# Solano Tobacco Prevention and Education Program Evaluation Framework

Goal: To reduce tobacco use and exposure to secondhand smoke in Solano County

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| Advocacy | | | |
| Key Activities | Evaluation Questions | Indicators | Data Sources |
| Develop policy adoption strategies in partnership with community stakeholders  Raise community awareness and support for policies through meetings, town halls, informational sessions, and education materials  Offer advocacy training to engage community stakeholders in the policy adoption process  Provide technical assistance to city staff adopting and/or implementing tobacco control policies  Contribute to statewide Healthy Stores for a Healthy Community data collection about tobacco retail environment  Lead education and media campaigns about tobacco prevention, tobacco control policies, and the connection between ACEs and tobacco | How has Solano TPEP supported public awareness, community advocacy, and policymaker efforts to adopt tobacco control policies in the county?  How have Solano TPEP’s advocacy efforts contributed to the adoption of tobacco control policies in Solano County?  What additional opportunities are there to support jurisdictions to adopt tobacco control policies?  *\*What changes have been observed in key tobacco-related health outcomes?* | Policy changes related to smoke-free multi-unit housing; retail density; definitions of smoking, tobacco products, electronic smoking devises, and tobacco paraphernalia; flavored tobacco  Jurisdictions who adopt tobacco control policies  Youth access to tobacco products in  7th, 9th, 11th grade  *\*Tobacco retail density and/or location over time and in relationship to policy efforts*  *\*Rates of adult and youth tobacco use, including electronic smoking device, and tobacco paraphernalia in Solano County*  *\*Rates of lung cancer, chronic obstructive pulmonary disease, and stroke in Solano County* | Key informant interviews  TPEP staff progress reports  Media tracking forms  Healthy Stores for a Healthy Community surveys, observation data, interviews, and public opinion polls (POPs)  Smoking cessation survey tool  *\*ACEs and Flavors focus groups and consumer testing surveys*  *\*Photovoice exhibit*  *\*Solano Public Health Department data, CHKS data, retailer maps, and other secondary surveillance/ survey data*  *\*Policy tracking forms*  *\*Public intercept surveys* |

| Collaboration | | | | |
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| Key Activities | Evaluation Questions | Indicators | Data Sources |
| Convene the Tobacco Free Solano Coalition  Hold community education and outreach events  Conduct trainings for community members and stakeholders | How well does the Coalition represent Solano County community members?  What opportunities are there improve coalition functioning?  *\*How has the Coalition helped to achieve Solano TPEP’s overall goals of tobacco education and prevention?* | Members who report the coalition reflects the County’s diversity  Members who report the coalition includes a wide range of professional backgrounds or skills  Members who report they have a good understanding of the coalition's priorities  Members who report the coalition is effective at achieving its goals | Coalition survey  Partnership tracking form  TPEP staff progress reports  *\*Training pre/post surveys* |

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| Youth Engagement | | | | |
| Key Activities | Evaluation Questions | Indicators | Data Sources |
| Collaborate with local youth organizations to identify youth who can support local policy efforts  Conduct tobacco education at local schools and youth-serving organizations  Support youth to plan youth-initiated tobacco prevention activities | How has Solano TPEP engaged youth in tobacco prevention, education, and advocacy efforts?  What tobacco prevention, education, and advocacy efforts have been initiated by youth?  *\*How has youth engagement contributed to Solano TPEP’s overall goals of tobacco education and prevention?* | Youth Coalition members who report the Coalition reflects the County’s diversity  Youth Coalition members who report they have a good understanding of the coalition's priorities  Youth Coalition members who report the coalition is effective at achieving its goals | Coalition survey  TPEP staff progress reports  *\*Mini-grant applications*  *\*Youth Coalition intake form and/or survey* |