

Tobacco Evaluations Internal Fact Sheet

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**.

HPCDP's Five-Year Strategic Plan identifies five strategic priorities related to tobacco control:

1. Increase the price of tobacco products with at least 10 percent dedicated to a comprehensive tobacco control program.
2. Increase the number of environments where tobacco use is prohibited.
3. Increase the number of jurisdictions covered by retail restrictions such as sampling bans, bans on flavored tobacco or tobacco advertising restrictions.
4. Reduce tobacco use initiation through hard-hitting counter-advertising campaigns, including broadcast, print, point-of-purchase and social marketing media.
5. Increase the number of quit attempts by low-income Oregonians.

1 Increase the price of tobacco products with at least 10 percent dedicated to a comprehensive tobacco control program.

No evaluations to date.

2 Increase the number of environments where tobacco use is prohibited.

Tobacco-free Properties Policy Evaluation in Counties- The Tobacco-free Properties Policy Evaluation in Counties is intended to improve understanding of what leads to success adopting, implementing and sustaining tobacco-free government worksite policies specifically and tobacco control policies generally.



Preliminary data: interpret with caution

Key findings:

7 counties passed comprehensive tobacco-free **all county** policies

12 counties passed tobacco-free policies covering **some county** property

7 Counties and **5** tribes passed policies **exceeding** the Oregon Indoor Clean Air Act (**ICAA**) **minimum standards**

3

Increase the number of jurisdictions covered by retail restrictions such as sampling bans, bans on flavored tobacco or tobacco advertising restrictions.

Statewide Tobacco Retail Evaluation and Strategies for Policy And enviRONmental Change (SPArC) Tobacco Free-

Local Health Authorities and Tribal Health Authorities are implementing tobacco retail strategies that prevent tobacco use initiation and reduce tobacco use disparities. Additionally, the Oregon Health Authority (OHA) has funded seven Local Public Health Authorities (LPHAs) to implement policy, systems and environmental tobacco prevention strategies.



Preliminary findings: Most grantees feel that retailer engagement is important and plan to engage retailers this year.

9 out of 30 grantees are **currently engaging** retailers

22 out of 30 grantees **plan to engage** retailers

5 out of 7 SPArC grantees are **currently engaging** retailers

4

Reduce tobacco use initiation through hard-hitting counter-advertising campaigns, including broadcast, print, point-of-purchase and social marketing media.

Prevention Campaign Evaluation- This evaluation strives to determine 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.

Preliminary data: interpret with caution



Key findings: The Smokefree Oregon community has grown considerably since 2014 and there is high awareness and use of Smokefree Oregon materials by grantees.

Smokefree Oregon ads **inform** local and state tobacco policy discussions

1/3 of adults recalled the longest running ad **during** fall ad runs

1/4 of adults remember the ad **6 months later**

5 Increase the number of quit attempts by low-income Oregonians.

Sustainable Relationships for Community Health (SRCH)- The Oregon Public Health Division will sponsor 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.



Key findings: Estimated to be available Summer 2017.

Quitline and Cessation Campaign Evaluation- HPCDP is exploring a consortium model to sustain the reach of tobacco cessation and prevention communication campaigns. The Quitline and Cessation Campaign Evaluation will be used to document lessons learned from the first attempts at such coordination.



Key findings: Estimated to be available Summer 2017.