

Sample Evaluation Plan

Indicator 2.2.13

Proportion of multi-unit housing owners and/or operators with a voluntary policy that restricts smoking in individual units (including balconies and patios)

-or-

Proportion of communities with a policy that restricts smoking in the individual units of multi-unit housing (including balconies and patios), and/or resolutions encouraging owners, managers, or developers of multi-unit housing to adopt policies creating smoke-free individual units.

Objective:

By June 30th, 2010, at least five multi-unit housing (MUH) complexes in Latte County will adopt a written smoke-free policy that restricts smoking in the individual units (including balconies and patios) to be implemented in all new leases signed.

Plan Type:

Single Policy - Policy Adoption Only

Study Design:

Non-experimental



Objective Overview

View Objective

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

OBJECTIVE OVERVIEW	EDIT
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Objective ID: Not Yet Assigned

Completion Date: June 30, 2010

Objective: at least 5 multi-unit housing (MUH) complexes in Latte County will adopt a written smoke-free policy that restricts smoking in the individual units (including balconies and patios) to be implemented in all new leases signed.

Primary Priority Area: (2) Reduce Exposure to Secondhand Smoke

Is this a primary objective? Yes

- Target Audience:**
- Audience Group**
 - Multiple Housing
 - General Population Groups**
 - Non-specific/General Audience
 - Specific Ethnic Population Groups**

INDICATOR(S)	EDIT
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INTERVENTION TOPIC(S)	EDIT
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INTERVENTION ACTIVITY PLAN	ADD
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EVALUATION DESIGN

Overall Design	EDIT
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Plan type:
Single Policy - Policy Adoption Only

What specific policy outcome is expected to be achieved?
Adoption of a smoke-free policy in a multi-unit housing complex to restrict smoking in individual units (including balconies and paties).

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		
Key Informant Interview		
There is no existing instrument. The topics of the interviews are the acceptability and barriers of...		View
Media Activity Record		
Number of editorials and letters published in the local newspapers and the potential readership (cir...		View
Public Opinion Poll (including Public Intercept Survey)		
We will develop a survey based on the Center for Tobacco Policy and Organizing's Renters Survey. Th...		View

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, at least 5 multi-unit housing (MUH) complexes in Latte County will adopt a written smoke-free policy that restricts smoking in the individual units (including balconies and patios) to be implemented in all new leases signed.

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.

There is no existing instrument. The topics of the interviews are the acceptability and barriers of voluntary smoke-free policy among owners and managers of housing complexes. We will develop the questionnaires based on Smokefree Apartment House Registry's Survey for Condominiums (Homeowners Associations).

How many waves of the interviews will be conducted?

1

Who will be the key informants?

Owners and/or managers of apartment complexes or condominiums

How many key informants will be in this interview?

20

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

Face-to-face

How will the results be analyzed and interpreted?

We will exam the responses and comb out some common themes for each question. We will carefully draw the conclusions about the readiness of the owners/managers, identify the barriers of adopting smokefree MUH policy, and making suggestions to the intervention plans.

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:

01/08 -06/08

Copyright:

Yes

Deliverable Percentage:

4.00 %

TRACKING MEASURES			ADD
Tracking Measure	Submit	Actions	
Key informant interview analytic report	Yes	Edit Delete	
Key informant interview questionnaire	Yes	Edit Delete	

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



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, at least 5 multi-unit housing (MUH) complexes in Latte County will adopt a written smoke-free policy that restricts smoking in the individual units (including balconies and patios) to be implemented in all new leases signed.

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 a survey based on the Center for Tobacco Policy and Organizing's Renters Survey. The survey will assess renters' awareness of the secondhand smoke exposure in MUH settings and their support and concerns towards smokefree apartments.

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.)

We will obtain a random sample of 15 MUH complexes from the existing list of complexes. Four of them will come from large complexes, 7 will come from mid-size complexes, and 4 will come from small-size complexes. In each complex, we will map the buildings and units to randomly select 20-50 units depending on the size of the complex. A short survey questionnaire will be placed in the mail box of the selected units with the note that the renters who return the survey to rental office or club house will receive an incentive item.

How many will be in the sample?

350

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

Pen-to-paper

How will the results be analyzed and interpreted?

We will tabulate the frequency of each question. Cross-tabulating certain questions if we observe some interesting distribution in the one-way frequency tables. We will summarize the findings to show whether the renters support the smokefree policy. Through an open-ended question, we can also summarize the concerns of making the complexes smoke free. The results will help us to show the extent of public support to the owners/managers and help us decide to what extent to motivate the renters to request a smokefree housing environment.

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:

01/08-06/08

Copyright:

Yes

Deliverable Percentage:

5.00 %

TRACKING MEASURES			ADD
Tracking Measure	Submit	Actions	
Renter's survey instrument	Yes	Edit Delete	
Survey analytic report	Yes	Edit Delete	

RESPONSIBLE PARTIES			ADD
Responsible Party	Budget Type	Action	
Evaluation Consultant	Budgeted	Delete	
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, at least 5 multi-unit housing (MUH) complexes in Latte County will adopt a written smoke-free policy that restricts smoking in the individual units (including balconies and patios) to be implemented in all new leases signed.

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.)?

Number of editorials and letters published in the local newspapers and the potential readership (circulation of the newspaper); number of flyers distributed.

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

We will observe whether the adoption of Smokefree policies coincides with the publication of the materials in the paper, and whether there are any advocacy activities among the renters after the publication of the materials or the distribution of the flyers. This can help us determine the best approach to get our message out in the public. The results can also help us make the case to the MUH owners/managers to adopt the policy.

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

07/08-12/08

07/09-12/09

Deliverable Percentage:

2.00 %

TRACKING MEASURES **ADD**

Tracking Measure	Submit	Actions
Media activity record	Yes	Edit Delete

RESPONSIBLE PARTIES **ADD**

Responsible Party	Budget Type	Action
Evaluation Consultant	Budgeted	Delete
Program Coordinator	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, at least 5 multi-unit housing (MUH) complexes in Latte County will adopt a written smoke-free policy that restricts smoking in the individual units (including balconies and patios) to be implemented in all new leases signed.

Primary Objective: Yes

What type of analysis will be done?

Examine the process data and help make and revise intervention plan.

How will the results be disseminated?

The results will be posted in PARTNERS' Smokefree MUH page. The evaluator will draft an abstract and submit it to the Project Directors' Meeting (PDM). Stories will be run in at least three local media outlets about the renters' survey results as well as featuring some or all of the complexes who decide to go smokefree.

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

07/08-12/08

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	
Article posted on PARTNERS	Yes	Edit Delete	
articles in the news media	Yes	Edit Delete	
Final evaluation report	Yes	Edit Delete	

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

Deliverable percentage:

2.00 %

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

The main limitation to implement this evaluation plan could be the low response from both owners/managers and/or renters. To address this potential limitation, we will strategically approach owners/managers for the key informant interview as well as provide incentives to renters to respond to the public opinion survey. Conducting key information interviews does not have to stick to one mode. Telephone call and face-to-face interview, whichever appropriate, can be used for this plan.

Evaluation Narrative Summary:

Latte County has a large proportion of low income population and a lower homeowner rate when compared to the state average. Our CX process revealed that currently only two out of a total of 70 apartment complexes or condominiums in Latte County have a smoke-free policy in place. In addition, there have been reports made public regarding tenants complaining about the exposure of drifting secondhand smoke from other units in the same building. As a result, program staff and coalition members rated Indicator 2.2.13 as a priority for the 2007-2010 work plan and developed the objective to get at least five multi-unit housing (MUH) complexes in Latte County to adopt a smoke-free policy that restricts smoking in the individual units (including balconies and patios) to be implemented in all new leases signed. The overall CX indicator rating was 3.0.

The purpose of the evaluation is to perform a more in-depth needs assessment beyond the CX process. The information from the formative evaluation can help guide the planning and revision of the intervention activities. In addition, the evaluation results can help the program partially determine the effectiveness of the strategies.

We will use a non-experimental design to carry out the evaluation as the plan is a policy adoption only objective. The intervention and evaluation activities will focus on the Latte County communities that have a high concentration of multi-unit housing complexes. We will collect process data to advance the objective as well as to document the process of the intervention. Three types of process data collection methods will be used: key informant interview, public opinion poll, and media activity records.

Key Informant Interview: The project director and project coordinator will conduct the key informant interviews among selected MUH complex owners or managers. We will interview 20 owners and managers from MUH complexes of different sizes and geographic locations. We will ask about the acceptability and barriers of a voluntary smoke-free policy from an owner/management point of view. We will develop the questionnaires based on the Smoke-free Apartment House Registry's Survey for Condominiums (Homeowners Associations) developed by S.A.F.E. Questions may also be developed in consultation with the TC Evaluation Center, which has sample surveys that could be used as a starting point. We will examine the responses and determine the common themes for each question. We will carefully draw the conclusions about the readiness of the owners/managers to adopt a policy, identify the challenges and barriers of adopting a smoke-free MUH policy, and the possible suggestions that could be applied to the intervention plan. If any interviewed owners/managers show positive signs of readiness and willingness to work with us, we will make further contact to gauge their interest in receiving our interventions.

Public opinion poll: A renters survey will help us to assess the public awareness and tolerance of secondhand smoke exposure in the renter's unit and other smoke-free MUH attitudes. We will obtain a random sample of 15 MUH complexes from the existing list of complexes. According to the distribution of the complexes in size, 4 of them will come from large complexes (200 units or more), 7 will come from mid-size complexes (50-199 units), and 4 will come from small-size complexes (less than 50 units). In each complex, we will map the buildings and units to randomly select 20-50 units depending on the size of the complex. A short survey questionnaire will be placed in the mailbox of the selected units with a note stating that renters who return the survey to the rental office or club house will receive an incentive item (such as a \$10 coupon towards next month's rent). We expect to collect about 350 completed surveys. The evaluator will work with a statistician to decide the appropriate sample size, which will depend on the anticipated public support (percentage) for smoke-free MUH.



We will tabulate the frequency of each question. If we observe some interesting distributions in the one-way frequency tables, we will cross-tabulate certain questions. We will summarize the findings to show whether renters support a smoke-free policy. Through an open-ended question, we can also summarize the renters' concerns regarding making complexes smoke-free. The results will help us to demonstrate to the owners/managers the extent of public support for a smoke-free policy and to help us decide how much effort should go into motivating renters to request a smoke-free housing environment.

Media activity record: The number of editorials and letters published in the local newspapers and the potential readership (circulation of the newspaper) and number of flyers distributed will be the focus of our media activity record collection.

We will observe whether the adoption of smoke-free policies coincides with the publication of the materials in the paper, and whether there are any advocacy activities taking place among renters after the publication of the materials or the distribution of the flyers. This can help us determine the best approach to get our message out in the public. The results can also help us make the case to MUH owners/managers to adopt the policy.

At the end of the funding cycle, we will review our evaluation results and compile a final evaluation report to give an in-depth analysis on what worked and what did not work for this objective. The results will be posted on the PARTNERS' Smoke-free MUH page. The evaluator will draft an abstract and submit it to the Project Directors' Meeting (PDM) and to the National Conference on Tobacco Or Health (NCTOH). Stories will be run in at least three local media outlets about the renters' survey results as well as featuring some or all of the complexes who decide to go smoke-free.

The main challenge to implementing this evaluation plan could be a low response from both owners/managers and/or renters. To address this potential limitation, we will strategically approach owners/managers for the key informant interview as discussed earlier, and provide incentives to renters who respond to the public opinion poll. Key informant interviews will be conducted by telephone.