An Evaluation of the Lunch and Learn Smoking Cessation Program in Bruce Grey

Prepared for

Keystone Child, Youth and Family Services

By

The Centre for Community Based Research

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Acknowledgements

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Introduction

This evaluation report documents the processes, activities and outcomes of the Lunch and Learn smoking cessation program in Bruce Grey. Lunch and Learn is a smoking cessation program offered by Keystone Child, Youth and Family Services in partnership with various work and community organizations. Lunch and Learn uses a harm reduction approach to intervention. This program has evolved in Bruce Grey over the past three years as one of Keystone’s smoking cessation initiatives.

The evaluation of Lunch and Learn was based on the TEIP evaluation tool. The TEIP evaluation tool outlines five major stages in planning and implementing a program evaluation as follows:

1. Laying the ground work which involves
   a. selecting an evaluation team
   b. assessing organizational capacity and resources for the evaluation
2. Laying the foundation for an evaluation
   a. developing a program logic model
   b. defining evaluation questions
3. Building a frame
   a. building an evaluation framework
   b. documenting an evaluation plan
4. Completing the interior
   a. collecting and analyzing data
   b. documenting evaluation report
5. Holding an open house
   a. disseminating findings

This project covers stages 2 and 3 of the TEIP tool. Stages 2 and 3 involve developing a program logic model, building an evaluation framework, and developing an evaluation plan for the project.

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1 Stage one was covered by Keystone Child, Youth and Family Services in identifying and contracting CCBR to conduct the evaluation and providing the evaluation resources.
The Purpose of this Evaluation

The purpose of this evaluation was two-fold:

1. To understand the Lunch and Learn model of smoking cessation that has evolved over the past three years in Bruce Grey

2. To develop an evaluation framework for the Lunch and Learn Smoking Cessation program

The main evaluation questions were:
1. How did the Lunch and Learn program for tobacco cessation start in Bruce Grey, and how has it evolved over the past three years?
2. What are the main activities, processes, and intended outcomes of this program?
3. What evaluation resources are available for an outcome evaluation?
4. On what should an outcome evaluation of Lunch and Learn focus?

Methods

Participants

The participants in this evaluation were eight staff from Keystone Child, Youth and Family Services and Bruce Power, Restart, Advanced Technologies, Mental Health Wellness Committee, and the Safe & Sound Homelessness Initiative. They included nurses, human resources staff, office administrators, and social service workers.

Data gathering

Two main data gathering methods were used in this evaluation: document review and a discussion forum.

Document review

Documents related to the Lunch and Learn program were reviewed to help understand the logic underlying the program’s activities and its intended outcomes.

Discussion forum

A logic model development session was held with program staff of Keystone Child, Youth and Family Services and partner organizations to develop a collective understanding of the Lunch and Learn program activities, intended outcomes, and identify measurable outcome indicators.
Data analysis

Content analysis was performed on the data gathered through the document review and logic model development session to identify the program’s main activities, intended outcomes and their indicators, and to understand the logic underlying them.

Program Description

Lunch and Learn is an informative, discussion-based, smoking cessation program offered by Keystone Child, Youth and Family Services in partnership with various work and community organizations in the Grey Bruce region. The program uses a harm reduction approach to intervention and involves organizing lunch for staff at workplaces and providing them information about smoking and smoking cessation. Program facilitators provide participants with self-help materials and information about available smoking cessation supports. Programming also involves informal discussions about smoking cessation, during which participants share their experiences and brainstorm harm reduction and quit strategies.

Main objectives

The main objectives of the Lunch and Learn program are:

- To reduce or eliminate tobacco use
- To increase personal wellness
- To increase the overall number of people living healthy, smoke-free lives in Bruce Grey.

Program activities

The Lunch and Learn program seeks to achieve its main objectives through two main program components: community mobilization and program delivery.

Community mobilization

Community mobilization involves engaging and developing partnerships between Keystone and various work and community organizations. Keystone provides ongoing information on smoking cessation to these organizations, and organizes lunch sessions for their employees and staff to provide them information about smoking cessation, nutrition, and health. The organizations help promote the Lunch and Learn program to their staff and employees, and register participants for the Lunch and Learn sessions.

Program delivery

Program delivery comprises the Lunch and Learn sessions at various organization sites. In each Lunch and Learn session, Keystone nurses present information to participants in the form of
brochures, posters, and visual displays on health risks associated with tobacco use. The nurses provide participants information about nutrition, the importance of physical activity, and fast facts about smoking and smoking cessation. They also provide participants information about available tobacco cessation services and treatment options, including pharmacotherapy.

Keystone nurses distribute a free lunch to program participants, and facilitate discussions about personal experiences, quit strategies, and harm reduction. In multi-session situations, program delivery sometimes involves guest speakers from the community who speak about tobacco cessation options (e.g. Pharmacists, hypnotherapists, doctors, etc.). Keystone nurses link participants to smoking cessation resources, including Smoker’s Helpline. They also provide participants with a variety of tools for behaviour change, in the form of “Quit Packs” for tobacco users seeking to reduce or eliminate smoking. At the conclusion of each Lunch and Learn session, Keystone nurses offer an individual health assessment to each interested participant, in the form of carbon monoxide readings, blood pressure checks, and personalized health advice.

The program logic model in the next section depicts the Lunch and Learn smoking cessation program’s activities and intended outcomes, and their underlying logic.
Figure 1: Lunch & Learn Program Logic Model

**Community Mobilization**
- Engaging Organizations
- Developing Partnerships
- Providing Ongoing Information on Smoking Cessation

**Program Delivery**
- Information
  - Healthy Choices brochure package
  - Trivia: fast facts about smoking
  - Available services
  - Pharmacotherapy
  - Posters
  - Visual displays (models)
  - Nutrition
  - Physical activity
  - Link to resources

- Group Activities: Lunch & Discussion
  - Personal Strategies
  - Sharing Personal Experiences
  - Harm Reduction Strategies

- Providing Tools for Behaviour Change
  - "Quit Packs"

- Referrals
  - Link people to resources e.g. Smokers' Helpline

- Health Assessment
  - Carbon Monoxide Readings
  - Blood Pressure Checks

**Activities**
- Increased Trust Among Partners (Health Care Professionals and Organizations)
- Increased Awareness About Tobacco Dependency and Cessation In Grey and Bruce

**Short-term Outcomes**
- Increased Knowledge of Resources Within and Outside the Grey Bruce Region
- Increased Knowledge about the Benefits of Quitting among Participants
- Increased Self-Awareness of Tobacco Dependence among Participants

**Long-term Outcomes**
- Support Groups are Created among Participants
- People are Motivated to Reduce or Quit Smoking
- Increased Knowledge about Healthy Lifestyles
- People are Empowered to Quit Smoking
- Increase in Healthier Lifestyle Choices

**LUNCH & LEARN PROGRAM**
- Reduced Tobacco Use
- More People Quit Smoking
- Increased Wellness

**More People Live Healthy, Smoke-Free Lives**
The logic of the Lunch and Learn smoking cessation program

Community mobilization activities are expected to increase trust and collaboration among partners. Promotion of the Lunch and Learn program through ongoing information sessions and the distribution of flyers is expected to generally increase awareness within the community about tobacco dependency and cessation.

The sharing of tobacco- and health-related information, group activities with workers at lunch time, and holding group discussions are intended to increase participants’ knowledge of the benefits of smoking cessation and smoking cessation resources within and outside Bruce Grey. The aforementioned activities are also expected to increase participants’ self-awareness of tobacco dependence, and facilitate the formation of tobacco cessation support groups. The referrals made within the Lunch and Learn sessions are meant to link participants to smoking cessation resources while individual health assessments increase participant’s knowledge about their personal health status to enable them to make decisions about cessation.

The immediate (short-term) outcomes outlined above are expected to lead to intermediate and long-term outcomes, including increased access to supports for smoking cessation. The immediate outcomes are also expected to motivate more people to reduce or quit smoking, and increase participants’ knowledge about healthy lifestyles. Improving access to supports, and increasing knowledge and motivation are expected to empower people to quit smoking and make healthier life choices.

Empowerment to quit smoking and in healthier lifestyle choices are expected to result in reductions in tobacco use and an increase in the number of people quitting smoking. In addition, empowerment and healthier lifestyle choices are expected to increase overall health and wellness of people in Bruce Grey. These expected long-term outcomes may serve as indicators for the ultimate goal of having more people in Bruce Grey living healthy, smoke-free lives.

Next Steps in this Evaluation
The next steps in this evaluation will cover steps 4 and 5 of the TEIP evaluation tool. These are:

4. Completing the interior
   a. Collecting and analyzing data
   b. Documenting evaluation report

5. Holding an open house
   a. Disseminating findings

Step 4 would focus on assessing the achievement of measurable indicators of the program’s intended outcomes: the reduction of tobacco use and an increase in tobacco cessation rates:
The main evaluation questions to be considered are;

1) To what extent has Lunch and Learn mobilized the Bruce Grey community around smoking cessation
2) To what extent has Lunch and Learn achieved its main objectives of helping people to reduce or quit smoking

For an effective evaluation of Lunch and Learn we propose the use of sequential mixed methods approach: using both qualitative and quantitative methods of data gathering and analysis. Evaluation activities may include:

**Qualitative evaluation methods**

- Keystone nurses’ sessional notes describing activities, and participants’ suggestions in Lunch and Learn sessions
- Key informant interviews with program administrators and facilitators to assess the program’s implementation process, the partnership process and its outcomes
- Focus groups with program participants and staff from partner organizations to assess the program's implementation process, the partnership process, and observed outcomes, including interest and participation in Lunch and Learn sessions and changes in the number of people who go out to smoke cigarettes.

**Quantitative evaluation methods**

Ongoing data gathering

- In-session participant evaluation form, provided under consent at each session, to track participants’ personal, demographic, and smoking status information
- Service user statistics from Smoker’s Helpline, to track referrals from the Lunch and Learn program
- Follow-up survey of participants, to be completed after participation, distributed in “Quit Packs” with an incentive to respond

Post-test only evaluation data gathering

- Participant survey to assess patient outcomes. This survey would include participants’ self-assessment of awareness of tobacco dependence, knowledge about smoking cessation resources, access to supports, and knowledge about personal health status. In addition, the survey may include an assessment of motivation to reduce or quit smoking.
An online organizational survey to assess community mobilization outcomes. This survey would measure the level of collaboration among Lunch and Learn program partners, awareness within organizations about tobacco dependency and cessation, and an assessment of changes in smoking behaviour of workers (i.e. #s of people going out to smoke).

Conclusion

Information gathered in this phase of the evaluation indicates that Lunch and Learn is an evolving program for smoking cessation in Bruce Grey. Through this program, Keystone Child, Youth and Family Services is building partnerships with various work and community organizations for delivering the program and linking people with smoking cessation supports.

Based on the findings of this phase of the evaluation, we believe the Lunch and Learn program is capable of generating meaningful data for an outcome evaluation within six to eight months.

An outcome evaluation of the project should focus on prioritized outcomes of the two main components of the program, namely, community mobilization and program delivery.

Under community mobilization, the evaluation should assess the partnership process and its outcomes, including increased collaboration among the partners, and their engagement with the smoking cessation program.

Under program delivery, an outcome evaluation should assess the following client outcomes: increased knowledge of resources that support smoking cessation within and outside Bruce Grey, increased self-awareness of tobacco dependence, access to supports, and knowledge about personal health status. It should also assess motivation to reduce or quit smoking as well as the number of people who have reduced or quit smoking as a result of participating in Lunch and Learn.
Appendix 6: About the Centre for Community Based Research

The Centre for Community Based Research (CCBR) is an independent, non-profit organization with over 25 years experience in community-based research and program evaluation. Located in Kitchener, Ontario, our projects are local, provincial, national and international in scope. In all Centre work, we use a participatory, action-oriented approach which is well suited to developing relevant and innovative solutions to address important social issues and meet individual, organizational and community needs.

Our Mission

Our Centre is committed to social change and the development of communities and human services that are responsive and supportive, especially to people with limited access to power and opportunity. Demonstrating leadership through research, education and community involvement, our Centre stimulates the creation of awareness, policies and practices that advance equitable participation and integration of all members of our community.

Distinctive Features

Our organization is Independent. It is an incorporated non-profit organization guided by a volunteer board of directors, and is not permanently affiliated with any funder or institution.

Our approach is Collaborative. We collaborate with academics, service organizations and government to support innovations in human service policy and practice. We see research as an opportunity to give voice to less powerful stakeholders and as a means to foster social cohesion. Stakeholders set the agenda for each research project, and our approach emphasizes ongoing feedback in all directions throughout the process.

Our organization is Responsive. We design multi-phase research projects so that our methodologies can be adapted to changing situations. We apply lessons across different projects and communities, and disseminate findings through our newsletters, workshops, and web pages.

Our organization is Experienced. It was founded 27 years ago, and has an established reputation for managing projects successfully. Our team includes experienced researchers, facilitators and academic instructors, and we have produced a body of published scholarly and popular writings.

Our team is Multidisciplinary. It includes members with graduate degrees in social work, community psychology, developmental and social psychology, women’s issues, sociology, and planning. Our team has content expertise in diverse issues including, immigration and cultural diversity, settlement and integration, social housing, family support, community mental health, disability issues, community safety and violence prevention, poverty and international development.

For more information about CCBR, visit our web site at: www.communitybasedresearch.ca