Framing, Designing, and Conducting Health Policy Evaluation Thoughtfully and Within Budget

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The policy evaluation we stepped into **mid-stream** was more **complex and resource intensive** than we envisioned, but we were able to **find an approach** that produced **useful results**.

This presentation will cover…

1 Context of the intervention

2 Our evaluation approach

3 Key results
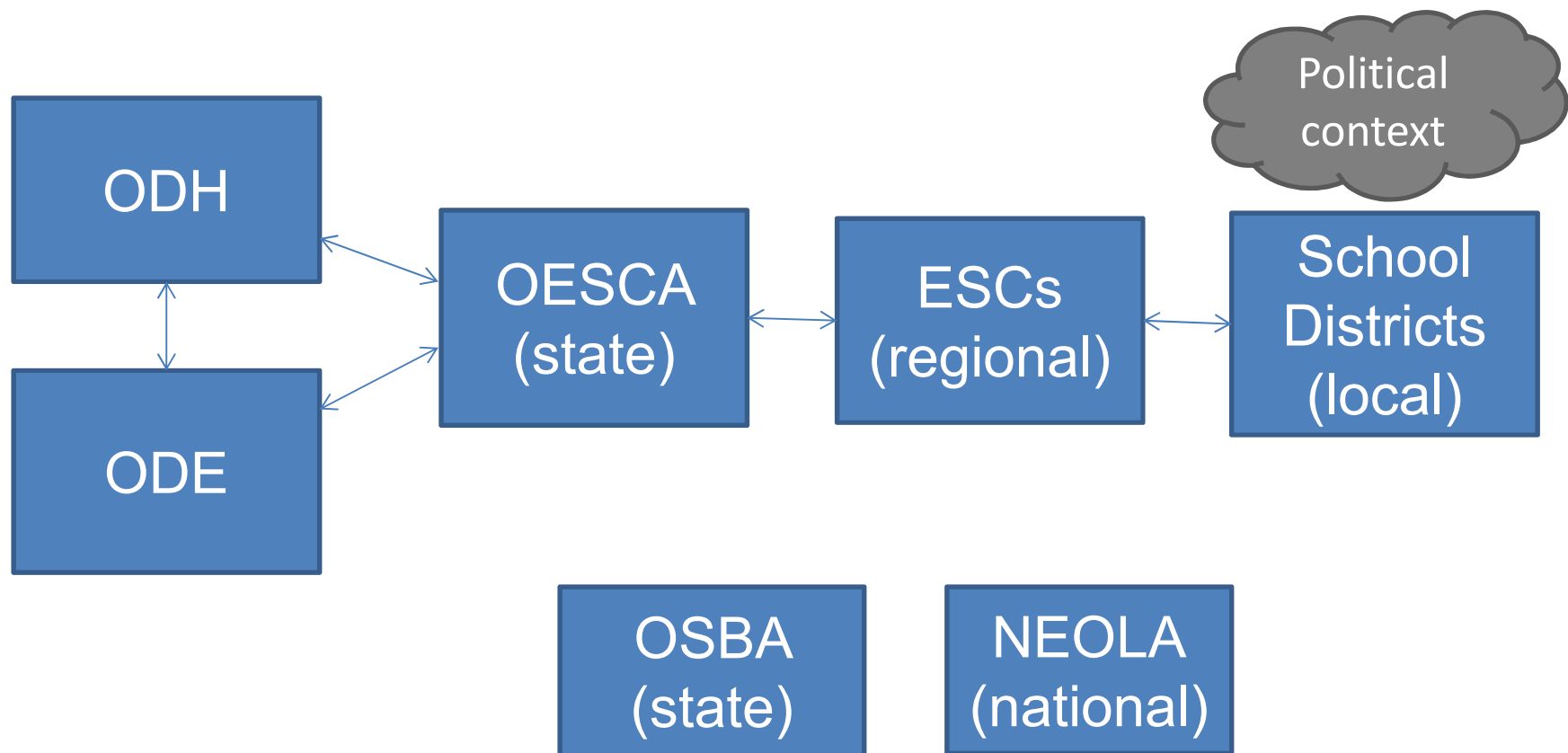
4 Key lessons and future considerations

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Context of the intervention
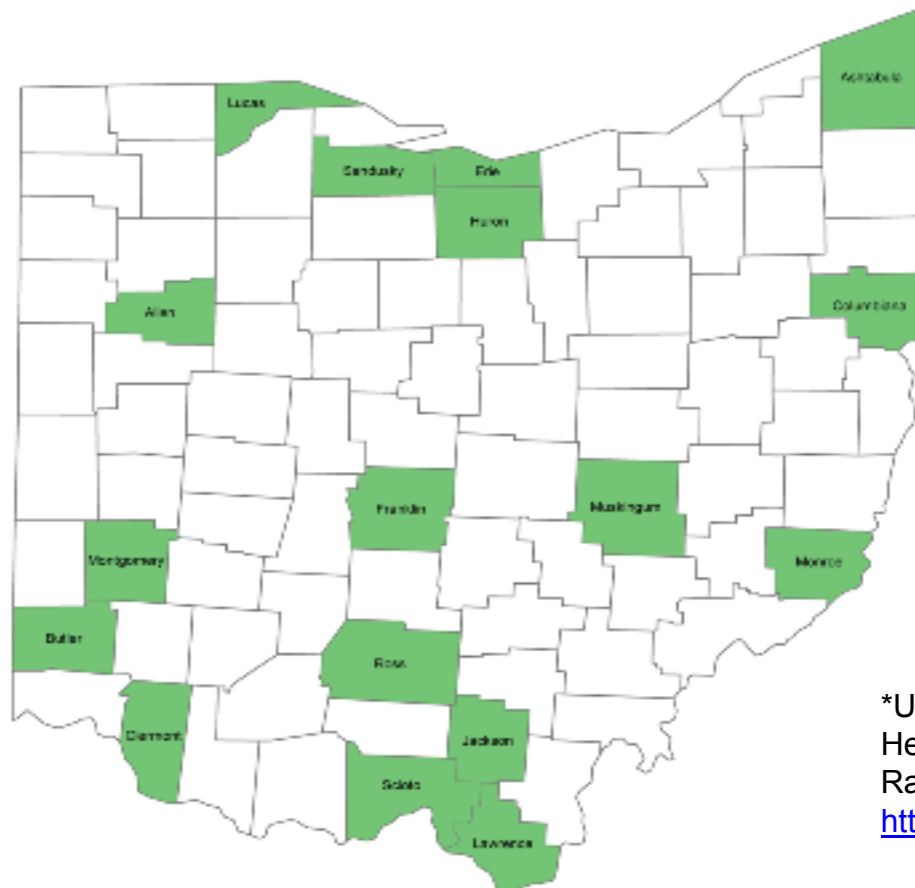
The CDC provided the Ohio Dept. of Health with funding to work with Ohio K-12 school districts to implement 100% tobacco-free campus policies.

Major players, influential others, and contextual factors

Efforts directed toward K-12 school districts identified as being in the lowest 20% per health behavior rankings*

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Our evaluation approach

Evaluation questions had already been developed.

- How many K-12 school districts have tobacco-free policies before and after the intervention?

- To what extent do policies contain elements of a model tobacco-free policy?

- What lessons were learned about working toward policy change within K-12 school districts?

Tools had been developed and data collection was underway...

- Policy change monitoring tool

- Gathering of baseline policies

….but, data collection and policy assessment was not going as planned.

We wanted more information about how policy change efforts were moving forward.
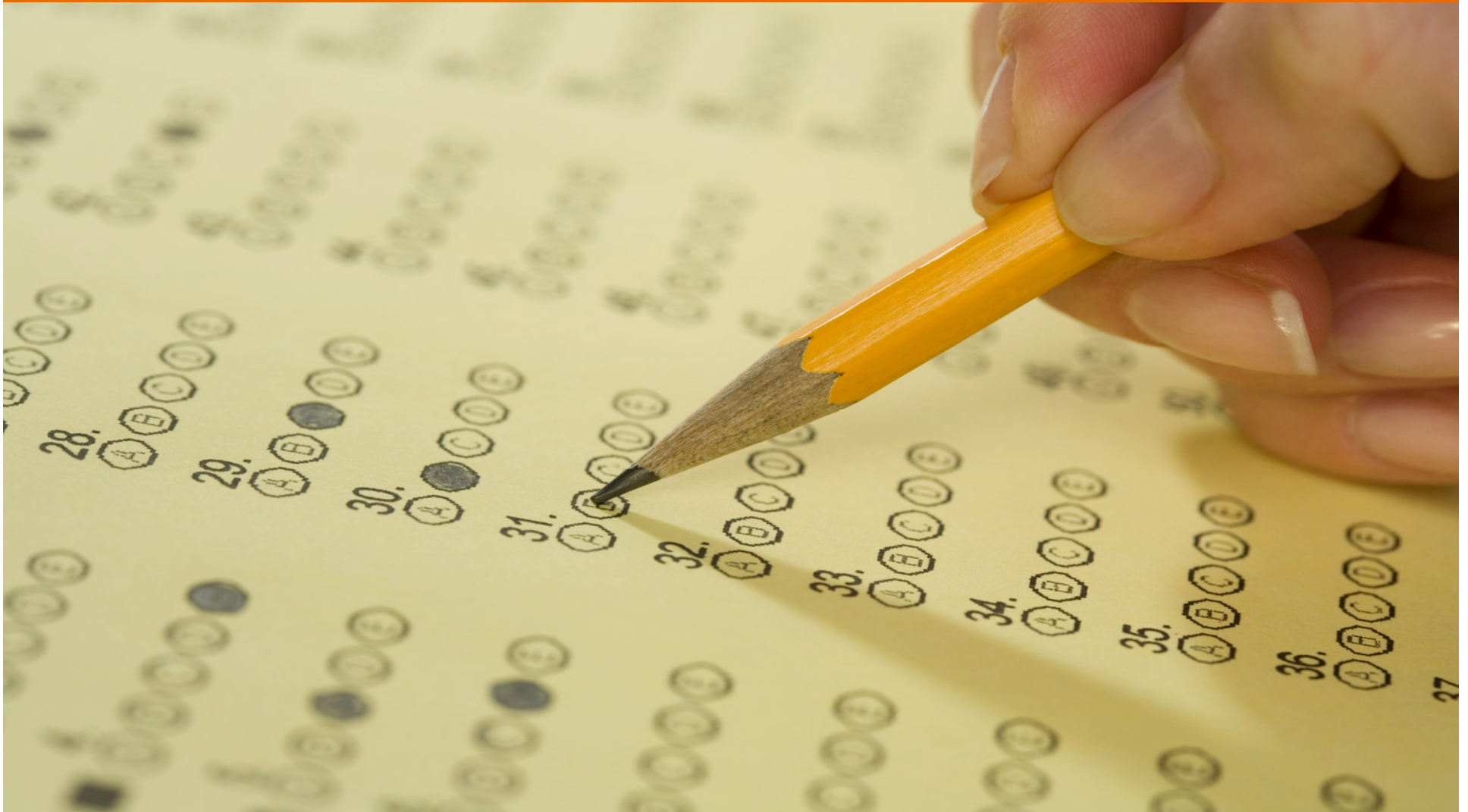
Interviews

Document Review

We wanted to find a standardized assessment tool...

...but **modifications** were needed to fit the current situation.

A scoring rubric composed of **23 key elements** was created and used to score K-12 policies.

Key Tobacco-Free Elements – POST Intervention (n=119)					
	All tobacco products	In any school facility or building	On school or athletic grounds or parking lots	School-sponsored events off campus	Enforcement is discussed	At all times (24/7)
Students N (%)	116 (97%)	117 (98%)	115 (97%)	110 (92%)	104 (87%)	7 (6%)
Staff N (%)	97 (82%)	100 (84%)	86 (72%)	73 (61%)	9 (8%)	61 (51%)
Visitors N (%)	99 (83%)	102 (86%)	87 (73%)	76 (64%)	27 (23%)	19 (16%)

Cont'd...				
	Rationale for the policy	All vehicles owned, rented, or leased by school district	Educational reinforcement	Communication of policy or signage	Student possession prohibited
N (%)	117 (98%)	106 (89%)	37 (31%)	98 (82%)	110 (92%)

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Key Results

While **none** of the policies met the criteria for being 100% tobacco-free, **58** school districts **added** more tobacco-free model policy **elements**.

% of key elements

	Pre (n=119)	Post (n=119)
Average	58.3%	**69.1%***
Median	65.2%	73.9%

* Avg. increase of 2 tobacco-free model policy elements

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Key lessons and future considerations

- Understand the unique context, key players and keep communication channels open

- Work with entities that have influence over what you're trying to accomplish (e.g. NEOLA)

- Vetted data collection tools may have limited validity in different contexts

- Clearly operationalize key policy elements and coding rules

- Collecting and coding policies can take A LOT of time

- Train future users of the assessment tool

Even an imperfect
measurement tool can produce
useful, actionable results.

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Go check out the tool for yourself...use it, modify it to your unique context.

"Tobacco-Free Schools Scoring Rubric" available online (MS Excel) at:

http://www.healthy.ohio.gov/healthylife/tobc2/tprevention/tobfreeschool.aspx