

## Sample Evaluation Plan

# Indicator 2.2.16

Proportion of outdoor recreational facilities, areas, and venues with a voluntary policy that regulates smoking in places such as amusement parks, beaches, fairgrounds, parks, parades, piers, playgrounds, sport stadiums, tot lots, and zoos

-or-

Proportion of communities with a policy that regulates smoking at outdoor recreational facilities, areas, and venues in places such as amusement parks, beaches, fairgrounds, parks, parades, piers, playgrounds, sport stadiums, tot lots, and zoos

### **Objective:**

By June 30, 2010, at least 10 of 20 targeted outdoor venues in the county of Frappaccino will adopt and implement policies that designate the venues as completely smoke-free or with a few designated smoking areas in low-traffic locations.

### **Plan Type:**

Single Policy - Policy Adoption and Implementation

### **Study Design:**

Non-experimental

# Objective Overview

## View Objective

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OBJECTIVE OVERVIEW	EDIT	
<b>Objective ID:</b> Not Yet Assigned		
<b>Completion Date:</b> June 01, 2010		
<b>Objective:</b> at least 10 of 20 targeted outdoor venues in the county of Frappaccino will adopt and implement policies that designate the areas as completely smoke-free or with a few designated smoking areas in low-traffic locations.		
<b>Primary Priority Area:</b> (2) Reduce Exposure to Secondhand Smoke		
<b>Is this a primary objective?</b> Yes		
<b>Target Audience:</b> <b>Audience Group</b>		
<ul style="list-style-type: none"> <li>Entertainment Industry</li> <li>Government Agencies</li> <li>Legislators/Policy Makers</li> <li>Parks and Recreation</li> </ul>		
<b>General Population Groups</b>		
<ul style="list-style-type: none"> <li>Non-specific/General Audience</li> </ul>		
<b>Specific Ethnic Population Groups</b>		
INDICATOR(S)	EDIT	
INTERVENTION TOPIC(S)	EDIT	
INTERVENTION ACTIVITY PLAN	ADD	
EVALUATION DESIGN		
<b>Overall Design</b>	EDIT	
<b>Plan type:</b> Single Policy - Policy Adoption and Implementation		
<b>What specific policy outcome is expected to be achieved?</b> outdoor venues in the county of Frappaccino will adopt a policy that designate the areas as completely smoke-free or with a few designated smoking areas in low-traffic locations.		
Collection of Outcome Data Design	EDIT	
<b>What specific outcome is being measured?</b> The incidence of non-compliance with the smokefree policies adopted the outdoor venues.		
<b>What type of study design will be used?</b> Non-Experimental		
<b>Number of Intervention Groups:</b> 1		
<b>Number of Control Groups:</b> 0		
<b>Intact Group:</b> Yes		
<b>Measurements:</b> Pre- and Post-test		
<b>Describe your study design:</b> Observation survey will be conducted after the policy implementation to assess the compliance. A baseline survey will be conducted prior to policy adoption to assess the amount of smoking that is taking place at the venues that received interventions. The baseline information is important as it will document secondhand smoke exposure and can then be used to compare pre- to post- policy exposure levels.		
EVALUATION ACTIVITY PLAN		
Add Collection of <b>Process Data</b> Activity View Evaluation Activities in Applicant Determined Order   Re-order Process Data Activities		
Activity	ID	Action
<b>Collection of Outcome Data</b>		
Collection of Outcome Data Activity		View
<b>Collection of Process Data</b>		
<b>Key Informant Interview</b>		
There is no existing instrument to use. Barriers/challenges and support for outdoor tobacco smoke po...		View
<b>Public Opinion Poll (including Public Intercept Survey)</b>		
There is no existing instrument to use for this poll. The main topic is the support for secondhand ...		View

# Outcome Data Collection

## Collection of Outcome Data Activity

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

**Objective:** By June 01, 2010, at least 10 of 20 targeted outdoor venues in the county of Frappaccino will adopt and implement policies that designate the areas as completely smoke-free or with a few designated smoking areas in low-traffic locations.

Remember to provide Tracking Measure and Responsible Party information in each section below!

### DATA COLLECTION METHODS

#### What instrument(s) will be used to collect outcome data for this objective?

Observational surveys to assess the amount of smoking taking place in the outdoor venues (pre-intervention and policy adoption) as well as compliance with the new smokefree policies following the policy implementation.

#### Describe the activities and resources to be used to design the above instruments:

Instruments used by other projects (obtained from Tobacco Control Evaluation Center (TCEC) or California Clean Air Project (C-CAP)) will be modified to reflect the policies that are adopted. The instrument will be pilot tested prior to implementation to ensure systematic data collection that is both valid and reliable.

#### Start period for instrument and data collection protocol development:

07/07-12/07

#### Completion period for instrument and data collection protocol development:

07/07-12/07

Tracking Measures			Add
Tracking Measure	Submit	Actions	
Observational survey instrument and protocol	Yes	Edit   Delete	

Responsible Parties			Add
Responsible Party	Budget Type	Action	
Evaluation Consultant	Budgeted	Delete	

#### Deliverable Percentage:

1.00 %

#### Copyright:

Yes

#### Which is the primary method in which the outcome data will be collected?

Observational survey

#### What is the primary source where the outcome data will be collected?

Outdoor public areas

#### How will the sample be selected?

We will randomly select (map) 2-5 geographic spots in each revenue to observe compliance 2-3 times a day.

#### How many will be in the sample and why?

There will be approximately 6-15 observations because 2-3 spots will be selected for each venue

### TIMELINES FOR DATA COLLECTION

#### When will the baseline (pre-test) data for the objective be collected?

01/08-06/08

#### When will the follow-up (post-test) data for the objective be collected?

07/09-12/09

Tracking Measures			Add
Tracking Measure	Submit	Actions	
Baseline data summary report	Yes	Edit   Delete	
Observational survey data	Yes	Edit   Delete	
Observational survey final summary report	Yes	Edit   Delete	

Responsible Parties			Add
Responsible Party	Budget Type	Action	
Evaluation Consultant	Budgeted	Delete	
Program Coordinator	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 01, 2010, at least 10 of 20 targeted outdoor venues in the county of Frappaccino will adopt and implement policies that designate the areas as completely smoke-free or with a few designated smoking areas in low-traffic locations.

**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 to use. Barriers/challenges and support for outdoor tobacco smoke policies, attitudes regarding outdoor secondhand smoke, awareness of the negative impact of secondhand smoke, and questions to assess venues' decision-making processes for changing policies.

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

1

**Who will be the key informants?**

Board members of the targeted outdoor venues, opinion leaders from community, school, and business groups.

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

30

**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 activities to improve change of policy adoption. The results will be summarized and communicate with the interested parties.

**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:**

2.00 %

TRACKING MEASURES			ADD
Tracking Measure	Submit	Actions	
Key informant interview instrument	Yes	Edit   Delete	
Key informant interview summarize report	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 01, 2010, at least 10 of 20 targeted outdoor venues in the county of Frappaccino will adopt and implement policies that designate the areas as completely smoke-free or with a few designated smoking areas in low-traffic locations.

**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.**  
There is no existing instrument to use for this poll. The main topic is the support for secondhand smoke policies in general and the support for tobacco policies in outdoor venues. We will also ask about attendees' smoking behavior and their awareness and attitudes of outdoor secondhand smoke.

**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 outdoor venue attendees will be surveyed prior to and following the intervention

**How many will be in the sample?**  
500

**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 that document the support for the specific policy, support for secondhand smoke policies more generally, and knowledge of the health effects of secondhand smoke. Comparisons of pre- to post- policy adoption will be conducted using a chi-square test. The baseline assessment will be used to help guide intervention efforts (i.e. share baseline results that document public support of the policy with board members of targeted outdoor venues and other governing bodies).

**Progress report period in which the poll will be conducted:**  
07/07-12/07  
07/09-12/09

**Progress report period in which the poll results will be analyzed and disseminated:**  
01/08-06/08  
01/10-06/10

**Copyright:**  
Yes

**Deliverable Percentage:**  
4.00 %

TRACKING MEASURES			ADD
Tracking Measure	Submit	Actions	
Final dataset	Yes	Edit   Delete	
Public opinion poll instrument	Yes	Edit   Delete	
Public opinion poll summary report	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 01, 2010, at least 10 of 20 targeted outdoor venues in the county of Frappaccino will adopt and implement policies that designate the areas as completely smoke-free or with a few designated smoking areas in low-traffic locations.

**Primary Objective:** Yes

### What type of analysis will be done?

We will analyze the data collected from key informant interview and public opinion poll and review the results to find any information that could be indicative to the adoption of smokefree policies. For the observational survey, frequencies will be calculated of smokers at the selected spots. Difference between pre- and post-policy implementation can be tested with a chi-square statistic.

### How will the results be disseminated?

The results of the public opinion poll and observational survey will be released in the local media to illustrate the problem and public support, as well as the effects of the smokefree policies. The boards of the venues that adopted smokefree policies will be recognized in press release and media reports. The success stories will be posted on PARTNERS and Live, Work, and Play website.

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

01/09-06/09

### 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	
media activity records	Yes	Edit   Delete	
PARTNERS postings	On File	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?

No existing observational survey protocol is available. Getting key informants to participate in the key informant interview may be a challenge as well.

## Evaluation Narrative Summary:

Frappaccino County is a fun and greatly diverse area with year-round outdoor venues including cultural, entertainment, and sports activities such as minor league baseball and basketball. During the CX process, program staff and coalition members realized that few events featured a smoke-free outdoor environment. Based on some complaints we received and informal observations, there was a high degree of exposure to secondhand smoke at these venues. Nearly 50% of attendees are under the age of 18, which is of particular concern. As a result, we rated CX indicator 2.2.16 as a priority for our 2007-2010 plan. The overall CX rating for this indicator was 2.0.

The primary purpose of the evaluation is to document both the passage and implementation of smoke-free policies in outdoor venues. The study design is non-experimental and will include process measures to document the policy development and adoption process. After the venues of interest are identified, a key informant and public opinion poll will be conducted. During this phase, an observational survey will likewise be conducted to establish baseline data regarding the extent of secondhand smoke exposure.

The key informant interviews with the venues' board members will be used to assess the barriers, challenges and support for outdoor tobacco smoke policies, attitudes regarding outdoor secondhand smoke, and awareness of the negative impact of secondhand smoke. The interview will also assess the venues' decision-making processes for changing policies. This is an important element as it will provide information to help guide the intervention and ensure that appropriate methods and procedures are used to approach the venues' board members and other decision-makers with the proposed smoke-free policies. In addition, opinion leaders from the community, school, and business groups will be interviewed to provide different perspectives on the perception of the impact of such policies. Responses to closed-ended questions used in both sets of key informant interviews will be analyzed using simple frequencies, broken out by type of informant (venue board member or other opinion leader). For open-ended questions, content analysis will be used to identify common themes of barriers/challenges that can then be incorporated into the intervention activities to improve the policy adoption. We will summarize the results and communicate them to the interested parties.

At the same time, a public opinion poll consisting of a convenience sample of 500 outdoor venue attendees will be conducted to assess the public's support for secondhand smoke policies in general and their support for smoke-free policies in outdoor venues. We will also ask about attendees' smoking behavior and their awareness of and attitudes towards outdoor secondhand smoke. Descriptive tables will be presented that document the support for the specific policy, support for secondhand smoke policies more generally, and knowledge of the health effects of secondhand smoke. The baseline assessment will be used to help guide intervention efforts, i.e. share baseline results that document public support of the policy with board members of targeted outdoor venues and other governing bodies.

As mentioned earlier, a baseline observation survey will be conducted at these venues prior to policy adoption to assess the amount of smoking that is taking place at the venues that received interventions. Instruments used by other projects (obtained from the Tobacco Control Evaluation Center (TCEC) or the California Clean Air Project (C-CAP)) will be modified to reflect the policies that are adopted. The instrument will be pilot tested prior to implementation to ensure systematic data collection that is both valid and reliable. The baseline information (observation of smoking behavior, existence of cigarette butts, etc.) is important as it will document

the potential for secondhand smoke exposure and can then be used to compare pre- to post- policy data on smoking behavior and tobacco litter. We will randomly select 2-5 geographic spots in the venues (depending on the size) and will observe each spot for 20 minutes, 2-3 times a day.

At the end of pre-policy data collection phase, we will analyze the data collected from the key informant interviews and public opinion poll and review the results to find any information that could be helpful towards the adoption of smoke-free policies. Following the passage of outdoor smoke-free policies, it will be important to document the changes in public opinion support as well as to document policy implementation. To achieve this goal, we will again use a public opinion poll and observational surveys. The public opinion poll will be adopted to include questions about awareness of the new policies. The public opinion poll data will be compared to the baseline poll after the policy is implemented. Differences can show the change in social norms regarding outdoor smoke-free policies. Differences detected between the baseline and follow-up observational survey data will tell us if secondhand smoke exposure has diminished following policy implementation. For both data sets, comparisons from pre- to post- policy implementation will be conducted using a chi-square test. In addition, it will be possible to stratify the results for the public opinion data by key demographic variables, including age, gender, and smoking status in order to ascertain policy support differences that might exist. This information will provide useful information for future policy efforts.

The results of the public opinion poll and observational survey will be released to the local media to illustrate the problem and public support, as well as the effects of the smoke-free policies. The board of directors for the venues that adopted smoke-free policies will be recognized in press release and media reports. The success stories will be posted on PARTNERS and forward to the Live, Work, and Play website.

Gaining the support of board members of the various venues may be a challenge, particularly with venues that have a history of receiving monetary or other support from the tobacco industry. Getting key informants to participate in the key informant interview may be a challenge as well. As a result, it will be important to carefully document public support, in order to encourage the participation and involvement of the opinion leaders.

