

ICAA Expansion: FY 2018–20

SPArC: FY 2017–20

Tobacco Retail: FY 2017–20

EVALUATION SUMMARY

DECEMBER 2019

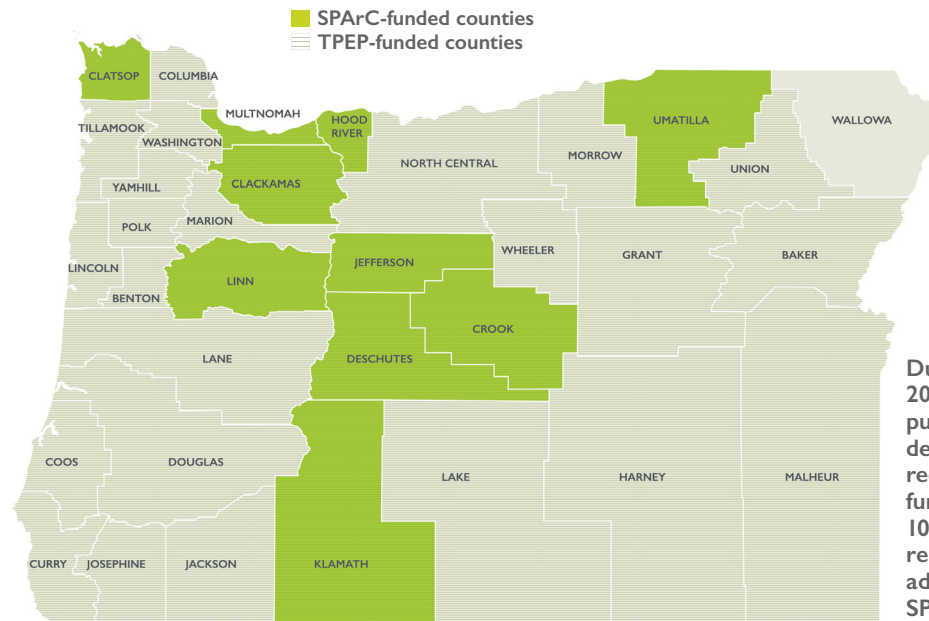
PROGRAM DESCRIPTION

The Tobacco Retail Evaluation (TRE), ICAA Expansion Evaluation (ICAAEE), and the Strategies for Policy And enviRonmental Change, Tobacco-Free (SPArC Tobacco-Free) Evaluation seek to develop a broader understanding of promising practices for tobacco prevention that will apply statewide.

The Oregon Tobacco Prevention and Education Program (TPEP), which is housed at the Oregon Health Authority (OHA), Health Promotion and Chronic Disease Prevention Section (HPCDP), funds county health departments to plan and implement evidence-based tobacco prevention programs. SPArC funding is allocated through a competitive process for a limited duration. Overall, the goals of both programs are to prevent tobacco use, promote smoke-free environments, reduce the influence of tobacco product marketing, and encourage tobacco users to quit through policy change.

The TRE, ICAAEE, and SPArC evaluations were developed in close consultation with groups of TPEP grantees and HPCDP staff. These groups, called User Panels, defined key evaluation questions, reviewed methods, and assisted with interpreting results.

SPArC & TPEP-Funded Counties



During 2018–2019, 33 local public health departments received TPEP funding, and 10 counties received additional SPArC funding.

6 Key elements for advancing tobacco retail policy identified

10 Tobacco policies passed since October 2016

63 Tobacco policy initiatives progressed since October 2016

KEY EVALUATION QUESTIONS

1. What progress have local TPEP programs made in advancing tobacco retail and smokefree environments policies? What role, if any, did SPArC funding play in SPArC grantees' policy successes?
2. Since 2014, what long-term or lasting effects, if any, has SPArC funding had in local policy advancement?
3. Are there essential elements (i.e. funding, staff resources, community readiness, etc.) that communities must have in place to move tobacco retail policies forward?
4. What are the barriers to passing strong tobacco control policies? What are the barriers to developing political/social will for policy change? How have counties overcome these barriers?
5. How are non-government and tribal government entities integrated into local tobacco policy work? What lessons can be learned about creating and maintaining active community partnerships for advancing tobacco prevention?

KEY FINDINGS

Progress in Advancing Tobacco Prevention Policy

TOBACCO RETAIL POLICY

Since October 2016:

- > Seven tobacco retail policies have passed in: Benton County (unincorporated), Chiloquin, Corvallis, Klamath County (unincorporated), Klamath Falls, Lane County (unincorporated), and Philomath
- > 39% (9/23) of TPEP grantees (excluding SPArC funded grantees) have had one or more tobacco retail policy initiatives that progressed

As of July 2019:

- > Tobacco retail license policies are in place in four counties covering 26% of the Oregon population

ICAA EXPANSION POLICY

Since May 2018:

- > Three ICAA expansion policies have passed in Philomath, McMinnville, and Eugene
- > 30% (7/23) of TPEP grantees (excluding SPArC funded grantees) have had one or more ICAA expansion policy initiatives that progressed

SPArC Tobacco-Free Grant

POLICY PROGRESS

Since May 2018:

- > 60% (6/10) of SPArC grantees have had one or more ICAA expansion policy initiatives that progressed

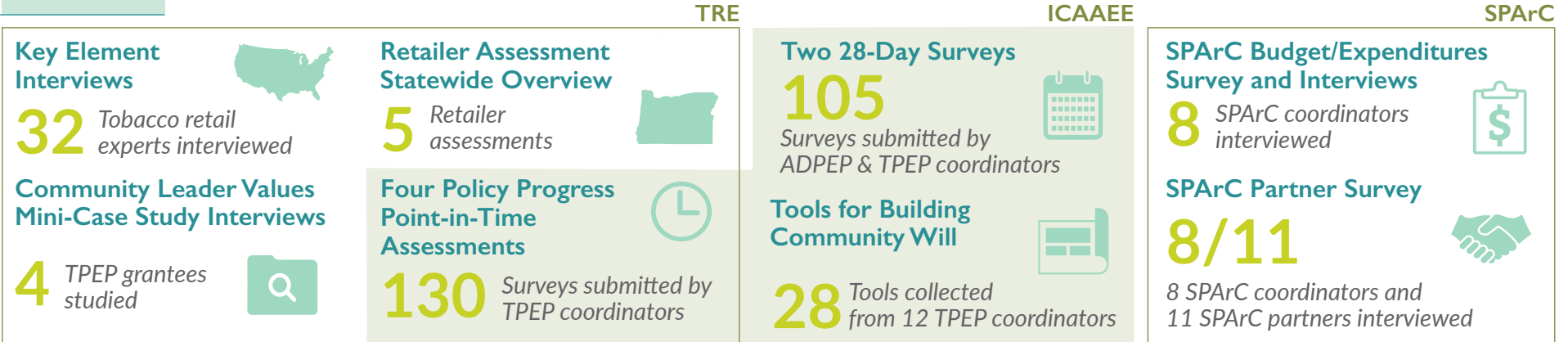
As of July 2019:

- > 90% (9/10) of SPArC grantees have had one or more tobacco retail policies that progressed
- > All four counties that currently have tobacco retail licensure in place received SPArC funding in one or more years prior to policy passage

Percentage of SPArC counties that have passed one or more tobacco retail or ICAA expansion policies since 2016:

- > 100% (2/2) that received three years of SPArC funding
- > 57% (4/7) that received two or more years of SPArC funding
- > 35% (6/17) that received one or more years of SPArC funding or more years of SPArC funding

METHODS



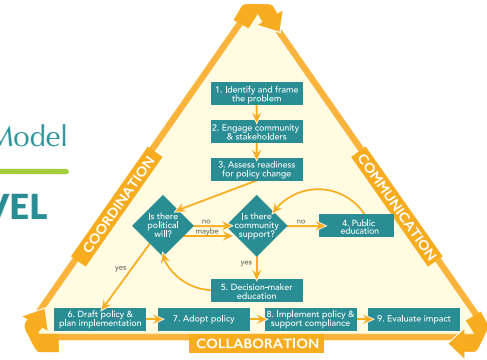


KEY ELEMENTS

a companion tool for the Policy Change Process Model

FOR SUCCESSFUL TOBACCO RETAIL POLICY CHANGE AT THE LOCAL LEVEL

Thirty-two local tobacco programs with recent success in passing tobacco retail policies rated the level of importance of 20 policy change process factors such as agency capacity, additional funding, etc. The following six elements were rated as the most critical to their success.



ABILITY TO IDENTIFY & FRAME THE PROBLEM

Programs used local data to demonstrate the problem and the value of tobacco retail policy.

SUPPORT OF AGENCY LEADERSHIP

Agency leaders endorsed *and* championed policy change. Their influence was essential to success.

AGENCY CAPACITY AND AUTHORITY TO BUILD AWARENESS, LEAD PROGRAMS, OR DRIVE POLICY

Public health agencies were instrumental with public relations and education around the problems in the tobacco retail environment. They also served as trusted local resources.

AN ACTIVE COALITION

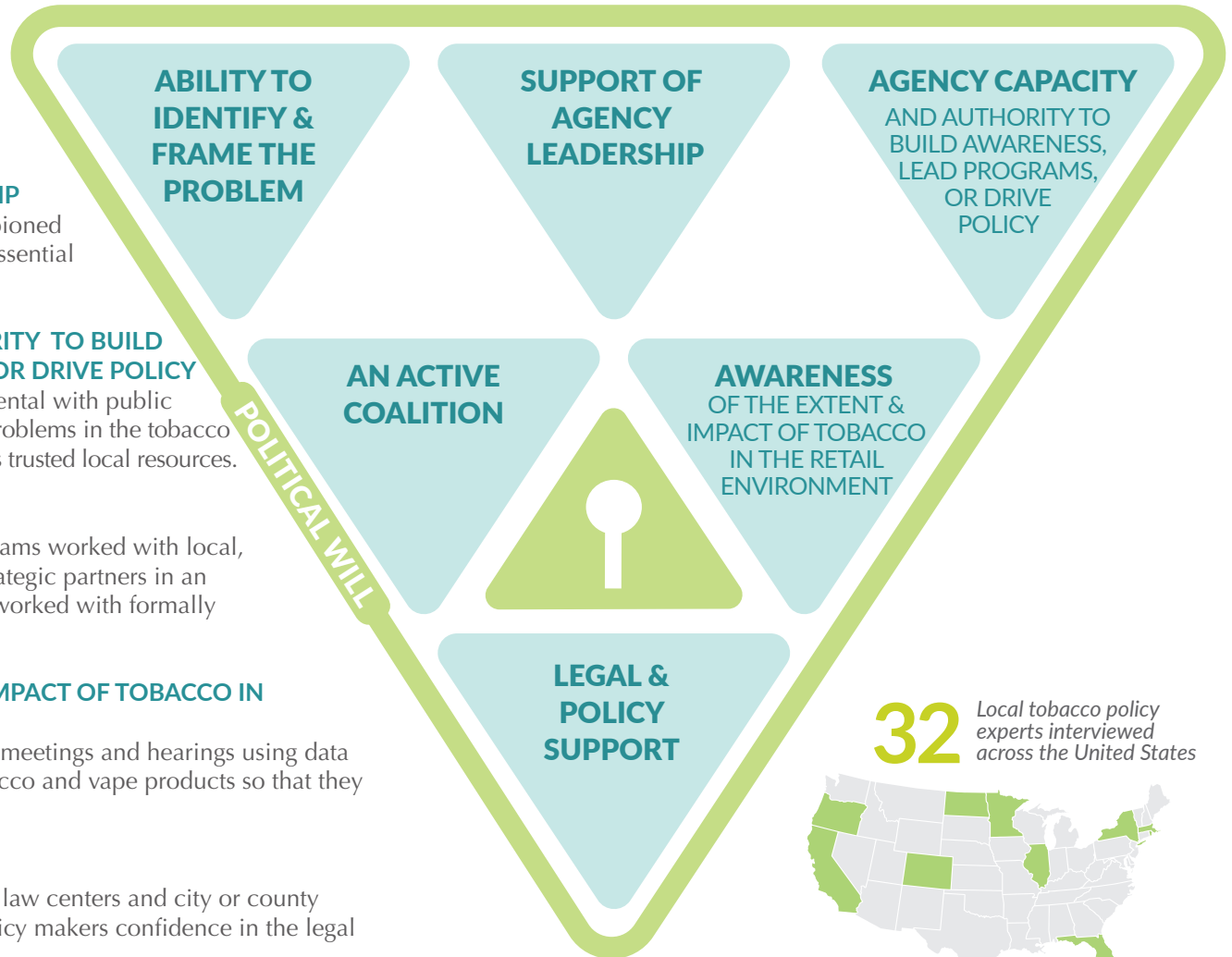
Coalition models varied. Some programs worked with local, non-governmental advocates and strategic partners in an informal configuration while others worked with formally organized coalitions.

AWARENESS OF THE EXTENT & IMPACT OF TOBACCO IN THE RETAIL ENVIRONMENT

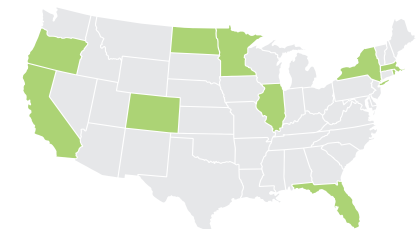
Programs educated policy makers at meetings and hearings using data and stories alongside the actual tobacco and vape products so that they could see and touch them firsthand.

LEGAL & POLICY SUPPORT

Programs worked with public health law centers and city or county attorneys to draft policies, giving policy makers confidence in the legal foundation of their work.



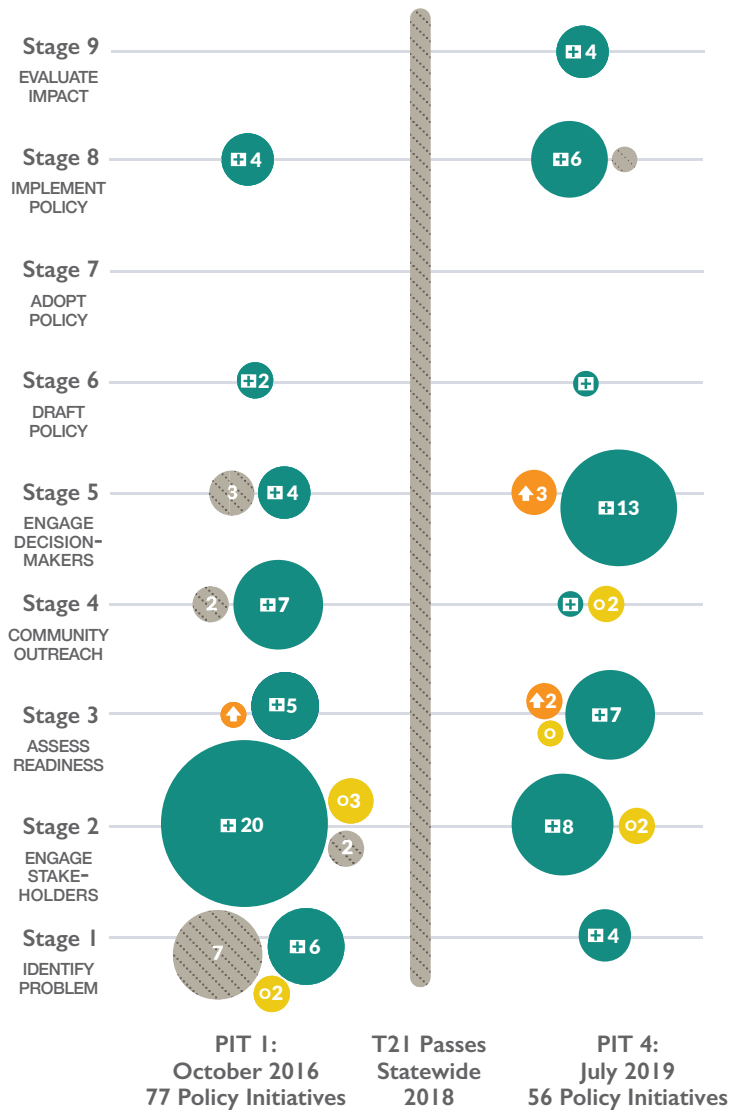
32 Local tobacco policy experts interviewed across the United States



TRE Policy Initiatives Compared Across Points-in-Time

The chart below depicts the number of policy initiatives, types of policy strategies, and stages of policy change at TRE Point-in-Time Assessment (PIT) 1 and PIT 4, illustrating a general trend of progress across the stages of the policy change process.

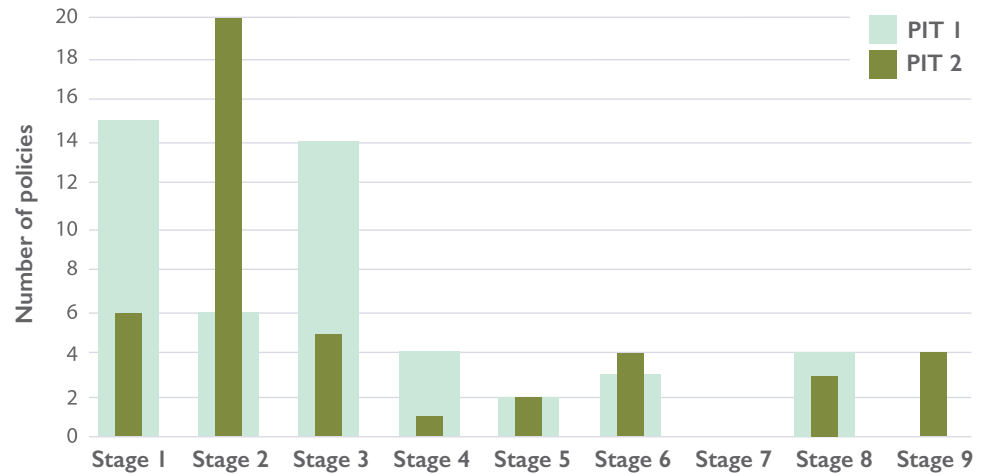
The decrease in the overall number of policy initiatives from 77 in PIT 1 to 56 in PIT 4 is a reflection of statewide passage of the T21 policy initiative in 2018.



ICAA Expansion Policy Initiatives by Point-in-Time

The chart below depicts the total number of policy initiatives at each stage of the policy change process at ICAAEE PIT 1 and PIT 2.

This chart does not depict individual policy initiatives or types of policy strategies across points in time.



CONCLUSIONS

- > Since 2016, progress in local tobacco policy change has been steady, with numerous local policies passing across the state and the passage of a statewide minimum sales law.
- > TPEP Programs with SPARc funding experienced more success in passing local tobacco policy. These programs advanced and passed more policies than counties with basic TPEP funding only.

For a complete summary report of this evaluation or for more information contact: Sarah Hargand | sarah.hargand@state.or.us