

Sample Evaluation Plan

Indicator 3.2.7

The proportion of independent and chain pharmacy stores with a voluntary policy to NOT sell tobacco products

-or-

Proportion of communities with a policy that prohibits the sale of tobacco products by independent and chain pharmacy stores

Objective:

By June 30, 2010, at least 75% of independent and chain pharmacy stores in low-income neighborhoods in three cities of Macchiatto County will adopt and implement a policy against carrying tobacco products.

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 75% of independent and chain pharmacy stores in low-income neighborhoods in three cities of Macchiato County will adopt and implement a policy against carrying tobacco products.

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

Is this a primary objective? Yes

Target Audience: **Audience Group**

- Business/Merchant

General Population Groups

- Non-specific/General Audience

Specific Ethnic Population Groups

INDICATOR(S) EDIT

INTERVENTION TOPIC(S) EDIT

INTERVENTION ACTIVITY PLAN ADD

EVALUATION DESIGN EDIT

Overall Design

Plan type:

Single Policy - Policy Adoption and Implementation

What specific policy outcome is expected to be achieved?

at least 75% of independent and chain pharmacy stores in low-income neighborhoods of three cities of Macchiato County will adopt and implement a policy against carrying tobacco products.

Collection of Outcome Data Design EDIT

What specific outcome is being measured?

the percentage of independent and/or chain drugstores/pharmacy stores in low income neighborhoods that have stopped carrying tobacco products.

What type of study design will be used?

Non-Experimental

Number of Intervention Groups:

1

Number of Control Groups:

0

Intact Group:

Yes

Measurements:

Pre- and Post-test

Describe your study design:

An observational survey will be conducted before and after intervention activities among a sample of drugstores/pharmacies to document policy adoption and the extent of implementation. Process data collection activities such as key informant interviews, public intercept surveys, focus groups, and data collection trainings will be utilized to document the policy adoption process.

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 understand how to conduct a public opinion poll		View
Focus Group		
Topics include the pharmacists' perspective on pharmacies selling tobacco products alongside medicin...		View
Key Informant Interview		
A survey will be developed with the assistance of the TC Evaluation Center. We will determine whethe...		View
Media Activity Record		
press releases and media reports will be tracked and collected		View
Public Opinion Poll (including Public Intercept Survey)		
The public opinion poll questions will be developed with the assistance of the TC Evaluation Center...		View

Outcome Data Activity

Collection of Outcome Data Activity

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

Objective: By June 30, 2010, at least 75% of independent and chain pharmacy stores in low-income neighborhoods in three cities of Macchiate County will adopt and implement a policy against carrying tobacco products.

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 observation survey to document the presence or absence of tobacco products in the pharmacies.

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

We will work with the TC Evaluation Center to determine the appropriate questions and formats for collecting the observation data.

Start period for instrument and data collection protocol development:

07/08-12/08

Completion period for instrument and data collection protocol development:

07/08-12/08

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:

.00 %

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: pharmacies

How will the sample be selected?

Simple random selection

How many will be in the sample and why?

a list of all pharmacies in low-income neighborhoods will be used. Information from the Chamber of Commerce indicates that there are about 50 drugstores/pharmacies in the three targeted cities.

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 analysis report	Yes	Edit Delete	
Observational survey dataset	On File	Edit Delete	
Post test data analysis 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 30, 2010, at least 75% of independent and chain pharmacy stores in low-income neighborhoods in three cities of Macchiateo County will adopt and implement a policy against carrying tobacco products.

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.

A survey will be developed with the assistance of the TC Evaluation Center. We will determine whether there is an existing survey or request TA to pull questions from multiple sources to create a survey that works for our objective. Questions will include the barriers and challenges to adopting a policy against carrying tobacco products in the pharmacy, attitudes about the role of organizations in the health field in preventing tobacco-related diseases, and questions to assess the decision-making process amongst the independent and/or chain drugstore/pharmacy stores with regards to policies.

How many waves of the interviews will be conducted?

1

Who will be the key informants?

Pharmacy/drugstore owners or corporate representatives that serve the areas where the interventions will take place.

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?

Simple frequencies will be tabulated to identify common themes of barriers/challenges that can be incorporated into the intervention to increase the likelihood that policy would be adopted. Barriers/challenges or reasons for the policy adoption will be summarized.

Progress report period in which the interview will be conducted:

07/07-12/07
01/08-06/08

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

01/08-06/08
07/08-12/08

Copyright:

No

Deliverable Percentage:

1.00 %

TRACKING MEASURES ADD

Tracking Measure	Submit	Actions
Key informant interview summary report (pre- and post-intervention)	Yes	Edit Delete
Key Informant interview survey instrument and transcript	Yes	Edit Delete

RESPONSIBLE PARTIES ADD

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

Process Data Activity - Focus Group

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 75% of independent and chain pharmacy stores in low-income neighborhoods in three cities of Macchiato County will adopt and implement a policy against carrying tobacco products.

Activity Type:

Focus Group

What is the discussion topic(s) or purpose for this focus group?

Topics include the pharmacists' perspective on pharmacies selling tobacco products alongside medicinal products, their support for or against a policy to not carry tobacco products, the challenges and barriers in adopting and implementing the policy, and the perceived benefits in having the policy.

How many times will this focus group be conducted?

2

What are the criteria to select the participants or who will be in the group(s)?

pharmacists working in pharmacies/drugstores in the targeted cities/neighborhoods.

How many participants will be in this focus group?

8

How will the results be analyzed and interpreted?

Qualitative analysis will be conducted to summarize themes and identify barriers and challenges to our intervention activities. Focus group results will also be used when making presentations to pharmacy owners/regional supervisors and released to the media to generate more interest in our campaign.

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

01/08 - 06/08

Progress report period(s) in which the focus group results will be analyzed and disseminated:

07/08 - 12/08

Copyright:

No

Deliverable Percentage:

.50 %

TRACKING MEASURES			ADD
Tracking Measure	Submit	Actions	
focus group questions	Yes	Edit Delete	
summary of focus group themes	Yes	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 75% of independent and chain pharmacy stores in low-income neighborhoods in three cities of Macchiate County will adopt and implement a policy against carrying tobacco products.

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 public opinion poll questions will be developed with the assistance of the TC Evaluation Center. Questions will assess the attitudes of community members towards the presence of tobacco products in their community's pharmacies, their support for a policy against carrying tobacco products in the pharmacies, whether they have purchased tobacco products at a pharmacy, and/or their willingness to purchase it somewhere else if a policy was adopted.

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 375 customers leaving the pharmacies in the three cities. The poll will be conducted before the interventions.

How many will be in the sample?

375

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 or against a policy against carrying tobacco products in pharmacies, their view on pharmacies selling tobacco products alongside medicinal products, and whether they are a current smoker. Data will be analyzed with descriptive statistics (frequencies, percentages, averages), including cross-tabulations of attitudes by smoking status.

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
public opinion poll instrument	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 75% of independent and chain pharmacy stores in low-income neighborhoods in three cities of Macchiateo County will adopt and implement a policy against carrying tobacco products.

Activity Type:

Data Collection Training

What is the purpose of this training?

to learn how to conduct a public opinion poll

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?

10

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

interested community organization staff and respondents to a help-wanted ad will be trained by the evaluation consultant.

How will the training be evaluated?

Evaluation forms will be completed by the trainees and mock data collection situations will be monitored by program staff and performed by each trainee. Multiple groups will go through the simulations at the same time.

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	
Evaluation Consultant	Budgeted	Delete	

Process Data Activity - Media Activity Record

View Collection of Process Data Activity

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

Remember to provide **Tracking Measures** and **Responsible Party** information below!

Objective:

By June 30, 2010, at least 75% of independent and chain pharmacy stores in low-income neighborhoods in three cities of Macchiato County will adopt and implement a policy against carrying tobacco products.

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.)?

press releases and media reports will be tracked and collected

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

the records will be used to document the intensity of media coverage for our intervention activities

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

07/08-12/08

01/09-06/09

07/09-12/09

Deliverable Percentage:

.50%

TRACKING MEASURES			ADD
Tracking Measure	Submit	Actions	
media activity records	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, at least 75% of independent and chain pharmacy stores in low-income neighborhoods in three cities of Macchiate County will adopt and implement a policy against carrying tobacco products.

Primary Objective: Yes

What type of analysis will be done?

This is a non-experimental design with a pre/post measure with an intervention group, but no comparison group. After the intervention period, an observational survey will be used to determine the level of policy adoption and/or implementation in the targeted cities. Process data collection activities will be used to document the policy adoption path.

How will the results be disseminated?

Our findings will be written up in a final evaluation report and an abstract will be posted on PARTNERS. An abstract will also be submitted to the National Conference on Tobacco Or Health (NCOTH). In addition, a community interest piece will be written and submitted to local area newspapers for consideration to highlight the pharmacies/drugstores that have taken a stand against tobacco industry influences.

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	
	Yes	Edit Delete	

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

Deliverable percentage:

2.00 %

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

it may be difficult to recruit pharmacists to participate in the focus groups since some may be hesitant to discuss the pros and cons of their employers' policies.



Evaluation Narrative Summary:

Though Macchiatto County has been very progressive with a variety of tobacco control related policies in areas such as secondhand smoke, tobacco retail licensing, and sponsorship, the pharmacies in the low-income neighborhoods still carry tobacco products. We view drugstores and pharmacies as entities serving a health promotion function by being a source of medicine and pharmaceutical advice to those who seek remedies. Therefore, it appears hypocritical that pharmacies are a source of a product that increases a person's risk for disease and illness. Moreover, drugstores and pharmacies that carry tobacco products add to the availability of tobacco products in our community, especially among low-income neighborhoods. By getting drugstores and pharmacies to adopt and implement a policy against carrying tobacco products, it would send a critical message to the public that these establishments care about the health and well-being of their customers. As a result, we are interested in getting drugstores and pharmacies in low income neighborhoods in at least three cities in Macchiatto County to adopt and implement a policy against carrying tobacco products. The overall CX indicator rating was 2.0.

As the objective states, the primary purpose of the evaluation is to document both the passage and implementation of the policies in low-income neighborhoods of at least three cities. The study design is non-experimental, with a pre/post-test measure with the intervention group and no comparison group. The three cities were selected for their proximity to each other and because they had the largest number of drugstores and pharmacies located in low-income neighborhoods.

To document the policy adoption path, process data collection activities such as key informant interviews with drugstore and pharmacy owners or regional supervisors of chain pharmacies, focus groups with pharmacists who work at pharmacies in the low-income neighborhoods, public intercept surveys of customers of the pharmacies targeted, media activity, and data collection trainings will be conducted.

In addition, observational surveys will be conducted prior to and after policy adoption and implementation to measure the extent of implementation in the targeted cities. The number of drugstores and pharmacies that have adopted and implemented the voluntary policy will be compared to data collected from a pre-observational survey of drugstores and pharmacies located in low-income neighborhoods of the three targeted cities. Program staff members will visit the pharmacy to determine if tobacco products are still being sold there.

Key informant interviews will be conducted with 15 drugstore and pharmacy owners or the regional supervisors of chain pharmacies in three cities of Macchiatto County to assess their support for or against a policy to not carry tobacco products in their stores. The cities will be selected based on their proximity to each other and the number of low-income areas with pharmacies. Low-income areas will be identified using the US Census Bureau's definition for low-income census tracts. Interviews will also be used to better understand the decision making process for getting a policy in place and to fine tune our intervention activities. We will utilize qualitative analysis techniques to summarize themes and to also identify possible challenges or barriers to getting a policy adopted and implemented.

Two focus groups will also be conducted with pharmacists working in pharmacies located in the targeted cities and neighborhoods. Questions will be asked about their perspective on pharmacies selling tobacco products alongside medicinal products, their support for or against a policy to not carry tobacco products, the challenges and barriers in adopting and implementing the policy, and the benefits they perceive will occur if a policy is adopted. Qualitative analysis will be conducted to summarize themes and identify barriers and challenges to our intervention activities. Focus group results will also be used when making presentations to pharmacy owners/regional supervisors and released to the media to generate more interest in our campaign.

Public intercept surveys will be conducted with customers leaving and going into pharmacies in the targeted cities. After consulting with an evaluator and considering the three targeted cities had a population of about 50,000, a total sample size of 375 was established (95% confidence interval). Questions will be asked about their support for or against a policy against carrying tobacco products in a pharmacy, their view on pharmacies selling tobacco products alongside medicinal products, and whether they are a current smoker. Demographic information, such as gender, ethnicity, and age group, will also be collected. Data will be analyzed with descriptive statistics (frequencies, percentages, averages), including cross-tabulations of attitudes by smoking status. As with the focus group, data gathered and summarized will be used to make presentations to pharmacy owners/regional supervisors and released to the media to demonstrate the public's support for the policy.

A 2-hour data collection training session will be led by the local program evaluator to train interviewers on how to conduct the public intercept surveys. A total of 10 interviewers will be recruited from interested community groups and student groups in area college campuses. The training will include practice in mock interview situations. A form to evaluate the training will be distributed to all trainees at the end of the session.

Media activity records such as press releases and media reports will be tracked to document the intensity of media coverage for our intervention activities.

A limitation to this evaluation design is the anticipated difficulty of getting pharmacists to participate in the focus groups. We will provide educational posters and others materials from TECC as an incentive to participate.

Our findings will be written up in a final evaluation report and the abstract will be submitted to PARTNERS for posting and an abstract will be submitted to the National Conference on Tobacco Or Health (NCTOH). In addition, a community interest piece will be written and submitted to local area newspapers for consideration to highlight the pharmacies that have taken a stand against tobacco industry influences.