

Evaluation and monitoring: How to measure the effectiveness of TAPS bans*

- Marketing communications have significant impact on consumption
- Two main approaches – econometric studies and consumer surveys
- Consumer surveys are most effective but rely on gaining access to and cooperation from a representative sample and self-report measures
- Surveys can measure the baseline and decreases in awareness of activity, familiarity with brands, perceptions of smoking norms, overall attitudes, quitting intentions
- Marketing surveillance can include internet, retail outlets, audits of press
- Before starting, it is crucial to conduct a thorough pilot study

* Based on: *Methods for Evaluating Tobacco Control Policies. IARC Handbook of Cancer Prevention in Tobacco Control, Vol 12.* International Agency for Research on Cancer, 2008.



**World Health
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Identify what baseline data are available

- Frequency, type, location of TAPS messages/images
- Public support for ban on TAPS (including at point of sale, billboards, vending machines etc.)
- Public support for plain/generic packaging for tobacco products

Measures to assess effectiveness of ban on TAPS

- Policy variables (i.e. ban/restrictions on TAPS)
- Tobacco industry compliance
- Tobacco industry innovation (i.e. changes in product design, promotion)
- Proximal variables (types of marketing)
- Distal variables (brand awareness, attitudes towards tobacco industry)
- Tobacco use behaviours (prevalence, uptake, quit attempts)

Examples of questions asked in consumer surveys*

In the last six months,

- How often have you noticed things that promote smoking?
- Have you noticed tobacco products being advertised on: television, radio, cinema, billboards, newspapers, shop windows, inside shops?
- Have you seen or heard about any sport, sporting event [music, theatre, art, fashion events] that is sponsored by or connected with a tobacco company or brand?
- Have you noticed any of the following types of tobacco promotion? [free samples of tobacco, special price offers, free gifts, promotional e-mail messages, mobile phone texts, clothing or items with brand name or logo]

*ITC Four country survey and Global youth tobacco survey.

Workbook exercise

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Develop an evaluation and monitoring plan to address gaps identified in the current situation assessment