

## Sample Evaluation Plan

### Indicator 1.1.6

Number and type of tobacco company sponsorship at public and private events including county fairs, rodeo, motor sports, other sporting events, parades, concerts, museums, dances, festivals, business, etc.

-or-

Proportion of entertainment and sporting venues with a voluntary policy that regulates tobacco company sponsorship including county fairs, rodeo, motor sports, other sporting events, parades, concerts, museums, dances, festivals, business, etc.

-or-

Proportion of communities with a policy that regulates tobacco company sponsorship at entertainment and sporting venues such as fairgrounds, concerts, museums, and events such as dance, business, festivals, etc.

#### **Objective:**

By June 30, 2010, the Springfield County Rodeo Board will adopt a policy against accepting tobacco industry contributions.

#### **Plan Type:**

Single Policy - Policy Adoption Only

#### **Study Design:**

Non-experimental

# Objective Overview

## View Objective

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OBJECTIVE OVERVIEW	EDIT
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**Objective ID:** Not Yet Assigned

**Completion Date:** June 30, 2010

**Objective:** the Springfield County Rodeo Board will adopt a policy against accepting tobacco industry contributions

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

**Is this a primary objective?** Yes

**Target Audience:** **Audience Group**

- Sport Fans, Sport Teams

**General Population Groups**

- Non-specific/General Audience

**Specific Ethnic Population Groups**

INDICATOR(S)	EDIT
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Primary

INTERVENTION TOPIC(S)	EDIT
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INTERVENTION ACTIVITY PLAN	ADD
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EVALUATION DESIGN
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Overall Design	EDIT
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**Plan type:**

Single Policy - Policy Adoption Only

**What specific policy outcome is expected to be achieved?**

Adopt policies against accepting tobacco industry contributions to rodeo events sponsored by the Springfield City Rodeo Board

EVALUATION ACTIVITY PLAN
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Add Collection of **Process Data** Activity

[View Evaluation Activities in Applicant Determined Order](#) | [Re-order Process Data Activities](#)

Activity	ID	Action
<b>Collection of Process Data</b>		
<b>Key Informant Interview</b>		
The barriers/challenges and/or support of not accepting sponsorship from tobacco industry (TI), opin...		<a href="#">View</a>
<b>Public Opinion Poll (including Public Intercept Survey)</b>		
Perceptions of TI sponsorship, and support for not accepting TI contributions		<a href="#">View</a>

## Process Data Activity - Public Opinion Poll (including 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, the Springfield County Rodeo Board will adopt a policy against accepting tobacco industry contributions

**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.**

Perceptions of TI sponsorship, and support for not accepting TI contributions

**How many waves of the poll will be conducted?**

2

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

A convenience sample of 300 rodeo attendees will be implemented prior to and following the intervention.

**How many will be in the sample?**

300

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

Pen-to-paper

**How will the results be analyzed and interpreted?**

Descriptive tables will be presented and document the support for the policy and the perception of the TI. Comparisons from pre- to post-intervention will be conducted using a chi-square test. The initial assessment will be used to help guide intervention efforts (e.g. share results that document the public support of the policy with the rodeo board).

**Progress report period in which the poll will be conducted:**

01/08-06/08

07/09-12/09

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

07/08-12/08

01/10-06/10

**Copyright:**

No

**Deliverable Percentage:**

3.00 %



## 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, the Springfield County Rodeo Board will adopt a policy against accepting tobacco industry contributions

**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.**

The barriers/challenges and/or support of not accepting sponsorship from tobacco industry (TI), opinions regarding the TI, and the rodeo board decision-making processes for changing rodeo event policies.

**How many waves of the interviews will be conducted?**

2

**Who will be the key informants?**

Springfield County Rodeo Board members. Opinion leaders from the county tobacco control program and other business groups that sponsor the rodeos.

**How many key informants will be in this interview?**

10

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

Telephone

**How will the results be analyzed and interpreted?**

Simple frequencies will be tabulated to identify common themes of barriers/challenges that can then be incorporated into the intervention to improve the probability of policy adoption. Barriers/challenges or reasons for policy adoption will be summarized. The key informant interview will be conducted prior to and following the intervention to assess change in policy support.

**Progress report period in which the interview will be conducted:**

01/08-06/08

07/09-12/09

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

07/08-12/08

01/10-06/10

**Copyright:**

Yes

**Deliverable Percentage:**

1.00 %

# 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, the Springfield County Rodeo Board will adopt a policy against accepting tobacco industry contributions

**Primary Objective:** Yes

### What type of analysis will be done?

A case study using the content analysis of the data collected from key informant interviews and the public intercept survey will be conducted to analyze the success or failure of the campaign. Experience and lessons learned will be discussed in detail in the final evaluation report.

### How will the results be disseminated?

We will post a summary of our findings and lessons learned on PARTNERS and share results with the Project Smart Money workgroup.

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

07/08-12/08

01/10-06/10

### 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	
PARTNERS postings	On File	Edit   Delete	
Press releases/media reports	Yes	Edit   Delete	

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

### Deliverable percentage:

3.00 %

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

Without a randomized sample selection, an intercept survey may result in biased results. Gaining the support of rodeo board members may be a challenge, especially since the TI has been such a huge supporter over the years. In addition, getting key informants or interrupting the entertainment time of rodeo attendees to respond to an interview may not be easy.



## Evaluation Narrative Summary:

During the CX needs assessment we once again identified an area that has historically been an issue for this county. For the past 15 years, all rodeos that took place in Springfield County have accepted tobacco industry sponsorship money to help put on their events. Tobacco sponsorship is present at the entrance and the railings at these events. An opinion poll conducted by coalition members last spring found that oftentimes, attendees equated the lifestyle of rodeo fans and cowboys with smoking. In addition, many adult attendees bring their children, who may also be exposed to the tobacco industry marketing tactics at these rodeos. As result, we are interested in approaching the Springfield County Rodeo Board to adopt a policy of not accepting tobacco industry sponsorship. The overall CX rating for this indicator was 2.0.

The primary purpose of the evaluation is to document the adoption of policies to not accept tobacco industry sponsorship. We will conduct two process data collection activities, key informant interviews and public intercept polls, to help us tailor our messages and strategies.

At the beginning of the program, key informant interviews will be used to assess the barriers and challenges and/or support for not accepting sponsorship from and their opinions of the tobacco industry. In addition, questions will assess rodeo board decision making processes for changing policies. About 10 key informant interviews, consisting of rodeo board members, will be conducted via telephone. Simple frequencies will be tabulated to identify common themes of barriers and/or challenges that can then be incorporated into the intervention to improve the probability of policy adoption. After policy adoption, barriers and/or challenges or reasons for policy adoption will also be summarized.

After the intervention, the same respondents will be asked about why the policy was or was not adopted. In addition, they will be asked to assess the effectiveness of different intervention activities. By helping us understand what worked and did not work in this situation, this data will enable us to improve future interventions. The key informant interview will include both closed-ended and open-ended questions. The data from the closed-ended questions will be tabulated in frequency tables. Content analysis will be used to analyze the data from the open-ended questions.

Around the beginning of the program, a public intercept survey will be conducted on rodeo attendees to assess the public's awareness and support for the policy to reject the tobacco industry's sponsorship. This survey will be used to help guide our policy adoption efforts and document public support as part of the intervention used to persuade board members to change the policy. The topics of the questions include the extent of public support for the policy, attitudes toward the tobacco industry's image, and perceptions of why the tobacco industry would want to sponsor the rodeo events. The source of the questions will come from statewide surveillance instruments such as the California Tobacco Survey (CTS), the California Adult Tobacco Survey (CATS), and Project Smart Money tools. There will be 300 participants surveyed. The sample will be a convenience sample of people asked to participate as they enter the rodeo. Descriptive tables detailing the information collected will be created.

The second wave of the survey will be conducted after policy implementation. Many questions from the survey used in the pre-implementation period will be used again. However, there will be new questions to document the extent of the public's awareness of and support for or opposition to the new policy. Comparison to data collected in the first wave will help us to observe the change in public awareness regarding sponsorship issues.

We anticipate that gaining the support of the rodeo board will be a challenge considering the extensive history and relationship with the tobacco industry. In addition, getting board members to agree to key informant interviews or participants to take a few minutes out of their leisure time at the rodeos may be difficult.

The rodeo board will be recognized publicly for the adoption of the policy, including press releases and media reports. Success stories will be written for inclusion on PARTNERS and shared with Project Smart Money workgroup.