



OTRU Knowledge and Evaluation Support

OTRU responds to tobacco-related knowledge needs, evaluation and research requests from Ontario's Public Health Units (PHUs), Tobacco Control Area Networks (TCANs), and other tobacco Transfer Payment Agencies (TPAs). The services provided are demonstrated in Figure 1.

Figure 1: Knowledge and Evaluation Support Services



Outcomes

Since 2013, OTRU has supported more than 50 projects each fiscal year. Requests come from across the province, representing all TCANs. In the 2016-2017 fiscal year, we supported all TCANs, 11 provincial initiatives, 8 TPAs, and 2 Allied Health Organizations. Approximately one-quarter of requests were high intensity projects, one-third were moderate intensity, and the remainder were small, limited time requests.

Projects span the key tobacco-control pillars. During the past fiscal year, the primary focus for the 57 supported projects were: 30% prevention, 18% protection, 37% cessation, and 16% with multiple pillars.



Specific challenges for conducting public health research and evaluation have included:

- Limited capacity and funding to conduct rigorous evaluations
- Difficulty randomly recruiting and selecting evaluation participants
- Low response rates that limit the representativeness of program participants

User Experiences

Knowledge and Evaluation Support service users report very high quality and satisfaction with the services provided. Users further indicate that the services have positively impacted their work/practice. All respondents said they were likely to use OTRU's Knowledge and Evaluation Support services in the future, as well as recommend these services to others.

“Staff were very enthusiastic, knowledgeable and flexible in providing supports. Their expertise was invaluable to our finding researched evidence to support our organizational tobacco control situational assessments and work plans”

“We have really enjoyed working with the OTRU staff. They have helped immensely with our project evaluation, which in turn helps us to determine our work priorities. All the reports that have been produced have been extremely well done and we are very impressed.”

Conclusions

Providing centralized substantive and methodological expertise to Smoke-Free Ontario partners enhances capacity, creates efficiencies and enables public health interventions to be informed by the best possible evidence from research and evaluation.

Looking for Support?

Are you planning to evaluate your work plan activities? Do you have specific knowledge needs? You can:

- Invite OTRU to join your next TCAN, PHU or TPA meeting. We can help you to identify evaluation and knowledge generation opportunities
- Visit our website and complete our support [Request Form](#)
- Contact Lori Diemert, Project Manager lori.diemert@camh.ca