Guide - Mic... | 2010 Burden Document | 11:13 AM

# Output Reporting

CATALYST - Windows Internet Explorer

http://catalyst.cquest.us/ky-tobacco-2010/Events/Event\_Form.asp?cid=1489&eid=229&oid=3&aid=74&a=

File Edit View Favorites Tools Help

CATALYST

**catalyst** - Tobacco Result | Clark County Health Department - - FY 10-11  
- C3-Promote Cessation - The Cooper-Clayton Method to Stop Smoking

Home Contract Management Reports Utilities Help

**RESULTS**

- Outputs
- Key Partner
- Media
- Evaluation

Previous  
Next  
Save

Month:     Adults

Time:  (est. hrs) Cost:  (est. \$)  African American

# Events:   Hispanic

Share this story  Media generated  Pregnant Smokers

**Output Journal** (5000 characters max)   Preschool

Cooper/Clayton class beginning on 09-14-10 @ 12:00 pm to meet one hour weekly for 13 weeks.  Smokeless Tobacco Users

Teens 9-12

Young Adults 18-24

Youth K-8

Delete	Month	Journal	Hours	Dollars
<input type="checkbox"/>	September	Cooper/Clayton class beginning on 09-14-10 @ 12:00 pm to meet one hour weekly for 13 weeks.	13	
<input type="checkbox"/>	July	Cooper/Clayton class beginning 07-20-10 @ 12:00 pm to meet 1 hour weekly for 13 consecutive weeks.	13	

Internet 100% 12:46 PM

# Output Reporting

CATALYST - Windows Internet Explorer

http://catalyst.cquest.us/ky-tobacco-2010/Events/Event\_Form.asp?cid=1498&eid=784&oid=1&aid=6&a=c

File Edit View Favorites Tools Help

Home Contract Management Reports Utilities Help

**RESULTS**

- Outputs ✓
- Key Partner ✓
- Media ✓
- Evaluation ←

Previous  
Next  
Save

### Activity Evaluation

*Complete this screen only when you are done with this activity for the fiscal year.*

Closeout Month

Did you meet or exceed your SMART Activity Objective?  
(refer to SMART Activity Objective and Description in workplan)  Yes  No

Write a SMART Activity Result to summarize your efforts  
(describe what was achieved and measured). If you did not meet your  
SMART Activity Objective, please explain why. (2000 characters max)

### Recommendation

For your organization or organizations similar to yours to what degree do you recommend this activity?

Why? (5000 characters max)

### Policy Outcome

If this activity resulted in a policy outcome please describe below:  
(2000 characters max)

Start | Inbox - Microsoft Outlook | CATALYST - Windows ... | Catalyst User Guide - Mic... | 2010 Burden Document | Internet | 100% | 12:27 PM

# Catalyst Terminology

- **Activity:** A program approach or strategy that is intended to achieve a short-term or intermediate outcome.
- **Event:** The implementation of an activity. For example, printing of a newspaper article, or teaching a class.
- **Goal:** A targeted tobacco-related essential public health services/other special area of focus that the KY Tobacco Program hopes to achieve through implementation of various activities. The goal is the purpose toward which activities are directed.

# Catalyst Terminology

- **Outputs:** Indicators that demonstrate an event is complete within your activity work plan. For example, the number of individuals who attended a Cooper-Clayton class is an output.
- **SMART:** Specific, Measurable, Achievable, Relevant, Time-bound.
- **Target Audience:** Specific population for whom a behavior or attitudinal change is desired.