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| **TPC, Project Two (South)****Evaluation Plan Fiscal Year 2018-2019****Key Outcome and Process Evaluation Activities (DRAFT)** |
| **Evaluation Activity** | **Purpose**[include associated intervention activity numbers] | **Sample**[include sampling frame, sampling approach, & sample size calculation] | **Timing/Waves**[include number of times assessment performed & period(s) of assessment] | **Analysis Method**[include specific methods used, statistical tests, & subgroup comparisons] | **Instrument/Tool**[include source/creator, number of items, content, & validation status, where applicable] |
| **OUTCOME** |
| Administer pre- and post-surveys to middle school youth | 3.1.10- To increase knowledge among middle school participants who attended the tobacco educational presentations by 25%. | N>600 (200 6th grades, 200 7th graders, and 200 8th graders from one middle school), convenience sample | ongoing | Descriptive statistics including frequencies, t-tests, and percent of change. Sub-group comparisons of site, setting, or grade level variation (as applicable) | Youth Educational Presentation Pre-Assessment, 10 items AND Youth Educational Presentation Post-Assessment, 9 items |
| Administer pre- and post-surveys to high school youth | 3.1.10- To increase knowledge among high school participants who attended the tobacco educational presentations by 25%. | N>600 (300 9th graders and 300 10th graders from one high school), convenience sample | ongoing | Descriptive statistics including frequencies, t-tests, and percent of change. Sub-group comparisons of site, setting, or grade level variation (as applicable) | Youth Educational Presentation Pre-Assessment, 16 items AND Youth Educational Presentation Post-Assessment, 15 items  |
| Administer pre- and post-surveys to middle school youth | 3.1.10- To change attitudes about smoking and vaping among middle school participants who attended the tobacco educational presentations by 25%. | N>600 (200 6th grades, 200 7th graders, and 200 8th graders from one middle school), convenience sample | ongoing | Descriptive statistics including frequencies, t-tests, and percent of change. Sub-group comparisons of site, setting, or grade level variation (as applicable) | Youth Educational Presentation Pre-Assessment, 10 items AND Youth Educational Presentation Post-Assessment, 9 items  |
| Administer pre- and post-surveys to high school youth | 3.1.10- To change attitudes about smoking and vaping among high school participants who attended the tobacco educational presentations by 25%. | N>600 (300 9th graders and 300 10th graders from one high school), convenience sample | ongoing | Descriptive statistics including frequencies, t-tests, and percent of change. Sub-group comparisons of site, setting, or grade level variation (as applicable) | Youth Educational Presentation Pre-Assessment, 16 items AND Youth Educational Presentation Post-Assessment, 15 items  |
| Administer pre- and post-surveys to middle school youth | 3.1.10- To increase smoking and vaping refusal skills among middle school participants who attended the tobacco educational presentations by 25%.  | N>600 (200 6th grades, 200 7th graders, and 200 8th graders from one middle school), convenience sample | ongoing | Descriptive statistics including frequencies, t-tests, and percent of change. Sub-group comparisons of site, setting, or grade level variation (as applicable) | Youth Educational Presentation Pre-Assessment, 10 items AND Youth Educational Presentation Post-Assessment, 9 items  |
| Administer pre- and post-surveys to high school youth | 3.1.10- To increase smoking and vaping refusal skills among high school participants who attended the tobacco educational presentations by 25%.  | N>600 (300 9th graders and 300 10th graders from one high school), convenience sample | ongoing | Descriptive statistics including frequencies, t-tests, and percent of change. Sub-group comparisons of site, setting, or grade level variation (as applicable) | Youth Educational Presentation Pre-Assessment, 16 items AND Youth Educational Presentation Post-Assessment, 15 items |
| Administer posttest to middle school task force members | 3.2.11- To assess overall experience of middle school student participation, determine Task Force functioning across key areas, and possible areas for improvement | N>12 (12 task force members from the middle school), convenience sample | end of school year (May-June 2019) | Descriptive statistics. Sub-group comparisons of site level variation | Task Force Post-Assessment Survey/ NCADD-OC, 11 items (pending approval) |
| Administer posttest to high school task force members | 3.2.11- To assess overall experience of high school student participation, determine Task Force functioning across key areas, and possible areas for improvement | N>12 (12 task force members from the high school), convenience sample | end of school year (May-June 2019) | Descriptive statistics. Sub-group comparisons of site level variation | Task Force Post-Assessment Survey/NCADD-OC, 11 items (pending approval) |
| Conduct attempted buy assessment | 3.3.13- To assess compliance of laws governing tobacco sales  | N>17 Tobacco retail stores within a 2-mile radius of targeted school sites | ongoing | Descriptive statistics with subgroup comparison of store types and distance from school sites (as applicable).  | Attempted Buy (5 items) Instrument/ TUPP and NCADD-OC |
| Conduct merchant education assessment | 3.4.10- To assess tobacco retailer’s compliance to tobacco laws and policies | N>17 Tobacco retail stores within a 2-mile radius of targeted school sites | ongoing | Descriptive statistics, with criteria detail and subgroup comparison for all merchant activities such as store types or staff that were educated, with test of significance (as applicable) | Tobacco Retailer Site Assessment (17 items) and Tobacco Retailer Site Assessment Re-check (18 items) Instruments/ TUPP and NCADD-OC |
| Conduct compliance check assessment | 3.5.6- To assess tobacco retailer’s compliance to tobacco laws and policies | N>17 Tobacco retail stores within a 2-mile radius of targeted school sites | ongoing | Descriptive statistics with subgroup comparison of store types and distance from school sites (as applicable).  | 5 Star Merchant Compliance Check (6 items) Instrument/ TUPP and NCADD-OC |
| **PROCESS** |
| Train program staff | To maintain fidelity of implementation of program components and data collection procedures  | All project staff, interns and volunteers | ongoing | n/a | n/a |
| Assess and Update Year 1 Strengths Weaknesses Opportunities and Threats (SWOT) analysis with the Task Force members | 3.2.4- To assess internal and external factors that affect planning and implementing Task Force events | N>24; (n>12 Task Force members and at least one teacher/advisor at each middle and high school site)  | September-November 2018 | Thematic analysis including comparison across sites. | SWOT Grid/ NCADD-OC and TUPP |
| Train task force members | 3.2.7- To be peer leaders and educate campus community about the dangers of tobacco use | N>24 (n>12 Task Force members at each middle and high school site) | ongoing | Skill demonstration | Task Force Post-Assessment Survey/ NCADD-OC, 11 items (pending approval); sign-in sheet of attendance |
| Recruit and train persons under the age of 21  | 3.3.3, 3.4.4, 3.4.5- To conduct attempted buys from tobacco retailers and observe tobacco retail establishments | N>5 youth | August 2018-May 2019 | Skill demonstration | No instrument; observation of mock trial |
| Update list of tobacco retailers within the catchment area | 3.3.2, 3.3.6- To identify tobacco merchants within identified target area of a 2-mile radius of school sites | Tobacco retail stores within 2-mile radius of targeted school sites (N>17 as of 9/17/18) | July-September 2018 | n/a | Database of tobacco retailers to include but, not limited to store name, type of outlet, location, phone number, and contact person(s)/ NCADD-OC |
| Determine 5 Star Merchant recognition | 3.5.5- Assess tobacco compliance of laws governing the sale and advertising of tobacco. | Tobacco retail stores within 2-mile radius of targeted school sites (N>17 as of 9/17/18) | ongoing | Descriptive statistics with compliance criteria detail and subgroup comparison of store types and store staff that were educated, with test of significance as appropriate | Attempted Buy (7 items), 5 Star Merchant Compliance Check (6 items), Re-Check (18 items), and Merchant Education (17 items) Instruments/ TUPP and NCADD-OC |
| Collect qualitative data from community adults for media campaigns | 3.6.2, 3.6.5- Identify themes and areas of focus for media campaigns. | Focus group of 5-8 community adults | October-December 2018 | Thematic analysis to assess communication methods (i.e., message, media outlet strategy, and placement) of campaign | Media Focus Group Protocol; program staff notes of feedback |
| Collect qualitative data from parents for media campaigns | 3.6.2, 3.6.5- Identify themes and areas of focus for media campaigns. | Focus group of 5-8 parents  | October-December 2018 | Thematic analysis to assess communication methods (i.e., message, media outlet strategy, and placement) of campaign | Media Focus Group Protocol; program staff notes of feedback |