

Tobacco Evaluations

Tobacco Strategic Evaluation Plan

Health Promotion and Chronic Disease Prevention (HPCDP) has a robust, coordinated evaluation approach that addresses elements of comprehensive tobacco control programs.

The Tobacco Strategic Evaluation Plan is designed to organize the various evaluations that will answer specific questions relevant to tobacco planning and to generate information that can be used to improve the quality of work and demonstrate accountability and effectiveness. The evaluations detailed below will **ensure accountability, improve program quality** and **cultivate best practices**.

QUESTIONS FOR TRAC

1. Are there evaluation needs not reflected below?
2. Would any topic area(s) benefit from further conversation / evaluation support to inform work planning?

PROPOSED EVALUATIONS 2019 - 2021

1. **Statewide Tobacco Retail Evaluation and ICAA Evaluation** – Evaluate local progress with tobacco retail strategies and expansion of Oregon’s Indoor Clean Air Act (ICAA).
2. **Tobacco Prevention and Education Program funding (new tiers)** – Evaluate the new TPEP tiered funding approach.
3. **Quitline and Cessation Campaign Evaluation** - Evaluation of tobacco cessation communication campaigns and Oregon’s tobacco Quitline.
4. **State to local technical assistance / capacity building evaluation** – Evaluate technical assistance and capacity building activities.

COMPLETED EVALUATIONS 2017 - 2019

1. **House Bill 2546 Policy Process Evaluation** – House Bill 2546 defined e-cigarettes as “inhalant delivery systems” and incorporated the products into existing tobacco sales to minors laws and Oregon’s Indoor Clean Air Act (ICAA). This evaluation gathered lessons learned for future policy processes in Oregon.
2. **Tobacco 21 Evaluation** - This evaluation describes the short-term outcomes of implementation of Tobacco 21 with data from youth and youth adults in all counties in Oregon.
3. **Statewide Tobacco Retail Evaluation and ICAA Evaluation** - Local Health Authorities and Tribal Health Authorities are implementing tobacco retail strategies that prevent tobacco use initiation and reduce tobacco use disparities and expand Oregon’s Indoor Clean Air Act (ICAA).

4. **Strategies for Policy And enviRonmental Change (SPArC) Tobacco Free** –This evaluation identified elements that are likely to be critical in advancing local tobacco retail environment policy.
5. **Prevention Campaign Evaluation** - This evaluation determines the impact of the Tobacco Prevention Education Campaign, a tobacco counter-marketing health communications campaign, on population awareness and support for tobacco prevention messages and related policies that will reduce youth tobacco use initiation and support tobacco use cessation.
6. **Sustainable Relationships for Community Health (SRCH)** - The Oregon Public Health Division sponsored a series of institutes consisting of facilitated discussions and technical assistance to engage leaders across multiple sectors to improve referral and payment/reimbursement processes and promote the connection between clinics and services in the community in order to reduce the burden of tobacco use and other chronic conditions.
7. **Quitline and Cessation Campaign Evaluation** - The Quitline and Cessation Campaign Evaluation documents lessons learned from cessation campaign evaluation activities and documents the effectiveness of the Quitline