

Evaluation and Monitoring of smoke-free legislation and its impact



World Health
Organization



International Union
Against Tuberculosis
and Lung Disease

For proper evaluation and monitoring, you need

- To know what and why you are monitoring
- Baseline information for certain indicators to be useful
- Good methodology drawn from other successful jurisdictions
- A strategy for dissemination of results

Common monitoring indicators

- Public support/opinion
- Level of compliance and any difficulties with compliance
- Air quality
- Health impact on workers in various settings
- Economic impact, particularly on the hospitality sector
- Smoking behaviour (per capita consumption, prevalence, intention to quit, initiation)

Public Support

- Use an existing population survey
- Pay to add questions to an existing public opinion survey

Compliance

- Compile and analyse compliance data from inspections
- Organize volunteers to conduct observations in a convenience sample

Air quality

- Rent or borrow an air-quality monitoring device and have volunteers collect data from a convenience sample of relevant venues
- Obtain the assistance of an experienced institution (possibly outside your jurisdiction) to analyse and summarize the data
- Full protocols available at:
www.shsmonitoring.org and www.tobaccofreeair.org

Employee health

- Summarize findings of peer-reviewed studies from other smoke-free jurisdictions and make the case that similar results can be expected in your community
- Collect saliva cotinine specimens from nonsmoking workers in relevant venues, combined with a telephone survey assessing self-reported second-hand smoke exposure and respiratory and sensory symptoms among these workers

Economic impact

- Summarize findings of peer-reviewed studies from other smoke-free sites and make the case that similar results can be expected in your community
- Collect and analyse relevant economic data, such as tax revenue, sales and employment

Smoking behaviour

- Summarize findings of peer-reviewed studies from other smoke-free sites and make the case that similar results can be expected in your community
- Use tobacco sales and manufacturing data to estimate changes in per capita consumption following implementation of the law
- Conduct a detailed study on tobacco use (prevalence and/or consumption) before and after implementation of the law, taking into account the impact of the law *versus* other factors that may have had an impact on consumption (e.g. a tax increase)

Dissemination of results

- Dissemination of evaluation results should be incorporated into the communication strategy
- Good results should be widely publicized

Dissemination strategies

- Annual reports, well-publicized
- News releases
- Events with partner organizations
- Select and promote successful case studies (highlight positive testimonials)

One-year implementation reports



Ireland

Office of Tobacco Control, Ireland,
Smoke-Free Workplaces in Ireland
– A One Year Review



United Kingdom
Scotland

Smoke-free Successes, ASH Scotland
presents the Scottish experience



England

Department of Health,
U.K. Smokefree England – one year on

Testimonials

“New Orleans is coming back strong. And going smokefree is part of our city’s special welcome.”

SUSAN SPICER | BAYONA & HERESAINT

“If making hospitality smokefree really held back business, the way the tobacco industry has claimed, would Louisiana have gone smoke-free right after Hurricane Katrina?”

“Of course not.”

“Coming back from a disaster of that magnitude takes everything you’ve got. No way that you’ll put an obstacle in your own path.”

“Louisiana went smokefree on January 1, 2007 because it’s now what people expect. The future is smokefree — nationally and globally. So why not make a fresh start?”

“My restaurant Bayona has been smokefree since 1995. Cooking for me is a sensual art: rubbing ingredients together, the association of smells, is all part of the pleasure. Somebody else’s smoke subtracts that dimension.”

“If you’ve never experienced smokefree, it might seem fraught with risk. Once you’ve gone smoke-free, you realize it’s a no-brainer.”

“Recovering from disaster puts things in perspective. You focus on the essential. In New Orleans, those include the simple human joys, treasured fully.”

Get the facts at
TobaccoScam.ucsf.edu



TOBACCO Big
Tobacco
scam is lying.
Again.

TobaccoScam is a project of Stanton Glantz, PhD, at the University of California School of Medicine, San Francisco, CA 94143-1900. Supported by the Robert Wood Johnson Foundation.



Source:

<http://www.tobaccoscam.ucsf.edu/ads/>

Summary

- Monitoring and evaluation are critical to measuring the impact of your policies
- There are many cost-effective monitoring options
- Monitoring and evaluation results can help you improve your policies and lead to greater continued support for your policies