

## Key Outcome Indicators for Evaluating Comprehensive Tobacco Control Programs

### EXAMPLES OF POSSIBLE EVALUATION QUESTIONS

Grantees may select their evaluation question from the tables below or create their own evaluation question(s)

Foundational Activity	Key Outcome Indicators/ Evaluation Interest	Example Evaluation Questions	Possible Evaluation Design
Community education	Level of awareness and understanding among community leaders and local tobacco champions around specific tobacco policies and best practices that influence tobacco use and mitigate health disparities	Do our education efforts (materials/ presentations) increase community leaders' understanding of the potential impact of a specific tobacco policy	Outcome Measure: Pre/Post design, Quantitative or Mixed Methods
		Do our education efforts (materials/ presentations) increase community leaders' support for implementation and enforcement of tobacco-related policy(ies)	Outcome Measure Pre/Post design, Quantitative or Mixed Methods
	Is our tobacco related education effectively reaching our target population?	What proportion of the audience at our educational programs meets the definition/criteria of our target population?	Process Measure Qualitative or Mixed Methods
Community mobilization around price strategies	Level of support among community leadership and local tobacco champions for local policy initiatives that influence tobacco use and mitigate health disparities	Has the level of support or interest increased?	Pre/Post design, Qualitative or Mixed Methods
	How does our audience perceive our educational message regarding price strategies?	Is the education message perceived to be clear, convincing and compelling?	Formative (exploratory) Measure Qualitative or Mixed Methods
		Does the audience retain the message? If so, How long?	Formative Measure Pre/ Post design, Qualitative or Mixed Methods
		What other information would they like to receive?	Formative/ Process Measure Qualitative or Mixed Methods
Cessation promotion and referral	Proportion of smokers who are aware of the cessation services available to them	In a defined setting (e.g., community, neighborhood, organization, healthcare clinic), what proportion of smokers are aware of	Outcome Measure Pre/Post design or Qualitative

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		community cessation services before vs. after the program?	
	Does our target population respond to our cessation promotion and referral messages?	In a defined setting (e.g., community, neighborhood, organization, healthcare clinic), what proportion of smokers report contacting a community cessation service before vs. after the program?	Outcome Measure Pre/Post design, Qualitative or Mixed Methods

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Strategies		Key Outcome Indicators/ Evaluation Question	Possible Evaluation Design
1.1a	School-based tobacco-free policies and norms to reduce initiation, prevalence and intensity of smoking among youth	Proportion of schools or school districts reporting the <b>implementation</b> of 100% tobacco-free policies	Outcome/Pre/Post/ Quantitative or Mixed Methods
		Challenges and facilitators of school/district engagement and their resolutions	Process/Qualitative
1.1b	School-based tobacco-cessation programs to reduce prevalence and intensity of smoking among youth	Proportion of schools or school districts that support cessation interventions for students and staff who use tobacco	Outcome/Pre/Post/ Quantitative or Mixed Methods
		To what extent have schools implemented with fidelity evidence-based tobacco-use prevention education?	Process/Qualitative or Mixed Methods
1.2	Community Mobilization with Additional Interventions to Restrict Minors' Access to Tobacco Products	Proportion of jurisdictions with policies that require retail licenses to sell tobacco products	Outcome/Pre/Post/ Quantitative
		Which of our techniques used in mobilizing the community are most effective?	Process/Qualitative or Mixed Methods
2.1	Community Level Protections from Secondhand Smoke	Proportion of jurisdictions with public policies for tobacco-free workplaces and other indoor and outdoor public places	Outcome/Pre/Post/ Quantitative
		Proportion of jurisdictions with tobacco free public policies which include vaping	Outcome/Pre/Post/ Quantitative
2.2	Place Based Tobacco Free Policies (refers to individual organizations)	Proportion of the population reporting exposure to secondhand smoke at home (MUH)	Outcome/Pre/Post/ Quantitative or Mixed Methods
		Are we effectively reaching our target population? Do we need to change our approach?	Formative/ Qualitative or Mixed Methods
3.1	Promote Integration of Tobacco Interventions within the Health Neighborhood (Facilitate Health System Change: Health Neighborhood)	Proportion of worksites with a cessation program or a contract with Quitline	Outcome/Pre/Post/ Quantitative or Mixed Methods
		Which promotion method of tobacco cessation intervention was most effective? Which were not effective and why?	Process/Qualitative or Mixed Methods
3.2	Facilitate Health Systems Change - Medical Settings	Proportion of smokers who have been advised to quit smoking by a health care professional	Outcome/Pre/Post/ Quantitative
		How is addressing patients' tobacco cessation impacting health providers' workflow?	Process/Qualitative or Mixed Methods

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