Sacramento County 07-10 TRL Evaluation Reporting Plan

Narrative Summary (3.2.1)

Community Assessment Analysis:
As a result of the Communities of Excellence process, participants rated tobacco retail licensing as a priority area. The 2006 Youth Purchase Survey revealed that the illegal youth sales rate is over 20% in Sacramento County. Further, even more alarming, the rate of illegal sales to youth in the City of Sacramento was 27%. This troubling data is overwhelming evidence of the need for a retail license in Sacramento County, and has stirred interest in this area among the Sacramento County Tobacco Control Coalition and the community at large. At this time, over 35 communities in California have passed tobacco retail licensing policies. By passing tobacco retail licensing policies, communities gain means for local enforcement of illegal sales which reduces youth access to tobacco, lowers the youth sales rates, and the prevalence of teen smoking. Recently the Sacramento County Board of Supervisors and the Sacramento City Council passed tobacco retail licensing policies. However, several smaller cities in the county have not yet passed tobacco retail licensing policies. This objective will expand and build on previous efforts in this area to ensure that eventually all jurisdictions in Sacramento County have strong tobacco retail licensing policies.

Major Intervention Activities:
The goal of this evaluation plan is to reduce the tobacco youth purchase rate in the County of Sacramento and its cities to no more than 10% by passing and conducting compliance activities for tobacco retail licensing policies. To accomplish this objective, the Tobacco Education Program (TEP) will continue to work with the existing task force which is comprised of coalition members, law enforcement, and youth advocates. The task force will educate key opinion leaders, elected officials, and decision makers regarding the importance of reducing youth access to tobacco and the potential impact of a tobacco retail licensing policy. In addition, the task force will work with law enforcement to provide merchant education on tobacco retail licensing and enforcement. The TEP will continue collaboration with the statewide tobacco retail licensing workgroup, and conduct two to three youth purchase surveys in the County of Sacramento (including all cities).

Theory of Change:
In an effort to reduce illegal sales of tobacco, strong tobacco retail licensing policies must be adopted and have good compliance activities. Several key components must be in place prior to implementing a policy. First, there must be community support. According to recent survey conducted by the American Lung Association, 72% of Sacramento County residents are in favor of such an ordinance and 69% believe that laws banning the sale of tobacco products to minors
have not been adequately enforced (1999). Second, it is imperative that key opinion leaders, elected officials and decision makers understand and support such a policy. A recent survey showed that 69% of key opinion leaders believe a business should be licensed to sell tobacco (2000 American Lung Association Key Opinion Survey). Lastly, the policy must address the lack of consequences for illegal sales and lack of local enforcement. The intervention activities have been designed to lead to a policy that addresses tobacco sales to minors, consequences for non-compliance and encourages retail merchants to comply with federal, state and local tobacco laws. Moreover, the activities increase the capacity to collaborate with and educate local law enforcement.

**Evaluation Summary Narrative:**

The evaluation for this Objective has been designed to document the policy adoption process, as well as implementation, measured as compliance with obtaining the required retail license after the policy is passed.

Data will be collected through both process and outcome measures. Outcome data collection will assess the number of retail licenses issued compared to all-known tobacco retailers for the city newly adopting the TRL policy. Process data collection includes: Youth Purchase Surveys, to document the problem of sales to minors and maintain an active list of all-known tobacco retailers (countywide, as well as within the targeted city); Policy record review, to document votes and discussion by city council members on the topic of retail licensing in their city; KI interviews with enforcement agencies about what is working well and what is not in the implementation of retail licenses; Data collection training, to ensure high quality data is being collected during Youth Purchase Surveys.

Data analysis will include a combination of descriptive (#/%), statistical, and content analysis techniques to report on both quantitative and qualitative data gathered through process and outcome measures.

A Final Evaluation Report will be prepared following the guidelines in "Tell Your Story" and submitted to TCS. This report will also be shared with Sacramento County Tobacco Control Coalition members, the Health Department, interested community and city council members, and other TCS-funded projects. Data gathered on retail licensing efforts will also be submitted as abstracts to national professional conferences such as National Tobacco or Health and the American Evaluation Association.

Challenges may arise in getting data on licenses issued, as this information will need to be obtained from an agency outside of the health department. Also, it can be difficult to keep an updated list of all-possible tobacco retailers throughout the County, to be used for Youth Purchase Surveys and as a comparison to the number of licenses issued.