

Evaluation of the Minority Youth Tobacco Elimination Project (MYTEP)

Project Summary & Goals

The Center for Community Health Development has partnered with the American Legacy Foundation (Legacy) on a multi-site evaluation of the Department of Health & Human Services Office of Minority Health project entitled Minority Youth Tobacco Elimination Project (MYTEP). The Legacy Foundation is providing training and technical assistance to the four sites, while CCHD is providing evaluation assistance. For each site, CCHD is working with the site team to develop a logic model and evaluation plan. They will also work together to develop any necessary tools or templates for data collection, create a database for data reporting and submission, and provide training to the sites for utilizing the database. The second piece of the MYTEP evaluation is the evaluation of the training and technical assistance provided, as well as the information reviewed and synthesized by an expert panel.

The goals of this evaluation project are:

1. To improve the current understanding of evidence-based and promising tobacco cessation and prevention programs demonstrated to be effective for target populations; and
2. Strengthen delivery of community-based tobacco cessation and prevention among youth and young adults of color and low socio-economic status women of child-bearing age.

Principal Investigator

Kenneth R. McLeroy, Ph.D.

Project Dates

2011-2014

Communities Involved

Indigenous People's Task Force, Minneapolis, MN

Asian Media Access, Minneapolis, MN

Paradox Consulting, Fairfax, OK

American Lung Association- Southwest Region (Colorado, Utah, Arizona, New Mexico, Nevada)

Funder

Department of Health and Human Services Office of Minority Health