

Tobacco Retail Evaluation

Executive Summary Report

April 2018

Program Description

Oregon's Tobacco Prevention and Education Program (TPEP) has funded county Local Public Health Authorities (LPHAs) to advance tobacco prevention since 1998. TPEP has required grantees to work on addressing the marketing, promotion and availability of tobacco and flavored tobacco products in the retail environment since 2013. Retail efforts began with a required observational assessment of their local retail environment. Since then, LPHAs have been working to improve conditions through community engagement and policy change.

Purpose

This evaluation's goal was to increase the understanding of essential elements that will lead to success in establishing effective local tobacco retail policies in communities throughout Oregon. TPEP contracted with the Rede Group, an independent evaluator, to conduct the evaluation.

Key Evaluation Questions

1. Are there essential elements (e.g. funding, staff resources, community readiness, or staff training and technical assistance) that communities must have in place to move tobacco retail policies forward?
2. What are the most significant challenges communities face to passing strong tobacco retail policies?
3. In what ways did TPEP grantees make progress toward adopting tobacco retail policies?

Findings

+ 78 Local Policy Initiatives

Local tobacco programs are working in 70 jurisdictions in Oregon to advance 78 local tobacco retail policy initiatives.

+ 9 Local Policies

Four counties in Oregon passed 9 tobacco retail policies. All successful policies were in counties receiving competitive TPEP grant funds.

+ 1 Statewide Policy

The Oregon legislature passed one statewide tobacco retail policy that was signed into law by the Governor.

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Point-in-time Assessment (PIT)

The Rede Group administered two point-in-time assessments (October 2016 and June 2017) based on the Health Promotion and Chronic Disease Prevention (HPCDP) Policy Change Process Model. All LPHAs participated to identify the current stage of their tobacco retail policy initiatives.

Local policy change progressed.

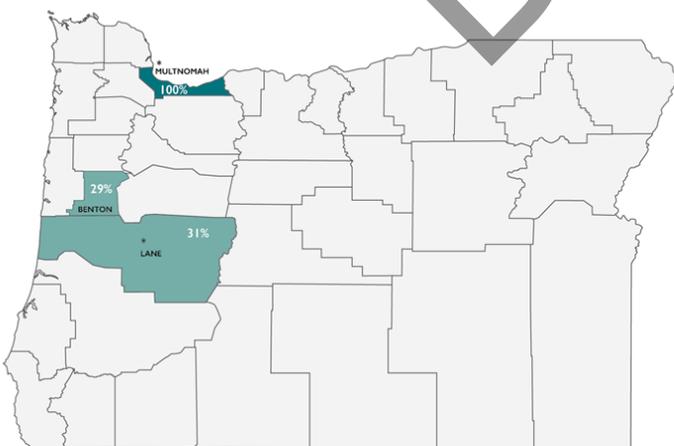
- Over half (55%) of the LPHAs (n=29) had one or more policy initiatives that progressed through the policy change process.
- There were four local tobacco retail licensure initiatives and one local policy to raise the legal sales age of tobacco products to 21.
- One-fourth (28%) of the LPHAs (n=32) added a new policy strategy during the interval between the assessments.
- Two thirds (63%) of the LPHAs with an undecided policy initiative at baseline (n=8) had declared that they were working on a best practice tobacco retail policy strategy by follow up in June 2017.

Recommendation:

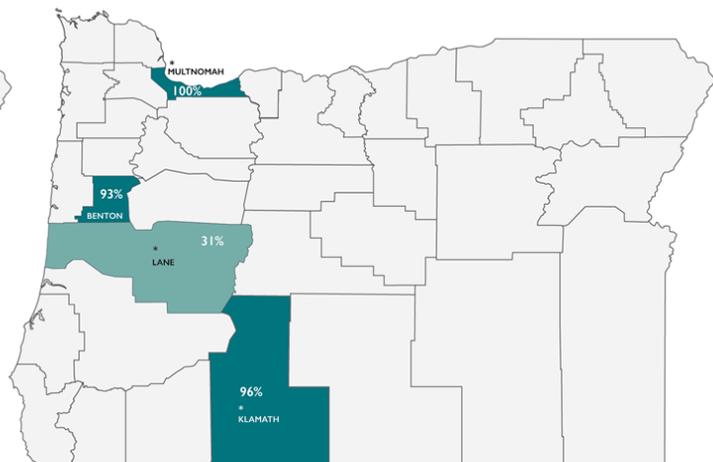
Local tobacco prevention programs, with support from HPCDP, should continue to find ways to increase their knowledge of the subject of tobacco retail environment policy change and spread expertise within and among local public health agencies.

Retail License Policy Coverage: Comparison PIT1 & PIT 2

Point-in-time Assessment 1: October 2016



Point-in-time Assessment 2: June 2017



Legend:

County Population Coverage:

- 76 - 100%
- 26 - 75%
- >26%
- No coverage

*SPArC Counties

State Population Coverage:



Legend:

County Population Coverage:

- 76 - 100%
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*SPArC Counties

State Population Coverage:



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Strategies for Policy And enviRonmental Change (SPArC)

In 2014 and 2016, the Oregon Health Authority provided competitive funding opportunities to LPHAs to accelerate tobacco prevention policy, systems, and environmental change. The intention of this funding opportunity, called Strategies for Policy And enviRonmental Change (SPArC) Tobacco-Free was to complement, build upon and advance the current local tobacco prevention work.

LPHAs that received competitive funding were more likely to advance tobacco retail policies than LPHAs with only TPEP funding.

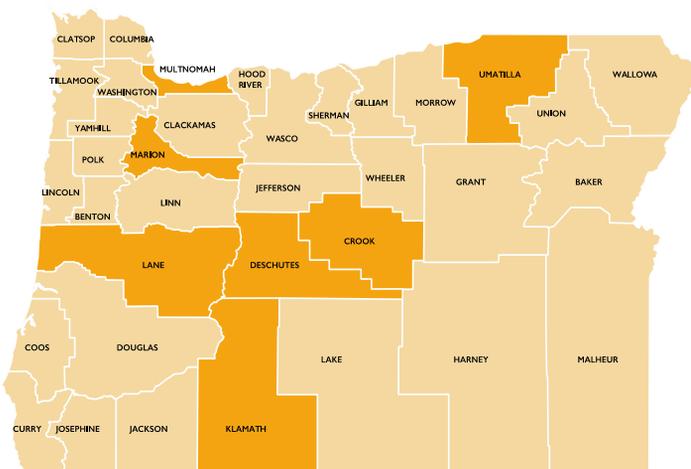
- Five local tobacco retail policies have passed in Oregon. All of those policies have passed in counties that received SPArC funding in 2014 or 2016.
- While some advances were in geographic areas of the state that often lead the way in changing tobacco prevention policy, others were not. Thus, success cannot be attributed solely to the existing policy environment.

Recommendation:

To advance tobacco retail environment policy, tobacco prevention proponents should advocate for additional funding, to be awarded on a competitive basis, for targeted local efforts that replicate the SPArC model.

Tobacco Retail Evaluation 2016-2017 SPArC & TPEP Funded Counties

- Counties with SPArC and TPEP funding
- Counties with TPEP funding



+ All grantees that received two rounds of SPArC funding passed best-practice tobacco retail policies.

+ SPArC grantees advanced more policies, and advanced those policies faster, than non-SPArC counties.

+ Counties who have never received SPArC funding have not passed tobacco retail policies and are (on average) at the very initial stages of the policy change process.

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Essential Elements for Advancing Tobacco Retail Policy

This evaluation included key informant interviews with 20 national and local experts who had recent successes in passing tobacco retail policies. These key informants identified the following elements as necessary for passing such policies:

1. Legal and policy support
2. An active coalition
3. An ability to identify and frame the problem
4. LPHA capacity and authority to build awareness, lead programs, or drive policy
5. Political will
6. Awareness among policy makers and others about the extent and harmful health effects of tobacco at the point-of-sale
7. Support of leadership within the agency

There were also key challenges to advancing tobacco retail policy.

- Lack of buy-in from local elected officials and community leaders
- Lack of local policy coordinator knowledge and confidence
- Difficulty identifying local organizations or individuals to champion policy change

Recommendation:

In developing state and local strategies for advancing local tobacco retail environment policies, resources should be focused on the seven essential elements identified in this evaluation.

Conclusions

- + This evaluation identified seven essential elements critical to advancing local tobacco retail environment policy.
- + LPHAs experience a complex and diverse set of challenges to advancing tobacco retail environment policy strategies.
- + LPHAs focus on tobacco retail environment policy is resulting in progress toward policy adoption.
- + LPHAs that received SPArC Tobacco-Free funding were far more likely to advance tobacco retail policies.
- + The HPCDP Policy Change Process Model is an effective tool for measuring local progress on policy change initiatives.

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