

Indicators for tobacco control policy evaluation



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Presentation Outline



- Background on OSH
- Review of indicators for tobacco control policy evaluation
- Examples
- Q & A

Office of Smoking and Health (OSH)

Lead federal agency for comprehensive tobacco prevention and control

■ Goals

- Preventing initiation of tobacco use among young people
- Eliminating nonsmokers' exposure to secondhand smoke
- Promoting quitting among adults and young people
- Identifying and eliminating tobacco-related health disparities

Office of Smoking and Health (OSH)

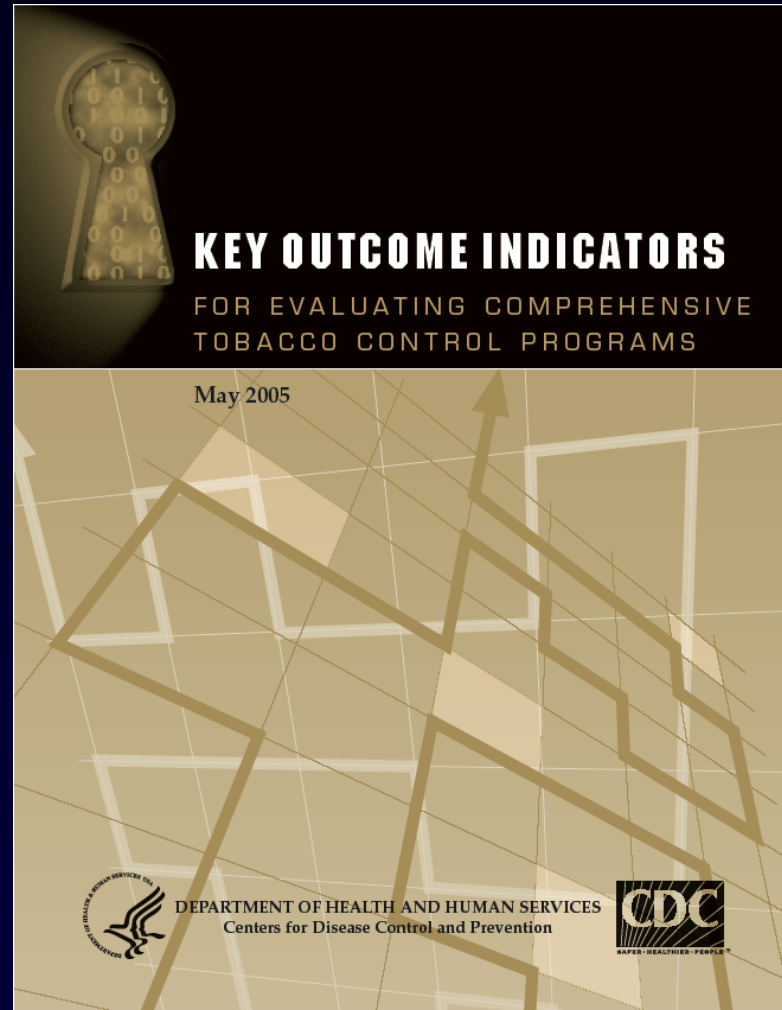
- State and community interventions
- Health communication interventions
- Cessation intervention
- Surveillance and evaluation
- Administration and management

POLICY INDICATORS

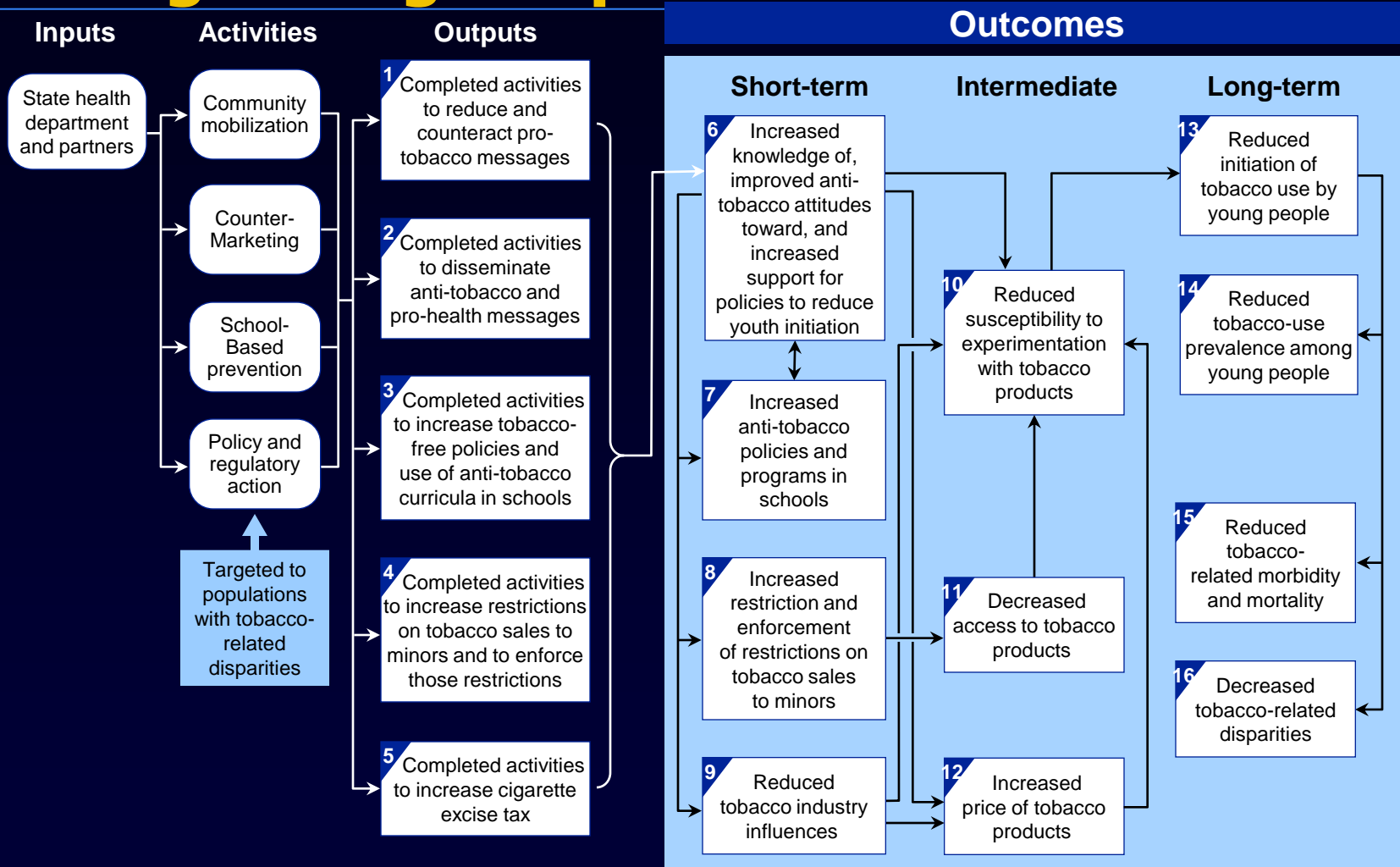


Key Outcome Indicators

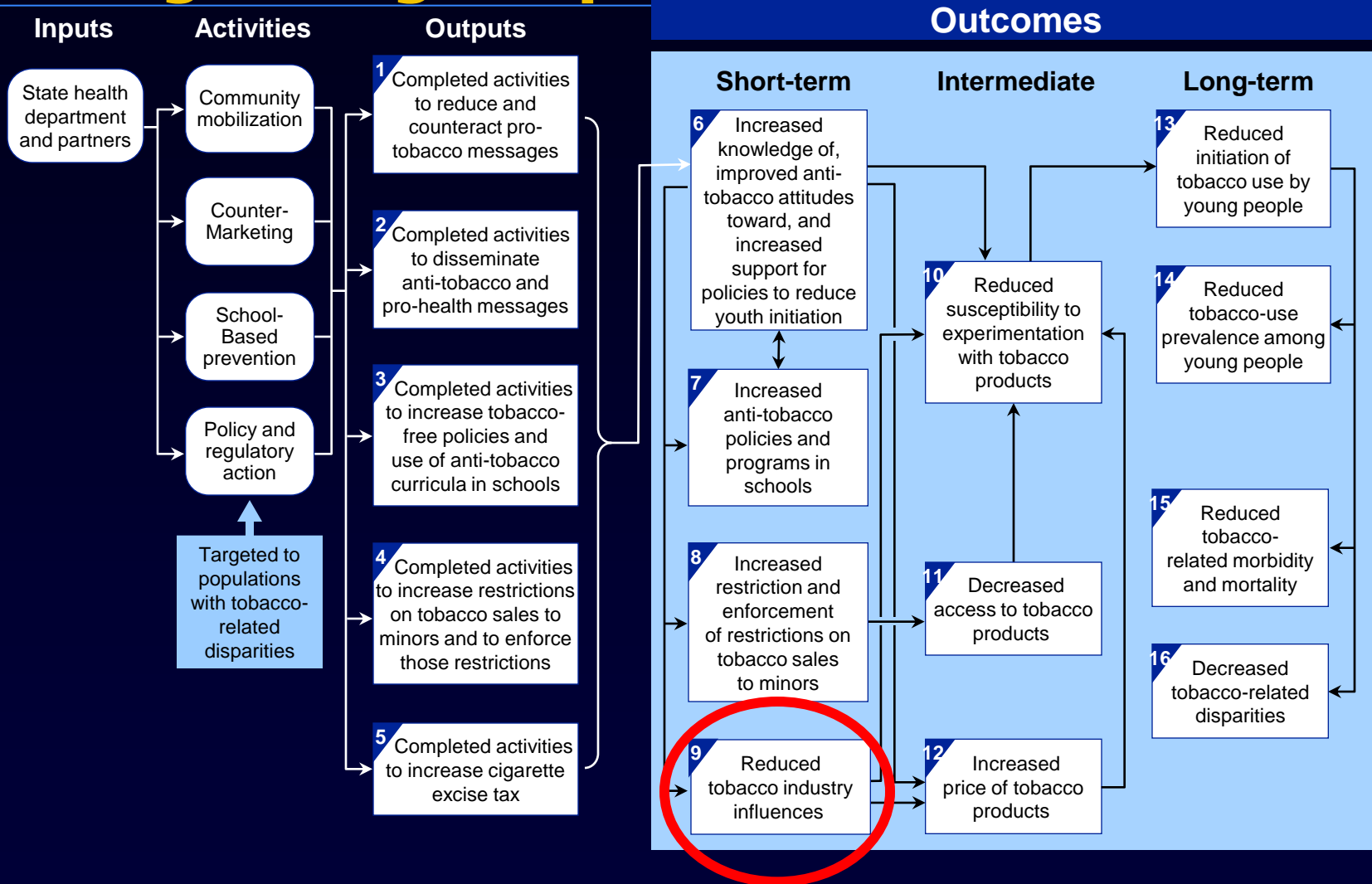
- Evidence-based logic models for the three goal areas for the National Tobacco Control Program (NTCP)



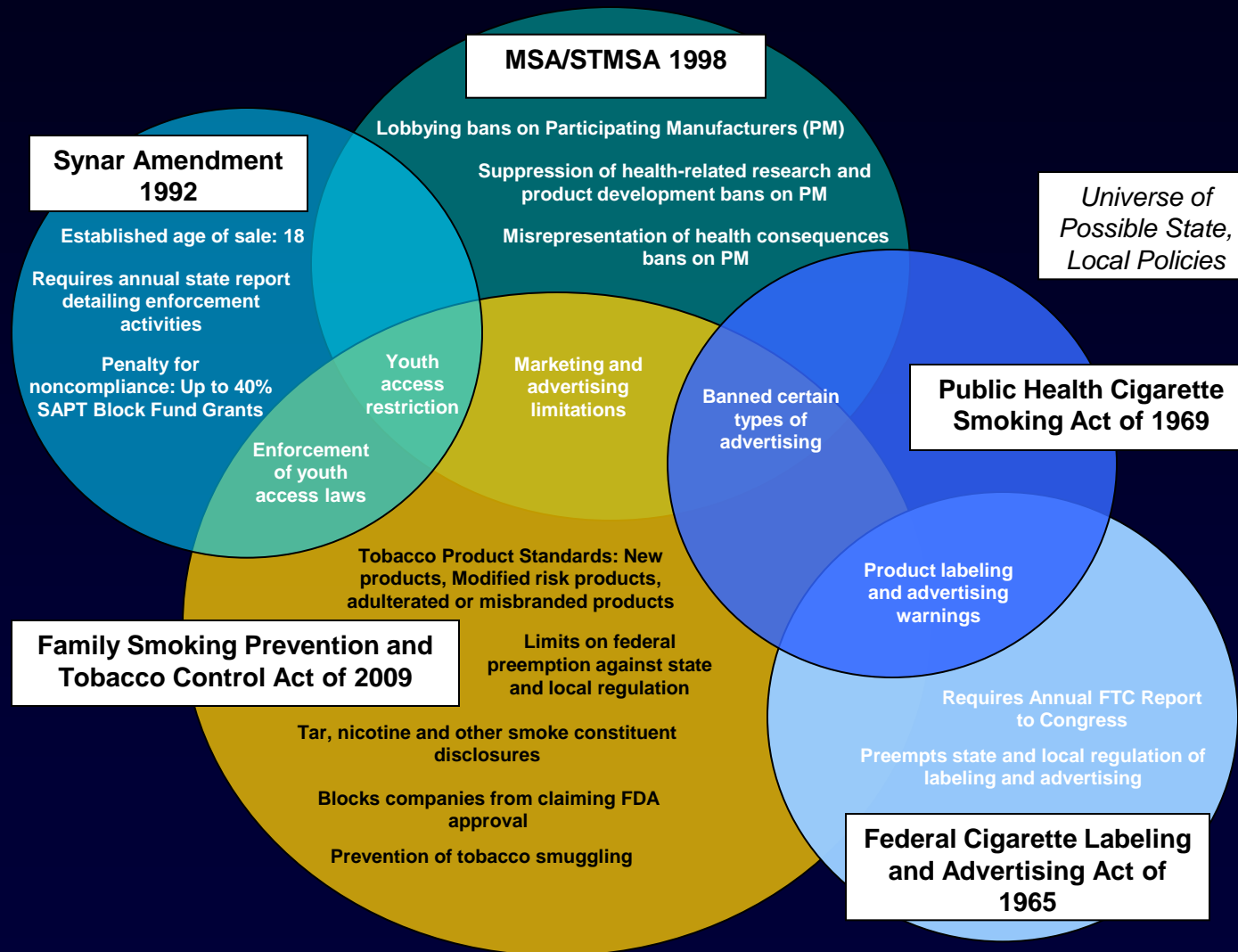
Preventing Initiation of Tobacco Use Among Young People



Preventing Initiation of Tobacco Use Among Young People



The National Policy Environment



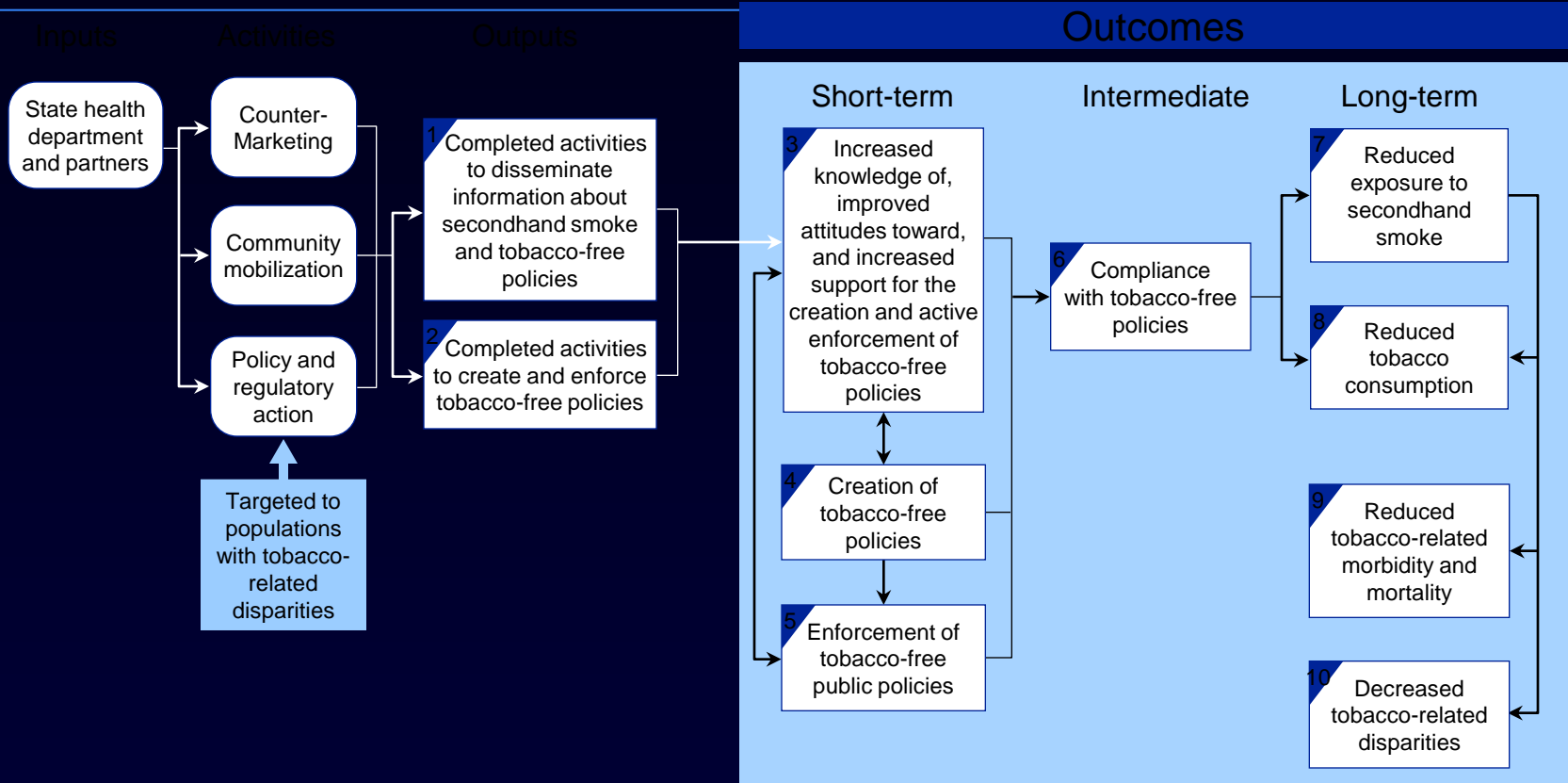
Reduced tobacco industry influences

- 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 stores.
- 1.9.4 Proportion of jurisdictions with policies that regulate the extent of tobacco advertising outside 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 and private events.

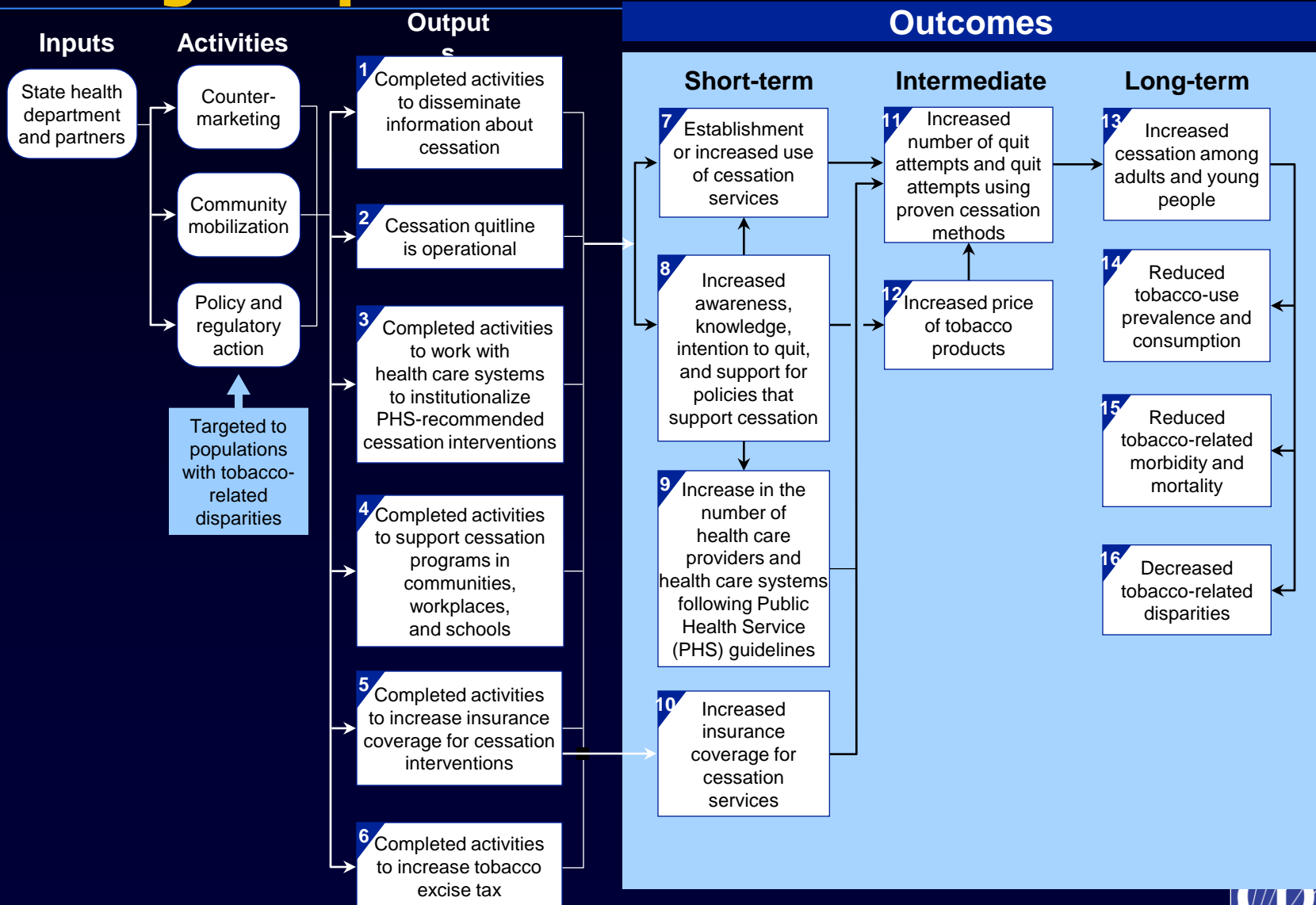
Reduced tobacco industry influences

- 1.9.7 Extent of tobacco advertising on school property 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

Eliminating Nonsmokers' Exposure to Secondhand Smoke



Promoting Quitting Among Adults and Young People



Examples

El Paso, Texas

- January 2002 - El Paso comprehensive smoke-free ordinance covering workplaces and public places
- February 2002 - Newspaper and TV sponsored opinion poll
- December 2002 - Paso del Norte Health Foundation household telephone survey
- March 2003 - Mayor's office economic analysis

New Zealand

- December 2003 - New Zealand 2003 Smoke-free Environments Amendment Act (SEAA) in effect (expanded smoking bans to bars, casinos, members' clubs, restaurants, and nearly all other workplaces)
- Attitudes - 2 nationally representative surveys
- Compliance - observational data and complaints line
- Workplace SHS exposure - self report , cotinine study, measures of particulate matter
- Smoking behavior and prevalence - caller registrations and NRT taxes, sales data, existing survey.

Massachusetts

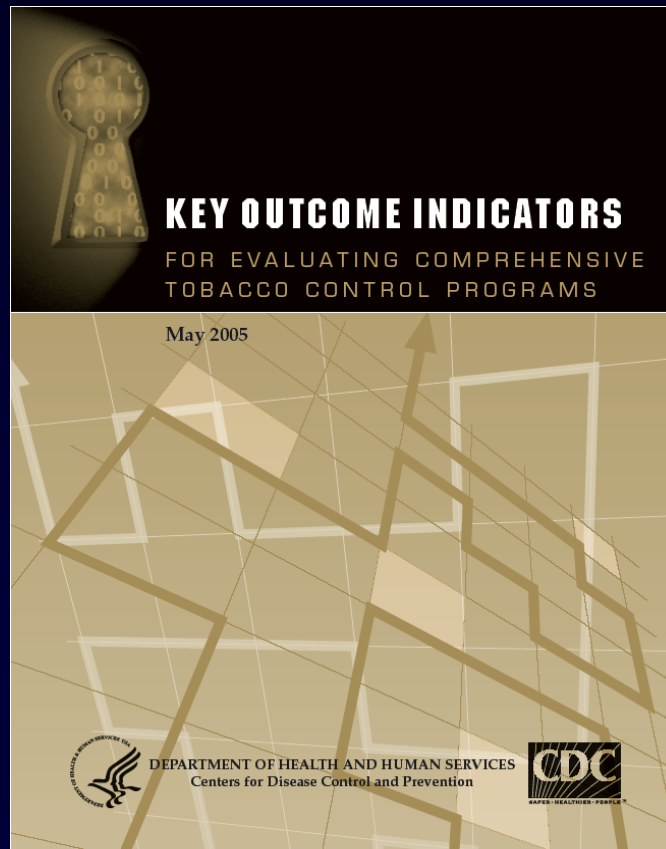
- July 2006 - Chapter 58 of the Acts of 2006 - required all individuals in Massachusetts to have health insurance and mandated Medicaid coverage for two types of tobacco cessation treatment (behavioral counseling and all FDA-approved medications)
- Pre- and post smoking prevalence - 1999 - 2008 BRFSS

Minnesota (ClearWay)

- October 2007 - The Freedom to Breathe Act Prohibits smoking in indoor public places and indoor places of employment, including bars, restaurants, private clubs, and retail stores.
- Data for 7 jurisdictions
- Employee exposure pre- and post-law implementation 2008 - cotinine and NNAL
- Economic impact 2007, 2008 - aggregate sales for eating and drinking establishments

Key Outcome Indicators for Evaluating Comprehensive Tobacco Control Programs

http://www.cdc.gov/tobacco/tobacco_control_programs/surveillance_evaluation/key_outcome/index.htm



Examples

- Public support and economic impact - Texas
 - http://www.cdc.gov/tobacco/basic_information/secondhand_smoke/case_study_texas/overview/
- Impact - New Zealand
 - <http://tobaccocontrol.bmj.com/content/17/1/e2.full>
- Medicare - Massachusetts
 - <http://www.plosone.org/article/info%3Adoi%2F10.1371%2Fjournal.pone.0009770>
- Employee exposure and economic impact - Minnesota
 - http://www.clearwaymn.org/index.asp?Type=B_BASIC&SEC=%7b9DA7A798-C552-47DF-B331-0D4C6B8E9049%7d

QUESTIONS?



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



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