Calaveras County 07-10 TRL Evaluation Reporting Plan

Evaluation Activity Plan (3.2.1)

Objective:
By June 30, 2010, the City Council of Angels Camp will adopt a tobacco retail licensing policy as a result of the advocacy efforts of the Calaveras County LLA and the Alliance for Substance Abuse Prevention Coalition.

Activity Type:
Education/Participant Survey

What existing instrument will be used for the survey? If there is no existing instrument, please describe the main topic(s) and question(s) for the survey.
The project evaluator will contact the Evaluation Center and/or the statewide agencies that will be involved in conducting the advocacy training to determine if they have an instrument that could be used to evaluate the training. The purpose of the evaluation survey will be to gather feedback from participants on the usefulness of the training, and to determine if the LLA's goal of increasing advocacy capacity and competency among the participants has been met.

How many waves of the survey will be conducted?
1

How will the sample be selected?
A census sample of all training participants will be surveyed.

How many will be in the sample?
6

What is the primary method in which the survey will be conducted?
Pen-to-paper

How will the results be analyzed and interpreted?
Quantitative data will be entered into the Statistical Package for the Social Sciences (SPSS) and analyzed for frequencies and descriptive statistics. Qualitative data will be entered into Microsoft Word and a content analysis will be performed to identify common themes.

Progress report period in which the survey will be conducted:
01/08-06/08

Progress report period in which the survey results will be analyzed and disseminated:
07/08-12/08

Copyright:
Yes
Deliverable Percentage:
1.00 %

**TRACKING MEASURES**

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<th>Tracking Measure</th>
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<tbody>
<tr>
<td>Summary analysis</td>
<td>Yes</td>
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<td>Training Evaluation Survey</td>
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**RESPONSIBLE PARTIES**

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<th>Responsible Party</th>
<th>Budget Type</th>
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<tr>
<td>Evaluator</td>
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**Activity Type:**
Key Informant Interview

What existing instrument will be used for the interview? If there is no existing instrument, please describe the main topic(s) and question(s) for the interview.
The evaluators will use a key informant instrument developed for the Stanislaus County Health Services Agency as a template for this interview form.

How many waves of the interviews will be conducted?
2

Who will be the key informants?
LLA project staff, Substance Abuse Prevention Coalition members, youth volunteers, and City Council members will be interviewed.

How many key informants will be in this interview?
3

What is the primary method in which the interview will be conducted?
Telephone

How will the results be analyzed and interpreted?
A content analysis will be performed on the key informant data to identify recurring themes that are barriers to achieving this objective and/or aid in the successful placement of a retail license policy on the Calaveras County Board agenda.

Progress report period in which the interview will be conducted:
07/08-12/08
07/09-12/09
Progress report period in which the interview results will be analyzed and disseminated:
01/09-06/09
01/10-06/10

Copyright:
Yes

Deliverable Percentage:
2.00 %

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<tr>
<td>Key informant Interview Instrument</td>
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<td>KII Summary Analysis</td>
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Activity Type:
Policy Record

What is the topic of the policy record you are collecting?
Meeting agendas and minutes will be collected from the Angels Camp City Council meetings to determine the frequency and depth in which attempted youth purchase rates and the need for a tobacco retail license policy are discussed, and the results of those discussions.

How will findings from the policy record be analyzed?
Process data analysis will be conducted on the policy records to determine the frequency and depth in which attempted youth purchase rates and the need for a tobacco retail license policy are discussed, and the results of those discussions. Data analysis will also look at the comments and voting records of individual members of the Board of Supervisors.

How will the policy record be used to advance your objective?
The policy records will be used to identify possible champions for a tobacco retail license policy, and help guide the project's future direction in achieving this objective.

Progress report period(s) in which the policy record will be collected:
07/07-12/07
01/08-06/08
07/08-12/08
01/09-06/09
07/09-12/09
01/10-06/10
Activity Type:
Public Opinion Poll (including Public Intercept Survey)

What existing instrument will be used for the poll? If there is no existing instrument, please describe the main topic(s) and question(s) for the poll.
The evaluator and the project manager will develop an instrument to gather information from residents of the city of Angels Camp on their attitudes towards and support for the adoption of a city tobacco retail license policy.

How many waves of the poll will be conducted?
1

How will the sample be selected? (e.g., simple random telephone sample, convenience sample from community organization or county fair, etc.)
Convenience sample

How many will be in the sample?
70

What is the primary method in which the poll will be conducted?
Face-to-face

How will the results be analyzed and interpreted?
Simple frequencies of demographic and likert-scaled questions and content analysis of short qualitative responses.

Progress report period in which the poll will be conducted:
07/08-12/08

Progress report period in which the poll results will be analyzed and disseminated:
07/08-12/08
Activity Type:
Youth Tobacco Purchase Survey (licensing related objective only)

Please describe the Youth Tobacco Purchase Survey instrument you will use. State if you are using a Tobacco Control Section Youth Tobacco Purchase Survey survey instrument, an adaptation of a Tobacco Control Section Youth Tobacco Purchase Survey instrument or another instrument.
LLA will use an existing Attempted Youth Purchase Survey used during the 2004-07 grant term.

Which Youth Tobacco Purchase Survey protocol will you use?
Lying Variation

If you indicated above that you will be using an 'Other' Youth Tobacco Purchase Survey protocol, please describe it:

How will the store sample be selected? (e.g., simple random, cluster, purposive, convenient, etc.)
A census sample of all tobacco retail establishments in Calaveras County will be used to conduct the attempted youth purchase observations.

How many will be in the sample and why?
All 42 tobacco retail establishments in Calaveras County will be included in the attempted youth purchase observations, in order to develop a comparison of youth purchase rates over time. City of Angels Camp data will be highlighted for the purposes of this objective. The results will be shared with the Calaveras County Public Health Department administrators, the Tobacco Prevention Coalition, youth volunteers, the Angels Camp City Council, and the County Board of Supervisors for the purpose of illustrating the need for a tobacco retail license policy in Calaveras County.
How will the results be analyzed and interpreted?
Quantitative data will be entered into the Statistical package for the Social Sciences (SPSS) and analyzed for frequencies and descriptive statistics.

Progress report period(s) in which the survey will be conducted:
- 01/08-06/08
- 01/09-06/09
- 01/10-06/10

Progress report(s) period in which the survey results will be summarized and disseminated:
- 07/08-12/08
- 07/09-12/09

Copyright:
Yes

Deliverable Percentage:
2.00 %

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<td>Attempted Youth Purchase Survey</td>
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<td>YPS Summary Analysis</td>
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Evaluation Reporting

What type of analysis will be done?
Attempted youth purchase rates will be compared over time, a content analysis will be performed on the results of the key informant interviews, and data collection analysis will be used to analyze policy records collected for this objective.

How will the results be disseminated?
Results will be shared with the Calaveras County Health Department administration, the ASAP Coalition, and the City of Angels Camp. Key results will be posted on PARTNERS.

During which Progress Report period(s) will CTCP receive interim evaluation report(s) describing the results of data analysis?

During what Progress Report period will CTCP receive the Final or Brief Evaluation Report describing the results of data analysis?
01/10-06/10

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Deliverable percentage:
3.00%

What if any limitations or challenges do you foresee with the evaluation?
Calaveras County is largely rural with only three main population centers. County tobacco statistics indicate that in 2005 adult smoking rates were higher than the statewide rate (i.e. 16.5% current smokers, compared to 14.3% statewide). Furthermore, adult smokeless tobacco prevalence was 1.6%, and youth use was 7.1%, more than 1 ½ times the state rate of 4.3%. In addition, the use of cigarettes and spit tobacco are more socially acceptable. Therefore, passing a tobacco retail licensing policy in this rural county will be a challenge. Other limitations to this evaluation may include securing interviews with City Council members that may not see the need for a tobacco retail licensing policy. In addition, in a small county in which retailers know all their customers, they may not sell tobacco to youth that are unknown to them. Therefore, the YPS results may not reflect the county’s true youth access rate.