

EXAMPLE WRITE-UPS OF EVALUATION ACTIVITIES

YOUTH TOBACCO PURCHASE SURVEYS

When the Activity Has Been Completed

In the write up for Youth Tobacco Purchase Surveys, you will complete four different fields related to the evaluation activity: 1) a description of the instrument used and who/what was observed; 2) the number participated/surveyed during this report period; 3) key findings and how they were disseminated; and 4) key changes made to this activity and why.

For a YTPS, you will want to indicate how many retailers sold tobacco, how many asked for ID, and the percentage that had warning signs posted. Depending upon your targeted jurisdiction(s), you may also want to report your data by city and/or by incorporated/unincorporated areas of the county.

Below is a sample narrative of how to report the Youth Tobacco Purchase Survey (YTPS) in the Online Tobacco Information System (OTIS).

Description of the instrument and protocol used:	[07/14-12/14] - The standardized YTPS data collection instrument, available on the STORE website, was simplified in a previous funding cycle by taking out several items that would not be used by this project, such as questions about vending machines. The Standard Protocol (with a consummated buy) was used for the YTPS during which the youth buys the tobacco product but does not lie about his or her age if asked. The purpose of the YTPS was to monitor compliance with existing tobacco retail licensing ordinances in Bear County, as well as to have updated data on the prevalence of tobacco sales to minors in the two jurisdictions in the county without ordinances – Sioux City and Redemeyer.
Number participated or surveyed during this period:	[07/14-12/14] - 105
Key findings and how they were disseminated:	[07/14-12/14] - Of the 105 tobacco retailers surveyed, 16 (15%) sold tobacco to a youth under the age of 18. Of these, 8 (50%) represented retailers in the unincorporated areas of Bear County; 8 (50%) represented those in the incorporated areas. Of the 105 retailers surveyed, 93 (89%) asked for an ID; of these 81 (87%) did not sell tobacco to the underage youth; 12 (13%) sold tobacco nonetheless. Of the 16 retailers that sold tobacco to minors, 4 (25%) did not ask for an ID; 12 (75%) asked for an ID and sold the tobacco nonetheless. Of the 105 tobacco retailers surveyed, 90 (86%) had warning signs posted. Of those, 76 (84%) did not sell tobacco to the underage youth; 14 (16%) sold tobacco nonetheless. Information was shared with coalition members and presented to policy makers in the targeted jurisdictions: city councils in Sioux City and Redemeyer, as well as the county board of supervisors.
Key changes made to this activity and why:	[07/14-12/14] - There were no changes made to this activity.

When No or Little Progress Has Been Madeⁱ

Below are two examples of how to craft your evaluation narrative for a YTPS. The first one gives an example of what to say when there has been no progress made on an activity scheduled for that report period. The second example indicates what to say when there has been some progress, but the evaluation activity was not completed.

Note that each example indicates if there was any progress made and the challenges/barriers. It then states the plan to get back on track.

	When No Progress Has Been Made	When Little Progress Has Been Made
Description of the instrument and protocol used:	[07/14-12/14] - This activity was not worked on during this report period due to our Health Prevention Coordinator accepting a new position. To get back on track, efforts to reach out and recruit adult and youth survey team members are underway, with the YTPS scheduled for January 2015.	[07/14-12/14] - Due to scheduling issues with local law enforcement, only 18 of the 28 Youth Tobacco Purchase Surveys were completed this report period. Please see comments in the Challenges/Barriers section. Work will resume on this activity during the next report period in January 2015 when the remaining surveys are expected to be completed.
Number participated or surveyed during this period:	[07/14-12/14] – 0 Current Total: 0	[07/14-12/14] – 18 Current Total: 18
Key findings and how they were disseminated:	[07/14-12/14] – Key findings will be reported in the next progress report when the YTPS is expected to be complete.	[07/14-12/14] – Key findings will be reported in the next progress report when the YTPS is expected to be complete.
Key changes made to this activity and why:	[07/14-12/14] – Project will report on this in the next period.	[07/14-12/14] – There were no changes made to the protocol or the instrument.

When an Activity is Not Yet Dueⁱⁱ

Below is an example of how to craft your evaluation narrative when an activity is not yet due. The example shows reporting fields for a YTPS. However, the reporting fields for a Public Opinion Poll or Data Collection Training or Focus Group, as examples, will be slightly different than a YTPS. Regardless, be sure to provide information in each progress report field.

The point of the reporting is to communicate the status to your Program Consultant (PC) and let them know that the evaluation activity is in the queue and on track.

Description of the instrument and protocol used:	[07/14-12/14] – The activity is not yet due but is on schedule to begin during the 7/15-12/15 report period.
Number participated or surveyed during this period:	[07/14-12/14] – 0 Current Total: 0
Key findings and how they were disseminated:	[07/14-12/14] – The activity is not yet due but is on schedule to begin during the 7/15-12/15 report period.
Key changes made to this activity and why:	[07/14-12/14] – The activity is not yet due but is on schedule to begin during the 7/15-12/15 report period.

When an Activity is Completed Ahead of Schedule

Sometimes, activities get completed ahead of schedule! Below is an example of how to craft your evaluation narrative in such a case. Again, the example shows reporting fields for a YTPS. However, the reporting fields for different evaluation activities, such as Key Informant Interviews, will be slightly different. Regardless, be sure to provide information in each progress report field.

Description of the instrument and protocol used:	<p>[07/14-12/14] – The activity is not yet due but is on schedule to begin during the 7/15-12/15 report period.</p> <p>[01/15-6/15] - The standardized YTPS data collection instrument, available on the STORE website, was used as is, without modifications. The Flash ID Protocol (with a consummated buy) was used in which the youth displays his or her own picture ID, with a birthdate that clearly makes the youth too young to buy cigarettes. The purpose of the YTPS was to establish a baseline of tobacco sales to minors countywide.</p>
Number participated or surveyed during this period:	<p>[07/14-12/14] – 0</p> <p>[01/15-6/15] - 76</p> <p>Current Total: 76</p>
Key findings and how they were disseminated:	<p>[07/14-12/14] – The activity is not yet due but is on schedule to begin during the 7/15-12/15 report period.</p> <p>[01/15-6/15] – Of the 76 tobacco retailers surveyed, 22 (29%) sold tobacco to a youth under the age of 18; 53 (70%) asked for an ID; 70 (92%) had warning signs posted; and all stores (100%) had e-cigarettes for sale. Ninety-eight percent (74) of the stores were chain convenience stores. Findings were presented to coalition members, health department leadership and the county board of supervisors.</p>
Key changes made to this activity and why:	<p>[07/14-12/14] – The activity is not yet due but is on schedule to begin during the 7/15-12/15 report period.</p> <p>[01/15-6/15] – This activity was completed ahead of schedule because the youth were available during the spring break rather than during the summer. For that reason, the YTPS was done in the first half of the year, rather than in the last half of the year.</p>

ⁱ If you have any questions about how to report little or no progress, you can call TCEC for some narrative help. But, be sure to contact your PC to communicate with him or her, and for their guidance and assistance, too.

ⁱⁱ All evaluation activities are to have narrative reporting, even when they are not yet due.