

**Maryland Department of Health and Mental Hygiene  
Center for Cancer Prevention and Control  
Cigarette Restitution Fund Programs Unit  
Education and Outreach Performance Measures Guidance**

**Goal/Objective:** To help programs understand how to count activities as part of the new performance measures.

**Performance Measure Criteria**

**1. Number of *new individuals screened, for all cancers combined, regardless of funding source***

**Definition:** A newly screened client is an individual who has **never been enrolled in the program** and has completed the appropriate cancer screening regardless of the funding source.

**2. Number of *public education and targeted outreach activities implemented, for all cancers combined***

**Definition:** Any activity implemented by the program to communicate or distribute information to the public or individuals about a selected cancer(s) for the purpose of general cancer awareness and/or program recruitment. Targeted outreach activities may include direct encounters with individuals or groups. Public education activities may include small or large mass media campaigns.

**What are expectations for programs in regard to the new performance measures?** The expectation of programs is to plan and implement education and outreach activities that are effective in linking clients to cancer screenings. The number of activities completed is not as important as how effective those activities are in getting clients to access cancer screenings. This is a big shift from the previous performance measures. The expectation is that programs will be more strategic in planning outreach activities to increase the client screening within their programs. If an activity does not seem to be working to bring in cancer screening clients, programs are encouraged to implement new and creative strategies for programs to reach out to their communities.

**Why have education and outreach performance measures changed?** In Fiscal Year 17, new performance measures were created for programs to report on education and outreach data that would best reflect the impact of their efforts on bringing in new clients for screening. The new data correlates outreach to screening and helps programs assess what activities are beneficial to meet the overall goal of the program, to reduce cancer mortality and reduce cancer disparities in Maryland. Instead of focusing individuals educated, the new way of counting activities allows programs to focus on evaluating how each education and outreach activity impacts screening.

**Guidance/Criteria for Determining How to Count Education and Outreach Activities:**

Table A

| Multiple activities conducted on the same day   |  |
|---|--|
| Similar activities conducted on the same day at the same location should be counted as one activity.  | Example 1: Conducting 5 skin cancer prevention presentations at an elementary school for different classes.  |
|   | Example 2: Program staff conducts a series of education on colorectal cancer screening at a health fair throughout the day.  |
| Multiple activities conducted on the same day at the same location should be counted as one activity.   | Example 1: Doing a presentation about colorectal cancer and handing out brochures about your cancer screening program at a health fair.  |
|   | Example 2: Presenting program information to a doctor’s office and handing out program information to be displayed in their lobby.   |
| For multiple activities conducted on the same day at multiple locations and the type of cancer is the same, count as one activity.            | Example 1: Promoting your program services at various doctors’ offices and conducting flyer drop offs or one on one discussion with office staff.  |
|   | Example 2: Door to door outreach at different apartment complexes to drop off flyers about colorectal cancer on the same day.  |
|   | Example 3: Doing the same breast cancer presentation at two different churches on the same day.  |
|   | Example 4: Attending two different health fairs at different locations on the same day to educate the public about general cancer prevention.  |
| For multiple activities conducted on the same day at a different locations and the type of cancer is different, count as separate activities. | Example 1: On the same day, dropping off sun safety information at an elementary school for kids to take home to their parents and then putting up colorectal cancer awareness flyers at a local library.                      |
|   | Example 2: On the same day, programs schedule flyer drop off about colorectal cancer screening at gastro-enterologist offices and conduct brochure drop offs about breast cancer screening services at women’s health centers. |

Table B

| Activities conducted on separate days or over a period of time   |   |
|--|---|
| Different activities conducted on different days at the same location, count as a separate activity.     | Example 1: Conducting an initial doctor visit to drop off a flyer, and then following up on a separate day to speak with office staff.  |
|  | Example 2: Presenting at a local community center about breast cancer on one day and then presenting at the same local community center about colorectal cancer on a different day.   |
| Similar activities conducted on the different days at the same location, count as a separate activity.   | Example 1: Conducting an initial visit at a doctor’s office to speak to staff about your program services, and then following up on a different day to talk to staff and going more in depth about your program services.   |
|  | Example 2: Conducting the same breast cancer early detection health education session monthly, at the local hospital.   |
|  | Example 3: Program staff conducts client intake on Tuesday and Thursday and provides education about colorectal cancer screening methods. <b>Note:</b> <i>All clients educated on Tuesday will be counted as one activity and clients educated on Thursday will be counted as a separate activity, resulting in two activities total.</i> |
| Similar activities conducted on the different days at different locations, count as a separate activity. | Example 1: Going to two community health fairs on separate days and hosting a promotional table.  |
|  | Example 2: Door to door outreach at different apartment complexes on two different days.  |

Table C

| <b>Activities done through other media:</b><br><b>Print publication</b> (Newsletters, Ads, etc.)<br><b>Social Media</b> (Facebook & Twitter)<br><b>Other Media</b> (Radio or TV PSAs) |  |
|---|--|
| Recurring messages or series of messages about the same type of cancer should be counted as one activity.   | Example 1: Program pays for a recurring commercial advertisement about colorectal cancer screening to be aired during the month of March.  |
|   | Example 2: Paying for the same PSA about skin cancer prevention to be aired on two or more radio stations.   |
|   | Example 3: Posting different messages about colorectal cancer screening on Facebook daily throughout the month of March.   |
|   | Example 4: Tweeting different messages about colorectal cancer screening on Twitter daily throughout the month of March.   |
|   | Example 5: Posting the same “Dress in Blue” message for colorectal cancer awareness month on Twitter and Facebook.   |
| Recurring or series of messages about different types of cancer should be counted as separate activities.   | Example 1: Paying one radio station to air a PSA about cervical cancer screening and breast cancer screening during in the month of February.  |
|   | Example 2: Having two different news stories in the same publication, one story from a colorectal cancer survivor emphasizing the importance of getting screened, and the other story about the importance of HPV vaccination. |
|   | Example 3: Posting messages about lung cancer screening and colorectal cancer screening on the same digital billboard or kiosk during the same month.  |
|   | Example 4: Sending a tweet about breast cancer prevention and sending a tweet about sun safety on the same day.  |
|   | Example 5: Utilizing paid Facebook ads to promote lung cancer screening and colorectal cancer screening in the month of March.   |