

## Sample Evaluation Plan

### Indicator 2.2.6

Proportion of outdoor restaurant and bar businesses with a voluntary policy that designates outdoor dining and bar areas as smoke-free, including use of cigarettes, cigars, and hookahs

-or-

Proportion of communities with a policy that designates outdoor dining and bar areas as smoke-free, including use of cigarettes, cigars, and hookahs

#### **Objective:**

By June 30, 2010, 3 cities (Tallsville, Grandeville, and Ventiville) in Caffeine County will adopt a policy that prohibits smoking in outdoor dining, bar and patio areas, including use of cigarettes, cigars, and hookahs.

#### **Plan Type:**

Single Policy - Policy Adoption Only

#### **Study Design:**

Non-experimental

# Objective Activity - 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:** three cities (Tallsville, Grandville, and Ventville) in Caffeine County will adopt a policy that prohibits smoking in outdoor dining, bar, and patio areas, including the use of cigarettes, cigars, and hookahs.

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

**Is this a primary objective?** Yes

**Target Audience:** Audience Group

- Legislators/Policy Makers

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	EDIT
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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?**

adoption of policy to prohibit smoking in outdoor dining, bar, and patio areas, including the use of cigarettes, cigars, and hookahs in three cities of Caffeine County.

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>Data Collection Training</b>		
How to conduct a public intercept survey		View
<b>Key Informant Interview</b>		
Restuarant owners/managers - bar owners/managers: We will contact the TC Evaluation Center regarding...		View
City Council Members: We will contact the TC Evaluation Center regarding existing key informant surv...		View
<b>Media Activity Record</b>		
number of press releases and the amount of media coverage that occured during and after our campaign...		View
<b>Policy Record</b>		
previous secondhand smoke policies considered or adopted by city councils in each city of Caffeine C...		View
<b>Public Opinion Poll (including Public Intercept Survey)</b>		
The instrument will have questions to assess the support diners/bar patrons would have for a smoke-f...		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, three cities (Tallsville, Grandeville, and Ventiville) in Caffeine County will adopt a policy that prohibits smoking in outdoor dining, bar, and patio areas, including the use of cigarettes, cigars, and hookahs.

**Activity Type:**

Data Collection Training

**What is the purpose of this training?**

How to conduct a public intercept survey

**How many times will this training be conducted?**

1

**What is the length of the training?**

2 hours

**How many trainees will be in this training?**

15

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

Interested community organizations and respondents to help wanted ads placed in local newspapers

**How will the training be evaluated?**

Evaluation forms completed by the trainees and a monitored practice observation survey conducted in a simulated setting (outside a restaurant or bar) performed by each trainee.

**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	
training evaluation forms and results	Yes	Edit   Delete	
training protocols	Yes	Edit   Delete	

RESPONSIBLE PARTIES			ADD
Responsible Party	Budget Type	Action	
Program Coordinator	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, three cities (Tallsville, Grandeville, and Ventville) in Caffeine County will adopt a policy that prohibits smoking in outdoor dining, bar, and patio areas, including the use of cigarettes, cigars, and hookahs.

**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.**  
The instrument will have questions to assess the support diners/bar patrons would have for a smoke-free outdoor dining/bar/patio area policy. We will also assess their knowledge and attitudes towards secondhand smoke and ask whether the presence of smoking in an outdoor patio influences their decision to dine outside or even at that establishment at all. We will contact the TC Evaluation Center to determine the best questions to use.

**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.)**  
A convenience sample among exiting diners and/or bar patrons at 30 (10 in each city, 5 with outdoor areas and 5 without outdoor areas) establishments in all three cities will be sampled.

**How many will be in the sample?**  
300

**What is the primary method in which the poll will be conducted?**  
Face-to-face

**How will the results be analyzed and interpreted?**  
Frequencies will be presented by city, by the whole county, and also by type of restaurant data was collected from (i.e. with or without outdoor areas) to report the support for having a policy that prohibits smoking in outdoor dining, bar, and patio areas. The data will also be utilized to help guide our intervention strategy and give us information to present to city council members.

**Progress report period in which the poll will be conducted:**  
01/08 - 06/08

**Progress report period in which the poll results will be analyzed and disseminated:**  
07/08 - 12/08

**Copyright:**  
No

**Deliverable Percentage:**  
2.00 %

TRACKING MEASURES			ADD
Tracking Measure	Submit	Actions	
final dataset	Yes	Edit   Delete	
survey instrument	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 30, 2010, three cities (Tallsville, Grandville, and Ventville) in Caffeine County will adopt a policy that prohibits smoking in outdoor dining, bar, and patio areas, including the use of cigarettes, cigars, and hookahs.

**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.**

City Council Members: We will contact the TC Evaluation Center regarding existing key informant surveys that address the smoke-free outdoor dining issue. Questions may be pulled from multiple surveys to cover topics such as challenges/barriers they foresee in adopting and/or implementing a smoke-free outdoor dining policy, the possible benefits that may arise from having such a policy, and whether they felt like there would be city council support for the policy.

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

2

**Who will be the key informants?**

city council members from each city. We will interview 6-8 members from each city.

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

18

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

Telephone

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

Interviews will be conducted before and after the intervention period. The post key informant interviews may occur if the policy does not pass, otherwise, it will occur after implementation efforts have begun. Responses will be analyzed and themes such as barriers and challenges for adoption and implementation of the policy will be identified. Simple frequencies for responses that fell into specific themes will be reported.

**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:**

No

**Deliverable Percentage:**

.50 %

TRACKING MEASURES		ADD
Tracking Measure	Submit	Actions
Key Informant interview survey instrument and transcript	Yes	Edit   Delete
summary of key informant interviews	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, three cities (Tallsville, Grandville, and Ventville) in Caffeine County will adopt a policy that prohibits smoking in outdoor dining, bar, and patio areas, including the use of cigarettes, cigars, and hookahs.

**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.**

Restuarant owners/managers - bar owners/managers: We will contact the TC Evaluation Center regarding existing key informant surveys that address the smoke-free outdoor dining issue. Questions may be pulled from multiple surveys to cover topics such as challenges/barriers they foresee in adopting and/or implementing a smoke-free outdoor dining policy, the possible benefits that may arise from having such a policy, and whether they felt like there would be city council support for the policy.

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

2

**Who will be the key informants?**

Restuarant owners/managers, bar owners/managers

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

20

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

Telephone

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

Interviews will be conducted before and after the intervention period. The post key informant interviews may occur if the policy does not pass, otherwise, it will occur after implementation efforts have begun. members. Responses will be analyzed and themes such as barriers and challenges for adoption and implementation of the policy will be identified. Simple frequencies for responses that fell into specific themes will be reported.

**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:**

No

**Deliverable Percentage:**

1.00 %

**TRACKING MEASURES**

[ADD](#)

Tracking Measure	Submit	Actions
Key Informant interview survey instrument and transcript	Yes	Edit   Delete
summary of key informant interviews	Yes	Edit   Delete

**RESPONSIBLE PARTIES**

[ADD](#)

Responsible Party	Budget Type	Action
Evaluation Consultant	Budgeted	Delete

## Process Data Activity - Policy 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, three cities (Tallsville, Grandeville, and Ventiville) in Caffeine County will adopt a policy that prohibits smoking in outdoor dining, bar, and patio areas, including the use of cigarettes, cigars, and hookahs.

**Activity Type:**

Policy Record

**What is the topic of the policy record you are collecting?**

previous secondhand smoke policies considered or adopted by city councils in each city of Caffeine County.

**How will findings from the policy record be analyzed?**

We will determine the type of policies considered, and assess how long it took for certain secondhand smoke policies to pass, if at all.

**How will the policy record be used to advance your objective?**

Information will tell us how much effort we should put in convincing the city council to adopt our policy, and their overall acceptance of secondhand smoke policies.

**Progress report period(s) in which the policy record will be collected:**

07/07-12/07

**Deliverable Percentage:**

.50%

TRACKING MEASURES			ADD
Tracking Measure	Submit	Actions	
copies of policy records	On File	Edit   Delete	

RESPONSIBLE PARTIES			ADD
Responsible Party	Budget Type	Action	
Project Director	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, three cities (Tallsville, Grandeville, and Ventiville) in Caffeine County will adopt a policy that prohibits smoking in outdoor dining, bar, and patio areas, including the use of cigarettes, cigars, and hookahs.

**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 press releases and the amount of media coverage that occurred during and after our campaign.

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

this information will be useful to determine whether the media coverage intensity was adequate for passage of the policy and how much interest was generated in the community and media outlets.

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

07/08-12/08

01/10-06/10

**Deliverable Percentage:**

.50%

TRACKING MEASURES			ADD
Tracking Measure	Submit	Actions	
press releases, newspapers, video of news reports	On File	Edit   Delete	

  

RESPONSIBLE PARTIES			ADD
Responsible Party	Budget Type	Action	
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, three cities (Tallsville, Grandeville, and Ventville) in Caffeine County will adopt a policy that prohibits smoking in outdoor dining, bar, and patio areas, including the use of cigarettes, cigars, and hookahs.

**Primary Objective:** Yes

### What type of analysis will be done?

Data from the public intercept survey will be tabulated and summarized to help guide our intervention strategy. Pre and post key informant interviews will be conducted and analyzed for both the city council members and restaurant/bar owners/managers. Pre interview data will help guide our interventions, while post interview data will help us determine whether knowledge, attitudes, barriers, and challenges changed as a result of our interventions.

### How will the results be disseminated?

Our successes and lessons learned will be written in a final evaluation report and posted to PARTNERS. Information will also be shared with the Project Directors' Association (PDA) to help other counties who may want to tackle a similar objective.

### 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	

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

### Deliverable percentage:

1.50 %

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

We foresee challenges in getting city council members to answer our key informant interview questions. It may also be challenging to convince the city councils to adopt an outdoor dining policy since there is already an indoor smoking law. They may feel that patrons have a choice if they do not want to be exposed to secondhand smoke. A similar attitude may be seen with restaurant/bar owners too. In addition, it may be difficult for us to obtain a large enough sample size for the public intercept survey since many diners may not want to take time out of their leisure time to answer our questions.

## Evaluation Narrative Summary:

The tobacco control program in Caffeine County has enjoyed much success in getting various secondhand smoke policies adopted. In addition, many restaurants have adopted voluntary policies to prohibit smoking in their outdoor dining areas. Our CX needs assessment also indicates that not only is there a need for a legislated citywide policy to prohibit smoking in outdoor dining spaces and bar and patio areas, but that the community is ready for such a policy. The overall CX rating for this indicator was 3.0.

The primary purpose of this evaluation is to document determine the public's support for or against a policy prohibiting smoking in outdoor dining spaces and bar and patio areas, and the passage of the policy. Process data collection activities include a public intercept survey, data collection training, key informant interviews, a review of policy records, and an assessment of media coverage in the county.

A public intercept survey of approximately 300 restaurant customers as they are entering and leaving will be conducted to assess the public's support for or against a policy prohibiting smoking in outdoor dining spaces and bar and patio areas. Other questions will include their knowledge and attitudes towards secondhand smoke and whether a restaurant's outdoor dining policy influenced their choice to dine there. Data will be tabulated and summarized to help guide our intervention strategy as well as give us something to present at city council meetings to demonstrate the public's support.

Key informant interviews will be conducted with approximately 20 restaurant owners (those with and without a voluntary policy) to assess the barriers and challenges they have faced or foresee having with adoption of an outdoor dining policy. Another type of key informant interview will also be conducted with city council members in each city (4-6 for each city) to also document the barriers and challenges they see with adopting this policy. In addition, questions will also be asked about the city council's decision making process to help us plan our interventions more appropriately.

Data collection training will be conducted for both the public intercept survey. A separate training will be conducted for each type of data collection type. Data collectors for the public intercept survey will be recruited from interested community groups and a help wanted ad placed in each city's local newspaper. Key informant interviews will be conducted by the project coordinator and the contracted local program evaluator. Both trainings will be led by the contracted evaluator and will have trainees go through a simulated interview process.

After success or failure of policy adoption, a post key informant interview will be conducted with both groups (restaurant owners and city council members) to document the barriers and challenges and/or successes of the process.

Policy records will be reviewed prior to intervention activities to accurately assess the acceptance of city council members toward secondhand smoke policies, in general, in each city.

Data will be collected on the number of press releases and media coverage that occurred during and after our campaign to determine the type and extent of media coverage. This information can be used to assess the effectiveness of project activities focused on generating interest in the policy in the community and media outlets.

Our successes and lessons learned will be written up in a final evaluation report and posted to PARTNERS. Information will also be shared with the Project Directors' Association (PDA) to help other counties who may want to tackle a similar objective.