

Sample Evaluation Plan

Indicator 3.2.1

The proportion of communities with a tobacco retail licensing policy that earmarks a portion of the license fee for enforcement activities

Objective:

By June 30, 2010, at least two cities or unincorporated areas in Chai County will adopt and implement a policy that requires all tobacco retailers to obtain a license in order to sell tobacco products and includes sufficient fees to conduct regular compliance checks.

Plan Type:

Single Policy - Policy adoption and implementation

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: at least two cities or unincorporated areas in Chai County will adopt and implement a policy that requires all tobacco retailers to obtain a license in order to sell tobacco products and includes sufficient fees to conduct regular compliance checks.

Primary Priority Area: (3) Reduce the Availability of Tobacco

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

INTERVENTION TOPIC(S) EDIT

INTERVENTION ACTIVITY PLAN ADD

EVALUATION DESIGN

Overall Design EDIT

Plan type:

Single Policy - Policy Adoption and Implementation

What specific policy outcome is expected to be achieved?

adoption and implementation of a policy requiring all tobacco retailers to obtain a license to sell tobacco products. The policy will include a provision of sufficient fees to conduct regular compliance checks.

Collection of Outcome Data Design EDIT

What specific outcome is being measured?

the number of tobacco retailer licenses that are issued compared to a list of known retailers in the area.

What type of study design will be used?

Non-Experimental

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 Outcome Data		
Collection of Outcome Data Activity		View
Collection of Process Data		
Data Collection Training		
to learn how to complete the YTPS		View
to train data collectors on how to conduct a public intercept survey.		View
Key Informant Interview		
We will consult with the TC Evaluation Center on appropriate questions to ask city council members a...		View
Policy Record		
identification of which targeted areas adopted a tobacco retail license, identification of represent...		View
Public Opinion Poll (including Public Intercept Survey)		
We will consult with the TC Evaluation Center to put together a public intercept survey by locating ...		View
Youth Tobacco Purchase Survey (licensing related objective only)		
We will use the Tobacco Control Section Youth Tobacco Purchase Survey instrument.		View

Outcome Data Activity

Collection of Outcome Data Activity

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

Objective: By June 30, 2010, at least two cities or unincorporated areas in Chai County will adopt and implement a policy that requires all tobacco retailers to obtain a license in order to sell tobacco products and includes sufficient fees to conduct regular compliance checks.

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?

A simple record review form will be used to tally the number of tobacco retail licenses that are issued after the policy is adopted.

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

We will work with the TC Evaluation Center to create a record review form that collects the name, address, and type of store that obtains a license, the date the store's license was issued, and the number of citations for violating the policy.

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	
record review forms	Yes	Edit Delete	

Responsible Parties			Add
Responsible Party	Budget Type	Action	
Program Coordinator	Budgeted	Delete	

Deliverable Percentage:

.00 %

Copyright:

No

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

Other: Record Review

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

Other: City manager's office (cities) and the county treasurer (unincorporated areas)

How will the sample be selected?

observations will be made for all known tobacco retailers in the area. The list of retailers was determined from a prior YTPS.

How many will be in the sample and why?

177

TIMELINES FOR DATA COLLECTION

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

07/09-12/09

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

07/09-12/09

Tracking Measures			Add
Tracking Measure	Submit	Actions	
summary of record review forms	Yes	Edit Delete	

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



Process Data Activity - Youth Tobacco Purchase Survey

(Licensing related objective only)

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 two cities or unincorporated areas in Chai County will adopt and implement a policy that requires all tobacco retailers to obtain a license in order to sell tobacco products and includes sufficient fees to conduct regular compliance checks.

Activity Type:

Youth Tobacco Purchase Survey (licensing related objective only)

Please describe the Youth Tobacco Purchase Survey instrument you will use. State if you are using a Tobacco Control Section Youth Tobacco Purchase Survey survey instrument, an adaptation of a Tobacco Control Section Youth Tobacco Purchase Survey instrument or another instrument.

We will use the Tobacco Control Section Youth Tobacco Purchase Survey instrument.

Which Youth Tobacco Purchase Survey protocol will you use?

Standard (consummated)

If you indicated above that you will be using an 'Other' Youth Tobacco Purchase Survey protocol, please describe it:

How will the store sample be selected? (e.g., simple random, cluster, purposive, convenient, etc.)

all retailers will be surveyed. The list was generated from the last time the YTPS was conducted.

How many will be in the sample and why?

177

How will the results be analyzed and interpreted?

Frequencies and percentages of stores where purchases are completed will be calculated. Sales rates will be calculated for the county and by city/unincorporated areas.

Progress report period(s) in which the survey will be conducted:

07/07-12/07

Progress report(s) period in which the survey results will be summarized and disseminated:

01/08-06/08

Copyright:

No

Deliverable Percentage:

2.00 %

TRACKING MEASURES **ADD**

Tracking Measure	Submit	Actions
YTPS dataset	Yes	Edit Delete
YTPS instrument	On File	Edit Delete

RESPONSIBLE PARTIES **ADD**

Responsible Party	Budget Type	Action
Evaluation Consultant	Budgeted	Delete
Program Coordinator	Budgeted	Delete

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, at least two cities or unincorporated areas in Chai County will adopt and implement a policy that requires all tobacco retailers to obtain a license in order to sell tobacco products and includes sufficient fees to conduct regular compliance checks.

Activity Type:

Data Collection Training

What is the purpose of this training?

to learn how to complete the YTPS

How many times will this training be conducted?

1

What is the length of the training?

4 hours

How many trainees will be in this training?

10

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

Trainees will be youths recruited from local youth coalitions or other youth focused and/or run community groups.

How will the training be evaluated?

Inter-rater reliability tests will be conducted between the observations of both the adult and the youth with a goal of 98% agreement. Evaluations will be conducted after the training to document the strengths and weaknesses of the training.

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
training protocols	On File	Edit Delete

RESPONSIBLE PARTIES

ADD

Responsible Party	Budget Type	Action
Evaluation Consultant	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 two cities or unincorporated areas in Chai County will adopt and implement a policy that requires all tobacco retailers to obtain a license in order to sell tobacco products and includes sufficient fees to conduct regular compliance checks.

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 consult with the TC Evaluation Center to put together a public intercept survey by locating questions on surveys in their repository. Questions will ask respondents about the extent of their knowledge and concern regarding tobacco sales to minors, support for or against a policy for tobacco retailers to obtain a license to sell tobacco products, and whether they currently smoke.

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 will be drawn from individuals at locations such as community events, shopping centers, movie theaters, grocery stores, and other areas with a high number of people visiting.

How many will be in the sample?

500

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

Face-to-face

How will the results be analyzed and interpreted?

Frequencies and percentages of yes/no responses will be tabulated and presented to the City Councils and BOS to illustrate the support for the tobacco retailer license policy.

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:

2.50 %

TRACKING MEASURES			ADD
Tracking Measure	Submit	Actions	
public intercept survey	Yes	Edit Delete	
summary of public intercept survey data	Yes	Edit Delete	

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

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, at least two cities or unincorporated areas in Chai County will adopt and implement a policy that requires all tobacco retailers to obtain a license in order to sell tobacco products and includes sufficient fees to conduct regular compliance checks.

Activity Type:

Data Collection Training

What is the purpose of this training?

to train data collectors on 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?

20

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

Interested community group members as well as individuals answering a help wanted ad

How will the training be evaluated?

post training evaluation forms will be passed out to the trainees and will ask question regarding the effectiveness of the training session.

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	
data collection training protocol	On File	Edit Delete	

RESPONSIBLE PARTIES			ADD
Responsible Party	Budget Type	Action	
Program Coordinator	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, at least two cities or unincorporated areas in Chai County will adopt and implement a policy that requires all tobacco retailers to obtain a license in order to sell tobacco products and includes sufficient fees to conduct regular compliance checks.

Activity Type:

Policy Record

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

identification of which targeted areas adopted a tobacco retail license, identification of representatives in the decision making process, and identification of the issues raised in support or opposition to the licensing policy.

How will findings from the policy record be analyzed?

findings will be used in post-intervention key informant interviews

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

information will help determine how we should fine tune our intervention activities based on issues that are raised for or against adopting a licensing policy.

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

07/09 -12/09

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 - 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 two cities or unincorporated areas in Chai County will adopt and implement a policy that requires all tobacco retailers to obtain a license in order to sell tobacco products and includes sufficient fees to conduct regular compliance checks.

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 consult with the TC Evaluation Center on appropriate questions to ask city council members as well as BOS. We will use information from our policy record reviews to help design our questions. The interview will focus on identifying key factors members used to decide to support or oppose the policy, as well as the barriers or factors that were conducive to policy adoption/implementation. They will be asked for suggestions for other cities who may also consider tobacco retail licensing policies.

How many waves of the interviews will be conducted?

1

Who will be the key informants?

city council members, board of supervisors, district attorney, and county sheriff.

How many key informants will be in this interview?

8

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

Telephone

How will the results be analyzed and interpreted?

Qualitative analysis will be conducted and themes will be identified. Categories of responses will be created for each question posed in the interview.

Progress report period in which the interview will be conducted:

01/10-06/10

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

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	

RESPONSIBLE PARTIES			ADD
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, at least two cities or unincorporated areas in Chai County will adopt and implement a policy that requires all tobacco retailers to obtain a license in order to sell tobacco products and includes sufficient fees to conduct regular compliance checks.

Primary Objective: Yes

What type of analysis will be done?

This is a non-experimental design, with only a posttest measure and no comparison group. The outcome, implementation of the policy, will be measured by comparing the number of retail licenses that have been issued to the list of known tobacco retailers in the area. Process data collection will be conducted to document the problem with recent data and learn about the the barriers and challenges to getting the policy adopted.

How will the results be disseminated?

Successes and lessons learned will be written up in a final evaluation report. A summary of the report will be submitted to PARTNERS. In addition, there are plans to submit an abstract to the Project Directors' Meeting.

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

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:

1.00 %

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

It may be difficult to get city council members or board of supervisor members to agree to a key informant interview. As a result, we have included interviews with the district attorney and county sheriff as well.

Evaluation Narrative Summary:

During our CX needs assessment process, thirty-six members of our coalition which includes our staff, adult and youth coalition members, and partners representing law enforcement, the schools, media, and youth groups, identified tobacco retail licensing as an area that required close attention. The high rate of illegal sales to minors (41%, 1999) as well as convincing public support data found on C-STATS convinced our coalition and our program to focus our efforts on a tobacco retail licensing primary objective. The overall CX indicator rating was 2.0.

The evaluation of the outcome of this objective will use a non-experimental design, with only a posttest measure and no comparison group. The outcome, implementation of the policy, will be measured by comparing the number of retail licenses that have been issued to the list of known tobacco retailers in the area. The design does not have a pretest because there will not have been any licenses before our intervention. Similarly, there will be no comparison group because there is not a comparable outcome measure in jurisdictions without a policy.

Process data collection activities such as the Youth Tobacco Purchase Survey (YTPS), data collection training, public intercept surveys, policy record reviews, and key informant interviews will also be conducted to document the progression through this objective.

The YTPS will be conducted for all tobacco retailers in our rural county community, which has six small to mid-sized cities and an unincorporated area. There will be a total of 177 retailers surveyed at the beginning of the project to have updated data on the prevalence of tobacco sales to minors and to determine where to focus the interventions. Frequencies and percentages of stores where purchases are completed will be calculated. Sales rates will be calculated for the county and by city/unincorporated areas. The three areas with the highest sales rates will be selected for the intervention.

Data collection training will also be conducted for the YTPS. The training will include a simulation of the actual survey, in which youth trainees will enter a store, observe the surroundings, execute the proper purchasing protocol, leave the store, and then complete the data collection tool. Inter-rater reliability tests will be conducted between the observations of both the adult and the youth with a goal of 98% agreement. Evaluations will be conducted after the training to document the strengths and weaknesses of the training.

Approximately 500 public intercept surveys will be conducted in each of the three targeted areas for intervention at locations such as community events, shopping centers, movie theaters, grocery stores, and other areas with a high number of people visiting. Questions on the survey will ask respondents about the extent of their knowledge and concern regarding tobacco sales to minors, support for or against a policy for tobacco retailers to obtain a license to sell tobacco products, and whether they currently smoke. Frequencies and percentages of yes/no responses will be tabulated and presented to City Councils and board of supervisors (BOS) during our campaign.

Similar to the YTPS, data collection training will also be conducted for the public intercept surveys. Interested community group members as well as individuals answering a help wanted ad will be trained on how to conduct the survey. Simulation interviews will be conducted and post training evaluations will be recorded.



Key informant interviews with City Council and BOS members, as well as the county district attorney and sheriff, in each targeted area will be conducted by telephone after the policies go to vote. The interviews will focus on identifying the key factors members used to decide to support or oppose the policy, as well as the barriers or factors that were conducive to policy adoption/implementation. In addition, interviewees will be asked provide suggestions for other cities who may also be considering tobacco retail licensing policies.

Policy record reviews will also be conducted with City Council and BOS meeting minutes to document which of the targeted areas adopted a tobacco retail license, identify representatives in the decision-making process, and describe the issues raised in support of or opposition to the licensing policy. Analysis of the content in these records will be utilized in post-intervention key informant interviews.

Policy record reviews will also be utilized to document compliance with a policy if it should pass. Compliance will be measured by comparing the number of licenses issued to the list of known tobacco retailers in the areas that adopted a policy.

Our successes and lessons learned will be written up in a final evaluation report. A summary of the report will be submitted to PARTNERS. In addition, we have plans to submit an abstract to the Project Directors' Meeting regarding our successes and challenges in pursuing this objective.