



Surveillance & Evaluation Webinar Series Presents:

**TOBACCO 21 (T21) EVALUATION
GUIDANCE**

Tuesday, July 14, 2020

The findings and conclusions in this presentation are those of the author and do not necessarily represent those of the Centers for Disease Control and Prevention.

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TOBACCO 21 (T21) EVALUATION GUIDANCE

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Tobacco 21 (T21) Evaluation Guidance

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OUTLINE

- Background
- About the guide
- Evaluation steps
- Example data sources

BACKGROUND

- Nearly all tobacco product use begins in youth
- T21 laws increase the minimum legal sales age (MLSA) of tobacco purchase to 21 years
- A 2015 Institute of Medicine report projected that raising the MLSA for tobacco purchase to 21 years nationwide would result in:
 - 12% reduction in tobacco use and 10% reduction in smoking-related death
 - 25% reduction in smoking initiation for current 15-17 year-olds
 - Prevention of 223,000 premature deaths among people born between 2000 and 2019
- National T21 law enacted December 20, 2019, covering all US jurisdictions without exemption
- Prior to the national T21 law, 19 states and over 540 localities had enacted T21 laws.

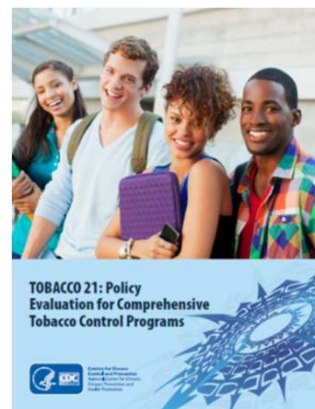
ABOUT THE GUIDE

- Support and provide guidance on evaluation of all T21 laws
- Primary audience: planners, program managers, and evaluators of state tobacco control programs
- Follows CDC Framework for Program Evaluation



CONTENTS

- Guidance across the steps of the CDC Evaluation Framework
- Generic logic model
- Ideas for process and outcome evaluation
- Example evaluation questions
- Methodology considerations



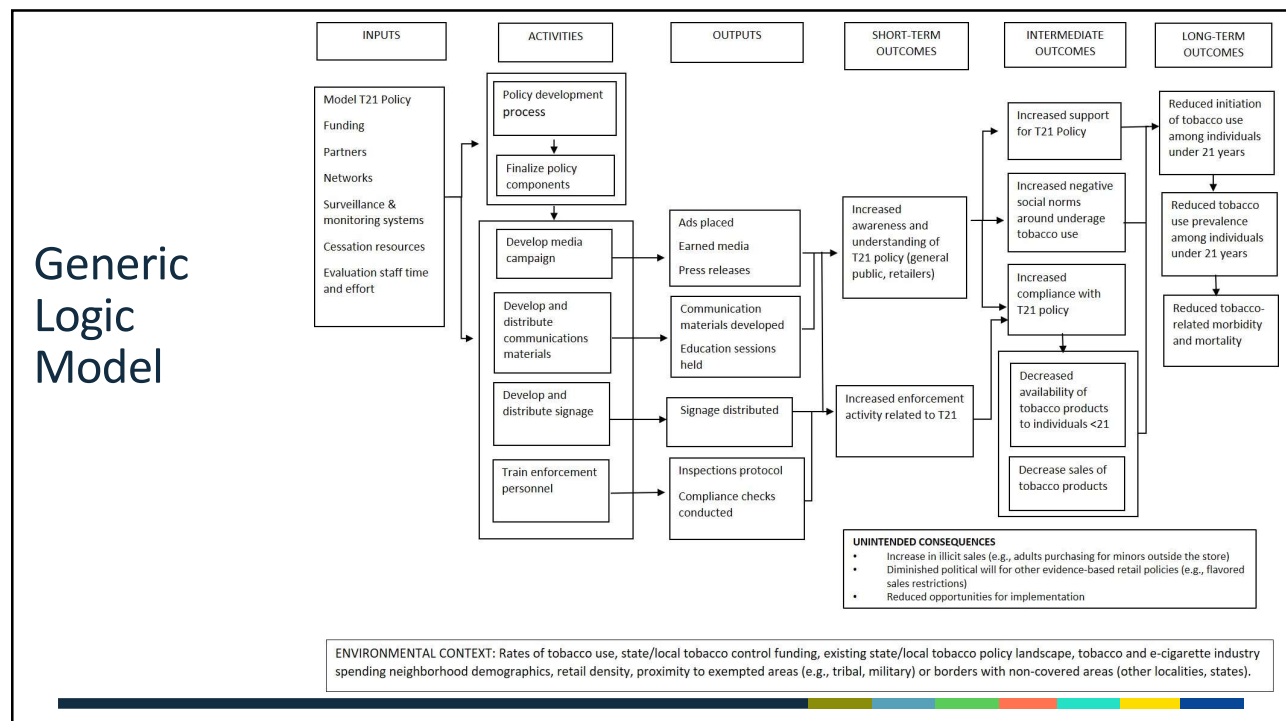
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<small>Suggested Citation: Tobacco 21: Policy Evaluation for Comprehensive Tobacco Control Programs. Atlanta, Georgia: Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion. Offer as Smoking and Health, 2020.</small>	

STEP 1: ENGAGING T21 STAKEHOLDERS	Stakeholder Category	Examples of Stakeholders
	Policy Experts	<ul style="list-style-type: none"> Legislators and staff Tobacco prevention and control program staff Nonprofit organizations Enforcement agencies
	Subject Matter Experts	<ul style="list-style-type: none"> Department of health and tobacco prevention and control program staff; SAMSHA-funded (Synar compliance) staff Legal support partners Nonprofit organizations Substance abuse agencies, local arms of state alcohol and tobacco agency University partners National networks

STEP 1: ENGAGING T21 STAKEHOLDERS	Stakeholder Category	Examples of Stakeholders
	Evaluation Experts	<ul style="list-style-type: none"> Contract evaluation research partners Agency evaluation staff
	Implementers	<ul style="list-style-type: none"> Inspection or enforcement agency staff, enforcement workgroups Local advocates, coalition members Tribal stakeholders Business associations

STEP 2: DESCRIBING THE T21 POLICY

- Clear understanding of the policy is needed
- Important components:
 - Policy definitions
 - Enforcement authority specifications
 - Penalty schedule
 - Dates for when the policy is effective and active enforcement begins
- Understanding the policy and intended and unintended effects enables the ability to display theorized pathways of change in a logic model.



STEP 3: FOCUSING
THE T21
EVALUATION -
TYPES OF
EVALUATIONS AND
RELEVANT
QUESTIONS

Content evaluation

- In-depth look at the policy's strengths and weaknesses when compared with a model policy
- Is there retailer support for the policy components? Is there opposition?
- How did local education efforts affect policy adoption at the local level?
- Did economic considerations or interests strengthen or weaken the policy?

STEP 3: FOCUSING
THE T21
EVALUATION -
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Implementation evaluation

- Explores activities involved in communicating about the policy, policy monitoring, and policy enforcement.
- Were education efforts effective at increasing awareness of the policy?
- Are there geographic pockets of retailers who are non-compliant?
- Were the right stakeholders involved in the implementation?

STEP 3: FOCUSING THE T21 EVALUATION - TYPES OF EVALUATIONS AND RELEVANT QUESTIONS

Impact evaluation

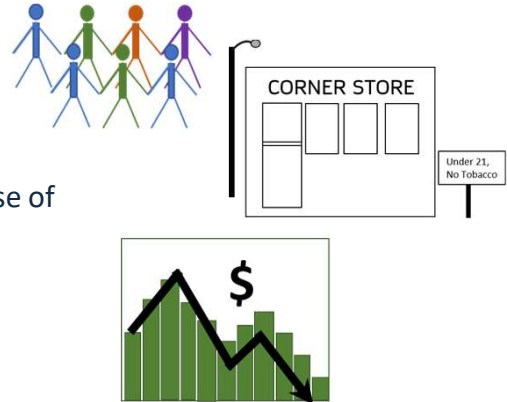
- Examines the policy's impact on the intended short-, intermediate- and long-term outcomes, as laid out in the policy logic model.
- Did negative social norms about underage tobacco use change?
- Has retailer non-compliance changed over time as enforcement activities have continued?
- Has reported retail access changed for youth under 18?
- Have reported usual sources for tobacco changed for youth under 18?

EXAMPLES OF T21 EVALUATION QUESTIONS, DESIGNS AND MEANINGFUL INDICATORS

Evaluation Type	Evaluation Question	Evaluation Design	Meaningful Indicator	Example Data Source
Content	Does the state/local policy apply to more products than the federal law?	Qualitative (analysis of policy language)	Presence of definitions	Legal Documents
Implementation	What efforts were made to address or alleviate concerns about the policy? Were efforts well received?	Quantitative (analysis of opinion poll/survey data)	Public awareness of outreach; percent of public who felt concerns were addressed	Opinion poll data
Impact Evaluation	Has noncompliance changed over time as enforcement activities have continued?	Quantitative summary analysis (post-intervention)	Number of T21 violations by geographic area, store type	Enforcement data

POTENTIAL AREAS FOR T21 EVALUATION

- Public Support
- Retailer Implementation
- Compliance
- Behavior of Underage Youth and Young Adults
 - Reduced proportions of youth reporting purchase of tobacco products from retailers
 - Decreased initiation of tobacco product use
 - Reduced prevalence of tobacco product use
- Economic Impact



STEPS 4: GATHERING CREDIBLE EVIDENCE - EXAMPLE METHODS

Compliance checks

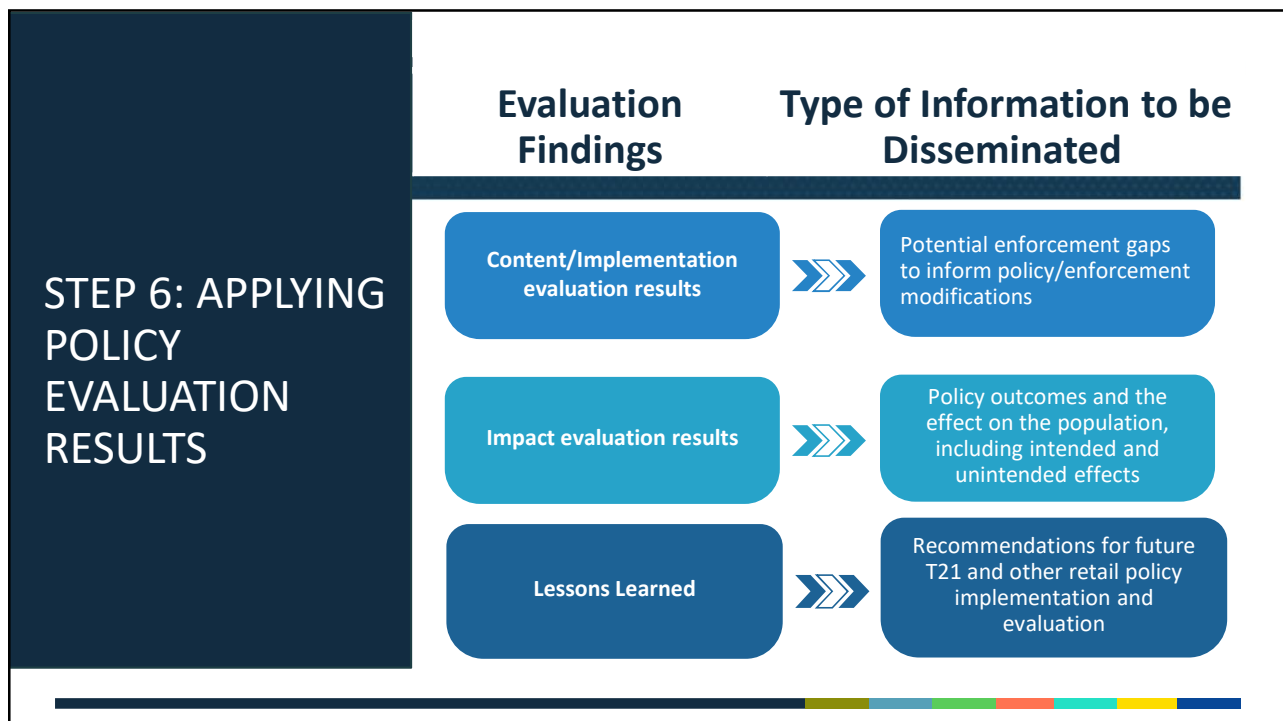
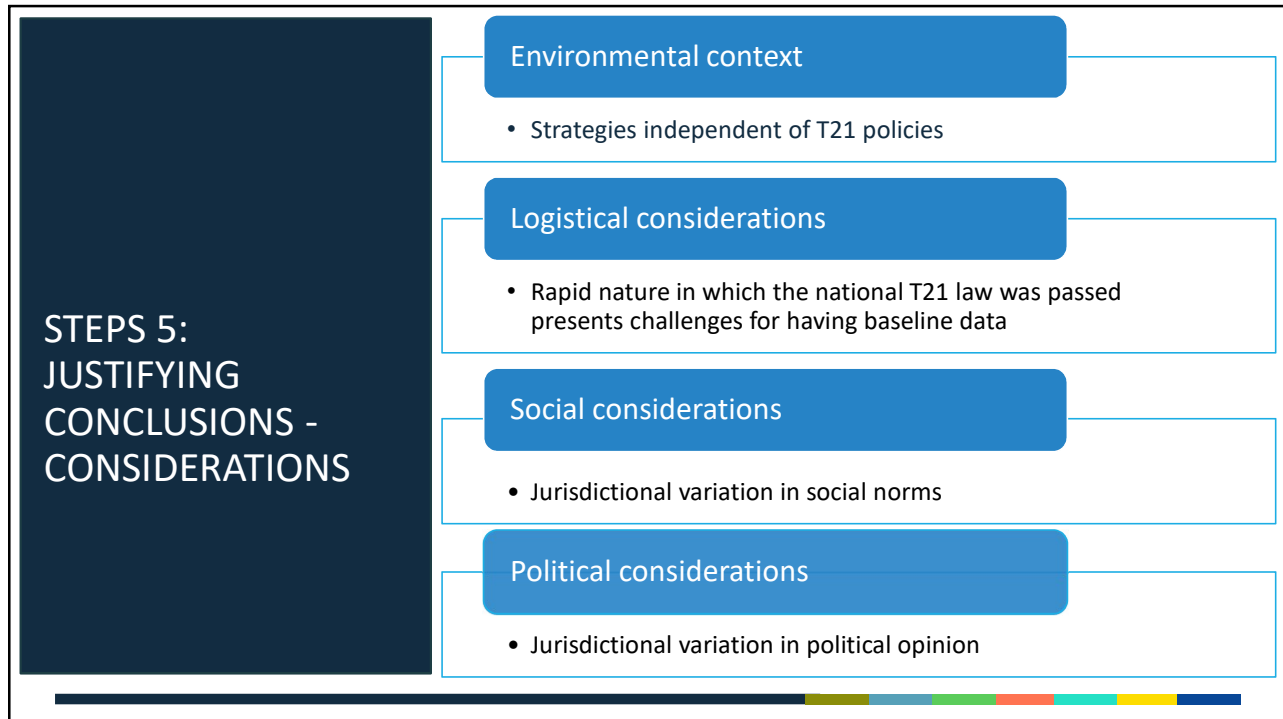
- Uses underage decoys to assess whether retailers are selling to underage youth
- May occur at both federal and state levels

Baseline data collection

- Necessary when using pre-post study designs to assess T21 policies
- Existing data sources can be used

Comparative assessments

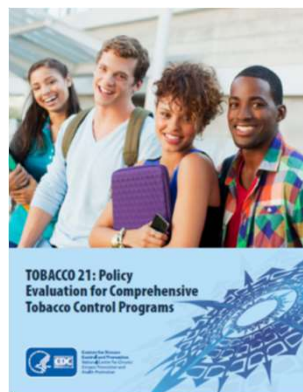
- Can assess how contextual factors and variation in enforcement and compliance can affect policy outcomes and impact



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- RTI International

Resource Reference



Available at:

https://www.cdc.gov/tobacco/stateandcommunity/tobacco_control_programs/surveillance_evaluation/tobacco-21-policy-evaluation/index.html