

TN GIFTS Monthly Report

State Fiscal Year 2026

2025-11-01



PIRE



Report Preparation:

Pacific Institute for Research and Evaluation
401 W. Main Street, Suite 2100
Louisville, KY 40202

KM Clark Consulting Group
2246 Keeneland Commercial Blvd, Suite A
Murfreesboro, TN 37130

Contents

Referrals to and Enrollment in the Program	1
What Counties are Referring Participants	2
Participation in the Program	3
Participation in Program Sessions	3
What Counties are Serving Participants	4
Background Characteristics of Participants	5
Incentives Given Out	5
Tobacco Use Outcomes	6
Appendix I: Report Over the Entire Course of the Program	8
Referrals to the Program	8
What Counties are Referring Participants	9
Participation in the Program	10
Participation in Program Sessions	10
What Counties are Serving Participants	11
Background Characteristics of Participants	12
Incentives Given Out	12
Tobacco Use Outcomes	13
Appendix II: Performance Metrics	15
Referrals Converted to Enrollees	15
Data Quality	16
Appendix III: Cases to Examine Further	19
Participant IDs of Enrollees with No Session One	19
Participant IDs (with session) for Completing a Session, But Having No Test	20

This report for the Tennessee GIFTS program provides information on (1) referrals to the program, (2) participation in the program, (3) participation in program sessions, (4) what counties are serving participants, (5) background characteristics of participants, (6) incentives given out, and (7) a preliminary look at tobacco use outcomes for participants. This report provides information on each of these areas in turn for those participants referred or enrolled in the current state fiscal year.

Referrals to and Enrollment in the Program

Table 1 provides information on program participants enrolled in or referred to the program in the current state fiscal year. It should be noted that participants could participate in the program without being referred. As can be seen, there were 345 records in the TN GIFTS program database, meaning they were referred to the program or they were enrolled in the program through some other mechanism. There were 99 participants with completed referral forms. Of these referrals, 45 (or 45.5%) enrolled.

Table 1: Referrals and Enrollment

	Number
Database Records	345
Total Enrolled	291
Referred	99
Referred and Enrolled	45

Note: Enrollment status was logically imputed as enrolled for 1 of 45 enrolled referrals.

Table 2 shows the type of agencies from where these referrals came.

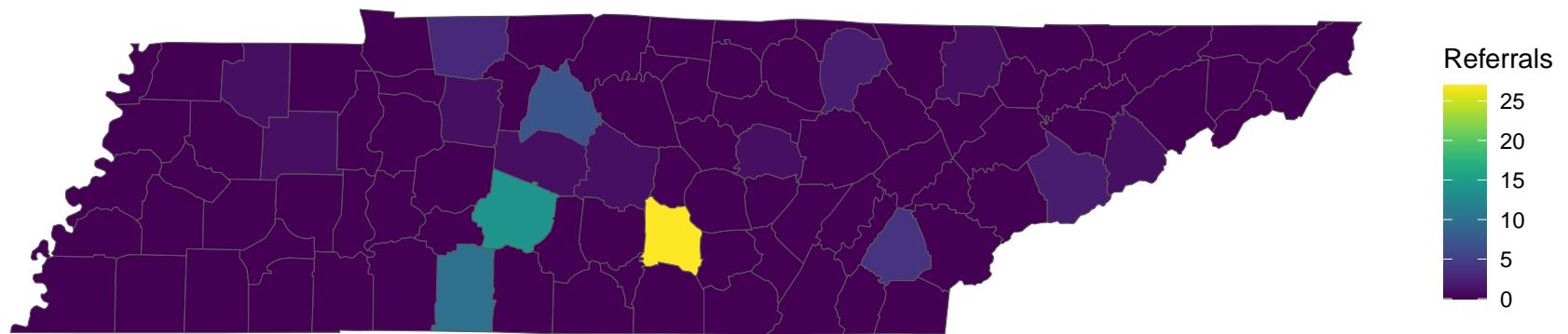
Table 2: Agencies

	Number	%
Insurance Provider	1	1.2
Health Department	72	90.0
Physician's Office	1	1.2
WIC	3	3.8
Other	3	3.8

What Counties are Referring Participants

The map presented in Figure 1 shows referrals to the program. Please note that lighter colors indicate more participants being referred..

Figure 1. Referrals to Program in Each Tennessee County



Participation in the Program

As can be seen in Table 3, there were 291 enrolled and 34 eligible partners enrolled. For enrollees, 0% completed the final session and 2.4% dropped out of the program.

Table 3: Participation

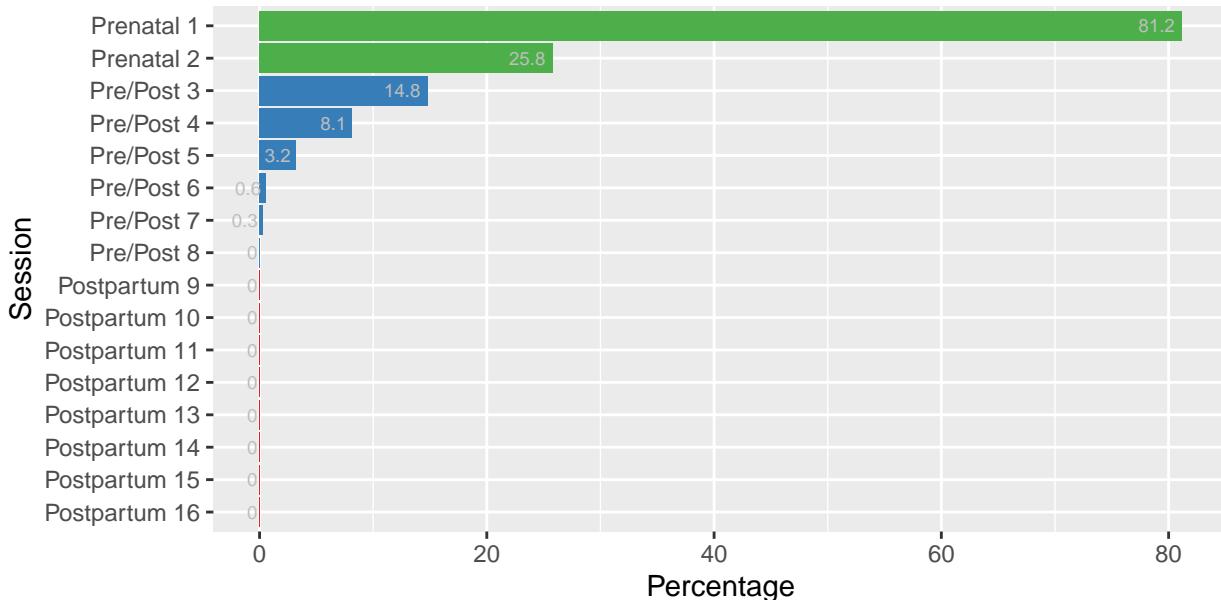
	Enrollees		Partners	
	Number	%*	Number	%*
Enrolled	291		34	
Completed Final Session	0	0.0	0	0.0
Dropped Out	7	2.4	2	5.9

* Percentage of enrolled.

Participation in Program Sessions

Figure 2, presents the percentage of enrollees participating in each session. The 291 enrollees in the program to date have completed 1.3 sessions (on average).

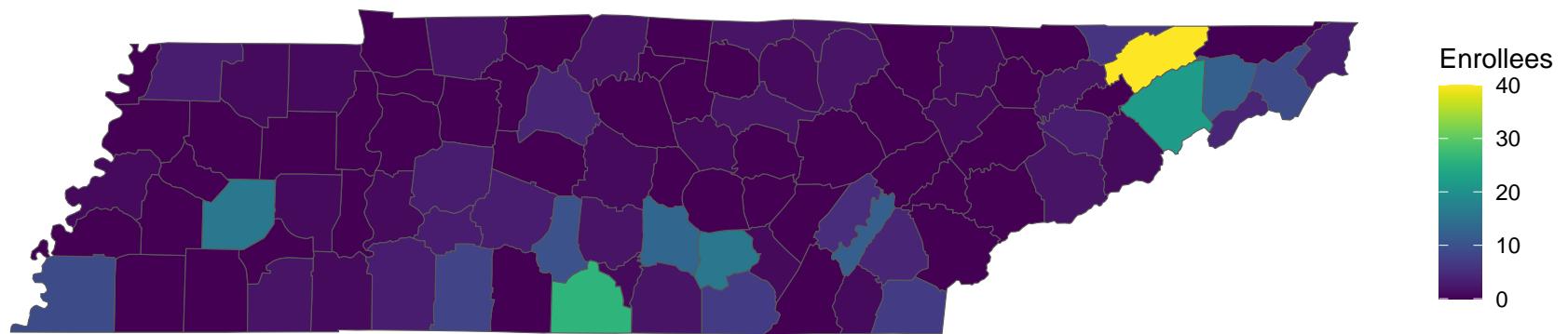
Figure 2: Participation in Program Sessions



What Counties are Serving Participants

Figure 3. Participants Served in Each Tennessee County

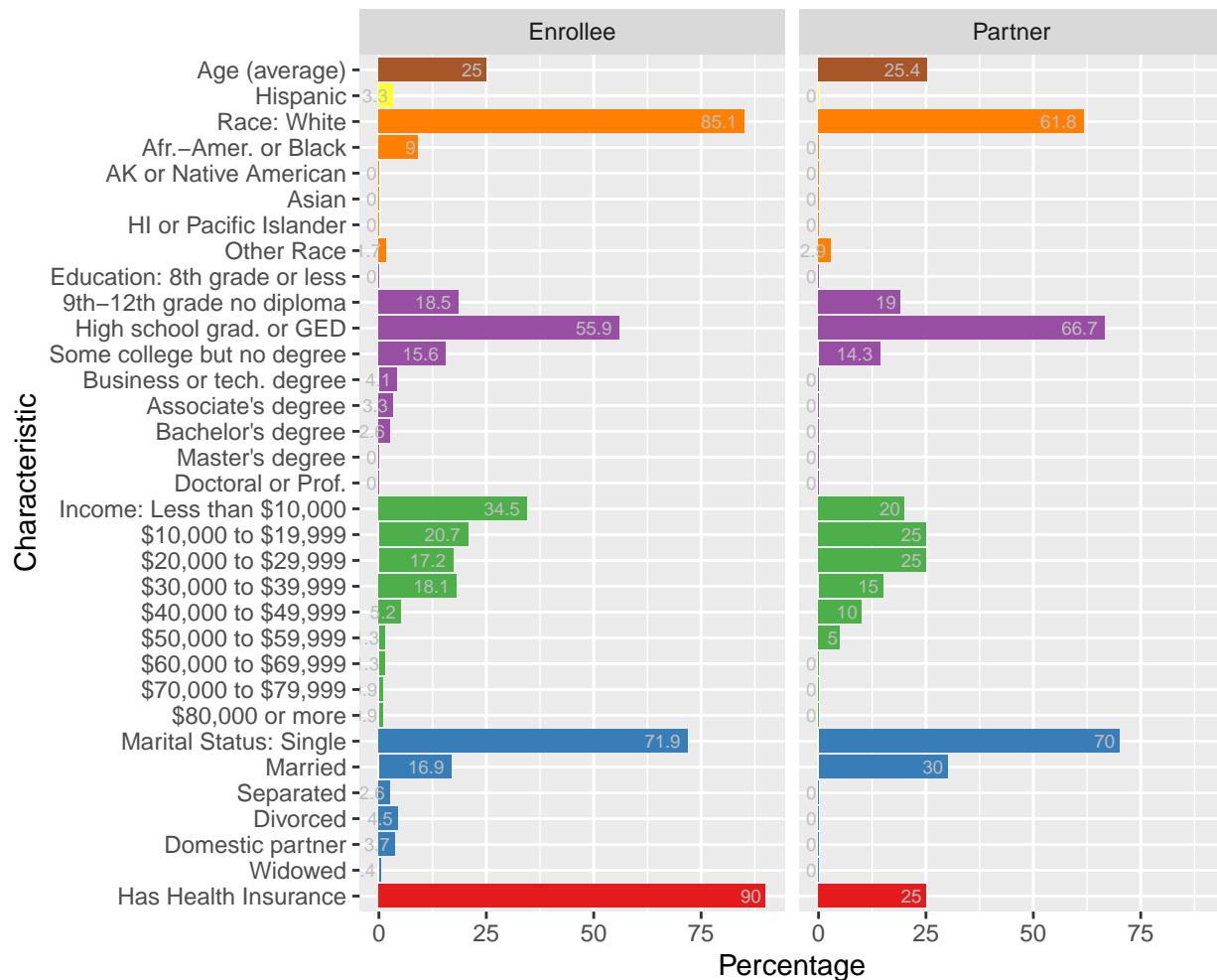
The map presented in Figure 3 shows the counties served by the program. Please note that lighter colors indicate more participants being served.



Background Characteristics of Participants

The age, ethnicity, race, education, income, marital status and health insurance status of participants are listed in Figure 4 for enrollees and eligible partners.

Figure 4: Background Characteristics of Participants



Incentives Given Out

As can be seen in Figure 5, a total of 72 were given out as part of the Tennessee GIFTs program, which represents 90.3% of incentives going to enrollees.

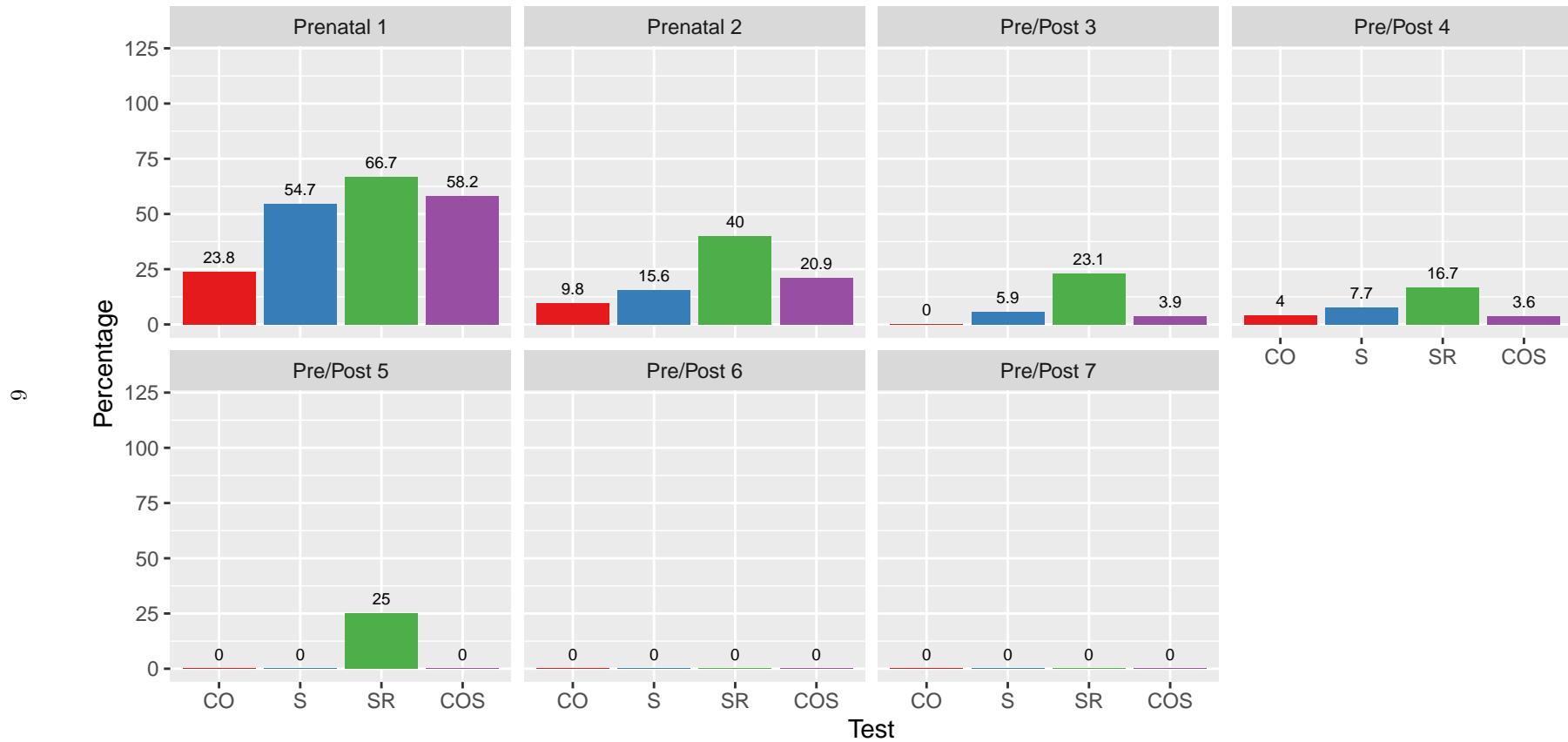
Figure 5: Incentives Given Out



Tobacco Use Outcomes

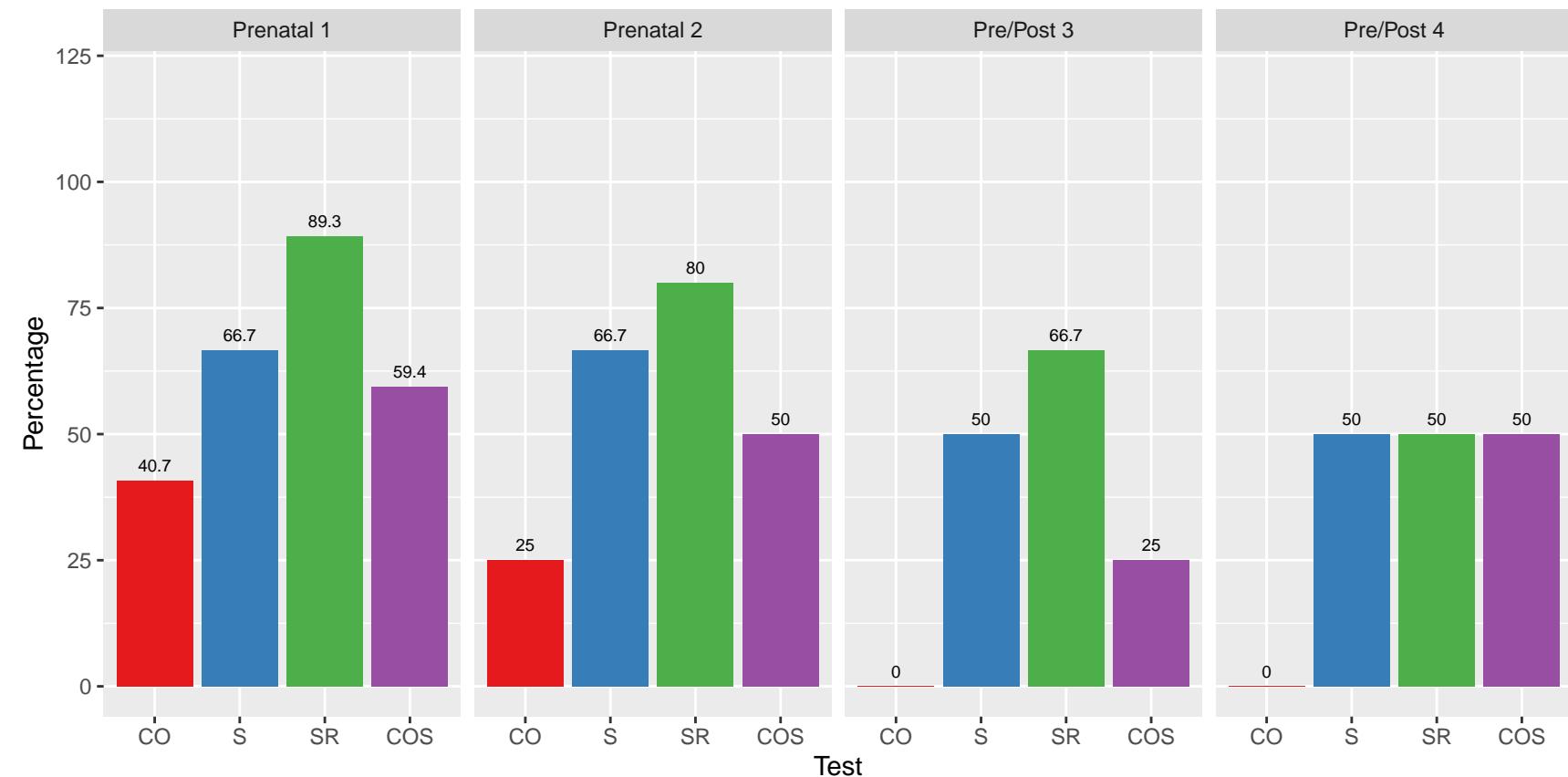
Enrollees and eligible partner tobacco use is presented in Figures 6 and 7, respectively.

Figure 6: Tobacco Use Outcomes for Enrollees



Note: CO = CO, S = Saliva, SR = Self-Report, COS = CO/Saliva Positive

Figure 7: Tobacco Use Outcomes for Eligible Partners



Note: CO = CO, S = Saliva, SR = Self-Report, COS = CO/Saliva Positive

Appendix I: Report Over the Entire Course of the Program

This appendix provides information on (1) referrals to the program, (2) participation in the program, (3) participation in program sessions, (4) what counties are serving participants, (5) background characteristics of participants, (6) incentives given out, and (7) a preliminary look at tobacco use outcomes for participants. This report provides information on each of these areas in turn for those participants referred or enrolled over the entire course of the program.

Referrals to the Program

Table 1 provides information on program participants enrolled in or referred to the program over the entire course of the program. It should be noted that participants could participate in the program without being referred. As can be seen, there were 1594 records in the TN GIFTS program database, meaning they were referred to the program or they were enrolled in the program through some other mechanism. There were 497 participants with completed referral forms. Of these referrals, 234 (or 47.1%) enrolled.

Table 1: Referrals and Enrollment

	Number
Database Records	1594
Total Enrolled	1331
Referred	497
Referred and Enrolled	234

Note: Enrollment status was logically imputed as enrolled for 8 of 234 enrolled referrals.

Table 2 shows the type of agencies from where these referrals came.

Table 2: Agencies

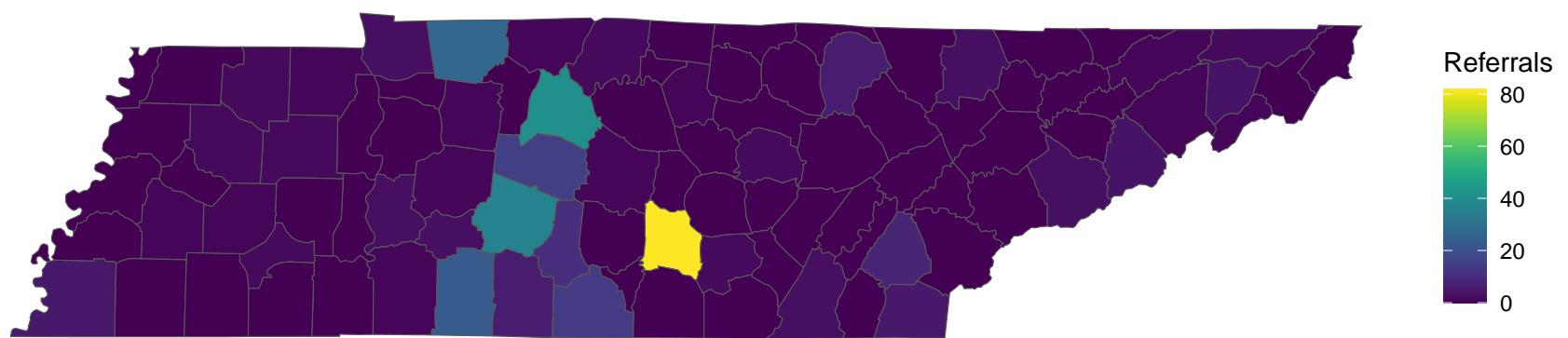
	Number	%
Insurance Provider	49	14.4
Community Health Center	5	1.5
Health Department	226	66.3
Hospital/Birthing Center	1	0.3
Physician's Office	5	1.5
WIC	14	4.1
Other	41	12.0

What Counties are Referring Participants

The map presented in Figure 1 shows referrals to the program. Please note that lighter colors indicate more participants being referred.

Figure 1. Referrals to Program in Each Tennessee County

6



Participation in the Program

As can be seen in Table 3, there were 1331 enrolled and 178 eligible partners enrolled. For enrollees, 2.2% completed the final session and 12.9% dropped out of the program.

Table 3: Participation

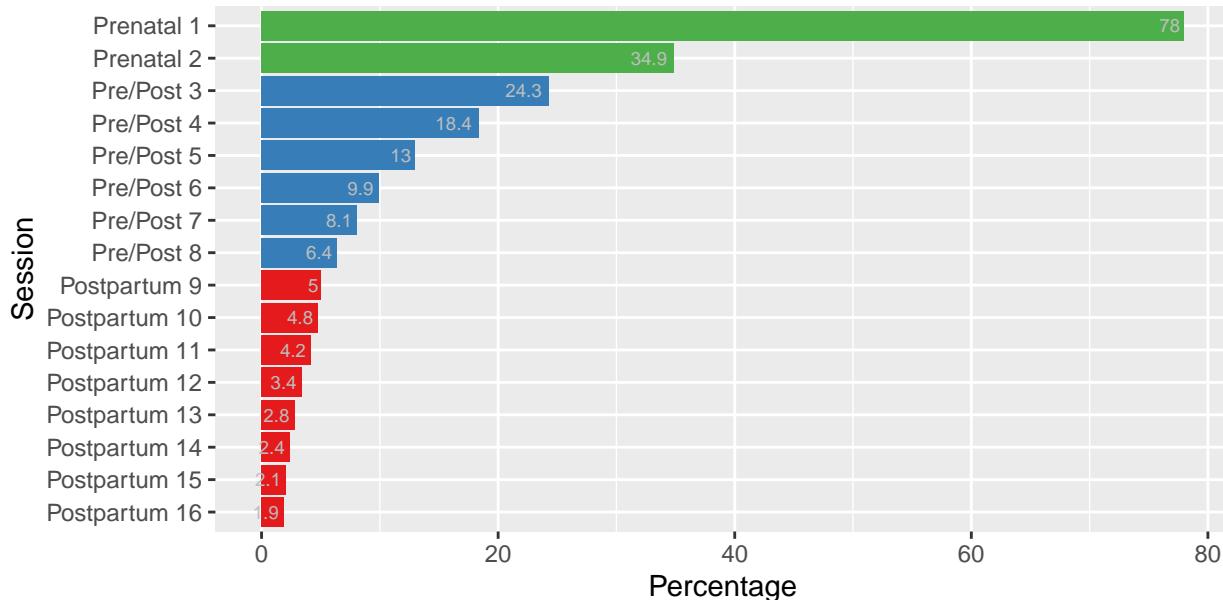
	Enrollees		Partners	
	Number	%*	Number	%*
Enrolled	1331		178	
Completed Final Session	29	2.2	4	2.2
Dropped Out	172	12.9	18	10.1

* Percentage of enrolled.

Participation in Program Sessions

Figure 2, presents the percentage of enrollees participating in each session. The 1331 enrollees in the program to date have completed 2.2 sessions (on average).

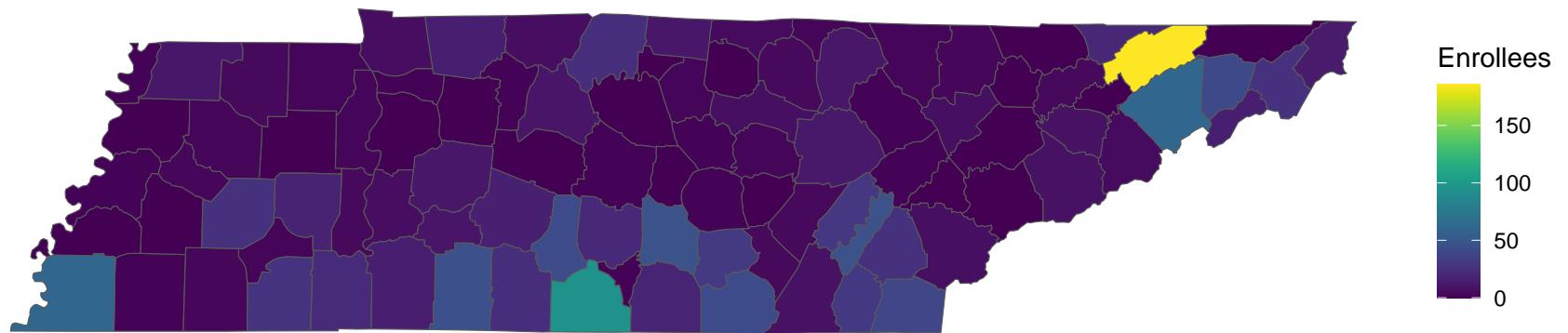
Figure 2: Participation in Program Sessions



What Counties are Serving Participants

The map presented in Figure 3 shows the counties served by the program. Please note that lighter colors indicate more participants being served.

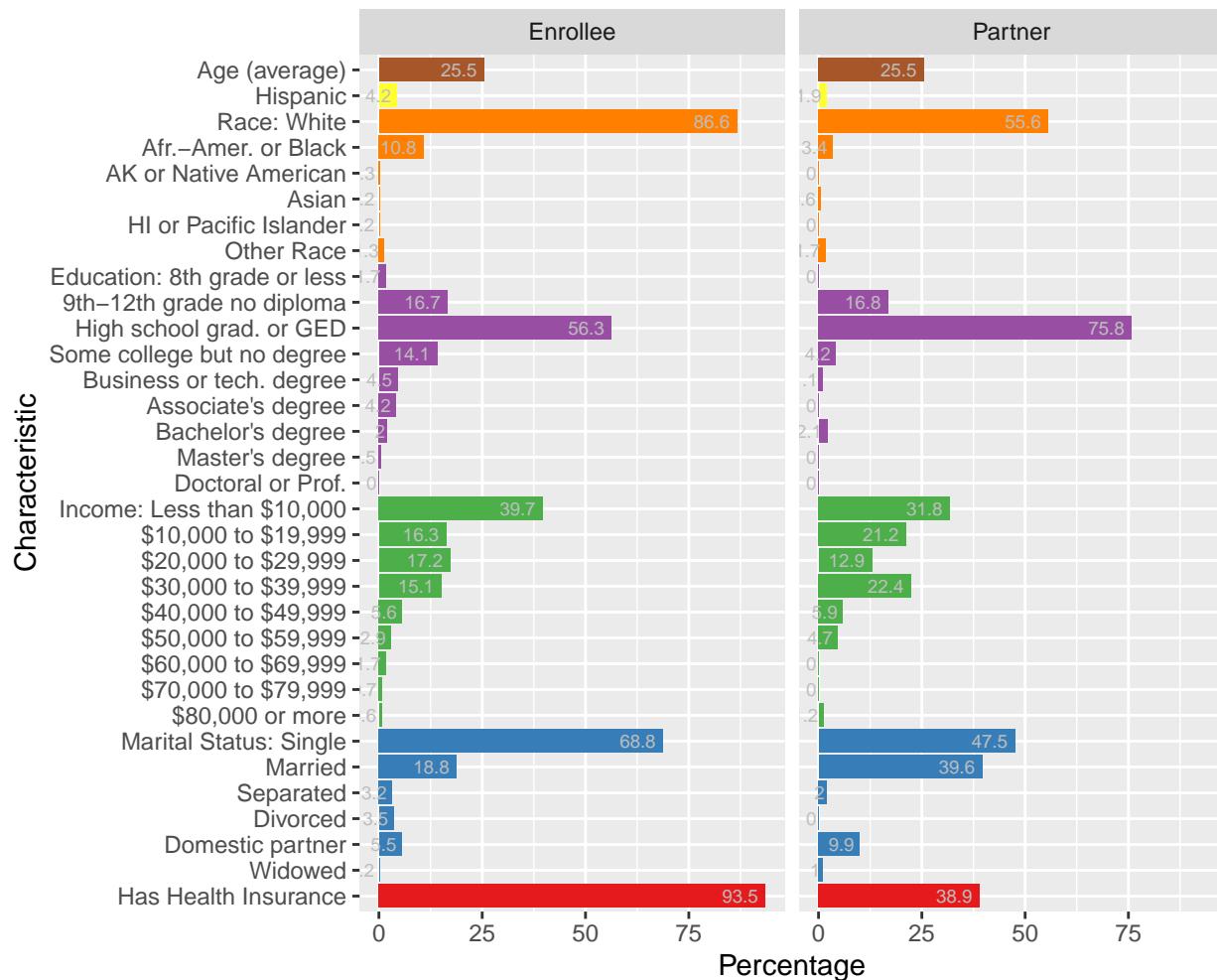
Figure 3. Participants Served in Each Tennessee County



Background Characteristics of Participants

The age, ethnicity, race, education, income, marital status and health insurance status of participants are listed in Figure 4 for enrollees and eligible partners.

Figure 4: Background Characteristics of Participants



Incentives Given Out

As can be seen in Figure 5, a total of 1661 were given out as part of the Tennessee GIFTs program, which represents 92.7% of incentives going to enrollees.

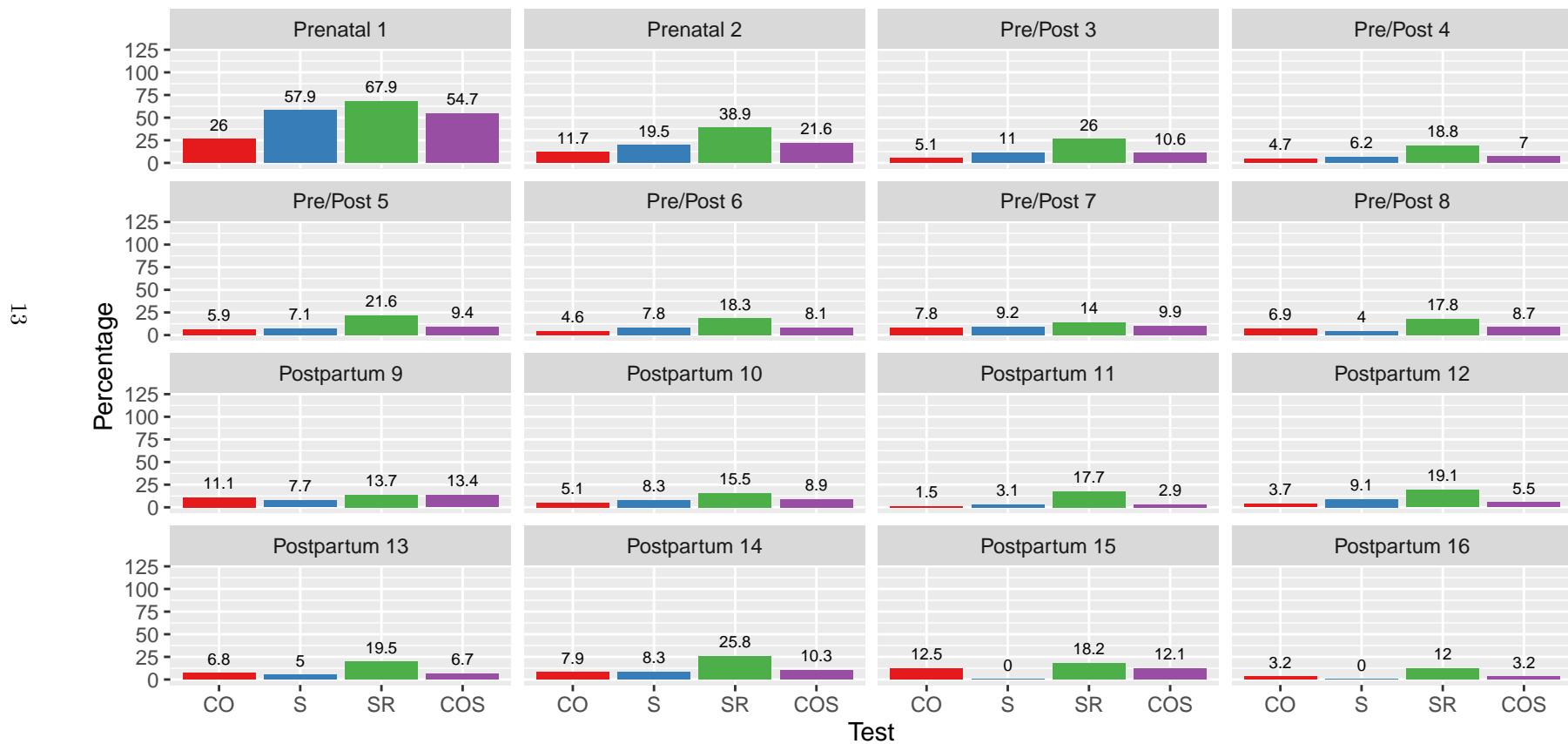
Figure 5: Incentives Given Out



Tobacco Use Outcomes

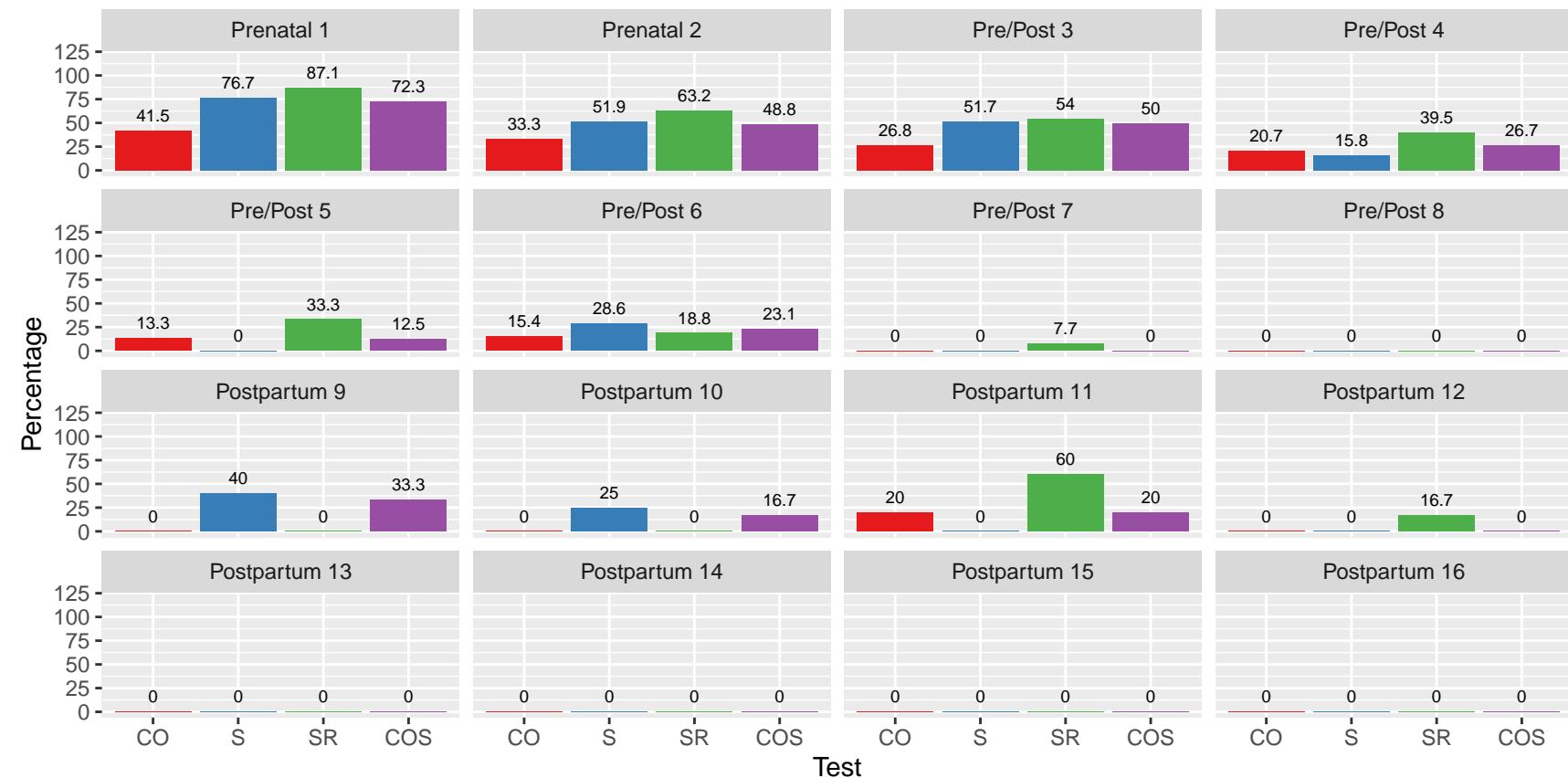
Enrollees and eligible partner tobacco use is presented in Figures 6 and 7, respectively. Tobacco use, as measured with a CO or saliva test, generally declined over sessions for enrollees, as 38.2% tested positive in prenatal sessions, 8.9% tested positive in pre/post sessions, and 7.9% tested positive in postpartum sessions. Tobacco use generally declined over sessions for partners, as 60.5% tested positive in prenatal sessions, 18.7% tested positive in pre/post sessions, and 8.8% tested positive in postpartum sessions.

Figure 6: Tobacco Use Outcomes for Enrollees



Note: CO = CO, S = Saliva, SR = Self-Report, COS = CO/Saliva Positive

Figure 7: Tobacco Use Outcomes for Eligible Partners



Note: CO = CO, S = Saliva, SR = Self-Report, COS = CO/Saliva Positive

Appendix II: Performance Metrics

This appendix provides a brief summary of performance metrics for the project. We first consider the number of referrals that enroll in the program (i.e., enrolled / referred). This is the percentage of referrals converted to enrollees. Second we explore data quality metrics for the program. These data quality metrics are predicated on the assumptions that (a) when a participant is enrolled in the program, they should have demographic and background information entered by staff and (b) when a session is completed, there should be information about nicotine test results entered. These are calculated as the average percentage of demographic/background characteristics populated for enrollees and the percentage of sessions with nicotine outcome data, respectively.

Referrals Converted to Enrollees

In counties where there were at least five referrals to-date, we examined counties falling in the lowest quartile of referral conversion ratios (i.e., lower than 31.8%). There were 4 counties meeting this criteria:

- Marshall (0% of 11 referred)
- Maury (11.1% of 37 referred)
- Montgomery (18.9% of 37 referred)
- Giles (28.6% of 7 referred)

For all counties that had referrals the prior month ($n = 39$), we calculated to-date conversion ratios in each month and looked at month-over-month conversion proportions. Many counties ($n = 39$) had no month-over-month change or they had very little change (i.e., better than a 20% decrease).

We also examined these data looking at only referrals happening in the current or prior month, calculating conversion percentages in each month and calculating month over month ratios. These appear in Table 1 by health department region. We have listed the lowest month-over-month ratios first. Negative numbers represent a decline over time in conversion percentages. These results should be interpreted with caution due to the small numbers; however, they are provided for the interested reader.

Table 1: Referral Conversions by Region

	Referred		Enrolled		Converted %		Mo/Mo %
	Current	Prior	Current	Prior	Current	Prior	
Davidson	0	2	0	2	0.0	1.0	-100.0
Mid-Cumberland	0	1	0	1	0.0	1.0	-100.0
West	0	1	0	1	0.0	1.0	-100.0
South Central	12	13	6	10	0.5	0.8	-37.5
Upper Cumberland	1	2	1	2	1.0	1.0	0.0
TOTAL	13	19	7	16	53.8	84.2	-36.1

Note: Rows in red text indicate that month-over-month change was negative (i.e., decrease in conversions).

It should be noted that unknown regions are due to a county not being listed on the enrollment form. For the 5 cases where an agency type was listed, those agencies were as follows:

- Health Department (2)
- WIC (2)
- Other (1)

All 10 referrals that did not have a final disposition of no longer interested, refused, or ineligible had an average of 3 contact attempts.

Data Quality

Demographic Data

In health departments where there were at least five enrollees to-date, we examined whether there were health departments with 10% or more missing data on our data quality measures. Examining the average amount of missing demographic data for study enrolles, we found that the following health departments had a percentage of 10% or more:

- Madison County Health Department (50%)
- Monroe County Health Department (25.4%)
- Robertson County Health Department (14.8%)
- Washington County Health Department (10.8%)

Session Outcome Data

Examining the percentage of missing session outcome data for study enrolles (i.e., tobacco use), we found that the following health departments had a percentage of 10% or more:

- Bradley County Health Department (36.8%)
- Shelby County Health Department (25.3%)
- Meigs County Health Department (13.2%)

Demographic Data: Change Over Time

For all health departments that had at least five enrollees in the prior month ($n = 30$), we calculated to-date ratios in each month and looked at month-over-month ratios. Many health departments ($n = 28$) had no month-over-month change or they had a decrease in missing demographic data. For missing demographic data, we found that there were increases in missing demographic data for the following health departments:

- Washington County Health Department (8% increase)
- Madison County Health Department (0.4% increase)

Session Outcome Data: Change Over Time

Considering missing session outcome data, many health departments ($n = 16$) had no month-over-month change or they had a decrease in missing session outcome data. For missing session outcome data, we found that there were increases in missing session outcome data for the following health departments:

- Meigs County Health Department (10% increase)

Data Quality by Region

Similar to enrollment conversions, we also examined data quality in data from the current or prior month only and we calculated month over month ratios. These appear in Table 2 by health department region. We have listed the largest month-over-month ratios on outcomes first. Positive numbers represent an increase over time in missing data. These results should be interpreted with caution due to the small numbers; however, they are provided for the interested reader.

Table 2: Data Quality by Region (Percentages)

	Demographics			Outcomes		
	Current	Prior	Mo/Mo	Current	Prior	Mo/Mo
Southeast	0.0	1.4	-100.0	7.7	9.1	-15.4
Davidson	0.0	0.0		0.0	0.0	
East	5.6	0.0		0.0	0.0	
Mid-Cumberland	0.0	0.0		0.0	0.0	
Northeast	0.0	2.6	-100.0	0.0	0.0	
South Central	0.0	0.0		0.0	0.0	
Upper Cumberland	0.0	0.0		0.0	0.0	
West	11.1	0.0		0.0	0.0	
TOTAL	0.5	1.0	-49.8	0.7	1.1	-33.8

Note: Rows in red text indicate that month-over-month change was positive (i.e., increase in missing data) for at least one of the data quality measures.

Appendix III: Cases to Examine Further

This appendix provides some information on cases that should be examined further in REDCap. These cases are identified by their Participant IDs in REDCap (the variable record_id). Participant IDs are reported by health department for convenience. Specifically, the next two tables provide Participant IDs for (1) participants who were enrolled in the program, but did not complete session one and (2) participants who completed a session, but did not have a test result for the session.

Participant IDs of Enrollees with No Session One

Table 1: IDs with No Session One

Department	IDs
Anderson County Health Department	136940-10130
Benton County Health Department	136940-30
Bradley County Health Department	136940-70206
Campbell County Health Department	136940-70998
Carter County Health Department	178196-25
Fentress County Health Department	136940-70287; 136940-70094; 136940-70144; 136940-70291; 136940-70145; 136940-10068; 136940-70851; 178195-5; 178195-2
Franklin County Health Department	136940-10023; 136940-10177
Grainger County Health Department	136940-71096; 136940-71094
Greene County Health Department	136940-10001; 136940-71035
Grundy County Health Department	136940-15; 136940-16
Hamilton County Health Department	136940-70148; 136940-70142; 136940-70183; 136940-70140; 136940-70136; 136940-70168; 136940-70167
Hawkins County Health Department - Rogersville	136940-70250
Lincoln County Health Department	136940-70546
Madison County Health Department	136940-70891; 136940-71003
Marion County Health Department	136940-10110; 136940-10029; 136940-70113; 136940-10031; 136940-70095
Monroe County Health Department	136940-10016; 136940-36; 136940-10014; 136940-28
Rhea County Health Department	136940-70120
Sequatchie County Health Department	136940-70989
Shelby County Health Department	136940-70390; 136940-70154; 136940-70738; 136940-70936; 136940-71048; 136940-70604; 136940-70345
Smith County Health Department	136940-70858; 136940-70787
Washington County Health Department	136940-4; 136940-3; 136940-5; 136940-7; 136940-2; 136940-71095; 178196-29; 178196-16; 136940-6

Participant IDs (with session) for Completing a Session, But Having No Test

Table 2: IDs with No Outcome Data

Department	IDs
Bledsoe County Health Department	136940-10084 (3)
Bradley County Health Department	136940-70582 (1); 136940-70777 (1); 136940-70917 (1); 136940-70583 (1); 136940-70778 (1); 136940-70786 (1); 136940-70779 (1); 136940-70781 (1); 136940-70782 (1); 136940-70900 (1); 136940-70901 (1); 136940-71166 (1); 136940-70780 (1); 136940-70904 (1)
Campbell County Health Department	136940-70597 (2)
Coffee County Health Department	136940-70616 (2)
Cumberland County Health Department	136940-70548 (2); 136940-10161 (7)
Greene County Health Department	136940-70733 (1)
Grundy County Health Department	136940-10040 (3); 136940-17 (3); 136940-70479 (2)
Hamilton County Health Department	136940-70148 (9)
Hancock County Health Department	136940-70130 (5)
Hawkins County Health Department - Church Hill	136940-70247 (3)
Hawkins County Health Department - Rogersville	136940-70250 (1)
Lawrence County Health Department	136940-70541 (1)
Lincoln County Health Department	136940-71142 (1)
Marion County Health Department	136940-10043 (8); 178194-5 (1); 136940-10043 (6); 136940-70310 (3)
McNairy County Health Department	136940-70143 (6)
Meigs County Health Department	136940-71054 (1); 136940-71039 (1); 136940-71092 (1); 178194-13 (1); 136940-70938 (1); 136940-71241 (1); 178194-1 (1); 136940-71034 (1); 136940-71038 (1); 136940-71244 (1)
Polk County Health Department - Benton	136940-70680 (2)
Sequatchie County Health Department	136940-25 (2)
Shelby County Health Department	136940-70152 (1); 136940-70153 (2); 136940-70155 (3); 136940-70152 (2); 136940-70153 (1); 136940-70157 (4); 136940-70158 (2); 136940-70158 (3); 136940-70156 (1); 136940-70151 (2); 136940-70151 (1); 136940-70160 (1); 136940-70160 (2); 136940-70161 (1); 136940-70161 (2); 136940-70161 (3); 136940-70163 (1); 136940-70163 (2); 136940-70164 (2); 136940-70164 (1); 136940-70165 (1); 136940-70165 (2); 136940-70159 (2); 136940-70159 (1); 136940-70177 (3); 136940-70204 (1); 136940-70209 (1); 136940-70210 (1); 136940-70210 (2); 136940-70245 (1); 136940-70893 (2); 178202-5 (2); 136940-70283 (2); 136940-70283 (1); 136940-70301 (1); 136940-70165 (3); 136940-70330 (1); 136940-70347 (2); 136940-70347 (1); 136940-70348 (1); 136940-70386 (1); 136940-70389 (1); 136940-70390 (2); 136940-70155 (2); 136940-70492 (2); 136940-70492 (1); 136940-70498 (1); 136940-71052 (2); 136940-70158 (1); 136940-71196 (1); 136940-71115 (1); 178202-1 (2); 136940-70604 (2); 136940-71232 (1); 136940-71197 (1); 136940-71204 (2); 136940-71204 (1); 136940-70767 (1); 136940-71232 (2); 136940-70738 (2); 136940-70767 (2); 178202-1 (1); 178202-2 (1); 136940-70177 (2); 178202-3 (1); 21 136940-70875 (2); 178202-5 (1); 178202-2 (2); 178202-6 (1); 178202-6 (2); 136940-71008 (1); 136940-71047 (1); 136940-70935 (1); 136940-71049 (1); 136940-71052 (1); 136940-71008 (2); 178202-4