

Process and Outcome Evaluation Activities for Flavors/Menthol Objectives

California projects working toward adoption and/or implementation of restrictions on the sales of flavored and mentholated tobacco products collect **process** data to inform their intervention activities, and **outcome** data to assess the impact of their intervention.*

Process and outcome evaluation activities and data are reported in each project’s Brief Evaluation Report (BER) or Final Evaluation Report (FER). The activities listed below were completed between the years 2014-2017. Projects working on local flavors/menthol objectives in the future may wish to incorporate similar activities into their evaluation plan.

**Progress toward passing policies that restrict the sale of flavored/menthol tobacco products may occur independently of a project’s intervention and evaluation activities. Local agencies should record any unanticipated outcomes in their evaluation reports and indicate the factors that may have contributed to these results.*

Process Evaluation Activities	Projects (2014-2017)
<p>Public Intercept Survey To assess the level of support among jurisdiction residents for policies related to the retail environment.</p>	<ul style="list-style-type: none"> • Alpine County Tobacco Control Program • Madera County Tobacco Control Program • Mono County Tobacco Education Program • Orange County Tobacco Use Prevention Program • City of Pasadena Tobacco Control Program • San Benito County Tobacco Education Program • Santa Cruz County Tobacco Prevention Program • San Luis Obispo County Tobacco Control Program • Yuba County Tobacco Education Program
<p>Key Informant Interview To assess the level of support among policy makers/retailers/community leaders for policies related to the retail environment.</p>	<ul style="list-style-type: none"> • Alpine County Tobacco Control Program • Madera County Tobacco Control Program • Mono County Tobacco Education Program • Orange County Tobacco Use Prevention Program • City of Pasadena Tobacco Control Program • San Benito County Tobacco Education Program • Santa Cruz County Tobacco Prevention Program • San Luis Obispo County Tobacco Control Program • Yuba County Tobacco Education Program
<p>Store Observation Survey Survey of tobacco retailers to measure availability, pricing, marketing & promotion of tobacco products at tobacco retailers.</p>	<ul style="list-style-type: none"> • Madera County Tobacco Control Program • Mono County Tobacco Education Program • Orange County Tobacco Use Prevention Program • City of Pasadena Tobacco Control Program

Process Evaluation Activities	Projects (2014-2017)
	<ul style="list-style-type: none"> • San Benito County Tobacco Education Program • Santa Cruz County Tobacco Prevention Program • San Luis Obispo County Tobacco Control Program • Yuba County Tobacco Education Program
<p>Media Activity Record To determine media effectiveness for delivering/disseminating the message, accuracy, and neutrality of facts, and to gauge the level of public support for the policy adoption.</p>	<ul style="list-style-type: none"> • Madera County Tobacco Control Program • Mono County Tobacco Education Program • Orange County Tobacco Use Prevention Program • San Benito County Tobacco Education Program • Santa Cruz County Tobacco Prevention Program • San Luis Obispo County Tobacco Control Program • Yuba County Tobacco Education Program
<p>Policy Record Review To assess levels of public meeting discourse related to flavored tobacco products.</p>	<ul style="list-style-type: none"> • Orange County Tobacco Use Prevention Program • San Benito County Tobacco Education Program • Santa Cruz County Tobacco Prevention Program
<p>Content analysis of flavored tobacco ordinances from other California agencies</p>	<ul style="list-style-type: none"> • City of Pasadena Tobacco Control Program
<p>Content analysis of flavored tobacco and e-cigarette educational materials from state and national jurisdictions and organizations</p>	<ul style="list-style-type: none"> • City of Pasadena Tobacco Control Program

Outcome Evaluation Activities	Projects (2014-2017)
<p>Store Observation To measure availability, pricing, marketing & promotion of tobacco products at tobacco retailers.</p>	<ul style="list-style-type: none"> • Alpine County Tobacco Control Program • Mono County Tobacco Education Program • Santa Cruz County Tobacco Prevention Program
<p>Policy Inventory To assess presence of policies on the sale of flavored tobacco products.</p>	<ul style="list-style-type: none"> • Orange County Tobacco Use Prevention Program

Contact TCEC for help with evaluation plans and data collection instruments:

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