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# EVALUATE YOUR CAMPAIGN

*The STORE Campaign* addresses: (1) mobilizing communities throughout California to initiate local policy action to restrict and enforce tobacco sales and marketing practices; (2) methods to motivate enforcement of existing laws related to youth tobacco sales and tobacco marketing; and (3) an advocacy effort to modify preemption language in the Federal Cigarette Labeling Act. It represents an important effort to significantly alter how tobacco is sold and marketed in California within the retail environment and one in which significant resources are being directed. It is essential that the impact of local and statewide efforts be understood. Following is a discussion of the local and statewide efforts that will be taken to evaluate the impact of *The STORE Campaign*.

## ***Local Program Evaluation Efforts***

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At the local level, the emphasis is on the development and implementation of a sound evaluation design that can determine whether the intervention accounts for any change measured. By collecting individual local program evaluation information, CDHS/TCS can group similar interventions and conduct a mixed model regression analysis to determine the reason for success of certain interventions.

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### **Goal: Reduce Indoor and Outdoor Tobacco Marketing**

In order to design an evaluation that will measure the impact of your intervention, you need to take the following steps:

- Determine what you are trying to achieve (i.e., a measurable objective or goal). Are you trying to reduce store tobacco advertising and promotions? Increase enforcement of existing laws? Obtain a policy in the community?
- Determine the process measures needed; this is especially important if a policy is the objective. For a policy, process measures include documentation of meetings or city council transcripts and focus groups.
- Determine how often you will measure tobacco signage in the community. In most cases, measure tobacco signage before and after the intervention. The change in signage will help determine if the intervention had an effect on the community.
- Determine if you will have or need a control group. If you are focusing on a smaller community, you may choose to use a control group so that you can more decisively conclude that your intervention had an impact.

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- Determine if you will measure the same stores repeatedly. In most situations, you should measure the same stores in the pre- and post-test as this increases your ability to detect differences.

Please review [Campaign Stages - Document the Problem: Store Marketing](#) for a description of data collection, methodology and analysis issues. For a further discussion of and sample evaluation designs and data analyses for several sample objectives, refer to the [Communities of Excellence, Local Program Evaluation Planning Guide](#), page 37. Also, work with your local program evaluator to design and implement an appropriate evaluation for your intervention.

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### **Goal: Increase Compliance with State and Local Laws Concerned with the Availability of Tobacco**

To design an evaluation to measure the impact of your intervention, you need to take the following steps:

- Determine what you are trying to achieve (i.e., a measurable objective or goal). Do you want to increase compliance with the state law prohibiting sales to minors? Increase the enforcement of the law? Obtain a local policy (e.g., tobacco retail licensing, conditional use permit)?
- Determine the process measures needed; this is especially important if a policy is the objective. For a policy, process measures include documentation of meetings or city council transcripts and focus groups. For an enforcement objective, process measures would include the number of stores visited, number of calls to a complaint hotline and documentation of meetings with the enforcement agency.
- Determine how often you will measure compliance with the minors' sales law in your community. In some cases a baseline measurement may already exist. If so, proceed with a measurement only after the intervention. In other cases, you need to take a measurement before the intervention to obtain a baseline.
- Determine if you will have or need a control group. If you are focusing on a smaller community, you may choose to use a control group so that you can more decisively conclude that your intervention had an impact.
- Determine if you will measure the same stores repeatedly. In most situations, you should measure the same stores in the pre- and post-test as this increases your ability to detect differences.

Please review [Campaign Stages - Document the Problem: Illegal Sales](#) for a description of data collection, methodology and analysis issues. For a further discussion of and sample evaluation designs and

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data analyses for several sample objectives, refer to the [Communities of Excellence, Local Program Evaluation Planning Guide](#), page 119. Also, work with your local program evaluator to design and implement an appropriate evaluation for your intervention.

## **Statewide Evaluation Efforts**

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The statewide evaluation of *The STORE Campaign* will consist of several surveillance and evaluation efforts.

- **STAKE Act Youth Tobacco Purchase Survey:** An annual survey that tracks trends over time, it provides a representative statewide rate of illegal tobacco sales to youth by store type.
- **Point-of-Sale Marketing Survey:** Conducted annually as part of the Tobacco Industry Monitoring and Evaluation, this survey provides a representative statewide description of indoor and outdoor retail tobacco advertising and marketing practices. It also tracks trends over time.
- **Law Enforcement Survey:** This survey was conducted in 1996 and 1999 as part of the Independent Evaluation contract with The Gallup Organization. It will be continued in the future. It provides a representative statewide description of law enforcement activities related to enforcement of tobacco sales to minors laws and youth tobacco possession laws.
- **Surveillance Studies:** A number of large surveillance studies track youth and adult knowledge, attitudes, beliefs and behaviors related to tobacco availability and tobacco marketing. These studies track trends over time.
- **Media Tracking Study:** This study tracks changes in knowledge, attitudes, beliefs and behaviors related to the effect of the media and advertising campaign for the US and California.
- **Key Opinion Leader Survey:** This survey was conducted in 1996 and 1999 as part of the Independent Evaluation contract with The Gallup Organization and has been continued by the American Lung Association of California's Educating Key Opinion Leader Project in 2000 and 2002. Representative statewide data and regional data are provided and track support for various policy and enforcement interventions related to tobacco availability and tobacco marketing practices.
- **Opinion Polls:** These are conducted on an ad hoc basis to gather more in-depth information about special interest areas. In the past, opinion polls have been conducted to assess support for smoke-free bars, outdoor tobacco policies and beliefs about tobacco company sponsorships. An opinion poll addressing interventions related to *The STORE Campaign* is planned for 2002.

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- **Local Ordinance Tracking:** Through the local ordinance database maintained by the Americans' for Nonsmokers Rights, the number of new policies related to tobacco availability and tobacco marketing is tracked.
  - **Analysis of Local Program Evaluation:** CDH/TCS will examine the data collected by all the local projects. Correlations and regression-type analysis will be used to determine if any trends exist within the successes of the local projects. This important feedback will allow altering future campaigns or focusing efforts in certain areas.

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