



Instrument ESSENTIALS for Secondhand Smoke Objectives

TOPIC

The aim of secondhand smoke objectives, is to prevent or limit exposure to secondhand smoke/vapor from tobacco, vape products and marijuana in inside and/or outside spaces.

Tobacco control projects work to address this problem with a legislated policy (adopted by the city council or board of supervisors covering the entire jurisdiction). Addressing the problem with individual voluntary policies that affect one or several spaces/events at a time is time-consuming and can be subject to the changeable whims of the entity or manager.

SHS objectives often look at public places like parks, recreation areas, plazas, waiting areas (including transportation stands) or events like farmer's markets, sports events, concerts, fairs, etc.

[*Because assessing secondhand smoke in multi-unit housing is somewhat different than public spaces, there is a separate resource document on evaluating MUH objectives.]

TERMINOLOGY

- × **Secondhand smoke:** Be sure to define as: "The smoke or vapor that drifts from someone else's use of tobacco, vape or marijuana products."
- × **Smoke:** When talking about smoke, be sure to explain you mean smoke or vapor from tobacco, marijuana or vape products.
- × **Thirdhand smoke:** Residue from tobacco or marijuana smoke or vapor from e-products that gets absorbed into surfaces like walls, carpets, furniture as well as interior surfaces of vehicles. This residue may remain in these materials for years.

USES OF EVALUATION

Observations of spaces are used to:

- a. Persuade decisionmakers of the need for a policy by documenting the extent of the problem (pre-intervention)
- b. Confirm compliance once a policy is adopted and implemented by comparing conditions before and after policy adoption

Measures

- The number (and location) of people smoking or vaping in the area
- The presence of drifting smoke or vapor (observed by smell)
- The presence (and location) of tobacco/vape product litter

- The presence (and location) of 'no smoking' signage
- The presence (and location) of designated smoking or no-smoking areas, and proximity to children
- The proximity of smoking/vaping near doors, windows or entryways

Public Opinion Surveys are used to:

- a. Persuade decisionmakers of the need for a policy by documenting the extent of the problem or the level of support for a smoke-free policy (pre-intervention)
- b. Measure the need for community education and/or readiness for mobilization

Measures

- Frequency of exposure to secondhand smoke/vapor and/or tobacco waste
- Actions taken when exposed to secondhand smoke/vapor
- Knowledge about the harms of second and thirdhand smoke/vapor and tobacco waste
- Amount of support/preference/interest for smoke-free areas or events
- Knowledge of existing smoke-free policy (if there is one)
- How rigorously the policy is enforced
- Where smoking is allowed
- Demographic questions about ethnicity, income or other low SES measures; #/% of individuals who live with young children or people with health problems made worse by smoke/vapor; #/% individuals who live with someone who smokes/vapes, smoking/vaping use

Focus Groups with patrons/users of the space are carried out to:

- a. Inform project strategies and timing
- b. Persuade decisionmakers/managers of the space or event of the need for a voluntary policy
- c. Confirm the policy is being enforced

Measures

- Knowledge about the harms of secondhand and thirdhand smoke/vapor
- Feelings and experiences with secondhand smoke in the space/event
- Interest/preference for smoke-free spaces/events

(Once the policy has been implemented)

- Whether/where smoking is allowed
- Whether they still experience drifting smoke or see tobacco waste
- How well the policy is working/being enforced
- How policy infringements are handled

Key informant interviews with owners/managers of the space are used to:

- a. Assess the need for education re: the harms and costs of second and thirdhand smoke/vapor
- b. Inform project timing and strategies for policies

- c. Understand hesitancy or opposition to smoke-free policy
- d. Formulate the most amenable policy options
- e. (Once policy is implemented) Find out how well the policy is working

Measures

- Knowledge of the harms of secondhand and thirdhand smoke/vapor
- Perceived (or actual) advantages/disadvantages of having smoke-free spaces or events
- Amenable policy provisions (how to frame the issue or word the policy)
- Support or opposition for voluntary or legislated policy
- Identify existing smoke-free policies (where smoking is allowed, how enforced, etc.)
- How well the policy is working
- Need for technical assistance, 'no smoking' signage, marketing
- Willingness to sign pledges not to accept tobacco/vape sponsorship

Owner/manager surveys are used to:

- a. Assess the need for education
- b. Inform project timing and strategies for policies
- c. Understand readiness and/or support or opposition for smoke-free policy
- d. Identify whether to pursue voluntary or legislative policy
- e. Formulate most amenable policy options
- f. Demonstrate industry willingness for legislated policy to lawmakers

Measures

- Awareness of harms of secondhand and thirdhand smoke/vapor
- # & type of existing smoke-free policies
- Perceived (or actual) advantages/disadvantages of having smoke-free spaces or events
- Support or opposition for voluntary or legislated policy
- Type, size, characteristics of housing complex
- Demographic characteristics of owner/manager, tenants