



HAWAII COMMUNITY
FOUNDATION

2019-2023 Tobacco Cessation Program – Benchmarks Form

Instructions: Please review the instructions below, enter your organization's name and complete the table on page 2.

Benchmarks for Intensive Interventions

Please indicate the criteria for success for each of the following benchmark categories, for each year of the grant period, and provide a rationale for why that criteria was chosen, especially if it differs from the standard, evidence-based criteria.

- 1. Number served:** This is defined as the number of tobacco users who receive at least some intensive counseling services. The criteria for success should consider the funding amount, who is being served, and the percent of time and budget devoted to intensive interventions. We encourage you to calculate a cost per enrollee as part of your planning process. We also encourage you to consider how the tobacco users you plan to serve will impact your program's ability to produce a quit rate. (See RFP, Appendix 3 for more information.)
- 2. Priority populations:** This is defined as the percent of participants who meet the priority population criteria. Most grantees in the current funding cycle set this benchmark at 80%, and all of them are achieving this goal.
- 3. Program satisfaction:** This is defined as the percent of participants who are very or mostly satisfied with the services they received. We consider 80% satisfaction to reflect strong program satisfaction, and this is being achieved by most grantees in the current funding cycle.
- 4. Medication use:** This is defined as the percent of participants who report using stop-smoking medication between enrollment and the follow-up survey. We consider 75% to be a strong stop-smoking medication use rate, and most grantees are achieving this in the current funding cycle.
- 5. 24-hour quit attempt:** This is defined as the percent of participants who are able to quit using tobacco for at least 24 hours sometime between enrollment and the follow-up survey. We consider 80% to 90% to be a strong 24-hour quit attempt rate, and most grantees are achieving this in the current funding cycle.
- 6. 30-day abstinence quit rate:** This is defined as the percent of participants who are able to quit using tobacco during the 30 days prior to the follow-up survey. We consider 30% to be a strong quit rate, and most grantees are achieving a 25% to 30% quit rate in the current funding cycle.

If you have any questions about completing the benchmarks, please contact Lisha Kimura at LKimura@hcf-hawaii.org.

Organization Name:

BENCHMARKS	YEAR 1	YEAR 2	YEAR 3	YEAR 4	RATIONALE
NUMBER SERVED					
PRIORITY POPULATIONS % served who meet the priority population criteria					
PROGRAM SATISFACTION % who are very or mostly satisfied with the program					
MEDICATION USE % who use stop-smoking medication post-enrollment					
24-HOUR QUIT ATTEMPT % who quit for at least 24 hours post-enrollment					
30-DAY ABSTINENCE % who are quit for 30+ days at time of follow-up					