

Sample Evaluation Plan

Indicator 3.2.4*

Proportion of venues with voluntary policy that prohibits the distribution of free or low-cost tobacco products, coupons, coupon offers, or rebate offers for tobacco products

-or-

Proportion of communities or events with a policy that prohibits the distribution of free or low-cost tobacco products, coupons, coupon offers, or rebate offers for tobacco products

Objective:

By June 30, 2010, three cities-Vanilla, Hazelnut, and Cinnamon, in Spice County will adopt and implement policies prohibiting the distribution of free tobacco products, coupons, coupon offers or rebate offers for tobacco products at events open to the public or open to members only in these jurisdictions.

Plan Type:

Single Policy - Policy Adoption and Implementation

Study Design:

Non-experimental

***Please Note:** The California Supreme Court upheld the California state tobacco product sampling ban (Health and Safety Code Section 118950) in December 2005 from claims by RJ Reynolds that the ban, to the extent it restricts cigarette giveaways, is preempted by the Federal Cigarette Labeling and Advertising Act (FCLAA). In August 2006 Washington State's comprehensive tobacco product sampling ban was struck down by a United States District Court on the grounds that FCLAA preempted state activity regulating cigarette giveaways, and in February 2007 another federal court in Washington struck down two local (Seattle and King County) cigarette sampling bans. However, neither of these decisions impacts California's cigarette sampling ban. The California Supreme Court's decision in the Reynolds case remains the law in this state, and only a contrary decision by the United States Supreme Court would trump it.

Local policies that prohibit coupons or rebate offers for cigarettes, which are generally viewed as purely promotional activities, may be subject to preemption by FCLAA. TCS is not discouraging you from addressing coupons or rebate offers in your policy work, but wanted you to know that legally it is more difficult to carve out an exception for coupons and rebates under FCLAA (as compared to the distribution of actual, free product).



Objective Overview

View Objective

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

OBJECTIVE OVERVIEW	EDIT																																							
<p>Objective ID: Not Yet Assigned</p> <p>Completion Date: June 30, 2010</p> <p>Objective: three cities (Vanilla, Hazelnut, and Cinnamon) in Spice County will adopt and implement policies prohibiting the distribution of free tobacco products, coupon offers or rebate offers for tobacco products at all events open to the public or limited to members only in these jurisdictions</p> <p>Primary Priority Area: (1) Counter Pro-Tobacco Influences</p> <p>Is this a primary objective? Yes</p> <p>Target Audience: Audience Group</p> <ul style="list-style-type: none"> Adults 18 years and older General Population Groups Non-specific/General Audience Specific Ethnic Population Groups 																																								
INDICATOR(S)	EDIT																																							
INTERVENTION TOPIC(S)	EDIT																																							
INTERVENTION ACTIVITY PLAN	ADD																																							
EVALUATION DESIGN																																								
<p>Overall Design</p> <p>Plan type: Single Policy - Policy Adoption and Implementation</p> <p>What specific policy outcome is expected to be achieved? to prohibit the distribution of free tobacco products, coupons, coupon offers or rebate offers for tobacco products at events open to the public or open to members only in these jurisdictions</p>	EDIT																																							
<p>Collection of Outcome Data Design</p> <p>What specific outcome is being measured? the number and percentage of events observed that complied with the new policy within the cities that passed the policy.</p> <p>What type of study design will be used? Non-Experimental</p> <p>Measurements: Pre- and Post-test</p> <p>Describe your study design: An intensive advocacy campaign will take place in the cities of Vanilla, Hazelnut, and Cinnamon in Spice County. The outcome measured will be the number and percentage of events observed that complied with the new policy within the cities that passed the policy (using an observational survey at 150 randomly selected events before the policy is voted on to determine the baseline). Process data collection activities include key informant interviews, public intercept surveys, policy record reviews, media activity reviews, and data collection training.</p>																																								
EVALUATION ACTIVITY PLAN																																								
<p>Add Collection of Process Data Activity View Evaluation Activities in Applicant Determined Order Re-order Process Data Activities</p> <table border="1"> <thead> <tr> <th>Activity</th> <th>ID</th> <th>Action</th> </tr> </thead> <tbody> <tr> <td>Collection of Outcome Data</td> <td></td> <td></td> </tr> <tr> <td>Collection of Outcome Data Activity</td> <td></td> <td>View</td> </tr> <tr> <td>Collection of Process Data</td> <td></td> <td></td> </tr> <tr> <td>Key Informant Interview</td> <td></td> <td></td> </tr> <tr> <td>Questions will be pulled together with the assistance of the TC Evaluation Center and will focus on ...</td> <td></td> <td>View</td> </tr> <tr> <td>Questions will be pulled together with the assistance of the TC Evaluation Center. Questions will f...</td> <td></td> <td>View</td> </tr> <tr> <td>Media Activity Record</td> <td></td> <td></td> </tr> <tr> <td>flyers, letters for the letter writing campaign, press releases and media reports</td> <td></td> <td>View</td> </tr> <tr> <td>Policy Record</td> <td></td> <td></td> </tr> <tr> <td>Records of discussions and/or voting results for the tobacco sampling policy will be collected.</td> <td></td> <td>View</td> </tr> <tr> <td>Public Opinion Poll (including Public Intercept Survey)</td> <td></td> <td></td> </tr> <tr> <td>A public intercept survey will be designed with the assistance of the TC Evaluation Center and our c...</td> <td></td> <td>View</td> </tr> </tbody> </table>	Activity	ID	Action	Collection of Outcome Data			Collection of Outcome Data Activity		View	Collection of Process Data			Key Informant Interview			Questions will be pulled together with the assistance of the TC Evaluation Center and will focus on ...		View	Questions will be pulled together with the assistance of the TC Evaluation Center. Questions will f...		View	Media Activity Record			flyers, letters for the letter writing campaign, press releases and media reports		View	Policy Record			Records of discussions and/or voting results for the tobacco sampling policy will be collected.		View	Public Opinion Poll (including Public Intercept Survey)			A public intercept survey will be designed with the assistance of the TC Evaluation Center and our c...		View	
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Outcome Data Activity

Collection of Outcome Data Activity

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

Objective: By June 30, 2010, three cities (Vanilla, Hazelnut, and Cinnamon) in Spice County will adopt and implement policies prohibiting the distribution of free tobacco products, coupon offers or rebate offers for tobacco products at all events open to the public or limited to members only in these jurisdictions

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?

An observational survey will be used to measure the number and percentage of events observed that complied with the new policy within cities that passed the policy.

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

The survey will be designed with the help of the TC Evaluation Center. Multiple instruments will be used to pull questions that are most appropriate for our needs.

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	Yes	Edit Delete	

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

Deliverable Percentage:

.50%

Copyright:

No

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?

Other: like entertainment events but are also open to the public or open to members in the jurisdictions

How will the sample be selected?

random sample of events will be selected prior to the policy being voted on

How many will be in the sample and why?

150 events will be observed for baseline data. The number of events observed to measure extent of implementation will depend on whether the policy was adopted in the jurisdiction. The second observational survey will be conducted during the last 6 months of the funding cycle.

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?

01/10 - 06/10

Tracking Measures			Add
Tracking Measure	Submit	Actions	
Observational survey dataset	On File	Edit Delete	

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

Process Data Activity - Key Informant Interview (City Council Members)

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 (Vanilla, Hazelnut, and Cinnamon) in Spice County will adopt and implement policies prohibiting the distribution of free tobacco products, coupon offers or rebate offers for tobacco products at all events open to the public or limited to members only in these jurisdictions

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: Questions will be pulled together with the assistance of the TC Evaluation Center and will focus on the barriers and challenges in getting a policy adopted and learning about the decision making process.

How many waves of the interviews will be conducted?

1

Who will be the key informants?

city council members in each city

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?

Responses to closed-ended questions will be analyzed with frequencies and percentages. Content analysis will also be performed on open-ended questions.

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:

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

Process Data Activity - Key Informant Interview (Community Groups)

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 (Vanilla, Hazelnut, and Cinnamon) in Spice County will adopt and implement policies prohibiting the distribution of free tobacco products, coupon offers or rebate offers for tobacco products at all events open to the public or limited to members only in these jurisdictions

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.

Community Groups: Questions will be pulled together with the assistance of the TC Evaluation Center. Questions will focus on finding out policy needs, the current policy status, and barriers to adopting a tobacco sampling policy.

How many waves of the interviews will be conducted?

1

Who will be the key informants?

event organizers as well as community, school and business groups

How many key informants will be in this interview?

15

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

Telephone

How will the results be analyzed and interpreted?

Responses to closed-ended questions will be analyzed with frequencies and percentages. Content analysis will be performed to identify the needs for the policy, community awareness, the limitations of any previous education efforts, and the barriers to adoption of the policy.

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:

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

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 (Vanilla, Hazelnut, and Cinnamon) in Spice County will adopt and implement policies prohibiting the distribution of free tobacco products, coupon offers or rebate offers for tobacco products at all events open to the public or limited to members only in these jurisdictions

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.
A public intercept survey will be designed with the assistance of the TC Evaluation Center and our contracted local evaluator. Questions will help us to assess the support for or against prohibiting tobacco product distribution, their knowledge of tobacco distribution at the event they just attended, and whether they are a current smoker.

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 of event attendees will be used to complete the public intercept survey prior to the implementation of the intervention activities.

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?
Frequencies and percentages of yes/no responses will be summarized and used as part of presentations to city council members to demonstrate the public support and need for a tobacco sampling policy.

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:
No

Deliverable Percentage:
2.00 %

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

RESPONSIBLE PARTIES			ADD
Responsible Party	Budget Type	Action	
Evaluation Consultant	Budgeted	Delete	
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, three cities (Vanilla, Hazelnut, and Cinnamon) in Spice County will adopt and implement policies prohibiting the distribution of free tobacco products, coupon offers or rebate offers for tobacco products at all events open to the public or limited to members only in these jurisdictions

Activity Type:

Policy Record

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

Records of discussions and/or voting results for the tobacco sampling policy will be collected.

How will findings from the policy record be analyzed?

Data will be collected and analyzed to identify the concerns from city council members.

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

We will address the concerns raised by city council members by adjusting the intervention activities and try to improve our communication efforts with members who oppose the policy. In addition, members' voting records on tobacco related policies and other public events requirements will help us gauge early on the extent of support we may receive on our policy.

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

01/08 - 06/08

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:

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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.)?

flyers, letters for the letter writing campaign, press releases and media reports

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

to assess the intensity of the campaign prior to policy adoption and the amount of coverage that would educate the public about the new policy (if it were to pass).

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

07/08-12/08

07/09-12/09

Deliverable Percentage:

.50%

TRACKING MEASURES		ADD
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Tracking Measure	Submit	Actions
media activity records	Yes	Edit Delete

RESPONSIBLE PARTIES		ADD
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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 (Vanilla, Hazelnut, and Cinnamon) in Spice County will adopt and implement policies prohibiting the distribution of free tobacco products, coupon offers or rebate offers for tobacco products at all events open to the public or limited to members only in these jurisdictions

Primary Objective: Yes

What type of analysis will be done?

After collecting the baseline data from the first wave, a descriptive analysis on the state of free tobacco sampling and/or distribution of coupons at events open to the public or for members only will be performed. The analysis will provide information that will be helpful to our program in planning our advocacy campaign during the implementation period. A similar descriptive analysis will be performed after the second wave of the observational survey is completed. We will compare the difference in the number of events with free tobacco sampling and distribution of coupons between the two waves with a chi-square test.

How will the results be disseminated?

We will post an abstract of our Final Evaluation Report on PARTNERS and will submit an abstract to the Project Directors' Meeting (PDM).

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?

Implementation will be based on whether each jurisdiction adopts the policy.

Evaluation Narrative Summary:

During the CX needs assessment process, a coalition of community members, including business owners, concerned parents, and various health related community group volunteers cited that the distribution of free tobacco products, coupons, coupon offers or rebate offers for tobacco products posed a significant problem in our county. Previous observations and documentation collected last year showed there were over 500 events in Spice County with some type of tobacco sampling present. Moreover, the problem puts our children at risk for smoking by being exposed to the tobacco industry's targeted marketing tactics and undermining the resolve of recent quitters. As a result, the coalition and program staff decided that working on an objective surrounding indicator 3.2.4 was critical in moving towards the denormalization of tobacco in our community. The overall CX indicator rating was 3.0.

We have decided to pursue a policy adoption and implementation evaluation plan and use a non-experimental evaluation design. An intensive advocacy campaign will take place in the cities of Vanilla, Hazelnut and Cinnamon in Spice County. The outcome measured will be the number and percentage of events observed that complied with the new policy within the cities that passed the policy. Process data collection activities include key informant interviews, data collection training, public intercept surveys, policy record reviews, and media activity reviews.

At the beginning of the program, 10 telephone key informant interviews with city council members will take place before the policy is voted on to determine the barriers and challenges in getting the policy adopted and to learn about the decision making process. An additional 15 key informant interviews via telephone will also be conducted with event organizers as well as community, school, and business groups to learn about their policy needs, current policy status, and barriers to adopting a tobacco sampling policy. Responses to closed-ended questions will be analyzed with frequencies and percentages. Content analysis will be performed to identify the needs for the policy (strong or not), community awareness, the limitations of any previous education efforts, and the barriers to the adoption of the policy. The intervention activities will address these issues and the issues learned from city council member interviews in order to improve the chances of policy adoption.

A public intercept survey of 500 event attendees prior to the implementation of intervention activities to assess the support for or against prohibiting tobacco product distribution, their knowledge of tobacco distribution at the event they just attended, and whether they are a current smoker will be conducted. Frequencies and percentages of yes/no responses will be summarized and used as part of presentations to city council members to demonstrate the public support and need for a tobacco sampling policy. Limitations to this activity include the difficulty of getting event attendees to take time out of their leisure activity to answer our questions.

Policy records will also be reviewed to keep track of the discussion and/or voting results for the tobacco sampling policy. Data will be collected and analyzed to identify the concerns from city council members. We will address the concerns by adjusting the intervention activities and try to improve our communication efforts with council members who oppose the policy. Some of this information may similarly reflect data collected from key informant interviews, however, data from these policy records will provide more support for any conclusions we may have determined from the interviews. A review of policy records created prior to our intervention activities will also help us determine the history of the jurisdiction's voting records on tobacco related policies and other public event requirements. This information will help us to gauge early on the extent of support we may receive for the tobacco sampling policy.

Media activities such as flyers, letters for the letter writing campaign, press releases and media reports will be tracked to assess the intensity of the campaign prior to policy adoption and the amount of coverage that would educate the public about the new policy (if it were to pass). The coverage after policy adoption would help us to assess the extent event planners knew a new policy existed.

To measure the extent of policy implementation, observational surveys will be conducted at 90 randomly selected events before the policy is voted on to determine the baseline percentage of events that contained some form of free tobacco sampling or coupon distribution. In cities that pass the policy, the same observational survey will be conducted for the same events (events may be those that occur annually, biannually, or monthly, etc. or are the same type of event sponsored by the same group, e.g. college sports boosters or festivals, and/or identified through the use of the US Smokeless Tobacco (USST) lists. During the last six months of the funding cycle, after the policy has been passed and the implementation period has begun.

Before the observational surveys are conducted, two 2-hour repeated trainings will be provided for 30 observers (15 in each training session). The observers will be recruited from interested community groups in each jurisdiction. Tobacco education program staff and evaluation consultants will instruct the trainees on how to conduct the observation surveys. After the training session, each trainee will fill out an evaluation form and participate in at least one monitored survey in a mock event setting.

After collecting the baseline data from the first wave, a descriptive analysis on the state of free tobacco sampling and/or distribution of coupons at events open to the public or for members only will be performed. The analysis will provide information that will be helpful to our program in planning our advocacy campaign during the implementation period. A similar descriptive analysis will be performed after the second wave of the observational survey is completed. We will compare the difference in the number of events with free tobacco sampling and distribution of coupons between the two waves using a chi-square test.

We will post an abstract of our Final Evaluation Report on the PARTNERS website describing the process of policy adoption and implementation. Our evaluation consultant will draft and submit an abstract for the Project Directors' Meeting (PDM).

The biggest challenge for this evaluation is that the implementation is based on whether each jurisdiction adopts the policy. We are confident that our advocacy campaign during the implementation period will move this objective forward; however, adoption of the policy is not a guarantee.

