

*It's printed...now what?*

## Disseminating and Evaluating PATH's Advocacy Materials for Cervical Cancer Prevention



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# Advocacy Goals for Cervical Cancer Prevention

- Increase awareness of cervical cancer as an important health issue worthy of attention among key local, national, and global leaders.
- Provide compelling information that convinces and helps these leaders to take actions to launch or strengthen cervical cancer prevention programs and policies.

# Key Advocacy Audiences

- Governmental policymakers
- International health organizations
- Reproductive health care providers
- Program managers
- Leaders of cancer organizations
- Leaders of women's organizations
- Donors

## Targeted Dissemination to Key Audiences Is Essential

- Conducted policymaker interviews.
- Developed detailed database to track quantitative indicators.
- Using email and conventional mail strategically.

## Targeted Dissemination (cont'ed)

- Distributing materials opportunistically.
- Distributing via ACCCP and in-country partners.
- Develop a marketing strategy.

## Getting the Message Across...

To what extent do the materials:

- reach their intended audience?
- increase awareness of cervical cancer and prevention options?
- influence prioritization of the issue?
- stimulate policy and programmatic discourse and action to bring about improvements in services?



# Objectives and Indicators for Evaluating Reach and Impact

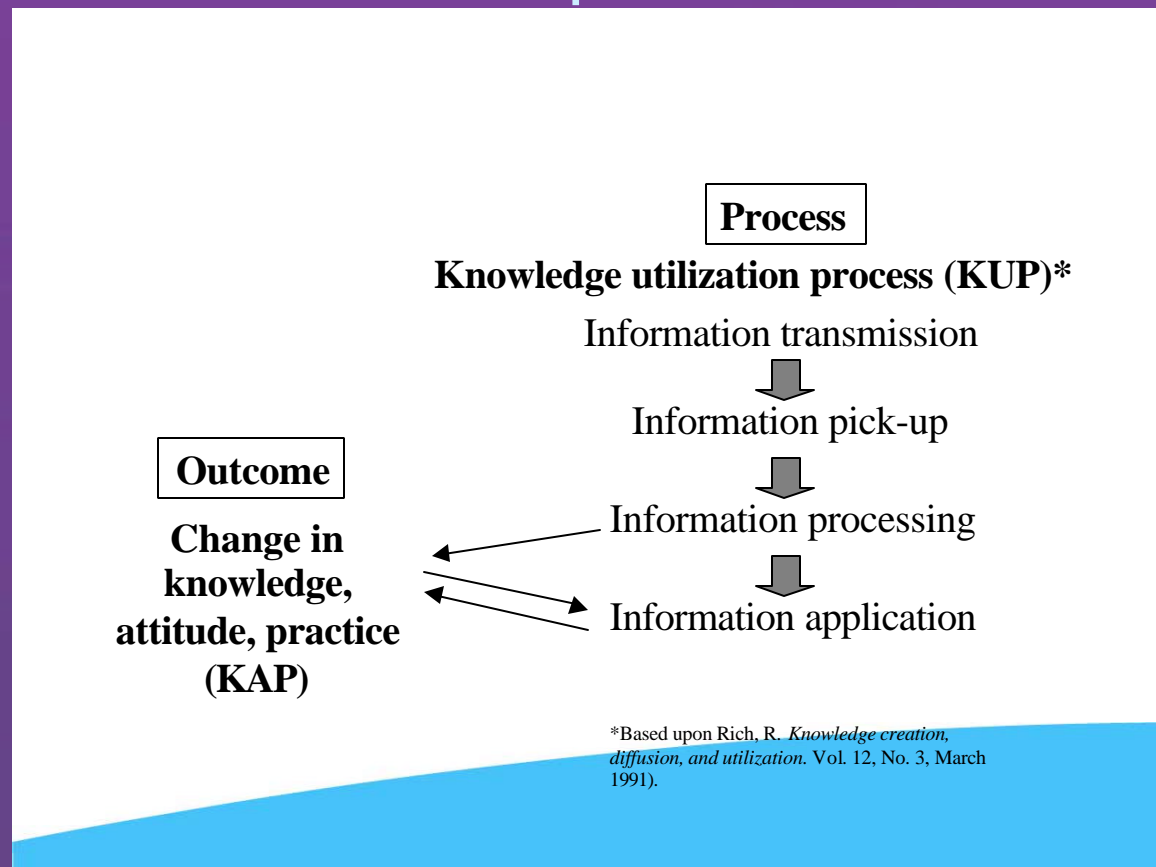
Objectives	Reach	Impact
<b>1. Produce high quality publications.</b>		✓
<b>2. Awareness raising and education.</b>	✓	✓
2.1 Recognition of materials among target groups in specified geographic areas.	✓	
2.2 Increase KAP among target groups.		✓
2.3 Increase KAP in ACCP countries.		✓
2.4 Accessibility of materials at local, national, regional and international workshops/meetings.	✓	✓
2.5 Materials are used/referred to in medical/nursing curricula.		✓
2.6 Increased dialogue on cervical cancer in target countries.		✓
2.7 Media coverage and recognition of problem.	✓	✓
<b>3. Influence policies and programs.</b>		✓
3.1 Increase resources and funding to cervical cancer prevention		✓
3.2 Change in alliance countries' policies/programs.		✓

## Refining Our Indicators -- Lessons Learned

- Identified how other institutions have measured the reach and impact of their publications.
- Interviewed Population Fellows at UW to pre-test questions and obtain insight on indicators.
- Developed conceptual framework for organizing indicators based on literature review and interview findings.



# KAP/KUP Conceptual Framework



## Examples of Indicators Developed Based Upon This Research

- Organizational point-of-entry (**Who first receives materials?**)
- Organizations' circulation process (**How are materials stored and/or shared?**)



## Other Examples of Indicators Developed Based Upon This Research

- Perceived usefulness to colleagues (**Did readers pass materials to colleagues?**)
- Influence on KAP



## Lessons Learned From Different Methodologies

- **Questionnaires** are a relatively simple way to obtain qualitative and quantitative data but response rates often are low.
- **Key-informant interviews** provide valuable in-depth, targeted feedback but are limited by not achieving a critical mass.
- **On-line surveys** are inexpensive and have broad reach but lack of familiarity among the target audience with the approach or lack of Internet access are barriers.

## Our Evaluation Strategy

- Uses a mix of approaches, combining quantitative and qualitative methods.
- Focuses on audience segmentation.



## Components of our Approach Include:

- Sending **questionnaires**.
- Conducting **key-informant interviews**.
- **Assessing impact in select countries** via focus groups, site visits, and direct user observation.
- Convening an independent **Publications Review Committee**.

## Results Will Be Used To

- Ensure development of high-quality publications.
- Ensure that they are reaching intended audiences
- guide PATH'S future publications dissemination and evaluation strategy.

# Our Ultimate Goal



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