

JUNE  
2021

tobacco and  
alcohol retail  
assessment  
evaluation



*prepared by rede group*

# tobacco and alcohol retail assessment evaluation

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## ACKNOWLEDGMENTS

Rede Group produced this report on behalf of the Oregon Health Authority, Health Promotion and Chronic Disease Prevention (HPCDP) Section. We want to acknowledge the many people who contributed to this evaluation, including the Tobacco and Alcohol Retail Assessment Evaluation Advisory Group, as well as the Alcohol and Drug Prevention and Education Program (ADPEP) and Tobacco Prevention and Education Program (TPEP) grantees, and HPCDP staff who participated in data collection activities.

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acronyms

ALCOHOL AND DRUG PREVENTION AND EDUCATION PROGRAM	ADPEP
CANNABIDIOL	CBD
CORONAVIRUS DISEASE 2019	COVID-19
GEOGRAPHIC INFORMATION SYSTEM	GIS
HEALTH PROMOTION AND CHRONIC DISEASE PREVENTION	HPCDP
LOCAL PUBLIC HEALTH AUTHORITY	LPHA
OREGON HEALTH AUTHORITY	OHA
STRATEGIC PREVENTION FRAMEWORK - PARTNERSHIPS FOR SUCCESS	SPF-PSS
NATIONAL STANDARDIZED TOBACCO ASSESSMENT IN RETAIL SETTINGS	STARS
TECHNICAL ASSISTANCE	TA
TOBACCO AND ALCOHOL RETAIL ASSESSMENT	TARA
TOBACCO PREVENTION AND EDUCATION PROGRAM	TPEP

## PROGRAM DESCRIPTION

The purpose of the 2018 Oregon Tobacco & Alcohol Retail Assessment (TARA) was to gather statewide point-of-sale data at tobacco retailers. Alcohol advertising was only assessed at retailers that also sold tobacco. Local health department staff visited nearly 2000 retailers across Oregon. Availability and advertising of alcohol and tobacco products in retail settings is a critical public health issue, contributing to disparities in chronic disease and inequities, especially in neighborhoods where people are in lower income brackets and/or where higher numbers of communities of color reside. The TARA was designed to inform state and local tobacco retail control policies.

TARA was adapted from the National Standardized Tobacco Assessment in Retail Settings (STARS). OHA developed training materials and assessment tools in collaboration with local public health authorities (LPHAs) through a workshop at the 2017 Grantees & Contractors meeting and an ongoing user group. The TARA was strictly for gathering data— not to be used as a compliance check for retailers. OHA staff developed methodology for statewide TARA, including providing counties with retailer lists, based on predetermined sample sizes, and training. OHA coordinated the development of data collection tools and conducted data analysis. TARA data reports were developed by the Metropolitan Group, one of OHA's contractors.

Local Tobacco Prevention and Education Programs (TPEP) conducted TARA data collection with retailers in their jurisdictions as a requirement of their state TPEP funding; at the same time, OHA encouraged local Alcohol and Drug Prevention and Education Programs (ADPEP) to collaborate

with TPEP. Community partners were encouraged to participate in TARA, as long as everyone involved in data collection completed the required training posted online.

Data reports were distributed to local programs, including: data summaries (local), tobacco retail reports (local<sup>1</sup> and statewide<sup>2</sup>), alcohol retail reports (local and statewide).<sup>3</sup>

OHA invited Tribal TPEP and ADPEP to conduct a TARA for retailers on their Tribal lands and/or to collaborate with local county programs in the jurisdictions where Tribal members reside. One Tribe conducted their own data collection, and no Tribes collaborated on county TARAs. Using the county assessment data, OHA, in collaboration with Tribes, developed reports that describe the tobacco and alcohol environment by Tribal service areas for each of the nine Tribes in Oregon to support Tribal policy efforts.

## PURPOSE

The purpose of this project was to evaluate the planning and implementation of the 2018 TARA and make recommendations for improving tobacco and alcohol retail assessments. The primary focus was to understand barriers and facilitators to the 2018 TARA process for two key stakeholder groups: HPCDP staff and HPCDP grantees (both ADPEP and TPEP).

### notes

1. Smokefree Oregon. Local reports available in password protected area on [www.smokefreeoregon.com](http://www.smokefreeoregon.com)
2. Smokefree Oregon. <https://smokefreeoregon.com/wp-content/uploads/2019/07/TARA-State-wideRollup-2019.0703-Accessible.pdf>
3. Oregon Health Authority. <https://www.oregon.gov/oha/PH/DISEASES/CONDITIONS/CHRONICDISEASE/HPCDPCONNECTION/Pages/alcohol-retail-report.aspx>

### STAKEHOLDER ENGAGEMENT

Stakeholder engagement was a strong focus for the TARA Evaluation. Rede Group worked with HPCDP to identify an evaluation advisory group made up of grantees who were involved in the 2018 TARA and/or who have used the 2018 TARA data reports in their work. The advisory group included two HPCDP staff and eight local ADPEP and/or TPEP coordinators: one each from Clatsop, Crook, Lane, Linn, Marion, Umatilla, Union and Washington County (see Appendix B for Advisory Group roster). Over the course of the project, advisory group members met three times over Zoom between December 2020 and April 2021 to collaborate on shaping and executing the evaluation, and a data party was held over Zoom in May 2021 after data collection was complete to interpret data and make recommendations. Advisory group members also reviewed project documents and provided written feedback. With the exception of one member who had to leave the advisory group midway due to reassignment to COVID-19 response, advisory group members participated throughout the entire evaluation.

Advisory group members helped:

- Inform the evaluation focus, key evaluation questions, and design
- Provide feedback on draft data collection tools
- Interpret data
- Provide recommendations
- Inform product development and dissemination

### KEY EVALUATION QUESTIONS

WHAT WENT WELL AND WHAT COULD BE IMPROVED WITH THE TARA PROCESS?

**METHOD:**  
KEY INFORMANT INTERVIEWS AND SURVEY

IN WHAT WAYS, IF ANY, DID HPCDP APPLY AN EQUITY LENS IN THE TARA PROCESS?

**METHOD:**  
KEY INFORMANT INTERVIEWS AND DOCUMENT REVIEW

TO WHAT DEGREE WERE PARTNERS INVOLVED IN THE TARA PROCESS AND TO WHAT EFFECT? WHAT WERE THE FACILITATORS AND BARRIERS TO PARTNERSHIPS?

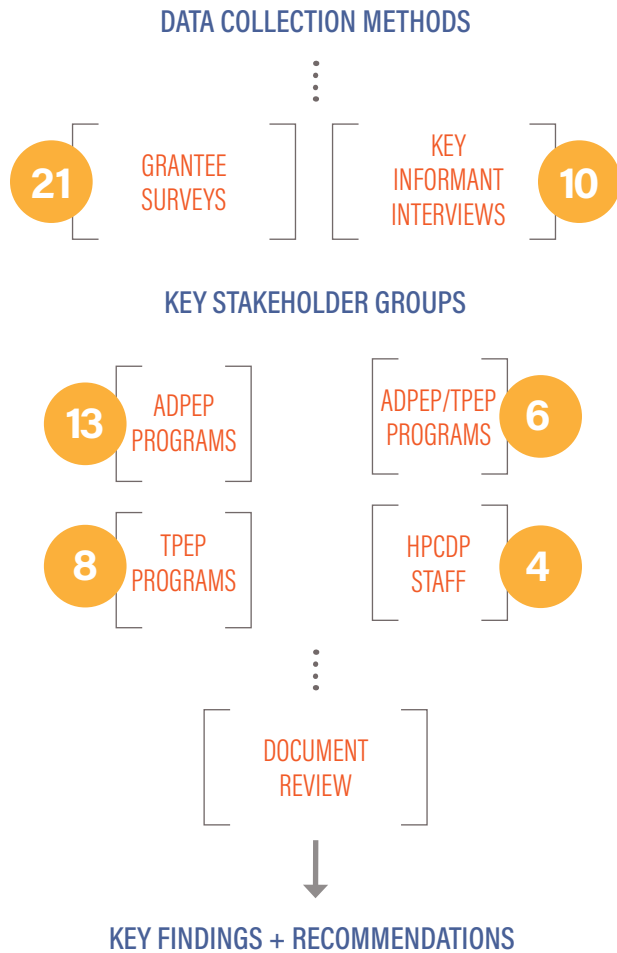
**METHOD:**  
KEY INFORMANT INTERVIEWS AND SURVEY

HOW HAVE TARA DATA AND/OR DATA REPORTS BEEN USED BY COUNTY TPEP AND ADPEP AND TO WHAT EFFECT?

**METHOD:**  
KEY INFORMANT INTERVIEWS AND SURVEY

**FIGURE 1: DATA COLLECTION METHODS:**

There were three data collection methods used to answer the four key evaluation questions for the TARA evaluation: grantee survey, key informant interviews, and document review.



notes:

4. The biweekly digest is an email sent to HPCDP grantees from HPCDP staff two times per month with program news, updates and resources.

**GRANTEE SURVEY**

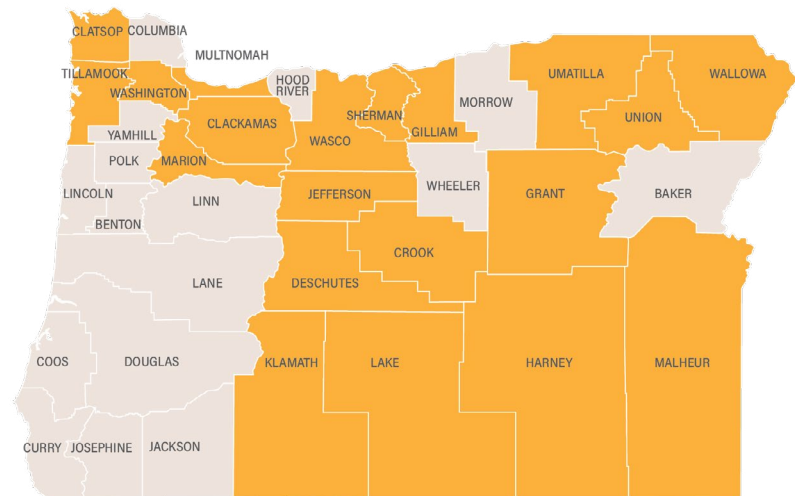
**RECRUITMENT:**

The evaluation advisory group identified TPEP and ADPEP grantees as a primary source of data for the 2018 TARA evaluation to help understand the barriers and facilitators to the 2018 TARA process. In order to recruit grantee respondents, HPCDP staff sent a message to grantees in the biweekly digest<sup>4</sup> to let them know a survey was going to be sent to them, and Rede Group followed up with individual links for the survey to all grantees. Participation in the grantee survey was voluntary.

**DATA COLLECTION**

In March 2021, Rede Group administered the grantee survey to all TPEP and ADPEP grantees through Survey Monkey. There were 21 survey respondents from 20 local jurisdictions in Oregon (highlighted in yellow in Figure 2).

**FIGURE 2: COUNTIES REPRESENTED IN DATA COLLECTION**



Thirteen respondents (62%) were from ADPEP programs and eight respondents (38%) were from TPEP programs. Thirteen respondents (62%) participated in data collection and utilized data reports from the 2018 TARA, and the remainder of the respondents only utilized TARA data reports. Of the thirteen respondents who engaged in data collection, 46% were TPEP grantees and 54% were ADPEP grantees. The survey included questions about staff roles in TARA, partners involved in the assessment, satisfaction with a variety of tools and resources, and usefulness of a variety of TARA data reports (see Appendix C for the survey instrument).

**ANALYSIS:**

Quantitative survey data were entered into Google Sheets for analysis and displayed in charts. Open ended question responses were reviewed for common themes and interesting narratives.

**KEY INFORMANT INTERVIEWS**

**RECRUITMENT:**

The advisory group identified two stakeholder groups for interviews: TPEP and ADPEP grantees, and HPCDP staff. Participation in key information interviews was voluntary. TPEP and ADPEP grantees were recruited for interviews based on their response to a question in the grantee survey asking if they'd be willing to be interviewed. Nine grantees indicated interest in participating and Rede Group reached out to schedule. Through communication, it was discovered that two of the grantees had not participated in TARA, and one did not have the capacity for an interview at the time, so six grantee interviews were conducted. HPCDP staff were identified by the OHA project lead (Sharon Coryell) as the primary stakeholders

in the design and implementation of the 2018 TARA. Six staff were identified; one is no longer with HPCDP so they were not included and one potential interviewee did not respond to requests to schedule an interview.

**CONDUCTING INTERVIEWS:**

In April 2021, Rede Group conducted structured interviews with six county ADPEP/TPEP grantees and four HPCDP staff. The purpose of these interviews was to understand barriers and facilitators to the 2018 TARA process. Interview questions focused on satisfaction with TARA, training materials, data collection, partner involvement, utilization of TARA data reports and potential impact on policy advancement (see interview guide, Appendix D). All interviews were conducted virtually via Zoom and were approximately 30-45 minutes in length.

**ANALYSIS:**

The interviews were recorded and transcribed, and Rede Group performed a qualitative analysis of the transcripts using Dedoose qualitative analysis software. Each transcript was coded by an analyst based on emerging themes and reviewed by a second analyst for a coder reliability check. Then, key themes and important narratives were analyzed across all transcripts.



## DOCUMENT REVIEW

### DATA COLLECTION

Rede Group acquired TARA planning, training, and data documents and reports in two ways: (1) documents were shared by HPCDP staff and (2) Rede Group downloaded documents from HPCDP connections. Documents included in the review were (see Appendix F for links):

#### Background and training:

- Retail Environment Assessment: Purpose, Methods, Planning
- Tobacco and Alcohol Retail Assessment (TARA) Training
- Tobacco and Alcohol Retail Assessment (TARA) Training Optional Module

#### Assessment tools

- Tobacco and Alcohol Retail Assessment Pocket Guide
- Pocket Guide Assembly Instructions
- Quick Facts and Frequently Asked Questions: Oregon's Tobacco and Alcohol Retail Assessment
- HPCDP Tobacco and Alcohol Retail Assessment (paper assessment tool)
- Tobacco and Alcohol Retail Assessment Informational Letter

#### Data reports

- Assessing Oregon's Retail Environment: Shining Light on Industry Tactics (State Report)
- Assessing Oregon's Retail Environment: Shining Light on Industry Tactics (County Reports)

- Shining Light on Alcohol Marketing in Oregon (State Report)
- Shining Light on Alcohol Marketing in Oregon (County Reports)
- Commercial Tobacco and Alcohol Retail Assessment Summary (Tribal service area reports)

### ANALYSIS

Assessment tools and training materials were reviewed by a Rede Group senior analyst with an equity lens, taking into account language, visuals, and other components of the documents to identify themes and examples of incorporating equity. TARA results developed by HPCDP were also reviewed with an equity lens. See Appendix E for the framework and results of the document review.

## LIMITATIONS

### COVID-19

As this evaluation was carried out, the spread of COVID-19 in Oregon and the United States significantly impacted all Americans, including key stakeholders in this evaluation. The pandemic both delayed the convening of the advisory group and limited Rede Group's ability to engage with as many stakeholders as we would have liked. Due to local health department response to COVID-19, grantee participation in data collection (survey, interviews) was completely voluntary and Rede Group used a light touch in recruitment per HPCDP advice.

### TIME BETWEEN 2018 TARA AND EVALUATION

The Tobacco and Alcohol Retail Assessment occurred in 2018. The time lapse between when the TARA occurred and this evaluation means that recall of specific details were difficult for some interviewees/survey respondents.

### STAFF TURNOVER

Partly due to the time lapse between TARA and this evaluation, and partly due to the nature of turnover in this field, not all local TPEP and ADPEP grantees who are currently in their positions were involved in the 2018 TARA. This reduced the sample size for both the grantee survey and the grantee interviews. In fact, one-third of survey respondents had not participated in data collection for TARA, and were only able to provide insight into TARA data reports.

### INCLUSION OF TRIBAL GRANTEES

The advisory group had multiple conversations about ways to include Tribal TPEP and ADPEP grantees in data collection. After consideration of a few different

data collection methods, it was determined that this project would not include Tribal grantees. This is due to two factors: limited capacity for Tribal programs due to COVID-19 response, and turnover meaning no Tribal coordinators who were involved with the 2018 TARA are still in their position.

### WHAT WENT WELL AND WHAT COULD BE IMPROVED WITH THE TARA PROCESS?

Both key informant interviews and the grantee survey provided data to help answer key evaluation question 1, “What went well and what could be improved with the TARA process?”

#### SATISFACTION WITH TARA RESOURCES (GRANTEE SURVEY)

In the grantee survey (n=21), respondents who indicated they had participated in data collection (62%) were asked to share their level of satisfaction with a variety of resources and tools for the TARA 2018 (see Figure 3). Overall, grantees were satisfied with the resources provided to conduct the TARA, however, grantees were least satisfied with the assessment questions and tools (both online and paper). Respondents who selected ‘Didn’t Use’ for ‘Retailer lists’ and ‘Communication from HPCDP’ perhaps did not understand what those resources were referring to, since both of those items were received by all grantees who completed the TARA.

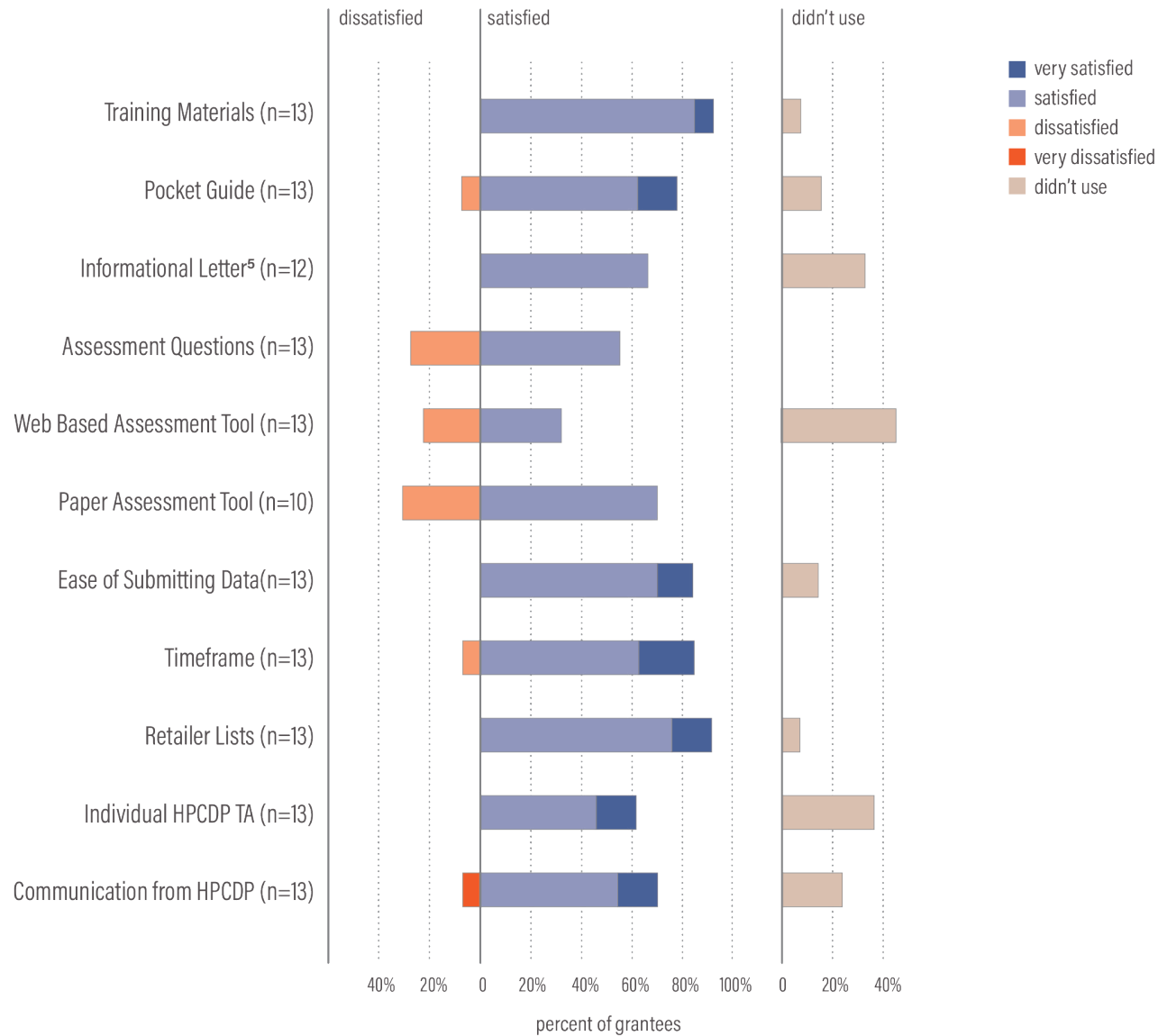
Survey respondents who indicated they participated in data collection were asked for any additional feedback on the resources provided to conduct the TARA. Four respondents (30%) indicated they wished there had been additional and/or different alcohol questions on the assessment. Additionally, several grantees noted that CBD products, gambling, or other substances should have been included in the TARA assessment. One respondent mentioned that “the web version [of the assessment] had some glitches, but the TA support was good.”

### STAKEHOLDER ENGAGEMENT (HPCDP INTERVIEWS AND GRANTEE SURVEY)

Three-quarters of HPCDP staff interviewees felt that one thing that worked well in the planning of the TARA was engagement of stakeholders, specifically grantees. Two modes of grantee engagement were mentioned, a workshop at the 2017 Grantees and Contractors meeting, and an ongoing grantee user group. However, one interviewee felt that grantees could have been engaged more throughout the process, especially during data analysis and development of data reports.

### FIGURE 3: GRANTEE SATISFACTION WITH TARA COMPONENTS

Grantees were asked “Thinking back to conducting the 2018 Tobacco and Alcohol Retailer Assessment, how satisfied are you with the following..” Responses are displayed in the figure below.

































notes

5. Letter for retailers that described the purpose of the assessment

**FIGURE 4: TARA COMPONENTS THAT WORKED OR WERE DIFFICULT**

HPCDP staff (n=4) were asked what went well across the five stages of the TARA: Planning, training, data collection, data analysis, and data reports. The figure below displays responses from interviewees.

TARA COMPONENT	WHAT WORKED WELL	WHAT WAS DIFFICULT
<b>PLANNING</b> <i>(n=4)</i>	ENGAGEMENT OF GRANTEES  3/4	LACK OF CLARITY ON ALCOHOL QUESTIONS  2/4
	HPCDP PLANNING TEAM  2/4	TECHNOLOGY ISSUES  1/4
	LINKING TOBACCO QUESTIONS TO POLICY  1/4	TOBACCO FUNDING DRIVING ASSESSMENT  1/4
	SAMPLING METHODOLOGY  1/4	BALANCING COMMUNITY REQUESTS  1/4
	INCLUSION OF ALCOHOL QUESTIONS  1/4	AND LENGTH OF ASSESSMENT
<b>TRAINING</b> <i>(n=3) one interviewee was not involved in training</i>	POCKET GUIDE  2/3	NOT ENOUGH TRAINING ON  1/3
	PROVIDING EXTRA TA  1/3	RETAILER INTERACTIONS
	GRANTEE EXCITEMENT  1/3	TIME SPENT ON TA  1/3
	INCORPORATION OF YOUTH  1/3	
<b>DATA COLLECTION</b> <i>(n=2) two interviewees were not involved in data collection</i>	ASSESSMENT TOOL OPTIONS  1/2	TECHNOLOGY FAILS WITH ONLINE TOOL  1/2
	TA SUPPORT  1/2	
<b>DATA ANALYSIS</b> <i>(n=2) two interviewees were not involved in data analysis</i>	DATA SUMMARIES  1/2	SHARING RESULTS WITH GRANTEES  1/2
	INTERNAL TIMELINES  1/2	INTERNAL PROCESS FOR ALCOHOL QUESTIONS  1/2
<b>DATA PRODUCTS</b> <i>(n=4)</i>	STAFFING/CONTRACTOR  2/4	DELAYED ALCOHOL REPORTS  3/4
	MEDIA TOOLKIT  1/4	OHA APPROVAL PROCESS  3/4
	INCLUSION OF GRANTEE PHOTOS/QUOTES  1/4	LACK OF LOCAL CAPACITY TO UTILIZE  1/4
	SMOKEFREE OREGON BRANDING  1/4	
	COMMERCIAL TOBACCO REPORTS  1/4	
	FOR TRIBAL SERVICE AREAS	

## RESOURCES FOR FUTURE ASSESSMENTS (GRANTEE INTERVIEWS)

Grantees who were interviewed (n=6) were asked what training materials may have been useful. They identified FAQs, tips for interacting with retailers, tips for engaging partners in the TARA, guidance on photos, and a virtual tutorial of products in the retail setting. Grantee interviewees were also asked what tools and resources would be helpful for future TARAs. They identified the following items: Accurate retail lists, cameras with GIS functionality, an interactive mapping tool for routing, a working online/electronic data collection tool, and HPCDP directly communicating to chain stores about the assessment to encourage participation.

## DATA COLLECTION TOOL (GRANTEE INTERVIEWS)

In the grantee interviews, grantees were asked what data collection tool they used and how they worked. One grantee used both the paper and online assessment tool, two-thirds used the paper version, and only one person used the online version exclusively.

## IN WHAT WAYS, IF ANY, DID HPCDP APPLY AN EQUITY LENS IN THE TARA PROCESS?

Key informant interviews were the primary source of data to help answer key evaluation question 2, “In what ways, if any, did HPCDP apply an equity lens in the TARA process?” For both sets of interviews, interview guides did not provide a definition of the term “equity” and the term was not defined during interviews. Thus, interviewees interpreted the term based on their own understanding and utilization. When interviewees identified equity as a consideration, the reasons why they made that determination are shared.

During the grantee interviews (n=6), interviewees were asked if they felt equity was a consideration in the planning and implementation of the 2018 TARA. One interviewee wasn’t sure, and one interviewee did not feel equity was a consideration. Out of the four grantees that responded in the affirmative, the following reasons were cited: Retailers were all treated the same (two out of four), it was a representative retailer sample (one out of four), and it was a robust assessment for tobacco retailers (one out of four).

## EQUITY REVIEW OF TARA DOCUMENTS (DOCUMENT REVIEW)




















Rede reviewed training documents, assessment tools and resources, and TARA data reports using an equity focused framework to determine what ways, if any, equity was considered in the development of these documents (see Appendix E for the framework and analysis). Across multiple categories (word usage, language availability, reader accessibility, etc.) it does not appear that training documents and assessment tools and resources were developed with diverse audiences in mind. Resources are only available in English, do not mention equity or specific populations, the one or two images of people used are white, the Flesch-Kincaid<sup>6</sup> reading level ranged between 5 - 14.4, and documents are not set up for screen readers (most specifically missing Alt text<sup>7</sup> for images). The TARA data reports were a little better in terms of mentioning equity and specific populations impacted, and the statewide reports are available in English and Spanish. However, the Flesch-Kincaid reading level ranged between 11-13.7, and documents are not set up for screen readers (missing Alt text for images).

### notes:

6. The Flesch-Kincaid Grade Level score is a standard measurement of writing that determines what grade level someone would need to be at to understand it.
7. Alternative Text or “Alt text” is written copy of a picture that allows screen reading tools to describe an image

**FIGURE 5: TARA EQUITY CONSIDERATION**

HPCDP staff (n=4) were asked if they felt equity was a consideration across five stages of the TARA: Planning, training, data collection, data analysis, and data reports. The figure below displays responses from interviewees.

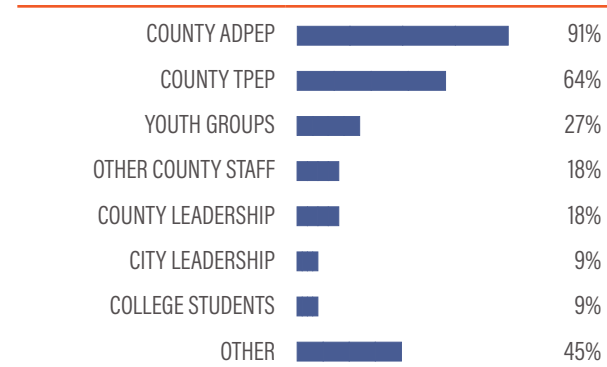
TARA COMPONENT	WAS EQUITY A CONSIDERATION?	REASONS CITED FOR "YES" RESPONSE
<b>PLANNING</b> <i>(n=4)</i>	YES  3/4	INCLUSION OF TRIBES  2/3
	NO  1/4	FOCUS ON YOUTH  1/3
		INCLUSION OF ADPEP  1/3
		FEEDBACK FROM GRANTEEES USED  1/3
<b>TRAINING</b> <i>(n=3) one interviewee was not involved in training</i>	YES  1/3	CONSISTENCY OF TRAINING  1/3
	NO  2/3	RETAILER LETTER IN ENGLISH & SPANISH  1/3
		LOTS OF VISUALS  1/3
<b>DATA COLLECTION</b> <i>(n=2) two interviewees were not involved in data collection</i>	YES 0/2	
	NO  2/2	
<b>DATA ANALYSIS</b> <i>(n=2) two interviewees were not involved in data analysis</i>	YES  2/2	TRIBAL SERVICE AREA ANALYSIS  2/2
	NO 0/2	
<b>DATA REPORTS</b> <i>(n=4)</i>	YES  4/4	COMMERCIAL TOBACCO AND ALCOHOL RETAIL  3/4
	NO 0/4	ASSESSMENT SUMMARY REPORTS
		FRAMING OF SOCIAL DETERMINANTS OF HEALTH  1/4
		YOUTH EQUITY FOCUS  1/4
		EXPOSED TOBACCO INDUSTRY  1/4
	MARKETING TACTICS	

**TO WHAT DEGREE WERE PARTNERS INVOLVED IN THE TARA PROCESS AND TO WHAT EFFECT? WHAT WERE THE FACILITATORS AND BARRIERS TO PARTNERSHIPS?**

Grantee surveys (n=21) and grantee interviews (n=6) provide data to help answer key evaluation question 3: “To what degree were partners involved in the TARA process? What were the facilitators and barriers to partnerships?”

In the grantee survey, respondents were asked if they worked with internal and external partners on the TARA. Of the thirteen respondents who conducted data collection, 85% reported involving partners. Figure 6 displays what types of partners participated in TARA. “Other” includes: intern, community coalition, SPF-PFS coordinator, and ADPEP subcontractors. The 11 respondents who indicated they involved partners in the 2018 TARA were also asked to identify what role partners had. Grantees reported that partners participated in data collection (100%), shared TARA data reports (55%), and utilized TARA data reports (36%).

**FIGURE 6: TYPES OF PARTNERS ENGAGED**  
(Respondents could select all that apply)



**FIGURE 7: FACTORS THAT SUPPORTED OR HINDERED PARTNERSHIPS**

During the grantee key informant interviews (n=6), interviewees were asked what factors supported working with partners and what factors made it difficult to work together on the 2018 TARA. Figure 7, below, outlines responses from grantees.

FACTORS THAT SUPPORTED WORKING WITH PARTNERS		FACTORS THAT MADE IT DIFFICULT TO WORK WITH PARTNERS	
EXISTING PARTNERSHIPS	2/6	TIME CONSUMING	1/6
LEADERSHIP SUPPORT OF PARTNERSHIPS	1/6	TRAINING MATERIALS TOO BURDENSOME	1/6
EXISTING SUBCONTRACTORS	1/6		
RETAILER LETTER <sup>8</sup>	1/6		

notes

8. Letter for retailers that described the purpose of the assessment



**HOW HAVE TARA DATA AND/OR DATA REPORTS BEEN USED BY COUNTY AND ADPEP AND TO WHAT EFFECT?**

Grantee surveys (n=21) and grantee interviews (n=6) provide data to help answer key evaluation question 4: “How have TARA data and/or data reports been used by county TPEP and ADPEP and to what effect?”

**FAMILIARITY AND USEFULNESS (GRANTEE SURVEY)**

Grantees were first asked how familiar they were with the TARA data reports developed by HPCDP (see Figure 8), and then they were asked to indicate how useful the TARA data reports are/were (see Figure 9).

**FIGURE 8: GRANTEE FAMILIARITY WITH TARA DATA PRODUCTS**

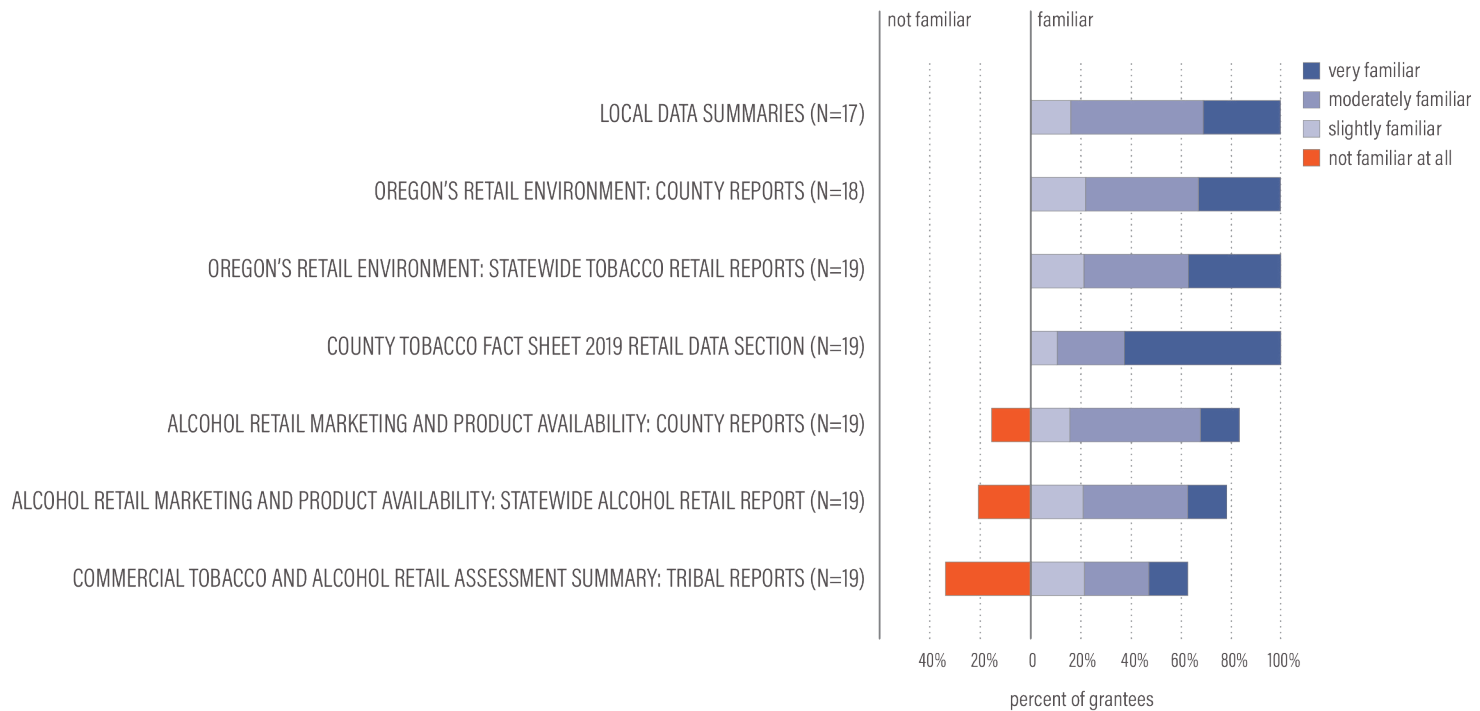
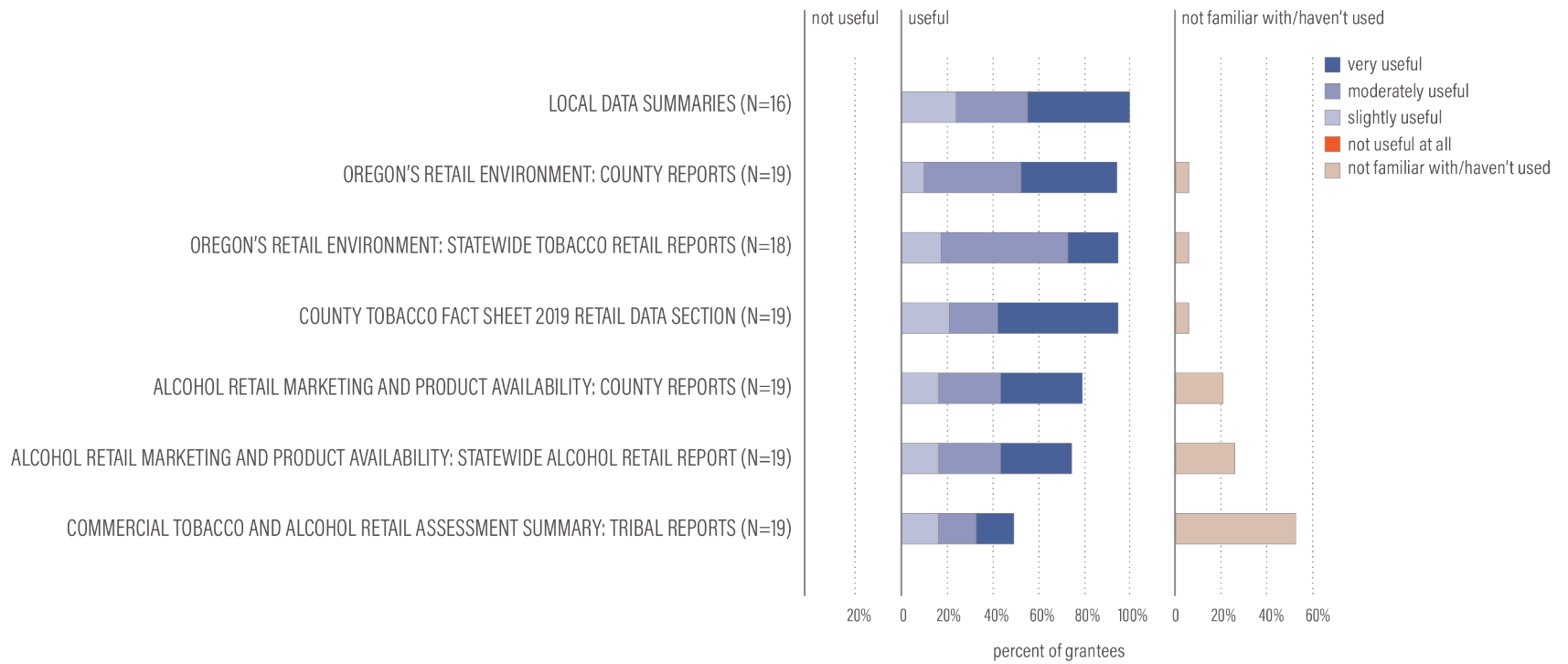


FIGURE 9: USEFULNESS OF TARA DATA PRODUCTS

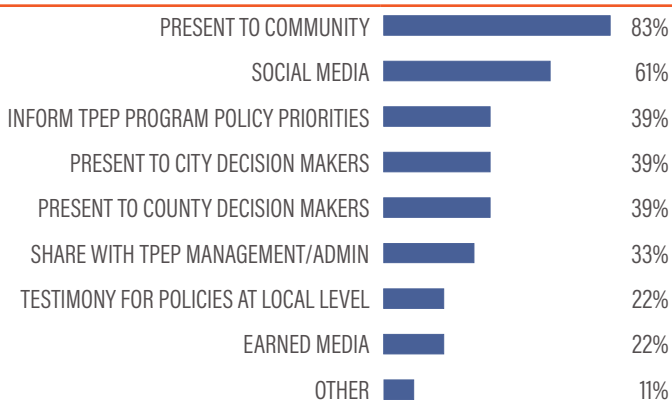


USE OF TARA DATA REPORTS (GRANTEE SURVEY)

Survey respondents were asked to identify the ways that they use or have used TARA data reports. “Other” includes to inform the Community Health Improvement Plan and classroom education.

FIGURE 10: GRANTEES USE OF TARA DATA REPORTS

(N=18)



USE OF TARA DATA REPORTS (GRANTEE INTERVIEWS)



Based on their responses in the survey, grantees were asked during interviews to describe how they used the data reports they considered very or moderately useful.

FIGURE 11: MOST USEFUL TARA DATA REPORTS

TARA DATA REPORTS MARKED AS MODERATELY OR VERY USEFUL ( N=6)	HOW TARA DATA REPORTS USED
ASSESSING OREGON'S RETAIL ENVIRONMENT: COUNTY REPORTS	4/6 <ul style="list-style-type: none"> <li>• SHARED WITH COALITION/ COMMUNITY MEMBERS</li> <li>• NEWSLETTERS</li> <li>• HEALTH POLICY PLANNING</li> <li>• INFORM TPEP WORK PLAN</li> <li>• PRESENT TO DECISION MAKERS</li> </ul>
LOCAL DATA SUMMARIES	3/6 <ul style="list-style-type: none"> <li>• COMMUNITY EDUCATION</li> <li>• INTERNAL PLANNING</li> <li>• SOCIAL MEDIA/MESSAGING</li> </ul>
COUNTY TOBACCO FACT SHEET, 2019 (RETAIL DATA SECTION)	3/6 <ul style="list-style-type: none"> <li>• REFERENCE FOR LEADERSHIP/ DECISION MAKERS</li> <li>• SHARED WITH JURISDICTIONS WITHIN COUNTY</li> <li>• POSTED ON WEBSITE</li> <li>• PRESENTATIONS</li> </ul>
ALCOHOL RETAIL MARKETING AND PRODUCT AVAILABILITY REPORT: STATEWIDE ALCOHOL RETAIL REPORT	3/6 <ul style="list-style-type: none"> <li>• INTERNAL REVIEW</li> <li>• SHARED WITH COMMUNITY/ COALITION</li> </ul>
SHINING LIGHT ON ALCOHOL MARKETING: COUNTY REPORTS	1/6 <ul style="list-style-type: none"> <li>• SHARED WITH COALITION</li> </ul>

Based on their responses in the survey, grantees were asked during interviews to describe why they marked TARA data reports as slightly or not at all useful.

**FIGURE 12: LESS USEFUL TARA DATA REPORTS**

TARA DATA REPORTS MARKED AS SLIGHTLY OR NOT AT ALL USEFUL (N=6)	WHY TARA DATA REPORT WAS NOT USEFUL
COMMERCIAL TOBACCO AND ALCOHOL RETAIL ASSESSMENT SUMMARY: TRIBAL REPORTS  4/6	<ul style="list-style-type: none"> <li>• NO TRIBES IN JURISDICTION</li> <li>• TIME CONSTRAINTS</li> <li>• AUDIENCE IS TRIBES</li> <li>• NOT CURRENTLY COLLABORATING WITH TRIBES</li> </ul>
ALCOHOL RETAIL MARKETING AND PRODUCT AVAILABILITY: STATE AND COUNTY ALCOHOL REPORTS  3/6	<ul style="list-style-type: none"> <li>• TIMING OF RELEASE</li> </ul>

Interviewees were asked if they created any of their own TARA data reports or materials. Four grantees said they created messaging, three said they created presentations, and one created a newsletter. Grantees interviewed felt that from TARA data reports, raw data in Excel form (from theirs and other jurisdictions) and retailer density data would be useful in their work. And finally, two-thirds of interviewees felt TARA data and/or data reports helped support policy advancement in their jurisdiction and one-third of interviewees did not.

## CONCLUSION

Training materials were adequate for most grantees to complete the TARA, although they identified additional components that would be helpful.

### 1. RECOMMENDATION

Potentially have a training specifically for partners so it is easier to onboard them. When developing training materials, include the following content:

- Tips for interacting with retailers, include conflict resolution
- Emphasis on the importance of collecting pictures
- Clear directions for how, why, and what types of partners to include in an assessment

## CONCLUSION

Half of survey respondents utilized the online tool, 30% of which felt satisfied with the tool and 50% of which felt dissatisfied with the tool. Although 70% of respondents were satisfied with the paper assessment tool, 30% were not and interviewees felt it was time consuming and clunky.

### 2. RECOMMENDATION

Use an online or app based data collection tool that works well in the field with limited internet availability. Pilot test the data collection tool before the launch of the assessment.

## CONCLUSION

Grantees did not feel that alcohol questions were well integrated into planning or the assessment.

### 3. RECOMMENDATION

Engage ADPEP grantees from the beginning of the development of assessment questions. Be transparent about the reason decisions are made for inclusion of questions, such as connecting the data gathered to policy objectives, tobacco money funding the assessment, etc.

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## KEY QUOTES

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**“We could have done more to talk about the surveys as a way to mobilize community members and really to open people’s eyes to what is right in front of them, but becomes invisible when you see it every day, it’s like background noise.”**

—Interviewee

**“Sometimes the online tool didn’t work fully due to internet access. Also, the way it was set up, you could do one after another after another, and it would “save them,” but I think it didn’t always save on the app.”**

—Survey respondent

**“The questions on the TARA regarding alcohol seemed more like an afterthought.”**

—Survey respondent

**CONCLUSION**

Equity was not a consideration during most aspects of the 2018 TARA, with the exception of most of the data reports.

**4. RECOMMENDATION**

Consider ways to build equity into all stages of the assessment process, such developing training and assessment materials in different languages or reading levels and using a neighborhood level sampling methodology.

**CONCLUSION**

Although this did not come out as a finding from data collection, there were multiple conversations with the TARA advisory group about how to include Tribal grantees in the TARA evaluation. One of the conclusions from these conversations was that the issue of Tribal and county grantee collaboration was very important, but much bigger than the TARA evaluation could address. Additionally, nearly 60% of survey respondents were not aware of the Commercial Tobacco and Alcohol Retail Assessment Summary reports, and did not feel they were useful (67%) because they did not have current partnerships with Tribal programs and/or have a Tribe in their jurisdiction.

**5. RECOMMENDATION**

Consider exploring or conducting a future evaluation on the expectations of collaboration in TPEP work, including future TARAs, between Tribal and county TPEP and ADPEP grantees. Identify ways to use the TARA and/or reports like the Commercial Tobacco and Alcohol Assessment Summary to build relationships between Tribal and County coordinators and emphasize the role of County grantees in addressing equity.

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KEY QUOTES

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**“We couldn’t put out information on tobacco retailers within this distance of schools and white neighborhoods have this amount of marketing and in black neighborhoods they have this amount of marketing...it felt like collecting retail data for the sake of retail data, but not keeping in mind how to collect data in a way that would further policies that were most important to people.”**

—Interviewee

## CONCLUSION

Many grantees felt that engaging partners in the TARA, especially data collection, was important for multiple reasons, including providing extra help to complete the assessment in time and relationship building.

### 6. RECOMMENDATION

Provide more guidance to grantees about the importance of and ways to include partners.

## CONCLUSION

Two-thirds of grantee interviewees felt that data reports from the 2018 TARA helped with advancing tobacco retail policy in their jurisdiction. County level tobacco related TARA data reports were well received and were used multiple ways; the state tobacco report was less used, but was an important component for comparing state to the local data and providing a landscape view of the tobacco retail environment. Almost all respondents across data collection methods felt the delay of the alcohol reports was problematic. Many interviewees created presentations using TARA data.

### 7. RECOMMENDATION

Reduce the time gap between collecting data and releasing reports when possible, and clearly communicate to grantees when there is a delay and why. Include a slidedeck as part of the media toolkit for grantees to easily incorporate into presentations.

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## KEY QUOTES

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**“What really helped make this project successful was my networking and my ability to reach out to people who are willing to volunteer for this effort. Otherwise, there would have been significant delays in getting that data collected.”**

—Interviewee

**“I think the data reports are useful in building momentum to continue protecting and preventing people from using tobacco products. It’s still the number one cause of preventable death and often when I’m out in the community, people don’t realize that until they look at the data. When they see that it’s still an issue, it kind of sparks their interest and makes them want to continue doing that important work.”**

—Interviewee

- A. EVALUATION PLAN
- B. ADVISORY GROUP ROSTER
- C. SURVEY INSTRUMENT
- D. INTERVIEW GUIDES
  - A. GRANTEE INTERVIEWS
  - B. HPCDP STAFF INTERVIEWS
- E. EQUITY FOCUSED DOCUMENT REVIEW
- F. TARA DOCUMENTS



# » Evaluation Plan:

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## Tobacco & Alcohol Retail Assessment Evaluation

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Submitted to HPCDP » February 26, 2021

## »Introduction

The Rede Group will conduct the Tobacco & Alcohol Retail Assessment Evaluation (TARA Evaluation) under the direction of the Oregon Health Authority (OHA), Public Health Division (PHD), Health Promotion and Chronic Disease Prevention (HPCDP) Section and will engage TARA stakeholders throughout the evaluation process.

## »Program Description

The purpose of the 2018 Tobacco & Alcohol Retail Assessment (TARA) was to gather statewide point-of-sale data at tobacco retailers. Alcohol advertising was only assessed at retailers that also sold tobacco. Local health department staff visited nearly 2000 retailers across Oregon. Availability and advertising of alcohol and tobacco products in retail settings is a critical public health issue, contributing to disparities in chronic disease and inequalities, especially in low-income communities and communities of color. The TARA was designed to inform state and local tobacco retail control policies.

TARA was adapted from the National Standardized Tobacco Assessment in Retail Settings (STARS). OHA developed training materials and assessment tools in collaboration with local public health authorities (LPHAs). The TARA is strictly for gathering data— not to be used as a compliance check for retailers. OHA staff developed methodology for statewide TARA, including providing counties with retailer lists based on required sample sizes and training. OHA coordinated the development of data collection tools and conducted data analysis. Data products were developed by the Metropolitan Group, one of OHA's media contractors.

Local Tobacco Prevention and Education Programs (TPEP) conducted TARA data collection with retailers in their jurisdictions as a requirement of their state TPEP funding; at the same time, OHA encouraged local Alcohol and Drug Prevention and Education Programs (ADPEP) to collaborate with TPEP. Community partners were encouraged to participate in TARA, as long as everyone in the field completed the required data collection training posted online. Data reports were distributed to local programs, including: data summaries (local), tobacco retail reports (local<sup>1</sup> and statewide<sup>2</sup>), alcohol retail reports (local and statewide<sup>3</sup>).

OHA invited Tribal TPEP and ADPEP to conduct a TARA for retailers on their tribal lands and/or to collaborate with local county programs in the jurisdictions where tribal members reside. One tribe conducted their own data collection, and no tribes collaborated on county TARAs. Using the county assessment data, OHA, in collaboration with tribes, developed reports that describe the tobacco and alcohol environment by tribal service areas for each of the nine tribes in Oregon to support tribal policy efforts.

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<sup>1</sup> Local reports available in password protected area on [www.smokefreeoregon.com](http://www.smokefreeoregon.com)

<sup>2</sup> [https://smokefreeoregon.com/wp-content/uploads/2019/07/TARA\\_StatewideRollup\\_2019.07.03\\_Accessible.pdf](https://smokefreeoregon.com/wp-content/uploads/2019/07/TARA_StatewideRollup_2019.07.03_Accessible.pdf)

<sup>3</sup> <https://www.oregon.gov/oha/PH/DISEASES/CONDITIONS/CHRONICDISEASE/HPCDPCONNECTION/Pages/alcohol-retail-report.aspx>

The following types of retailers were assessed:

- Convenience stores with and without gas: also known as food marts (E.g., 7-Eleven, Circle K, Jacksons)
- Grocery stores: This includes small markets, deli, product market, large grocery and supermarkets (e.g., Safeway, Albertson's).
- Drug store/pharmacy: Known for selling prescription drugs (e.g., Rite Aid, Walgreens)
- Mass merchandiser or discount stores (e.g., Fred Meyers, Dollar General)
- Smoke shops

Retailers that were restricted to consumers 18 years of age and older were not included in TARA.

The TARA assessment instrument included core questions that were mandatory for all assessments, and a variety of optional questions that local programs could add if they choose. The core questions included:

- Types of tobacco products
- Types of alcohol products
- Outside advertisements
- Product placement
- Interior ad placement
- School affiliations for alcohol products

Optional questions included:

- Price information
- Lottery sales
- Problem gambling information
- Kratom
- Alcohol paraphernalia

## »Situational Analysis

HPCDP and the contracted evaluation team have identified the following factors as important considerations for this evaluation.

### **Co-Occurring Evaluations**

HPCDP is engaged in multiple evaluation projects that may impact the availability of stakeholders, particularly local public health staff, including the TPEP tiered model and Smokefree Oregon. To mediate this challenge, the evaluation team will carefully consider the pacing and sequencing of data collection and dissemination under the guidance of HPCDP.

## **Public Health Crises: Novel Coronavirus-19**

The coronavirus pandemic is an essential consideration for the execution of the TARA Evaluation. The spread of the coronavirus in Oregon and the United States is significantly impacting all Americans, including key stakeholders in this evaluation, such as governmental public health. The evaluation team acknowledges the challenge this situation may impose on data collection activities and meeting with project team members and TARA stakeholders. All communications for the evaluation will take place virtually until further notice.

### »Framework & Focus

#### **TARA Evaluation Approach**

Rede will utilize the CDC Framework for Program Evaluation<sup>4</sup> to evaluate the TARA process, facilitators and barriers to collaboration and coordination among programs and partners, and the use of TARA products and perceived outcomes. Our proposed approach allows for flexibility; the evaluation team will rely on and incorporate input of OHA, Health Promotion and Chronic Disease Prevention Section (HPCDP) and key stakeholders to refine the proposed approach and key evaluation questions. In addition, the evaluation team will facilitate Utilization-focused Evaluation methods to engage stakeholders (“users”) to ensure that the evaluation and results are conducted in a way that maximizes the use of findings in informing future tobacco and alcohol retail assessments.

#### **Stakeholder Engagement**

An Evaluation Advisory Group was formed with representatives from HPCDP and local TPEP and ADPEP programs as the primary users of the evaluation results. The group will meet on a regular basis with the contracted evaluators in order to:

1. Design the evaluation - questions, data collection, tools/resources, etc.
2. Give voice to community perspectives
3. Facilitate evaluation engagement with other stakeholders/CPLI participants.
4. Support data interpretation
5. Advise on dissemination products

### »Methods

There will be three methods utilized to collect data for four key evaluation questions (KEQs) for the TARA evaluation:

1. Surveys

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<sup>4</sup> <https://www.cdc.gov/eval/framework/index.htm>

2. Key informant interviews
3. Document review

Definitions for KEQs:

- 'Partners' include any people or organizations that participated or were engaged in the TARA process: County ADPEP, Tribal TPEP and/or ADPEP, community partners, county leadership, students, youth groups, etc.
- 'TARA Process' refers to the design, tools, training, guidance, TA, timeline, data products, dissemination, etc. related to the 2018 TARA.

Note: We've included Tribal TPEP and ADPEP coordinators as a data source for this evaluation, and will work closely with HPCDP to assure data collection occurs in the most meaningful way.

KEQ1: What went well and what could be improved with the TARA process?

Methods	Data Source	Timeframe
Survey: All county TPEP/ADPEP grantees	<ul style="list-style-type: none"> <li>● County TPEP/ADPEP coordinators</li> </ul>	March 2021
Key Informant Interviews of staff involved in 2018 TARA: 3-5 HPCDP staff (program, epi/data, comms, manager), 2-3 tribal coordinators (or focus group for tribes, TBD), 5-8 county coordinators	<ul style="list-style-type: none"> <li>● Tribal and county TPEP/ADPEP coordinators</li> <li>● HPCDP staff</li> </ul>	April 2021

KEQ2: In what ways, if any, did HPCDP apply an equity lens in the TARA process?

Methods	Data Source	Timeframe
Key Informant Interviews: 3-5 HPCDP staff (program, epi/data, comms, manager)	<ul style="list-style-type: none"> <li>● HPCDP staff</li> </ul>	April 2021
Document Review	<ul style="list-style-type: none"> <li>● All tools/training materials, etc. related to TARA</li> </ul>	March 2021

KEQ3: To what degree were partners involved in the TARA process and to what effect? What were the facilitators and barriers to partnerships?

Methods	Data Source	Timeframe
Survey: All county TPEP/ADPEP grantees (ask for community member interview suggestions on survey)	<ul style="list-style-type: none"> <li>● County TPEP/ADPEP coordinators</li> </ul>	March 2021
Key Informant Interviews of people involved in 2018 TARA: 2-3 HPCDP staff (program, epi/data, comms, manager), 2-3 tribal coordinators (or focus group for tribes, TBD), 3-5 county coordinators, 5-10 community members	<ul style="list-style-type: none"> <li>● Tribal and county TPEP/ADPEP coordinators</li> <li>● HPCDP staff</li> </ul>	April 2021

KEQ4: How have TARA data and/or data products been used by county and tribal TPEP and ADPEP and to what effect?

Methods	Data Source	Timeframe
Survey: All tribal and county TPEP/ADPEP coordinators	<ul style="list-style-type: none"> <li>• Tribal and county TPEP/ADPEP coordinators</li> </ul>	March 2021
Document Review	<ul style="list-style-type: none"> <li>• Media and data products related to TARA</li> </ul>	March 2021

### »Analysis

The evaluation team will perform a combination of content analysis and thematic analysis across data collection methods. Qualitative data sources (open-ended survey questions, interview transcripts, etc.) will be uploaded into Dedoose<sup>5</sup> for coding to identify context and narratives, as well as common themes and categories of information.

The evaluation team will engage the TARA Advisory Group to review initial analysis and further develop the analytic framework, as well as assist with interpreting results and developing recommendations. Analyses will be conducted with a continuous emphasis on results that will be most useful for the primary intended users.

### »Reporting & Dissemination

- The evaluation team will develop one draft preliminary evaluation report and one comprehensive summary report with results and recommendations for future TARAs.
- A dissemination plan of the evaluation results will be developed in collaboration with TARA Evaluation Advisory Group.
- The evaluation team will conduct a meta-evaluation at the conclusion of the project.

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<sup>5</sup> <https://www.dedoose.com/>

## »Timeline

Evaluation Activity	Timeframe
Ongoing client communication and project management	September 2020-June 2021
Project start-up	September 2020
Advisory group engagement planning	October-November 2020
Advisory group engagement in evaluation design and key questions	December 2020-January 2021
*Write and submit a detailed evaluation plan and timeline	February 2021
Data collection tool development	February-March 2021
Data collection	March-April 2021
Data analysis	March-May 2021
Advisory group engagement in data interpretation, review of findings and recommendations	May 2021
*Write and submit preliminary evaluation report	May 2021
*Write and submit final evaluation report	June 2021
<i>*Contract deliverables</i>	



<b>Appendix B: TARA Evaluation Advisory Group</b>			
<b>Name</b>	<b>Organization</b>	<b>Program</b>	<b>Role</b>
Julia Hesse	Clatsop	TPEP	Coordinator
Heather Stuart	Crook County	ADPEP	Prevention Specialist
Sharon Coryell	HPCDP		Research Analyst
Tara Weston	HPCDP		Community Programs Liaison
Christiane Ochoa	Lane County	TPEP	Community Health Analyst
Carly Castaneda	Linn County	TPEP	Coordinator
Margaret McNamara	Marion County	TPEP	Health Educator
Amanda Walsborn	Umatilla	TPEP/ADPEP	Supervisor
DeAnne Mansveld	Union	TPEP/ADPEP	Prevention Programs Coordinator
Gwyn Ashcom	Washington County	TPEP	Coordinator

## Tobacco and Alcohol Retail Assessment Evaluation: Grantee Survey

**Rede Group is conducting an evaluation of the 2018 Tobacco and Alcohol Retail Assessment (TARA) at the request of Health Promotion and Chronic Disease Prevention, Oregon Health Authority. The purpose of this evaluation is to gather information about the 2018 TARA process in order to provide recommendations for future tobacco and alcohol retail assessments. Your responses will help us understand the facilitators and barriers to the 2018 TARA, which will help inform these recommendations. Data will be reported in the aggregate and will not be attributed to you directly.**

**Please respond to these questions based on your participation in the 2018 Tobacco and Alcohol Retail Assessment and/or your use of data and/or data products from the assessment. Links are embedded for most materials referenced in this survey to help you know what is being asked about.**

**If you have any questions about this survey, please contact Beck Wright at [beck.wright@redegroup.co](mailto:beck.wright@redegroup.co).**

**This survey should take approximately 10-15 minutes to complete. Thank you for your time and thoughtful responses.**

1. Please select your county

2. Please select which type of grantee you are

- Alcohol and Drug Prevention and Education Program (ADPEP)
- Tobacco Prevention and Education Program (TPEP)
- Neither

\* 3. Did you participate in data collection for the 2018 Tobacco and Alcohol Retail Assessment (TARA) in your county:

- Yes
- No
- Don't remember

Tobacco and Alcohol Retail Assessment Evaluation: Grantee Survey

4. In what ways were you involved collecting data for TARA? (Please select all that apply)

- I coordinated the TARA in my county
- I conducted assessments in my county
- I facilitated community partner participation in conducting assessments in my county
- I facilitated internal partner participation (e.g. TPEP, ADPEP) in conducting assessments in my county
- Other (please specify)

5. Thinking back to conducting the 2018 Tobacco and Alcohol Retailer Assessment, how satisfied are you with the following :

	Very satisfied	Satisfied	Dissatisfied	Very dissatisfied	Didn't use resource/not sure
<a href="#">Training materials</a> (click on link and scroll down to review materials)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<a href="#">Pocket guide</a>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<a href="#">Informational letter</a>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<a href="#">Assessment questions</a>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Assessment tool (web based)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<a href="#">Assessment tool (paper)</a>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of submitting data	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Timeframe for conducting the assessment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Retailer lists	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Individual TA from HPCDP	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communication from HPCDP throughout TARA process	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Do you have any additional feedback about the resources provided to conduct the TARA?

\* 7. Did you work with other county programs (such as ADPEP, Environmental Health, etc.) and/or community partners in your TARA?

- Yes
- No

## Tobacco and Alcohol Retail Assessment Evaluation: Grantee Survey

8. In what ways did you partners participate in the TARA in 2018? (Please select all that apply)

- Participated in data collection
- Utilized data products
- Shared data products
- Other (please specify)

9. What types of partners participated in your TARA? (Please select all that apply)

- |   |   |
|---|---|
| <input type="checkbox"/> County ADPEP                                   | <input type="checkbox"/> City leadership/decision makers      |
| <input type="checkbox"/> County TPEP                                    | <input type="checkbox"/> K-12 students                        |
| <input type="checkbox"/> Tribal TPEP and/or ADPEP                       | <input type="checkbox"/> College or technical school students |
| <input type="checkbox"/> Other county staff (e.g. environmental health) | <input type="checkbox"/> Youth groups                         |
| <input type="checkbox"/> County leadership/decision makers              | <input type="checkbox"/> Faith groups                         |
| <input type="checkbox"/> Other (please specify)                         |   |

## Tobacco and Alcohol Retail Assessment Evaluation: Grantee Survey

\* 10. Have you used data and/or data products from the 2018 Tobacco and Alcohol Retail Assessment (TARA)?

- Yes
- No
- Don't know

## Tobacco and Alcohol Retail Assessment Evaluation: Grantee Survey

11. For each of the following TARA data products, please indicate your level of familiarity with each one.

	Very familiar	Moderately familiar	Slightly familiar	Not at all familiar
Local data summaries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Assessing Oregon's Retail Environment: County reports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>Assessing Oregon's Retail Environment: Statewide tobacco retail report</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>County Tobacco Fact Sheet, 2019</u> (retail data section)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>Alcohol Retail Marketing and Product Availability: County reports</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>Alcohol Retail Marketing and Product Availability Report: Statewide alcohol retail report</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>Commercial Tobacco and Alcohol Retail Assessment Summary: Tribal reports</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Please indicate how useful the following TARA data products are:

	Very useful	Moderately useful	Slightly useful	Not at all useful	Haven't used this	Not familiar with this
Local data summaries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Assessing Oregon's Retail Environment: County reports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Assessing Oregon's Retail Environment: Statewide tobacco retail report	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
County Tobacco Fact Sheet, 2019 (retail data section)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alcohol Retail Marketing and Product Availability: County reports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alcohol Retail Marketing and Product Availability Report: Statewide alcohol retail report	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Commercial Tobacco and Alcohol Retail Assessment Summary: Tribal reports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. In what ways have you used TARA data and/or data products (please select all that apply):

- To inform TPEP program policy priorities
- Presentations to/information for TPEP management and/or administrators
- Presentations to city decision makers
- Presentations to county decision makers
- Presentations to community members/coalition members
- Other (please specify)
- Testimony for policies at the local level
- Testimony for policies/bills at the state level
- Earned media (newspapers, newsletters, etc.)
- Social media (facebook, twitter, instagram, etc.)

14. Do you have any additional comments about the TARA data and/or data products?

## Tobacco and Alcohol Retail Assessment Evaluation: Grantee Survey

\* 15. Would you be willing to participate in a short interview in April or early May 2021 to share more details about your 2018 TARA experience?

Yes

No

## Tobacco and Alcohol Retail Assessment Evaluation: Grantee Survey

16. Please share your contact information for the interview (this information will only be used to set up an interview and will not be reported on)

**Name**

**Organization**

**Email Address**

**Phone Number**

## **APPENDIX D: Tobacco and Alcohol Retail Assessment Evaluation**

### **HPCDP Staff Interview**

Rede Group is conducting an evaluation of the 2018 Tobacco and Alcohol Retail Assessment, called TARA, on behalf of the Health Promotion and Chronic Disease Prevention Section of the Oregon Health Authority. The purpose of this evaluation is to understand the facilitators and barriers to the 2018 TARA process in order to provide recommendations for future assessments. Your responses will help inform these recommendations. Data will be reported in the aggregate and will not be attributed to you directly.

This interview will take approximately 30-45 minutes. We will be taking notes and recording the interview so that we can analyze your response to include in the evaluation. This recording will not be shared with anyone outside of the Rede Group, and will only be used as a reference to verify information in our notes and for the accuracy of reporting.

Do you mind if we record the interview?

Do you have any questions before we begin?

#### Role/Overview

1. To start out, could you please state your name and position for the interview transcript.

Now we will go through each stage of the TARA process, including planning, training, data collection, data analysis, and data products, and we will be asking very similar questions for each stage. If you were not involved in a specific aspect of the TARA, just let us know when we get to that section and we can skip those questions.

#### Planning/development

2. Were you involved in the development of the 2018 TARA? This includes developing protocols, assessment questions and the assessment tool.



- a. If yes, please describe your role.
  - i. Was equity a consideration in the TARA planning process? Please explain.
  - ii. Do you feel that engagement of stakeholders in the planning process was adequate? Please explain.
  - iii. What worked well?
  - iv. What was difficult?
  - v. Do you have recommendations for planning future tobacco and alcohol retail assessments?

### Training

3. Were you involved in developing training materials and/or did you train grantees on how to conduct the 2018 TARA?
  - a. If yes, please describe your role.
    - i. Was equity a consideration in training development and dissemination for the TARA? Please explain.
    - ii. Do you feel that engagement of stakeholders in the development of the TARA training materials was adequate? Please explain.
    - iii. What worked well?
    - iv. What was difficult?
    - v. Do you have recommendations for training for future tobacco and alcohol retail assessments?

### Data collection

4. Were you involved in supporting data collection for the 2018 TARA?
  - a. If yes, please describe your role.
    - i. Was equity a consideration in data collection, including the selection of the retailer sample? Please explain.
    - ii. What worked well?
    - iii. What was difficult?
    - iv. Do you have recommendations for data collection for future tobacco and alcohol retail assessments?

### Data analysis

5. Were you involved in supporting data analysis for the 2018 TARA?
  - a. If yes, please describe your role.

- i. Was equity a consideration in data analysis? Please explain.
- ii. What worked well?
- iii. What was difficult?
- iv. Do you have recommendations for data analysis for future tobacco and alcohol retail assessments?

#### Data products

6. Were you involved in identifying, creating or disseminating data products for the 2018 TARA?
  - a. If yes, please describe your role.
    - i. Was equity a consideration identifying, creating or disseminating data products? Please explain.
    - ii. What worked well?
    - iii. What was difficult?
    - iv. Do you have recommendations for data products for future tobacco and alcohol retail assessments?
  
7. Is there anything else you would like to tell us about your involvement or experience with TARA?

That brings us to the end of our questions. If you have any further questions or comments after today, feel free to reach out Beck Wright at [beck.wright@redegroup.co](mailto:beck.wright@redegroup.co).

Thanks again for taking the time to talk with us today!

### **Tobacco and Alcohol Retail Assessment Evaluation Grantee Interview**

Rede Group is conducting an evaluation of the 2018 Tobacco and Alcohol Retail Assessment (TARA) on behalf of the Health Promotion and Chronic Disease Prevention Section of the Oregon Health Authority. The purpose of this evaluation is to understand the facilitators and

barriers to the 2018 TARA process in order to provide recommendations for future assessments. Your responses will help inform these recommendations. Data will be reported in the aggregate and will not be attributed to you directly.

This interview will take approximately 30-45 minutes. We will be taking notes and recording the interview so that we can analyze your response to include in the evaluation. This recording will not be shared with anyone outside of the Rede Group, and will only be used as a reference to verify information in our notes and for the accuracy of reporting.

Do you mind if we record the interview?

Do you have any questions before we begin?

#### Role/Overview

1. To start out, could you please state your name, position, and organization for the interview transcript.
2. Please describe what role you played in the 2018 TARA.
  - a. Prompt: For example, did you develop materials with HPCDP, conduct data collection, and/or use TARA data products?
3. Do you feel equity was a consideration in the planning and implementation of the 2018 TARA? Please explain

Now we are going to ask questions related to specific aspects of the TARA, including training, data collection, partners and data products. If you were not involved in a specific aspect of the TARA, please just let us know when we get to that section and we can skip those questions.

#### Training

4. Were there any training materials or other resources that were especially helpful?
5. Were there any gaps in training materials or anything that could have been useful?

### Data collection

In the next set of questions, we'd like to explore your experiences with data collection during the 2018 TARA.

6. Let's start with the assessment tool.
  - a. Were you involved in the development of the assessment questions? If yes, in what ways?
  - b. Are you satisfied with the questions that were asked?
  - c. Do you feel there were questions that should have been asked that weren't? Please describe.
  
7. Now, please share your thoughts on the following aspects of the data collection process:
  - a. How did the data collection tools work for you?
    - i. Prompt: did you use the online or paper surveys? Were there any barriers?
    - ii. If you used paper surveys, did you input the data or did HPCDP?
  - b. Did you feel like you had enough time for data collection?
  - c. Was the number of retailers you assessed in your county reasonable given time and staffing?
  
8. Are there any additional tools or resources that could have made the data collection process easier for you?

### Partners

Now we'd like to know more about your experience working with partners on the assessment.

9. According to your survey responses, you engaged internal partners in TARA data collection.
  - a. For each internal partner listed on survey: Please describe what role they played in the assessment.
  
10. According to your survey responses, you engaged external partners in TARA data collection.
  - a. For each external partner listed on survey: Please describe what role they played in the assessment.
  
11. What factors supported your ability to involve partners in the assessment?
  
12. What factors made your ability to involve partners in the assessment difficult?

13. Do you have any additional thoughts you'd like to share related to working with partners in the assessment?
14. We also want to interview community partners who participated in TARA to gather their insight in the process. Would you be willing to share any of your contacts with us for this purpose?

#### TARA data products

For the next set of questions, we are going to discuss data products created from TARA data.

15. In the survey, you indicated how useful various data products were.
  - a. List each item they indicated as being moderately or very useful and ask: Did you use this data product? For what purpose?
  - b. List each item they indicated being slightly or not at all useful and ask:
  - c. Can you please describe why this data product isn't useful?
16. Are there any additional materials using TARA data that would have been helpful for your program?
17. Did you create any of your own materials using TARA data?
  - a. If yes: What did you create? For what purpose?
  - b. Would you be willing to share what you created with us?
18. Did TARA data products support tobacco retail policy advancement in your county?
  - a. If yes: in what ways?
19. Is there anything else you would like to tell us about your involvement or experience with TARA?

That brings us to the end of our questions. If you have any further questions or comments after today, feel free to reach out Beck Wright at [beck.wright@redegroup.co](mailto:beck.wright@redegroup.co).

Thanks again for taking the time to talk with us today!

## APPENDIX E: Links to TARA documents:

### Background and training:

- Retail Environment Assessment: Purpose, Methods, Planning
  - HPCDP Connections under 2017 Grantee and Contractors Meeting  
[https://www.oregon.gov/oha/PH/DISEASESCONDITIONS/CHRONICDISEASE/HPCDPCONNECTION/TRAINING\\_EVENTS/MEETINGS/Pages/GranteesContractors2017.aspx](https://www.oregon.gov/oha/PH/DISEASESCONDITIONS/CHRONICDISEASE/HPCDPCONNECTION/TRAINING_EVENTS/MEETINGS/Pages/GranteesContractors2017.aspx)
- Tobacco and Alcohol Retail Assessment (TARA) Training
  - [https://www.oregon.gov/oha/PH/DISEASESCONDITIONS/CHRONICDISEASE/HPCDPCONNECTION/TRAINING\\_EVENTS/Documents/CoreTraining.pdf](https://www.oregon.gov/oha/PH/DISEASESCONDITIONS/CHRONICDISEASE/HPCDPCONNECTION/TRAINING_EVENTS/Documents/CoreTraining.pdf)
- Tobacco and Alcohol Retail Assessment (TARA) Training Optional Module
  - [https://www.oregon.gov/oha/PH/DISEASESCONDITIONS/CHRONICDISEASE/HPCDPCONNECTION/TRAINING\\_EVENTS/Documents/OptionalTraining.pdf](https://www.oregon.gov/oha/PH/DISEASESCONDITIONS/CHRONICDISEASE/HPCDPCONNECTION/TRAINING_EVENTS/Documents/OptionalTraining.pdf)

### Assessment tools

- Tobacco and Alcohol Retail Assessment Pocket Guide
  - [https://www.oregon.gov/oha/PH/DISEASESCONDITIONS/CHRONICDISEASE/HPCDPCONNECTION/TRAINING\\_EVENTS/Documents/PocketGuide.pdf](https://www.oregon.gov/oha/PH/DISEASESCONDITIONS/CHRONICDISEASE/HPCDPCONNECTION/TRAINING_EVENTS/Documents/PocketGuide.pdf)
- Quick Facts and Frequently Asked Questions: Oregon's Tobacco and Alcohol Retail Assessment
  - [https://www.oregon.gov/oha/PH/DISEASESCONDITIONS/CHRONICDISEASE/HPCDPCONNECTION/TRAINING\\_EVENTS/Documents/QuickFactsFAQ.pdf](https://www.oregon.gov/oha/PH/DISEASESCONDITIONS/CHRONICDISEASE/HPCDPCONNECTION/TRAINING_EVENTS/Documents/QuickFactsFAQ.pdf)
- HPCDP Tobacco and Alcohol Retail Assessment (paper assessment tool)
  - [https://www.oregon.gov/oha/PH/DISEASESCONDITIONS/CHRONICDISEASE/HPCDPCONNECTION/TRAINING\\_EVENTS/Documents/TARA.pdf](https://www.oregon.gov/oha/PH/DISEASESCONDITIONS/CHRONICDISEASE/HPCDPCONNECTION/TRAINING_EVENTS/Documents/TARA.pdf)
- Tobacco and Alcohol Retail Assessment Informational Letter
  - [https://www.oregon.gov/oha/PH/DISEASESCONDITIONS/CHRONICDISEASE/HPCDPCONNECTION/TRAINING\\_EVENTS/Documents/TARALetter.pdf](https://www.oregon.gov/oha/PH/DISEASESCONDITIONS/CHRONICDISEASE/HPCDPCONNECTION/TRAINING_EVENTS/Documents/TARALetter.pdf)

### Data products

- Assessing Oregon's Retail Environment: Shining Light on Industry Tactics (State Report)
  - [https://smokefreeoregon.com/wp-content/uploads/2019/07/TARA\\_StatewideRollup\\_2019.07.03\\_Accessible.pdf](https://smokefreeoregon.com/wp-content/uploads/2019/07/TARA_StatewideRollup_2019.07.03_Accessible.pdf)
- Assessing Oregon's Retail Environment: Shining Light on Industry Tactics (County Reports)
  - Located in password protected area of Smokefree Oregon website
- Shining Light on Alcohol Marketing in Oregon (State Report)
  - [https://www.oregon.gov/oha/PH/DISEASESCONDITIONS/CHRONICDISEASE/HPCDPCONNECTION/Documents/Alcohol%20and%20Other%20Drugs/OR\\_TARA\\_alcohol.pdf](https://www.oregon.gov/oha/PH/DISEASESCONDITIONS/CHRONICDISEASE/HPCDPCONNECTION/Documents/Alcohol%20and%20Other%20Drugs/OR_TARA_alcohol.pdf)
- Shining Light on Alcohol Marketing in Oregon (County Reports)
  - Links to County reports here:  
<https://www.oregon.gov/oha/PH/DISEASESCONDITIONS/CHRONICDISEASE/HPCDPCONNECTION/Pages/alcohol-retail-report.aspx>
- Commercial Tobacco and Alcohol Retail Assessment Summary (Tribal service area reports)
  - Links to Tribal reports here: <https://smokefreeoregon.com/native-quit-line/>

## APPENDIX F: TARA Document Review Equity Framework

When reviewing documents with equity lens, consider:

1. Is there mention of equity focused words such as equity, inequity, disparities, diversity, etc.?
2. Is there a focus on any specific populations?
3. If there are visuals, do they reflect diverse people/communities?
4. Is gendered language used?
5. What languages are materials available in?
  - a. Is there a way to request documents in other languages/formats?
6. What reading level are documents at?
7. Are documents formatted for accessibility/screen readers?

### Training and Assessment Tools

- A. Retail Environment Assessment: Purpose, Methods, Planning (Format: Powerpoint)
  1. No
  2. No
  3. Images of tobacco retailers, clip art included; one clip art image of a person that appears male and white
  4. No
  5. English
    - i. No
  6. Unable to check reading level in PPT
  7. When running Accessibility review, multiple errors were reported that indicate the document would be very hard to understand with a screen reading. This includes missing Alt text for images, missing or duplicative slide titles, and issues with reading order of slide content.
- B. Tobacco and Alcohol Retail Assessment (TARA) Training (Format: PDF)
  1. No



2. No
3. Most images are of tobacco products. One image included is an advertisement for beer with a person that appears to be female and white, and an image of a tobacco shop includes a stereotypical “cigar store Indian”
4. No
5. English
  - i. No
6. Flesch-Kincaid grade level 5.9 (converted pdf to word to determine so there are formatting/word issues to be accounted for)
7. When running Accessibility review, multiple errors were reported that indicate the document would be very hard to understand with a screen reading. This includes missing Alt text for images. (converted pdf to word to determine so there are formatting/word issues to be accounted for)

C. Tobacco and Alcohol Retail Assessment (TARA) Training Optional Module (Format: PDF)

1. No
2. No
3. Most images are of tobacco products. One image included is an advertisement for beer with a person that appears to be female and white.
4. No
5. English
  - i. No
6. Flesch-Kincaid grade level 5 (converted pdf to word to determine so there are formatting/word issues to be accounted for)
7. When running Accessibility review, multiple errors were reported that indicate the document would be very hard to understand with a screen reading. This includes missing Alt text for images. (converted pdf to word to determine so there are formatting/word issues to be accounted for)

D. Tobacco and Alcohol Retail Assessment Pocket Guide (Format: PDF)

1. No
2. No
3. Images are of tobacco products/retail settings.
4. No
5. English
  - i. No

6. Flesch-Kincaid grade level 9.5 (converted pdf to word to determine so there are formatting/word issues to be accounted for)
  7. When running Accessibility review, multiple errors were reported that indicate the document would be very hard to understand with a screen reading. This includes missing Alt text for images. (converted pdf to word to determine so there are formatting/word issues to be accounted for)
- E. Quick Facts and Frequently Asked Questions: Oregon’s Tobacco and Alcohol Retail Assessment (Format: PDF)
1. Yes
  2. Yes; “low socio- economic communities or neighborhoods with higher density of communities of color”
  3. Images are of tobacco products/retail settings.
  4. No
  5. English
    - i. No
  6. Flesch-Kincaid grade level 10.6 (converted pdf to word to determine so there are formatting/word issues to be accounted for)
  7. Yes, however the pdf is set up with multiple text boxes so the user would need to click on each section separately.
- F. HPCDP Tobacco and Alcohol Retail Assessment (paper assessment tool)
1. No
  2. No
  3. No images
  4. No
  5. English
    - i. No
  6. Unknown
  7. No
- G. Tobacco and Alcohol Retail Assessment Informational Letter
1. No
  2. No
  3. No images
  4. No
  5. English (Spanish version exists but not readily available on HPCDP Connection)

- i. No
6. Flesch-Kincaid grade level 14.4 (converted pdf to word to determine so there are formatting/word issues to be accounted for)
7. Yes, however the pdf is set up with multiple text boxes so the user would need to click on each section separately.

#### Data products

##### A. Assessing Oregon's Retail Environment: Shining Light on Industry Tactics (State Report)

1. Yes
2. Yes
  - i. Youth
  - ii. communities of color
  - iii. people living with lower incomes
3. No
4. English and Spanish
  - i. No
5. Flesch-Kincaid grade level 11.9 (converted pdf to word to determine so there are formatting/word issues to be accounted for)
6. Images are missing Alt text. The pdf is set up with multiple text boxes so the user would need to click on each section separately.

##### B. Assessing Oregon's Retail Environment: Shining Light on Industry Tactics - County Reports (Benton county used as example)

1. Yes
2. Yes
  - i. Youth
  - ii. communities of color
  - iii. people living with lower incomes
3. No
4. English
  - i. No
5. Flesch-Kincaid grade level 13.1 (converted pdf to word to determine so there are formatting/word issues to be accounted for)
6. Images are missing Alt text. The pdf is set up with multiple text boxes so the user would need to click on each section separately.

##### C. Shining Light on Alcohol Marketing in Oregon (State Report)

1. Yes

2. Yes
  - i. youth
  - ii. Youth of color
  - iii. African American, Native American and Hispanic communities
3. No
4. English and Spanish
  - i. No
5. Flesch-Kincaid grade level 12.2 (converted pdf to word to determine so there are formatting/word issues to be accounted for)
6. Images are missing Alt text. The pdf is set up with multiple text boxes so the user would need to click on each section separately.

D. Shining Light on Alcohol Marketing in Oregon - County Reports (Baker County used as example)

1. No
2. Yes
  - i. youth
3. No
4. English
  - i. No
5. Flesch-Kincaid grade level 13.7 (converted pdf to word to determine so there are formatting/word issues to be accounted for)
6. Images are missing Alt text. The pdf is set up with multiple text boxes so the user would need to click on each section separately.

DI. Commercial Tobacco and Alcohol Retail Assessment Summary (Tribal service area reports)

1. Yes
2. Yes
  - i. Tribal nations, tribal communities, tribal families, Native peoples
3. No
4. English
  - i. No
5. Flesch-Kincaid grade level 12.6 (converted pdf to word to determine so there are formatting/word issues to be accounted for)
6. Images are missing Alt text. The pdf is set up with multiple text boxes so the user would need to click on each section separately. Some text formatted as pictures so not read.