



Date, 2010

Dear (PI and Program Manager)

We are pleased to let you know that the _____ CPPW Project/Community has been selected for participation in the CPPW Case Study evaluation. Fifteen CPPW communities, six CPPW states and three Affordable Care Act communities have been selected for this case study. On behalf of CDC, the case studies will be conducted by Research Triangle Institute, International (RTI), a renowned contracting firm based in Research Triangle Park, North Carolina. We look forward to getting to know you and your team in the upcoming months.

As you know, the case studies of selected CPPW-funded communities are one component of a comprehensive monitoring and evaluation plan for the CPPW initiative. Additional monitoring and evaluation activities include quarterly performance and progress reports, the costs of implementing strategies for change, and system dynamic modeling to forecast the impact of community strategies on risk behavior changes that are expected to occur after the funded period.

The goal of the case studies is to tell the story of what is being done at the state and community level to implement health policies and systems that will help control -- or prevent -- tobacco use and/or obesity. This study aims to gain insight into the factors and variables that facilitate or hinder the successful implementation of the MAPPs strategies. These insights will be critical for achieving long-term improvements in the processes that support environmental change, and for efforts to spread and replicate the MAPPs strategies for reducing obesity and tobacco use. Additional information about the CPPW Case Study Evaluation is provided in the attached Frequently Asked Questions (FAQs).

Your story and experiences will be used to help inform other CPPW efforts, and help inform CDC and other states, communities, and organizations who may engage in this type of work in the future.

We look forward to working with you and learning about your CPPW/ACA community efforts.

Regards,

Robin Soler
CPPW Evaluation Team Lead
Centers for Disease Control and Prevention