

THE POLICY PROCESS: STEP 10

EVALUATE POLICY IMPACT

The goal of Policy Step 10 is to collect the data necessary to show that the tobacco-free policy is having the intended effect by collecting personal stories from, or conducting surveys with, students, faculty and staff.

Now that a tobacco-free campus policy is implemented,

it is time to show its impact. Highlighting successes in the first few months after the policy takes effect is important because these are likely to be the most difficult months and successes can go a long way in helping build momentum toward even greater support. It may be time to revisit some of the data collection strategies we described in Policy Step 1.

Your coalition could collect stories about the effect of the policy on students, faculty and staff using one-on-one interviews. You could conduct an environmental scan to assess the policy's impact on places where people smoke and the amount of cigarette litter, for example. This scan may also help to identify problems with compliance. Remember, most violators simply need to be reminded of the policy. During the initial period when the policy takes effect, make sure to place signs prominently around campus to remind people of the policy change.

You may also consider conducting another survey of faculty, staff, and students about their tobacco use, perceptions and support for policies. It is best to wait at least six months after the policy has taken effect before conducting another survey. Enough time should pass to allow the policy to take full effect before its impact can be measured. If the coalition used the Tobacco-Free Colleges Assessment Survey previously, consider doing so again to compare the results to those obtained during Policy Step 1. It is likely that some interesting changes will have occurred. In a study assessing the impact of a campus tobacco-

free policy, Seo and colleagues (2011) found that after policy implementation, students' tobacco use decreased, perceptions of peer tobacco use decreased and students had more favorable attitudes toward regulation of tobacco.

Addressing Other Tobacco Policies

Regardless of what tobacco control policy your coalition has implemented, assessing the impact is imperative. Using the data collection tools described in Policy Step 1, your coalition can collect relevant data to assess impact. The tools you need to use will depend on the type of policy that was implemented. See Table 2 in Policy Step 1 for a list of different types of data and the tools that can be used to collect such data. Be sure to collect the impact data that your key supporters want to know. Consider what organizations supported the policy and check in with them to see what information will be most useful to them. This is one way the coalition can partially "pay back" those who contributed to the adoption of the policy.

Summary of Policy Step 10

After the policy is implemented is a great time to remind the campus community of what a great policy it is. Conducting an evaluation, using the tools we described early in Policy Step 1, is an effective way to show success. Whether the goal is a tobacco-free campus policy or a community policy, assessing a policy's impact is essential. Sharing the results of your assessment with the campus community can help to garner more support for the policy change.

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Table 9: Detailed Action Plan Including All Policy Steps

Policy Steps	Responsible Party	Communications and Media Support Required
1. Conduct Assessment: <i>Ensure sufficient data to establish a problem that a tobacco-free policy could address</i>	<ul style="list-style-type: none"> Coalition staff Coalition members with access to data that informs the impacts of tobacco use on campus 	<ul style="list-style-type: none"> Do poll or story in student newspaper about issues associated with campus tobacco use Create social media site for students to comment on campus tobacco use
2. Build Coalition	<ul style="list-style-type: none"> Coalition staff Coalition members 	Newspaper story on coalition presence and mission
3. Set Policy Goals and Create Action Plan	<ul style="list-style-type: none"> Coalition members Coalition staff 	None needed
4. Identify and Develop Policy: <i>Adapt model tobacco-free campus policy or select other policy option to address identified tobacco issues</i>	<ul style="list-style-type: none"> Coalition staff Coalition sub-committee Full coalition membership 	None needed
5. Make Your Case: <i>Present data to demonstrate problem, develop talking points and issue brief that lays out issue and policy solution; educate students, faculty, staff and broader community</i>	<ul style="list-style-type: none"> Coalition staff Sub-committee of coalition members 	Guest editorial in campus paper about results of data collection
6. Initiate Media Advocacy	<ul style="list-style-type: none"> Coalition staff Coalition coordinator Coalition sub-committee Students 	<ul style="list-style-type: none"> Develop op-ed Stimulate letters to the editor Get stories in campus and local town papers Use social media
7. Mobilize Support for Identified Policy from Individuals and Organizations: <i>Determine support or opposition to policy</i>	<ul style="list-style-type: none"> Coalition staff Coalition coordinator All coalition members assigned a person or organization to talk with Student volunteers 	<ul style="list-style-type: none"> Press conference announcing where there is support for the policy (if and when this is appropriate requires careful tactical deliberations) Letters to the editor in local paper and in campus paper expressing support for policy Develop petition for supporters to sign calling for passage of policy Communication and call to action on social media sites developed for policy
8. Prepare for and Present to Decision Makers: <i>Get the policy adopted, prepare for hearing where policy will be debated</i>	<ul style="list-style-type: none"> Coalition coordinator Student coalition members Other allies 	Continued media advocacy on hearing date with call to action
9. Implementation, Compliance and Sustainability: <i>Determine how well the policy is being implemented and complied with; build systems to support coalition action in future</i>	<ul style="list-style-type: none"> Coalition staff and members 	<ul style="list-style-type: none"> Communications on existence of new policy on campus Media on enforcement agency success with compliance activities
10. Evaluate Policy Impact: <i>Determine the impact of the policy through data collection</i>	<ul style="list-style-type: none"> Coalition staff and members 	<ul style="list-style-type: none"> Do poll or story in student newspaper about changes in individual health as a result of the tobacco-free policy on campus

Resources Needed	Timeframe	Tracking Measures
<ul style="list-style-type: none"> • Membership wiliness to collect data identified by coalition as important to making the case for the policy • Examples of environmental scans and other survey instruments • Training on how to implement data collection processes 	<ul style="list-style-type: none"> • Months 1-3 	<ul style="list-style-type: none"> • Results shared with coalition
<ul style="list-style-type: none"> • Recruitment plan • Organizational structure 	<ul style="list-style-type: none"> • Months 2-4 	<ul style="list-style-type: none"> • Coalition membership roster • Meeting minutes
<ul style="list-style-type: none"> • Data from needs assessment • Sample action planning templates 	<ul style="list-style-type: none"> • Months 4-5 	<ul style="list-style-type: none"> • Action statement • Completed action plan
<ul style="list-style-type: none"> • Sample tobacco policies adopted on other campuses or communities • Consult with legal expert if needed 	<ul style="list-style-type: none"> • Months 5-6 	<ul style="list-style-type: none"> • Completed draft policy
<ul style="list-style-type: none"> • Writing expertise • Examples of other issue briefs • Developed list of groups to educate about tobacco issue and policy response • Talking points • Issue brief • Training on responding to counter arguments 	<ul style="list-style-type: none"> • Months 5-6 	<ul style="list-style-type: none"> • Dissemination of issue brief • Number of media sources where stories/ articles were placed • Number of presentations made to groups and individuals
<ul style="list-style-type: none"> • Media spokesperson training • Talking points • Quotes from range of supporters 	<ul style="list-style-type: none"> • Months 6-8 	<ul style="list-style-type: none"> • Documentation of earned media
<ul style="list-style-type: none"> • Coalition members time • Media relations • Training on conducting power analysis • Mailings to parents asking for their support • Coalition members to hold meetings with potential supporters identified in power analysis • Volunteers to meet with key people and organizations 	<ul style="list-style-type: none"> • Months 7-9 	<ul style="list-style-type: none"> • Individual and support letters • Resolutions of support • Number of signatures collected on petition • Number of letters of support
<ul style="list-style-type: none"> • Development of scripted presentation to decision makers 	<ul style="list-style-type: none"> • Months 9-11 	<ul style="list-style-type: none"> • Article(s) in paper
<ul style="list-style-type: none"> • Develop mechanism for members to give feedback • Sustainability training 	<ul style="list-style-type: none"> • Within a few Months of adoption 	<ul style="list-style-type: none"> • Policy citations
<ul style="list-style-type: none"> • Data and stories from students, faculty and staff regarding perceptions and behavior in relation to the policy 	<ul style="list-style-type: none"> • 6-12 Months after the policy has been implemented 	<ul style="list-style-type: none"> • Survey results • Results shared with coalition, key decision makers, media sources

Summary of the Policy Steps

Now that you have read through each of the 10 policy steps, it is helpful to sit down and create your action plan for each step. Table 9 provides a detailed action plan for all 10 policy steps discussed above. This should help your coalition develop your course of action to fully implement your tobacco-free policy. The table takes you through each policy step, asks you to consider which individuals should be responsible for carrying out the actions related to each step, what communications to the public and media support will help you accomplish the step, the resources needed to be successful, an estimate of how long each step will take, and finally, what you should be tracking to show success. These steps will look different for every coalition, but it is important to consider the entire policy process from the beginning to

end, so you are able to adequately plan the actions and resources needed to pass your tobacco-free campus policy. If at any time you struggle in filling out pieces of the table, refer to the detail in the steps above to help you determine what the best course of action is. The table is also available in Appendix 12 as a blank template for your use.

With the coalition successfully adopting and implementing a tobacco-free campus policy, it is time to revisit the broader community tobacco environment and the possibility of working on other policy options. The next chapter provides examples of community tobacco policies with an emphasis on the increased availability of novel tobacco products and sets the stage for potentially expanding the scope of your coalition activities.