



OTRU's Evaluation Guidance and Support Project

Welcome to the first of four newsletters from OTRU's Evaluation Support Team! We are excited to be sharing information about our activities and progress this year.

Who We Are

Dr. Alexey Babayan leads OTRU's Evaluation Support Project; the work is supported by a team of qualitative and quantitative research officers who have experience in cessation, prevention and protection. This group can also call on the expertise of the full OTRU team of scientists and research officers.

What We Do

OTRU's Evaluation Support Team responds to the knowledge needs, evaluation and research requests from Ontario's Public Health Units (PHUs), Tobacco Control Area Networks (TCANs), and other tobacco Transfer Payment Agencies (TPAs). We provide services to our stakeholders by:

- Supporting TCAN and PHU planning activities, including providing input on prioritizing their evaluation and measurement needs
- Responding to questions about general research and evaluation approaches (e.g., suggestions for evaluating innovative initiatives, narrowing research questions, design, sample, data collection methods)
- Reviewing and providing feedback on study plans and protocols
- Supporting development of data collection tools (e.g., survey questions, interview guides and focus group discussions)
- Conducting literature syntheses
- Assisting in data collection, analysis and interpretation
- Providing feedback on ethics protocols and applications

In addition to supporting individual projects, we also help in identifying and facilitating collaborative opportunities among PHUs, TCANs and other tobacco TPAs to further improve coordination of tobacco control evaluation and knowledge generation efforts occurring throughout the province.



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Current Projects

Since April 1, 2013, OTRU has been answering 36 evaluation and knowledge needs requests received from across the province (see Table 1); 30 of the requests are new, and 6 requests are continued from the previous fiscal year. Thirty-one requests have been from TCANs or PHUs and five requests have come from other stakeholders. Discussions are underway with many other stakeholders about their evaluation requests and we expect to confirm these requests soon.

Table 1: Evaluation Support Requests by TCAN and PHU

TCAN	PHU	# of Requests
Provincial	All TCANs	1
South West	Windsor-Essex	1
	Middlesex-London	1
Central West	City of Hamilton	1
	TCAN wide	2
	Wellington-Dufferin-Guelph	1
Central East	Peterborough	2
	York	1
	TCAN wide	3
Toronto	Toronto	5
East	Ottawa	1
	TCAN Wide	3
North East	Algoma	3
	Porcupine	1
	Timiskaming	1
	TCAN wide	2
North West	Thunder Bay	2

The Evaluation Support team classifies requests by their complexity and the amount of time taken to complete them:

- *Brief*: requests can usually be completed within the week that they are assigned
- *Moderate*: request can take up to three weeks to complete
- *Intensive*: requests can take a month or more to complete

Since April 1, 2013 we have received 17 brief requests, 13 moderate requests and 6 intensive requests.



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Types of Requests

OTRU's Evaluation Support Team receives requests across all three pillars in tobacco control. Table 2 provides more details about some of the types of evaluation requests that we receive. Please note that many of the requests received by the Evaluation Support Team have multiple components.

Table 2: Examples of Types of Evaluation Support Requests

Pillar	Key theme/topic	Type of Support
Cessation	Youth smoking cessation	Literature review of best practices on smoking cessation interventions targeted to youth
	Smoking cessation policies and practices in health care settings	Review of a survey instrument, survey administration, data analysis and reporting
	Standard measures of smoking and quitting behavior	Development of standard/common intake and follow-up protocol tools for use across cessation programs
	Environmental scan of services for pre and post-natal women	Review of survey instrument, data collection and analysis
Prevention	Youth knowledge and attitudes about smokeless tobacco use (health promotion)	Evaluation design, instrument development, data collection, analysis and report
	School-based youth prevention and cessation	Review of instruments and data analysis
	Smoking behavior of Queer and Transgendered Youth	Review of focus group guide, data collection and analysis
	Smoke free movies	Provision of literature/research updates about smoking in the movies; analysis of provincial data about public support for tobacco-free movies
Protection	Smoke free outdoor spaces	Evaluation design, review or development of instruments, data analysis and reporting
	Tobacco enforcement	Literature review on vendor compliance with youth access laws
	Smoke free multi-unit dwellings (MUDs)	Analysis of population survey data on exposure to second hand smoke in MUDs ; review of a street intercept interview guide about young adults opinions on smoke-free multi-unit dwellings
Other	E-cigarette	Literature review about the safety and effectiveness of e-cigarettes



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Emerging Hot Topics



Smoke-Free Multi-unit Dwellings

Many PHUs have identified smoke-free multi-unit dwellings (MUDs) as a high priority issue/area. OTRU is currently conducting an analysis of population survey data to examine the level of exposure to second hand smoke in MUDs.



E-cigarettes

As e-cigarettes become more easily accessible to Canadians, there is a growing concern from the tobacco control community about their safety and effectiveness. OTRU is completing a literature review and results will be available to the tobacco control community in fall 2013.



Smoke-free Outdoor Spaces

An increasing number of public health units are engaging in the development and implementation of smoke-free outdoor spaces by-laws. OTRU is now working with three PHUs to provide support with evaluation of the existing and proposed by-laws. The evaluation aims to examine the implementation process, public support for the by-law, compliance level over time, and the impact of the by-law on smokers and non-smokers. We plan to synthesize results from several initiatives. An inventory of evaluation tools will also be developed.



Youth Cessation

Many PHUs have identified youth smoking cessation as a priority area. OTRU is reviewing the current literature and evaluation protocols for cessation programs targeting youth.



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Looking for Help?

Please complete our online Evaluation Request Form:

<http://216.34.99.34/votingmodule/s180/f/420080/1143/>

OR contact:



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