

TCS Independent Evaluation

Tobacco Control Project Director Survey

LLAs, Regions, Ethnic Networks, and Grantees

December 1996

The purpose of this Project Director survey is to learn more about various aspects of your program and gather information that cannot be obtained from progress reports and other data sources. This survey will ask about your collaboration efforts, skills and accomplishments, coalition activity, use of technical assistance, enforcement efforts, local ordinance activity, and successes and barriers your program has faced during the last year.

At the end of the survey, we encourage you to tell us about other aspects of your program that you think are important for us to know.

Please complete the survey by December 16, 1996 and return it to Stanford University in the enclosed postage paid envelope.

If you have any questions, please call Laura Spanjian at (415) 725-9827, or write us at Stanford Center for Research in Disease Prevention, 1000 Welch Road, Palo Alto, CA 94304-1825, or fax us at (415) 725-6906.

Thank you for your help.

ID Label

The information on this label is correct.

OR

Correct address information is filled in below.

Name: _____
Agency: _____
Address: _____

LLA Region Grantee Ethnic Network

The first three questions are not restricted to the last year.

1. How long have you worked on tobacco education activities?
_____ years _____ months
2. How long have you worked in your current agency?
_____ years _____ months
3. How long have you worked as the Project Director for the tobacco control program in this agency?
_____ years _____ months

I. In this first section, we are interested in finding out about some of the relationships you have formed with other individuals or organizations that deal with tobacco control issues. For each type of organization, we are interested in the extent that you:

- A) Shared information and materials (this includes activities such as sending letters or newsletters, and talking to others over the phone or in person about tobacco control)
- B) Implemented joint programs and events (this includes such things as organizing community mobilization events, having press conferences, or sponsoring health fairs together)

4. In each column, please circle the number that best describes how often you have (A) Shared information and materials and (B) Implemented joint programs and events with the following types of organizations/individuals in the last year.

Type of Organization	(A) Shared information and materials					(B) Implemented joint programs and events				
	Never	Rarely	Some-times	Often	Very Often	Never	Rarely	Some-times	Often	Very Often
a. Public Education (K-12)	1	2	3	4	5	1	2	3	4	5
b. Health Care Organizations	1	2	3	4	5	1	2	3	4	5
c. Local Government Officials	1	2	3	4	5	1	2	3	4	5
d. Mass Media	1	2	3	4	5	1	2	3	4	5
e. Voluntary Health Organizations	1	2	3	4	5	1	2	3	4	5
f. Community-Based Organizations (CBOs)	1	2	3	4	5	1	2	3	4	5
g. Ethnic-Serving Organizations	1	2	3	4	5	1	2	3	4	5
h. Youth-Serving Organizations	1	2	3	4	5	1	2	3	4	5
i. Law Enforcement/ Enforcement Agencies	1	2	3	4	5	1	2	3	4	5
j. Business/Merchants	1	2	3	4	5	1	2	3	4	5
k. Other LLAs, Regions, Networks and Grantees	1	2	3	4	5	1	2	3	4	5
l. Other (Describe: _____)	1	2	3	4	5	1	2	3	4	5

5. How many of each of the following types of schools did you work with during the last year?

- _____ Elementary school(s)
- _____ Middle/intermediate/junior high school(s)
- _____ High school(s)

6. Over the last year, how much did you collaborate with schools in the following types of activities?

	None						A lot
	1	2	3	4	5	6	7
a. Youth recruitment for programs	1	2	3	4	5	6	7
b. Tobacco-control programs/presentations (e.g., clubs, counseling, assemblies, etc.)	1	2	3	4	5	6	7
c. Poster/writing/PSA contests	1	2	3	4	5	6	7
d. Dances/social events	1	2	3	4	5	6	7
e. Other (Describe: _____)	1	2	3	4	5	6	7
f. Overall collaboration	1	2	3	4	5	6	7

7. Of all your activities that focused on youth in the last year, how many involved collaboration with schools compared to those conducted on your own or with other youth organizations? Please estimate a percentage.

- a. _____% Collaboration with schools
- b. _____% Activities conducted on your own or with other youth organizations

Total = 100%

8. How much do you agree or disagree with the following statements about your work with schools over the last year?

	Strongly Disagree						Strongly Agree
	1	2	3	4	5	6	7
a. When we approached most schools with ideas for programs and activities we were always greeted with enthusiasm.	1	2	3	4	5	6	7
b. There was usually someone at the schools that we could contact to talk about tobacco control when we needed it.	1	2	3	4	5	6	7
c. Most teachers or principals were willing to work with us on various tobacco control activities involving school children.	1	2	3	4	5	6	7
d. Most schools viewed tobacco as an important problem requiring joint effort with our tobacco control program.	1	2	3	4	5	6	7
e. The schools played an important role in furthering our tobacco control efforts.	1	2	3	4	5	6	7

II. The next section asks about your program activities.

9. How would you rate your program's success in the following areas over the last year?

Circle not applicable (n/a) if you did not work in a particular area.

	Not at all Successful							Very Successful	
a. Creating broad community participation	1	2	3	4	5	6	7	n/a	
b. Generating information about community needs, concerns, and resources	1	2	3	4	5	6	7	n/a	
c. Conducting systematic planning	1	2	3	4	5	6	7	n/a	
d. Facilitating linkages, coordination and collaboration among community groups (including CBOs, media, and government agencies)	1	2	3	4	5	6	7	n/a	
e. Mobilizing community constituencies for program support	1	2	3	4	5	6	7	n/a	
f. Managing your coalition, regional team, or advisory board	1	2	3	4	5	6	7	n/a	
g. Developing and implementing programs related to environmental tobacco smoke (ETS)	1	2	3	4	5	6	7	n/a	
h. Developing and implementing programs related to restricting youth access	1	2	3	4	5	6	7	n/a	
i. Developing and implementing programs related to countering pro-tobacco influences	1	2	3	4	5	6	7	n/a	
j. Effectively using resources from both within and outside of your county/organization	1	2	3	4	5	6	7	n/a	
k. Developing leadership	1	2	3	4	5	6	7	n/a	
l. Conducting program evaluation	1	2	3	4	5	6	7	n/a	
m. Performing public relations (e.g., seeking publicity for an event, program, etc.)	1	2	3	4	5	6	7	n/a	
n. Performing media advocacy (e.g., seeking coverage to further a policy goal, etc.)	1	2	3	4	5	6	7	n/a	

10. Thinking about the last year of activity, how effective was your tobacco control program in:

Circle not applicable (n/a) if you did not work in a particular area.

<i>Reducing ETS</i>	Not at all Effective							Very Effective	
a. generating support to implement and enforce new state and/or local clean indoor air laws?	1	2	3	4	5	6	7	n/a	
b. passing or strengthening voluntary and/or legislated policies to reduce exposure to ETS?	1	2	3	4	5	6	7	n/a	
c. increasing the number of families with smoke-free homes and vehicles?	1	2	3	4	5	6	7	n/a	
d. creating and publicizing support for smoke-free bars?	1	2	3	4	5	6	7	n/a	
e. Other (Describe: _____)	1	2	3	4	5	6	7	n/a	

<i>Restricting Youth Access</i>	Not at all Effective							Very Effective	
f. passing or strengthening voluntary and/or legislated policies to reduce youth access to tobacco products?	1	2	3	4	5	6	7	n/a	
g. creating support to enforce existing state and local laws to reduce youth access to tobacco products?	1	2	3	4	5	6	7	n/a	
h. promoting the STAKE Act?	1	2	3	4	5	6	7	n/a	
i. encouraging pharmacies/merchants/distributors to decrease or eliminate the sale of tobacco?	1	2	3	4	5	6	7	n/a	
j. creating educational and media campaigns that address the social sources of tobacco?	1	2	3	4	5	6	7	n/a	
k. educating merchants about not selling tobacco to youth?	1	2	3	4	5	6	7	n/a	
l. conducting tobacco sale surveys in stores?	1	2	3	4	5	6	7	n/a	
m. Other (Describe: _____)	1	2	3	4	5	6	7	n/a	

13. In the past 12 months, what major barriers have you encountered in trying to achieve your tobacco control objectives?

	Not a Barrier						Very Much a Barrier
	1	2	3	4	5	6	7
a. Staff changes	1	2	3	4	5	6	7
b. Administration/organizational changes	1	2	3	4	5	6	7
c. Decreases in funding	1	2	3	4	5	6	7
d. Shortage of staff time	1	2	3	4	5	6	7
e. Lack of community support	1	2	3	4	5	6	7
f. Lack of support from the media/ difficult to receive publicity	1	2	3	4	5	6	7
g. Lack of collaboration with other organizations	1	2	3	4	5	6	7
h. Lack of community participation	1	2	3	4	5	6	7
i. Political climate/policy changes	1	2	3	4	5	6	7
j. Communication problems with DHS TCS	1	2	3	4	5	6	7
k. Other (Describe: _____ _____)	1	2	3	4	5	6	7

III. Please answer the next few questions about your coalition (LLAs), regional team (Regions), or advisory committee (Ethnic Networks) as appropriate.

Grantees, please skip to Section IV, Question # 17, on the next page.

14. Has your coalition, regional team, or advisory committee met during the last year?

1. Yes
2. No longer have a coalition, regional team, or advisory committee (PLEASE SKIP TO SECTION IV)

15. Please indicate how much you agree or disagree with the following statements about your tobacco control coalition, regional team, or advisory committee?

	Strongly Disagree						Strongly Agree
a. I would not change anything about the coalition.	1	2	3	4	5	6	7
b. I am satisfied with how the coalition works.	1	2	3	4	5	6	7
c. The coalition is a worthwhile effort.	1	2	3	4	5	6	7
d. The work accomplished by the coalition has met my expectations.	1	2	3	4	5	6	7
e. I am committed to the work of the coalition.	1	2	3	4	5	6	7
f. I feel a sense of pride in what the coalition accomplishes.	1	2	3	4	5	6	7
g. I really care about the future of the coalition.	1	2	3	4	5	6	7

16. Thinking back over all the work you have done in the last 12 months, how much was the coalition, regional team, or advisory committee:

	Not at all						Very
a. involved in planning (e.g., helped publicize events, organize, and recruit)?	1	2	3	4	5	6	7
b. involved in implementation (e.g., educated merchants, conducted surveys)?	1	2	3	4	5	6	7
c. effective in its efforts?	1	2	3	4	5	6	7
d. important to your success?	1	2	3	4	5	6	7

IV. The next section is about the media.

17. In the last year, how often have you tried to receive media coverage (through media advocacy or public relations efforts) for your local programs?

<i>Media Coverage Received</i>	Never						Very Often
a. Television	1	2	3	4	5	6	7
b. Newspaper	1	2	3	4	5	6	7
c. Radio	1	2	3	4	5	6	7

18. How often have you **actually** received media coverage in the last year?

<i>Media Coverage Received</i>	Never						Very Often
a. Television	1	2	3	4	5	6	7
b. Newspaper	1	2	3	4	5	6	7
c. Radio	1	2	3	4	5	6	7

19. Thinking back over the last year, how much do you agree or disagree with the following statements about your local media?

	Strongly Disagree						Strongly Agree
a. We actively sought to use media to publicize an event (i.e., public relations).	1	2	3	4	5	6	7
b. We actively sought to gain support for a policy or enforcement goal (i.e., media advocacy).	1	2	3	4	5	6	7
c. When we had an event or new program it was easy to receive coverage in the local media.	1	2	3	4	5	6	7
d. We had an advocate for tobacco control among staff in at least one of our local media (TV, newspaper, radio).	1	2	3	4	5	6	7
e. Our local media worked with us to promote our programs and messages.	1	2	3	4	5	6	7
f. The media believed tobacco control was an important problem to cover.	1	2	3	4	5	6	7
g. The media played an important role in furthering our tobacco control efforts.	1	2	3	4	5	6	7
h. The state tobacco media program complemented our local media efforts.	1	2	3	4	5	6	7

20. How much do you agree or disagree with the following statements about the TCS public relations efforts?

	Strongly Disagree						Strongly Agree
a. The media newsletter ("Media Update") is informative and useful.	1	2	3	4	5	6	7
b. The press kits are useful, timely, and well-written.	1	2	3	4	5	6	7
c. The public relations trainings and presentations are informative and useful.	1	2	3	4	5	6	7

21. Would you say that, compared to the early years of Proposition 99, the current statewide media campaign is *(circle one)*
1. better
 2. the same
 3. worse
22. Would you say that, compared to the early years of Proposition 99, local TCS-funded tobacco control programs are *(circle one)*
1. better
 2. the same
 3. worse
23. Would you say that, compared to the early years of Proposition 99, local CDE-funded school-based tobacco control programs are *(circle one)*
1. better
 2. the same
 3. worse

V. In the next section, we are interested in the types of technical assistance you have received over the last year.

24. How much technical assistance have you received from other TCS-funded groups in each of the three TCS priority areas? This includes LLAs, Regions, Networks, local and statewide Grantees, various advertising and PR firms, and the Tobacco Education Clearinghouse of California (TECC).

Circle not applicable (n/a) if you did not work in a particular area.

Priority Area	State Technical Assistance Received							None	A lot
	1	2	3	4	5	6	7		
a. ETS (e.g., received help in setting up a clean indoor air complaint line)	1	2	3	4	5	6	7	n/a	
b. Restricting youth access (e.g., received help to do tobacco sale surveys)	1	2	3	4	5	6	7	n/a	
c. Countering pro-tobacco influences (e.g., received help to limit advertising)	1	2	3	4	5	6	7	n/a	
d. Other (Describe: _____)	1	2	3	4	5	6	7	n/a	

25. How much technical assistance did you receive from other agencies not funded by TCS (e.g., national tobacco control organizations)?

Circle not applicable (n/a) if you did not work in a particular area.

Priority Area	Outside Technical Assistance Received							n/a
	None						A lot	
a. ETS	1	2	3	4	5	6	7	n/a
b. Restricting youth access	1	2	3	4	5	6	7	n/a
c. Countering pro-tobacco influences	1	2	3	4	5	6	7	n/a
d. Other	1	2	3	4	5	6	7	n/a

26. Other than from the California Department of Health Services or the California Department of Education, have you received any additional funding for tobacco control efforts?
1. Yes
 2. No

VI. This section asks about enforcement and policy activities.

Circle not applicable (n/a) if you did not participate in a particular enforcement activity or policy area.

27. During the past year, to what extent were you or your staff involved in the following types of activities to enforce tobacco control policies?

Staff	Not at all							A lot	n/a
	1	2	3	4	5	6	7		
a. Worked with enforcement agencies	1	2	3	4	5	6	7	n/a	
b. Publicized tobacco control policies	1	2	3	4	5	6	7	n/a	
c. Provided volunteers for enforcement efforts (e.g., tobacco stings)	1	2	3	4	5	6	7	n/a	
d. Initiated complaints	1	2	3	4	5	6	7	n/a	
e. Other (Describe: _____)	1	2	3	4	5	6	7	n/a	

28. During the past year, to what extent were coalition, regional team members, or local volunteers involved in the following types of activities to enforce tobacco control policies?

Coalition, Team Members or Local Volunteers	Not at all							A lot	n/a
	1	2	3	4	5	6	7		
a. Worked with enforcement agencies	1	2	3	4	5	6	7	n/a	
b. Publicized tobacco control policies	1	2	3	4	5	6	7	n/a	
c. Provided volunteers for enforcement efforts (e.g., tobacco stings)	1	2	3	4	5	6	7	n/a	
d. Initiated complaints	1	2	3	4	5	6	7	n/a	
e. Other (Describe: _____)	1	2	3	4	5	6	7	n/a	

29. How much do you agree or disagree with the following statements?

	Strongly Disagree						Strongly Agree
	1	2	3	4	5	6	7
a. In your community, policies to keep kids from buying cigarettes or chewing tobacco are being enforced (e.g., PC308, AB686).							
b. In your community, policies to restrict smoking in restaurants, cafeterias, and indoor work places are being enforced (e.g., AB13 or other ETS laws).							

30. To what extent has each of the following been a barrier to enforcement of tobacco control policies in your community during the last year?

<i>Barriers</i>	Not at all a Barrier						Very Much a Barrier
	1	2	3	4	5	6	7
a. Limited enforcement resources (e.g., staff, money, etc.)							
b. Issues around working with youth (e.g., recruitment, parental consent, etc.)							
c. Problem getting volunteers							
d. District Attorneys will not prosecute							
e. Not a priority for enforcement agencies							
f. Lack of community support							
g. Policies under revision							
h. Other (Describe: _____)							

31. During the last year, did your agency (*circle one*):

	(1)	(2)
a. track local smoking ordinances?	Yes	No
b. track the number of youth who purchased tobacco from retail merchants in your county/jurisdiction?	Yes	No
c. track tobacco industry involvement in promotional activities (e.g., sponsorship of events, distribution of free cigarettes, etc.) in your county/jurisdiction?	Yes	No

Only LLAs answer the following question. Regions, Ethnic Networks, and Grantees please skip to Section VII, Question # 33, on the next page.

32. During the past year, have any of the following types of tobacco control ordinances within your county been initiated, amended, or passed? If a policy was initiated, amended, or passed, were LLA staff or coalition members/volunteers involved in the process?

Please circle initiated (I), passed (P), or amended (A) for each of the policies below AND whether there was LLA staff or coalition involvement. If you do not know or are unsure about a specific ordinance, please circle DK.

	Policy (Initiated, Passed, Amended)				LLA Staff Involvement		Coalition/ Volunteer Involvement	
	(1)	(2)	(3)	(9)	(1)	(2)	(1)	(2)
<i>Reducing ETS</i>								
a. Restrictions/bans on smoking in bars	I	P	A	DK	Yes	No	Yes	No
b. Restrictions/bans in bingo parlors	I	P	A	DK	Yes	No	Yes	No
c. Restrictions/bans in general public areas (e.g., public parks, or within a certain distance of entrances to buildings)	I	P	A	DK	Yes	No	Yes	No
d. Total ban on smoking (no exemptions for the number of employees)	I	P	A	DK	Yes	No	Yes	No
e. Other (Describe: _____)	I	P	A	DK	Yes	No	Yes	No

<i>Restricting Youth Access</i>								
f. Complete ban on vending machines	I	P	A	DK	Yes	No	Yes	No
g. Restrictions/bans on sampling	I	P	A	DK	Yes	No	Yes	No
h. Licensing required to sell tobacco products	I	P	A	DK	Yes	No	Yes	No
i. Restrictions/bans on self service displays	I	P	A	DK	Yes	No	Yes	No
j. Restrictions/bans on sale of single cigarettes	I	P	A	DK	Yes	No	Yes	No
k. Possession/use of tobacco by underage youth criminalized	I	P	A	DK	Yes	No	Yes	No
l. Other (Describe: _____)	I	P	A	DK	Yes	No	Yes	No

<i>Advertising / promotion</i>								
m. Restrictions/bans on advertising (e.g., billboards)	I	P	A	DK	Yes	No	Yes	No
n. Restrictions/bans on promotional items (e.g., school policies)	I	P	A	DK	Yes	No	Yes	No
o. Restrictions on sponsorship of events	I	P	A	DK	Yes	No	Yes	No
p. Other (Describe: _____)	I	P	A	DK	Yes	No	Yes	No

LLAs and single-county Grantees, please skip this section. You have completed the survey. Thank you!

VIII. Questions for groups that work in more than one county.

34. **Regions and multiple-county Grantees** (Ethnic Networks and statewide Grantees, please skip this question and answer Question # 35, on the next page.)

Thinking about all of the regional or multiple-county activities you were involved in over the last year, it is likely that different counties received more focus for some activities and less focus for others. Taking all of these activities into account (100%), how would you apportion the amount of input into each county in your region? For example, if you worked in three counties you might judge that regional input into each county was the same (33% each), or that one county received about 50% of input, while the other two each received about 25%.

- a. ____% County name:_____
- b. ____% County name:_____
- c. ____% County name:_____
- d. ____% County name:_____
- e. ____% County name:_____
- f. ____% County name:_____
- g. ____% County name:_____
- h. ____% County name:_____
- i. ____% County name:_____
- j. ____% County name:_____
- k. ____% County name:_____
- l. ____% County name:_____
- m. ____% County name:_____

100% = Total Effort

*Regions and multiple-county Grantees, please skip the next question.
You have completed the survey. Thank you!*

35. Ethnic Networks and statewide Grantees

Thinking about all of the statewide activities you were involved in over the last year, it is likely that different counties received more focus for some activities and less focus for others. Taking all of these activities into account (100%), how would you apportion the amount of statewide input into each of the following 18 counties? For example, if you worked in 40 counties, you might judge that your input into each county was the same (2.5% each), or that twenty counties received about 4% of input, while the other twenty received about 1%.

- a. ____% Alameda County
- b. ____% Contra Costa County
- c. ____% Fresno County
- d. ____% Lake County
- e. ____% Lassen County
- f. ____% Los Angeles County
- g. ____% Mono County
- h. ____% Monterey County
- i. ____% Orange County
- j. ____% Plumas County
- k. ____% Sacramento County
- l. ____% San Bernardino County
- m. ____% San Diego County
- n. ____% San Francisco County
- o. ____% San Mateo County
- p. ____% Santa Clara County
- q. ____% Shasta County
- r. ____% Yuba County

- ____% Rest of California

100% = Total Effort

Thank you!