

Sample Evaluation Plan

Indicator 1.1.11

Number and type of tobacco use, tobacco advertising, and secondhand smoke depiction by the entertainment industry (e.g., movies, music videos, TV, music, etc.)

-or-

The extent that elected officials, parent organizations, health groups, and others adopt resolutions and voluntary policies that promote a socially responsible depiction of tobacco use, tobacco advertising, and secondhand smoke by the entertainment industry (e.g., movies, music videos, TV, music, etc.)

Objective:

By June 30th, 2010, movie theaters in three cities of Coffee County will adopt a policy to place at least one anti-smoking ad before any movie with a PG-13 rating or lower in which there is depiction of smoking present.

Plan Type:

Single Policy - Policy Adoption Only

Study Design:

Non-experimental

Objective Overview

View Objective

[Return to Objective Index](#) | [Delete Objective](#)

OBJECTIVE OVERVIEW	EDIT
--------------------	------

Objective ID: Not Yet Assigned

Completion Date: June 30, 2010

Objective: movie theaters in three cities of Coffee County will adopt a policy to place at least one anti-smoking ad before any movie with a PG-13 rating or lower in which there is depiction of smoking present.

Primary Priority Area: (1) Counter Pro-Tobacco Influences

Is this a primary objective? Yes

- Target Audience:**
- Audience Group**
 - Entertainment Industry
 - General Population Groups**
 - Non-specific/General Audience
 - Specific Ethnic Population Groups**

INDICATOR(S)	EDIT
--------------	------

INTERVENTION TOPIC(S)	EDIT
-----------------------	------

INTERVENTION ACTIVITY PLAN	ADD
----------------------------	-----

EVALUATION DESIGN

Overall Design	EDIT
----------------	------

Plan type:
Single Policy - Policy Adoption Only

What specific policy outcome is expected to be achieved?
adoption of a policy to run anti-smoking ads before any movie with a PG-13 rating or lower in which there is depiction of smoking present.

EVALUATION ACTIVITY PLAN

Add Collection of **Process Data** Activity
View Evaluation Activities in Applicant Determined Order | Re-order Process Data Activities

Activity	ID	Action
Collection of Process Data		
Data Collection Training		
to train interviewers to conduct a public intercept survey of movie-goers going to and from local th...		View
Key Informant Interview		
We will develop an instrument about smoking in the movies that will target local movie theater manag...		View
Media Activity Record		
We will track the number of press releases and local media reports on our interventions and/or succe...		View
Public Opinion Poll (including Public Intercept Survey)		
We will develop an instrument about the knowledge, awareness and beliefs about smoking in the movie...		View

Process Data Activity - Data Collection Training

View Collection of Process Data Activity

[Edit Activity](#) | [Delete Activity](#) | [Return to Objective View](#)

Remember to provide **Tracking Measures and Responsible Party** information below!

Objective:

By June 30, 2010, movie theaters in three cities of Coffee County will adopt a policy to place at least one anti-smoking ad before any movie with a PG-13 rating or lower in which there is depiction of smoking present.

Activity Type:

Data Collection Training

What is the purpose of this training?

to train interviewers to conduct a public intercept survey of movie-goers going to and from local theaters.

How many times will this training be conducted?

1

What is the length of the training?

two hours

How many trainees will be in this training?

10

How will the trainees be selected? (Who are the trainees?)

Interested community members and respondents to a help wanted ad.

How will the training be evaluated?

evaluation forms at the end of the training will be distributed to trainees. Questions will evaluate the effectiveness of the training and the trainees opinion of their readiness to go into the field.

Progress report period in which the training will be conducted:

07/07-12/07

Copyright:

No

Deliverable Percentage:

.50%

TRACKING MEASURES			ADD
Tracking Measure	Submit	Actions	
evaluation forms	On File	Edit Delete	

RESPONSIBLE PARTIES			ADD
Responsible Party	Budget Type	Action	
Evaluation Consultant	Budgeted	Delete	

Process Data Activity - Public Opinion Poll (Public Intercept Survey)

View Collection of Process Data Activity

[Edit Activity](#) | [Delete Activity](#) | [Return to Objective View](#)

Remember to provide Tracking Measures and Responsible Party information below!

Objective:

By June 30, 2010, movie theaters in three cities of Coffee County will adopt a policy to place at least one anti-smoking ad before any movie with a PG-13 rating or lower in which there is depiction of smoking present.

Activity Type:

Public Opinion Poll (including Public Intercept Survey)

What existing instrument will be used for the poll? If there is no existing instrument, please describe the main topic(s) and question(s) for the poll.

We will develop an instrument about the knowledge, awareness and beliefs about smoking in the movies and the perceived solutions, including running anti-smoking ads before a movie with a PG-13 rating or lower and depicts smoking.

How many waves of the poll will be conducted?

1

How will the sample be selected? (e.g., simple random telephone sample, convenience sample from community organization or county fair, etc.)

Convenience sample of movie-goers at the Latte Gigaplex, Chai Tea Cinemadrome and Java Film House.

How many will be in the sample?

100

What is the primary method in which the poll will be conducted?

Face-to-face

How will the results be analyzed and interpreted?

We will look at the levels about the awareness of the problem amongst film-goers. Additionally, we expect high support for our proposed solution.

Progress report period in which the poll will be conducted:

07/07-12/07

Progress report period in which the poll results will be analyzed and disseminated:

07/07-12/07

Copyright:

No

Deliverable Percentage:

1.00 %

TRACKING MEASURES		ADD
Tracking Measure	Submit	Actions
survey instrument	Yes	Edit Delete

RESPONSIBLE PARTIES		ADD
Responsible Party	Budget Type	Action
Evaluation Consultant	Budgeted	Delete

Process Data Activity - Key Informant Interview

View Collection of Process Data Activity

[Edit Activity](#) | [Delete Activity](#) | [Return to Objective View](#)

Remember to provide Tracking Measures and Responsible Party information below!

Objective:

By June 30, 2010, movie theaters in three cities of Coffee County will adopt a policy to place at least one anti-smoking ad before any movie with a PG-13 rating or lower in which there is depiction of smoking present.

Activity Type:

Key Informant Interview

What existing instrument will be used for the interview? If there is no existing instrument, please describe the main topic(s) and question(s) for the interview.

We will develop an instrument about smoking in the movies that will target local movie theater managers about their personal views, opposition to policies, and barriers to implementation.

How many waves of the interviews will be conducted?

1

Who will be the key informants?

Local movie theater managers.

How many key informants will be in this interview?

10

What is the primary method in which the interview will be conducted?

Face-to-face

How will the results be analyzed and interpreted?

Although most decisions are made at the corporate level, we can obtain information from people who live locally about how to get the policy implemented and potential barriers.

Progress report period in which the interview will be conducted:

07/07-12/07

Progress report period in which the interview results will be analyzed and disseminated:

07/07-12/07

Copyright:

No

Deliverable Percentage:

.50 %

TRACKING MEASURES			ADD
Tracking Measure	Submit	Actions	
survey instrument	Yes	Edit Delete	

RESPONSIBLE PARTIES			ADD
Responsible Party	Budget Type	Action	
Program Coordinator	Budgeted	Delete	

Process Data Activity - Media Activity Record

View Collection of Process Data Activity

[Edit Activity](#) | [Delete Activity](#) | [Return to Objective View](#)

Remember to provide **Tracking Measures** and **Responsible Party** information below!

Objective:

By June 30, 2010, movie theaters in three cities of Coffee County will adopt a policy to place at least one anti-smoking ad before any movie with a PG-13 rating or lower in which there is depiction of smoking present.

Activity Type:

Media Activity Record

What type of media activity record will be collected (e.g., # of flyers, # of news pitch letters being sent out, # of PSA or ads, frequency of the PSA or ads, # of audience, coverage, etc.)?

We will track the number of press releases and local media reports on our interventions and/or successes.

How will the media activity record be used to advance your objective?

The records will be used to document the intensity of coverage for our intervention activities.

Progress report period(s) in which the media activity record will be collected:

07/07 - 12/07

01/09 - 06/09

01/10 - 06/10

Deliverable Percentage:

.50%

TRACKING MEASURES			ADD
Tracking Measure	Submit	Actions	
newspaper reports and press releases	On File	Edit Delete	

Tracking Measure	Submit	Actions	
newspaper reports and press releases	On File	Edit Delete	

RESPONSIBLE PARTIES			ADD
Responsible Party	Budget Type	Action	
Project Director	Budgeted	Delete	

Responsible Party	Budget Type	Action	
Project Director	Budgeted	Delete	

Evaluation Reporting

View Evaluation Reporting

Edit Evaluation Reporting | Return to View Objective

Remember to provide Tracking Measure and Responsible Party information below!

Objective: By June 30, 2010, movie theaters in three cities of Coffee County will adopt a policy to place at least one anti-smoking ad before any movie with a PG-13 rating or lower in which there is depiction of smoking present.

Primary Objective: Yes

What type of analysis will be done?

Simple crosstabs and regression will be used to explore relationships with results output using percentage agreement or disagreement. We will take this data to city council members to encourage them to publicly support a voluntary policy to run anti-smoking ads before the movie begins.

How will the results be disseminated?

We will prepare a report for the city council and share our report, specifically, the formative data with other LLA's.

During which Progress Report period(s) will TCS receive interim evaluation report(s) describing the results of data analysis?

01/08-06/08

During what Progress Report period will TCS receive the Final or Brief Evaluation Report describing the results of data analysis?

01/10-06/10

TRACKING MEASURES			ADD
Tracking Measure	Submit	Actions	
Final Evaluation Report	Yes	Edit Delete	

RESPONSIBLE PARTIES			ADD
Responsible Party	Budget Type	Action	
Evaluation Consultant	Budgeted	Delete	
Project Director	Budgeted	Delete	

Deliverable percentage:

.50 %

What if any limitations or challenges do you foresee with the evaluation?

It may be difficult to obtain "buy-in" to run anti-tobacco ads prior to the beginning of a movie as an effective approach to decreasing the pro-tobacco influences of imagery found in youth rate movies (G, PG, PG-13). In addition, it will be challenging to convince movie theater managers/owners that the anti-tobacco ads will not detract viewers from the pleasure or escapism of their movie going experience. Lastly, city council members may be hesitant to voice their public support for a controversial topic such as smoking in the movies.

Evaluation Narrative Summary:

Research shows that smoking imagery in the movies is associated with higher smoking prevalence among youth. Also, research shows that if anti-smoking advertisements are run before the movie begins, as an inoculation against the smoking imagery, youth are less likely to have positive smoking attitudes. Anecdotal information and attitudes regarding the tobacco industry suggests there is support for this type of policy in the targeted cities. As a result, we are interested in motivating movie theaters in three cities of Coffee County to adopt a policy to run anti-smoking ads before any movie with a PG-13 rating or lower in which there is depiction of smoking present. The overall CX rating for this indicator was 2.0.

We will target the movie theaters in three cities in our county for the intervention. We will use process data to document the training for data collection, the support for and against a voluntary policy, the barriers and challenges to getting the policy adopted, the potential solutions suggested by our key informant interviewees and the intensity of media coverage for our interventions.

At the beginning of the campaign, public intercept surveys will be conducted with 100 movie-goers that are attending or leaving the theater to help us determine the community's beliefs about smoking in the movies. Simple crosstabs and regression will be used to explore relationships with results output using percentage agreement or disagreement. We will take this data to city council members to encourage them to publicly support a voluntary policy to run anti-smoking ads before the movie begins. A challenge to conducting a public intercept survey will be the difficulty in asking movie goers to take a few minutes out of their leisure time to answer our questions.

Prior to conducting the public intercept surveys, a 2-hour data collection training will take place. Interested members of community groups and respondents to a help-wanted ad will be recruited. Interviewers will be trained on how to solicit movie-goers to complete the survey and will be put through a mock interview situation.

Key informant interviews with 10 movie theater managers will help us learn about the barriers and challenges that need to be considered and/or addressed in order to get the policy adopted. Themes will be established and frequency tables will be created to simply demonstrate the results of these interviews. Challenges to this process data collection effort will be getting movie theater managers/owners to take the time to discuss the possibility of adopting a voluntary policy for their movie theater.

Media activity records, such as press releases and media reports will be tracked to document the intensity of coverage for our intervention activities.

A major challenge will be to convince the public and movie theater managers/owners that exposure to tobacco use in movies is a serious issue. Therefore, it may be difficult to obtain "buy-in" to run anti-tobacco ads prior to the beginning of a movie as an effective approach to decreasing the pro-tobacco influences of imagery found in youth rate movies (G, PG, PG-13). In addition, it will be challenging to convince movie theater managers/owners that the anti-tobacco ads will not detract viewers from the pleasure or escapism of their movie going experience. Lastly, city council members may be hesitant to voice their public support for a controversial topic such as smoking in the movies.

Our findings will be written up as a Final Evaluation Report, which we will post on PARTNERS. We will also share our experience with the Smokefree Movies National Partners, and if appropriate, an abstract will be written for submission to the Project Directors' Meeting (PDM) or National Conference on Tobacco Or Health (NCTOH).