Advancing Tobacco Control Practice through Policy Evaluation: Engaging Stakeholders to Set an Agenda for Reducing Tobacco Industry Influence

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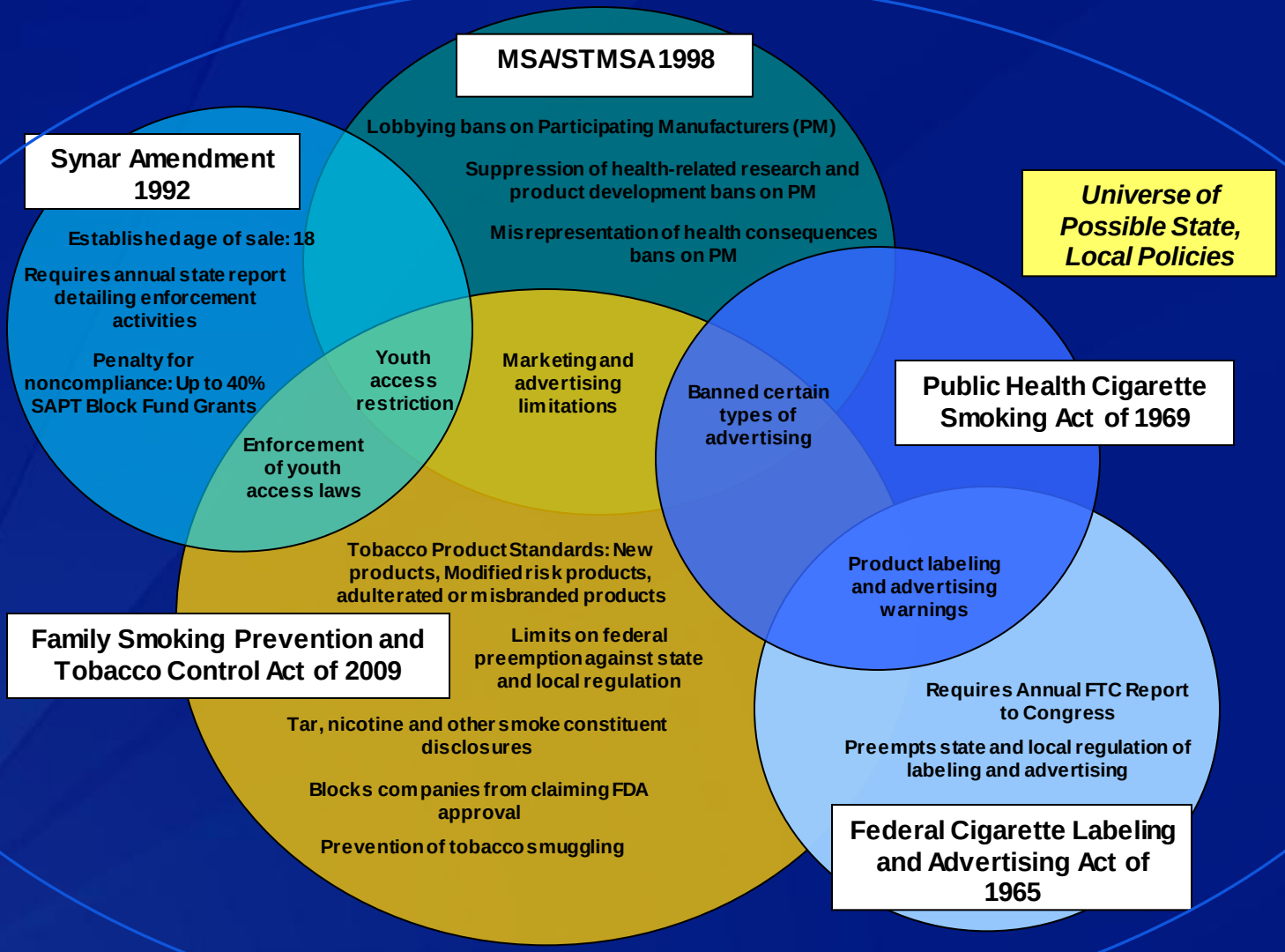
The findings and conclusions in this presentation are those of the author and do not necessarily represent the views of the Centers for Disease Control and Prevention.

Historic Policy Opportunities in Tobacco Control

Courtesy of Campaign for Tobacco Free Kids

The National Policy Environment



OSH Background

Office on Smoking and Health (OSH):

- Develop, conduct, and support strategic efforts to protect the public's health from the harmful effects of tobacco use.
- Fund health departments in all 50 states, the District of Columbia, and seven U.S. territories for comprehensive tobacco prevention and control.
- Funded programs focus on tobacco use prevention, cessation, smoke-free environments, and tobacco-related disparities.

OSH Tobacco Industry Monitoring Summit

An approach for capturing expert opinion

Summit Purpose

To capitalize on opportunities presented by the Family Smoking Prevention and Tobacco Control Act, OSH is working to clarify its strategic priorities in the new environment and to enhance and create effective monitoring systems that will inform program and policy efforts.

Key issues:

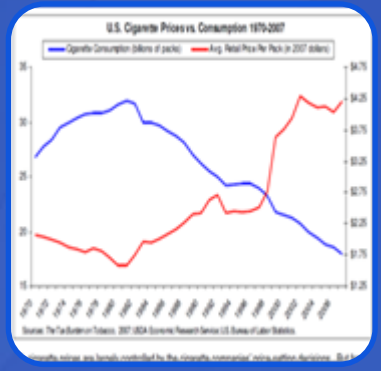
- Clarify areas critical to reducing tobacco industry influences
- Inform possible development of appropriate surveillance and evaluation approaches

Clusters and Focus Areas

Photo courtesy of Campaign for Tobacco Free Kids

Advertising

- Retail advertising
- New and other tobacco products
- Electronic media forums



Pricing

- Price discounts and bonus cigarettes
- Retail slotting and trade allowances

Clusters and Focus Areas

Photo courtesy of tobacco21.org

Impact on the Consumer

- Survey-based measurement issues at National and State levels
- Tobacco related attitudes and use

Photo courtesy of cbsnews.com

Impact on the Public

- Tobacco industry interference
- Lobbying, contributions and corporate social responsibility
- Sponsorship

Clusters and Focus Areas

Retail Distribution

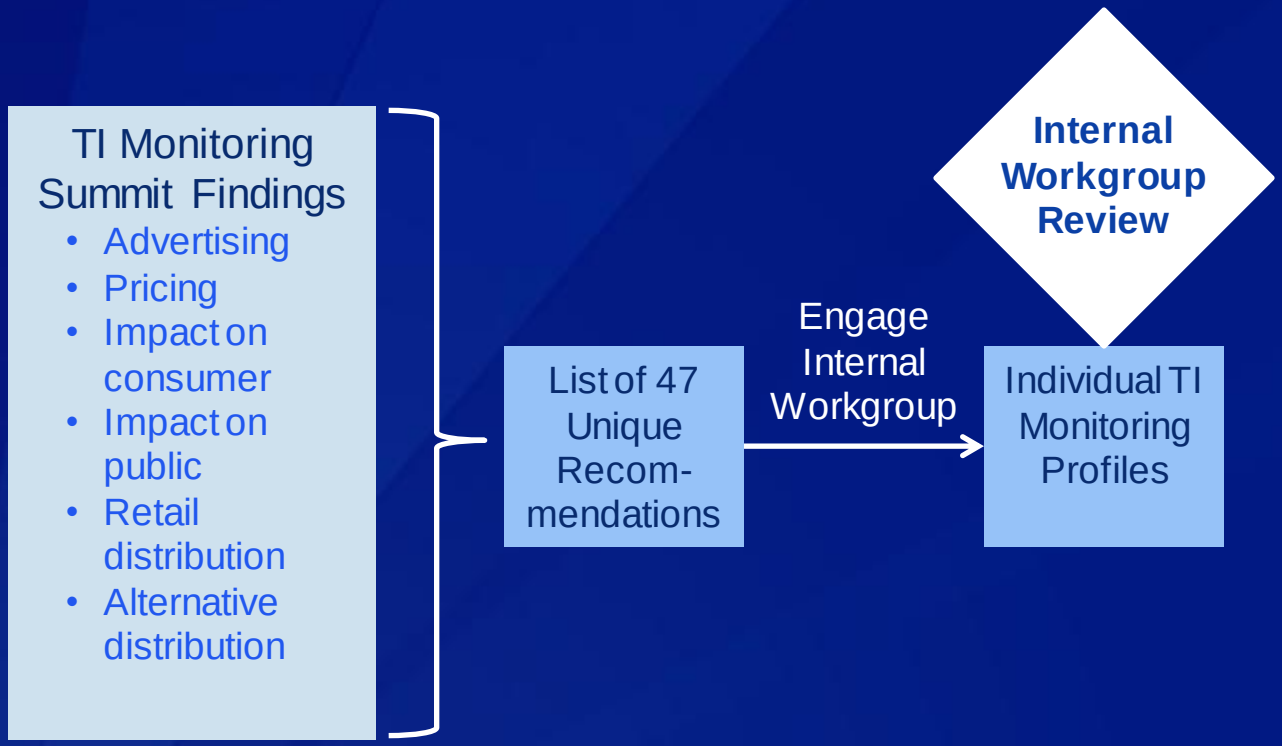
- Store type, number, density
- Retailer licensing

Photo courtesy of StoreAlert.org

Alternative Distribution

- Tax evasion and counterfeit
- Internet sales of tobacco

Considering Stakeholder Input: Prioritizing Recommendations



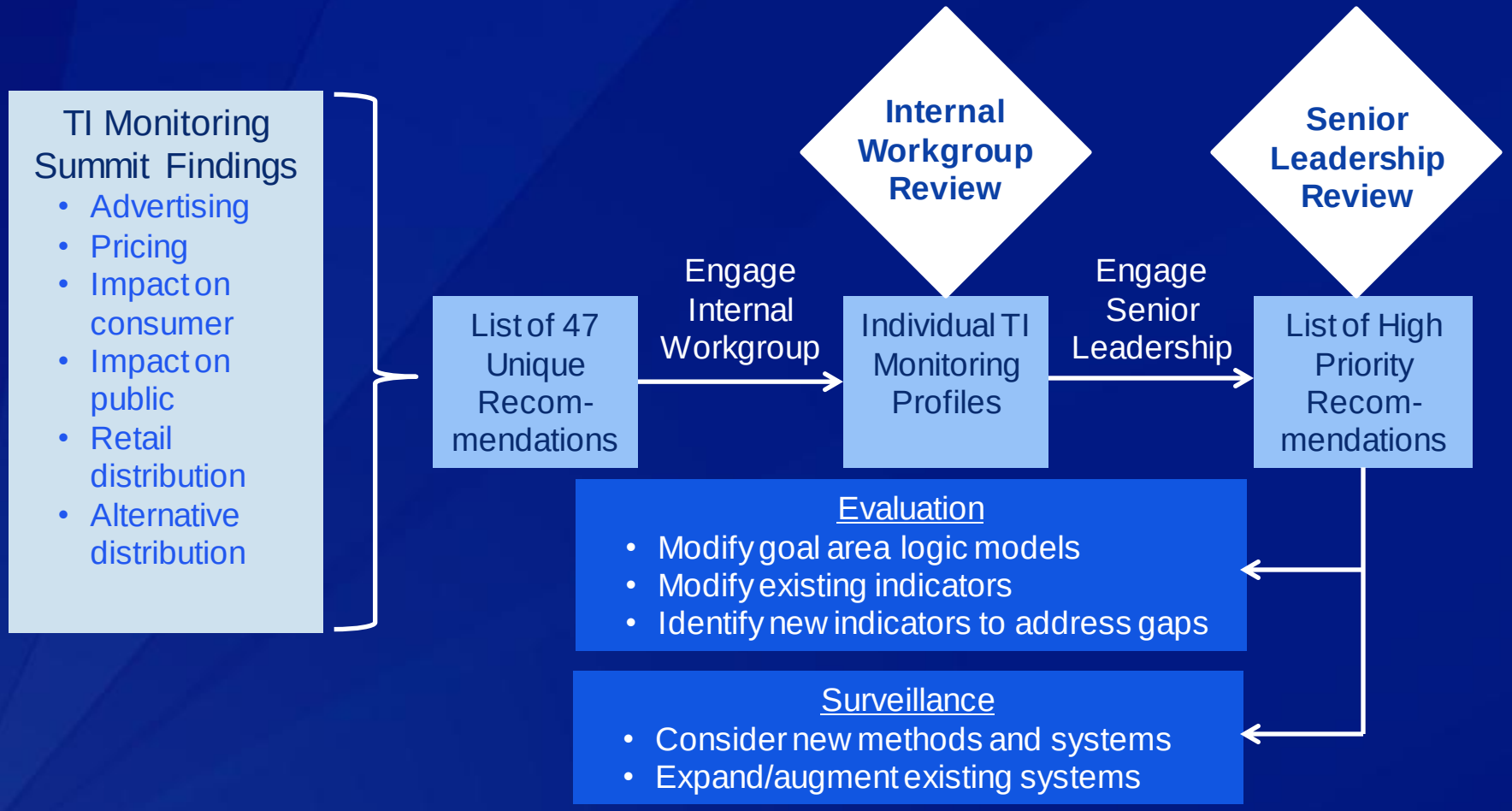
Recommendation Profile

ADVERTISING- New and other tobacco products

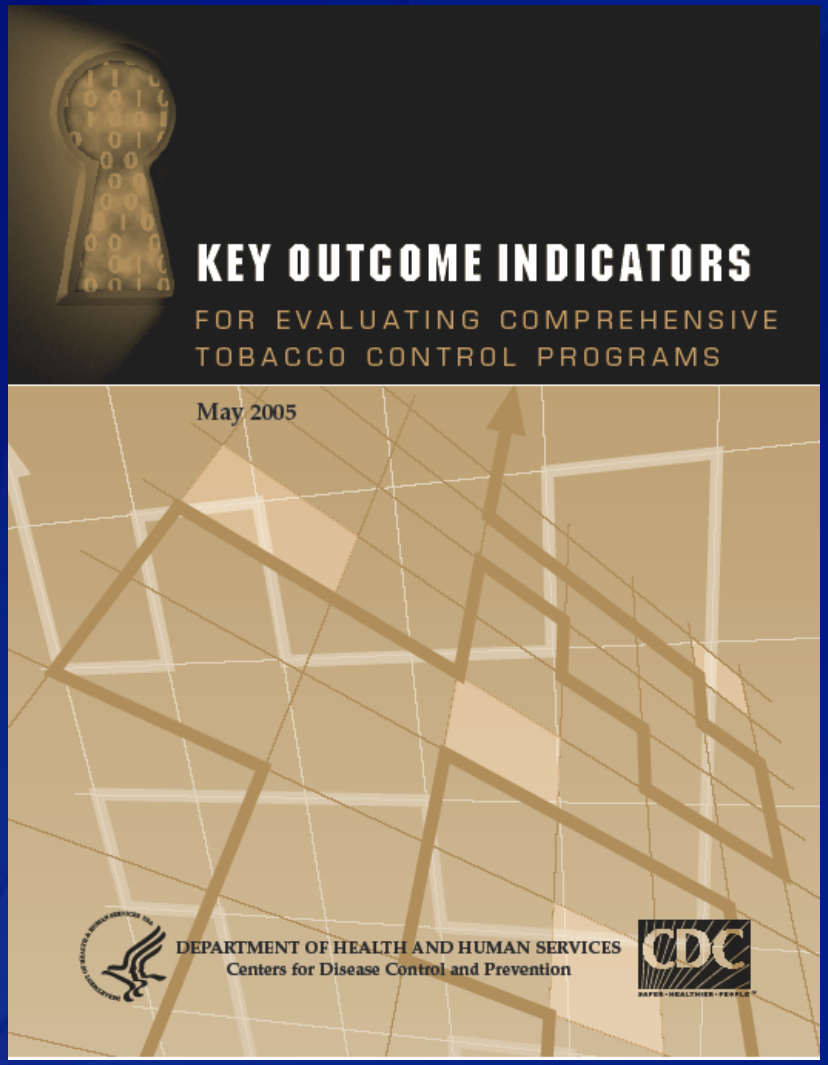
AN1 Develop a retail monitoring system for new tobacco products

Description	• Monitor trade journals (i.e. National Association of Convenience Stores) and company websites to learn about new products and identifying places where early product launches are occurring. • Engage and mobilize communities with a network of data collectors to collect information on new products when needed.
Relevant Indicator(s)	To be determined
Monitoring level	National ☑ State ☐ Local ☐
Why this is important	Monitoring of new and other tobacco products is important to check compliance with regulations and provide data to support policy initiatives. Internal industry documents outline the increasing importance of the development of new smokeless tobacco products to offset smoking reductions due to clean indoor air policy restrictions, either as substitute or dual-use products. [1]
Alignment with OSH strategic priorities	► Healthy People 2020 ► MAPPS Strategies (Point of purchase/promotions) being implemented by state and local CPPW grantees
Potential impact	Impacts of this monitoring system should be considered in light of the overall morbidity and mortality caused by new and other tobacco products versus cigarettes. Monitoring of new and other tobacco products provides information for advocacy and counter-marketing campaigns as well as the evaluation of local, state and national policies. It could also enhance enforcement efforts by identifying products released by small manufacturers who release directly to the public instead of going through FDA review.
Longevity and timeliness	Currently Salient ☑ Long-term Need ☑ FDA regulations addressing the retail environment and new tobacco products may impact the long-term need for such a system
Feasibility	CDC should consider partnering with another agency to implement this monitoring system (i.e. NCI through the TSEEN, "New Product Watch).
Comments	• Suggested elements to include in the system: o New and other tobacco products types, o Advertising, o Availability of products o Type and extent of health claims, o Target population
OVERALL RATING	**High** **CDC ROLE** Primary ☑ Supporting ☐

Considering Stakeholder Input: Prioritizing Recommendations

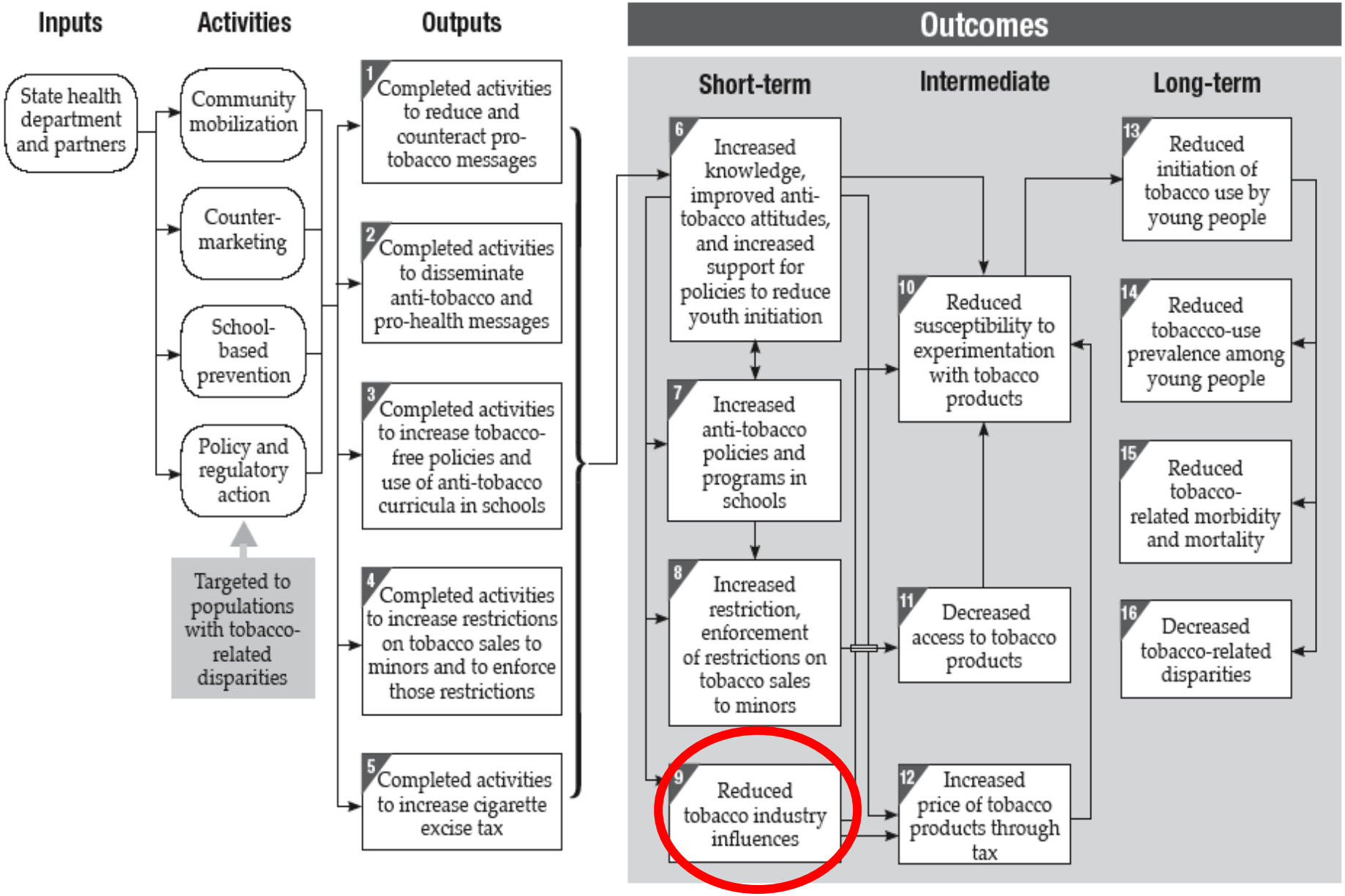


Key Outcome Indicators for Evaluating Comprehensive Tobacco Control Programs

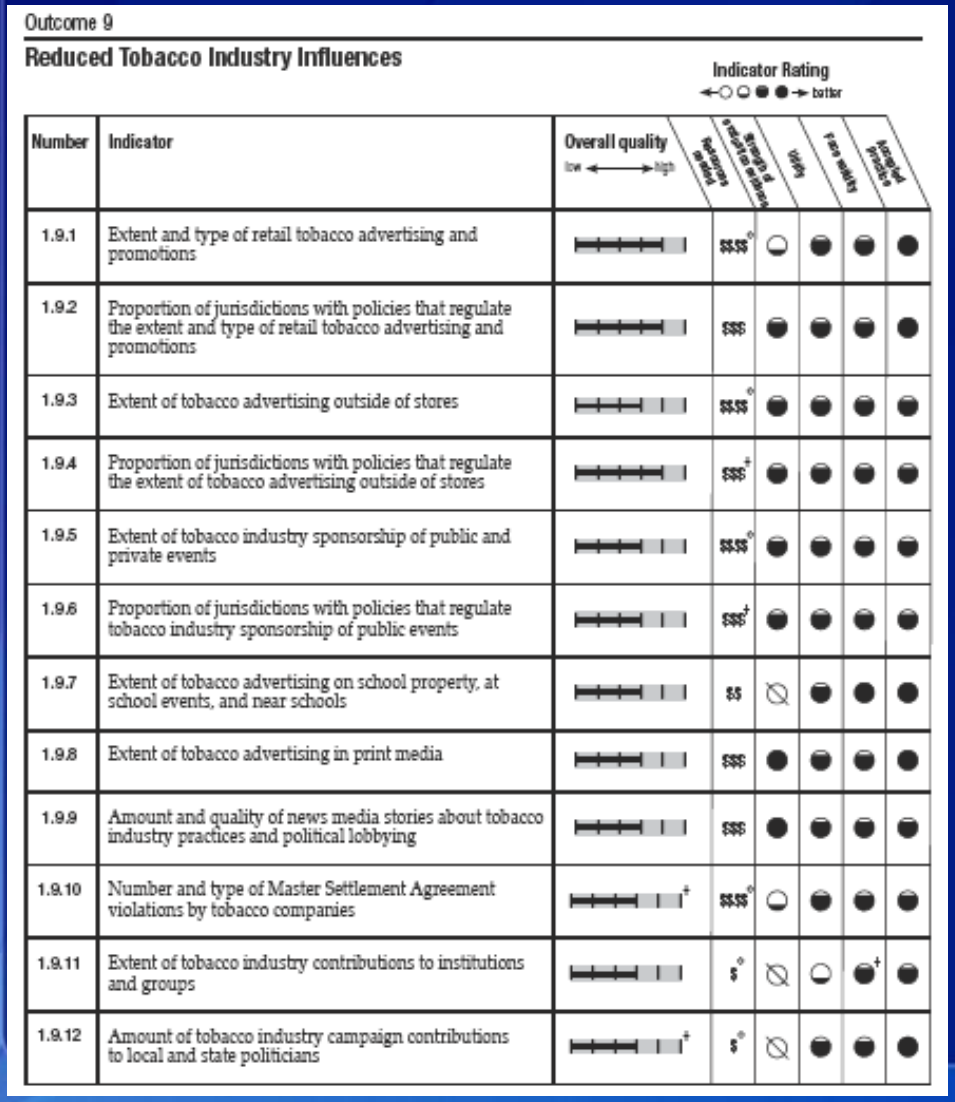


- Main purpose is to assist state and territorial tobacco control program evaluation efforts under the National Tobacco Control Program (NTCP)
- Primary Audiences
  - Planners, managers, and evaluators of state programs
  - CDC's national partners
- Released in 2005

Preventing Initiation of Tobacco Use Among Young People



Indicator Rating Table



Outcome 9

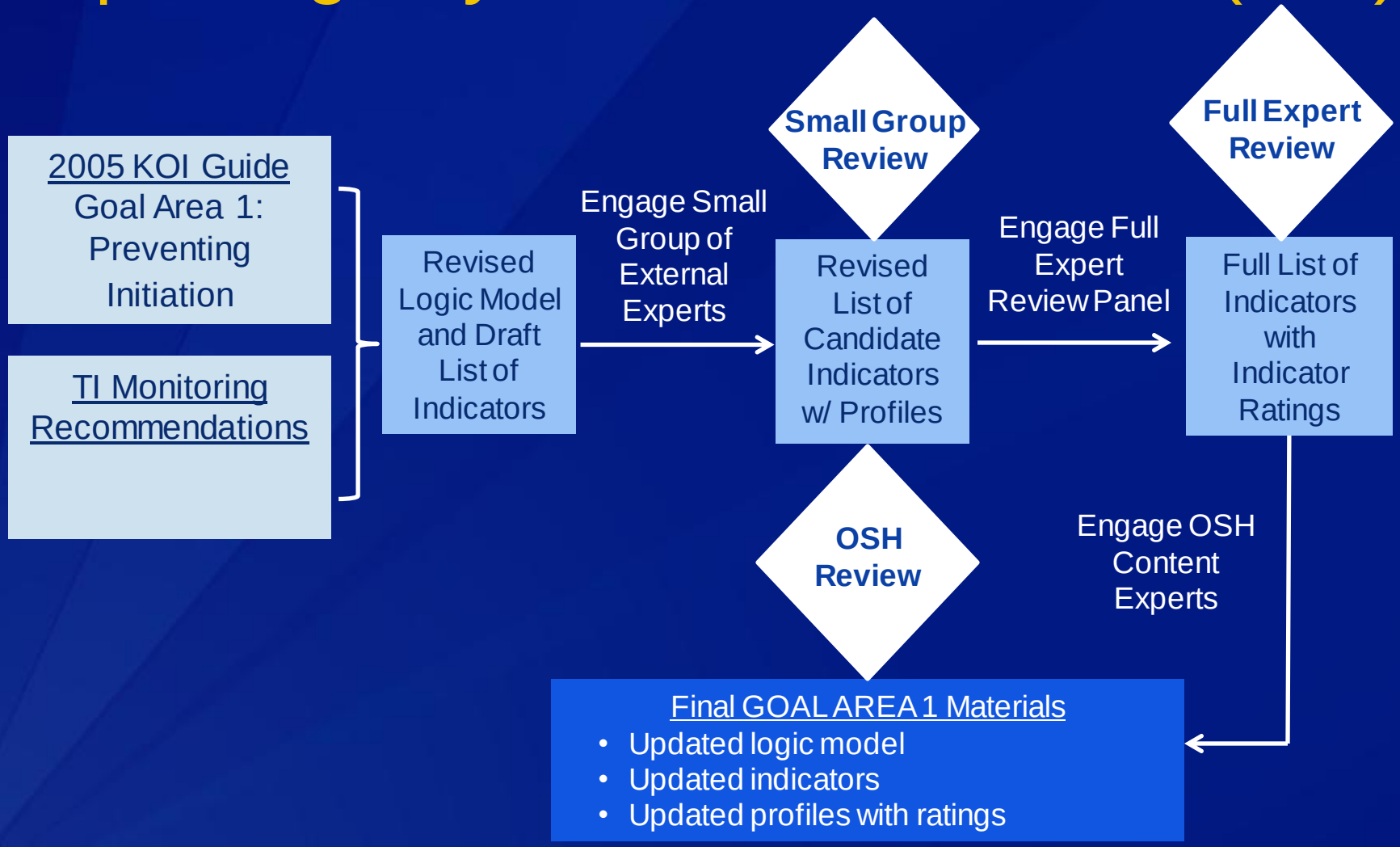
Reduced Tobacco Industry Influences

Indicator Rating: ←○ ◒ ◕ ● → better

Number	Indicator	Overall quality (low ← → high)	Resources needed	Strength of evaluation evidence	Utility	Face validity	Accepted practice
1.9.1	Extent and type of retail tobacco advertising and promotions		$$$$°	◒	◕	◕	●
1.9.2	Proportion of jurisdictions with policies that regulate the extent and type of retail tobacco advertising and promotions		$$$	◕	◕	◕	●
1.9.3	Extent of tobacco advertising outside of stores		$$$$°	◕	◕	◕	◕
1.9.4	Proportion of jurisdictions with policies that regulate the extent of tobacco advertising outside of stores		$$$+	◕	◕	◕	◕
1.9.5	Extent of tobacco industry sponsorship of public and private events		$$$$°	◕	◕	◕	◕
1.9.6	Proportion of jurisdictions with policies that regulate tobacco industry sponsorship of public events		$$$+	◕	◕	◕	◕
1.9.7	Extent of tobacco advertising on school property, at school events, and near schools		$$	⊘	◕	●	●
1.9.8	Extent of tobacco advertising in print media		$$$	●	◕	◕	●
1.9.9	Amount and quality of news media stories about tobacco industry practices and political lobbying		$$$	●	◕	◕	◕
1.9.10	Number and type of Master Settlement Agreement violations by tobacco companies	+	$$$$°	◒	◕	◕	◕
1.9.11	Extent of tobacco industry contributions to institutions and groups		$°	⊘	◒	◕+	◕
1.9.12	Amount of tobacco industry campaign contributions to local and state politicians	+	$°	⊘	◕	◕	●

- Overall quality
- Strength of the evaluation evidence
- Intensity of resources to collect and analyze data
- Utility of indicator to answer key evaluation questions
- Face validity of indicator
- Accepted practice

Considering Stakeholder Input: Updating Key Outcome Indicators (KOI)



Key Takeaways

Implementing effective evaluation systems requires a stakeholder driven, multidisciplinary approach:

- Build replicable methods for capturing stakeholder input into the process
- Consider the best form, content and mode for capturing stakeholder input
- Apply consistent assessment criteria to enhance transparency

Building evaluation capacity takes ongoing commitment and a willingness to reassess one's approach

Special Thanks

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- Todd Rogers

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Questions?

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Thank you

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