



OTRU's Evaluation Guidance and Support Project

Welcome to the third update from OTRU's Evaluation Support Team! OTRU's Evaluation Support Team continues to respond 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) across all three pillars in tobacco control. We are excited to share the latest information about our activities and progress this year.

Volume and Type of Requests

Since April 1, 2013, OTRU has received 60 requests from across the province. Fifty-two requests have been from TCANs or PHUs and eight requests have come from other stakeholders (see Table 1).

Table 1: Requests by Geographical Location

TCAN	PHU	# of Requests
South West	Windsor-Essex	3
	Middlesex-London	1
	TCAN wide	2
Central West	City of Hamilton	1
	Waterloo	1
	Wellington-Dufferin-Guelph	2
	TCAN wide	2
Central East	Peterborough	2
	Peel	1
	York	1
	TCAN wide	4
Toronto	Toronto	6
East	Ottawa	2
	Hastings Prince Edward County	1
	TCAN Wide	6
North East	Algoma	3
	Porcupine	1
	Timiskaming	1
	TCAN wide	6
North West	Thunder Bay	4
	TCAN wide	1
All TCANs		1
Other TPAs (provincial)		8
Other Organizations		60



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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:** requests 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 28 brief requests, 23 moderate requests and 9 intensive requests.

Planning to Evaluate Some of Your New Work Plan Activities?

Contact OTRU to have your work plan reviewed for evaluation possibilities. We have already helped TCANS to identify many opportunities, including evaluations of:

- Smoke-Free Outdoor Spaces Policies
- Youth and Young Adult Focused Tobacco Prevention Initiatives
- Tobacco Cessation Practices and Services in Public Health and Health Care organizations
- Other protection, prevention and cessation initiatives

Smoke-Free Outdoor Spaces Evaluations

An increasing number of PHUs are engaging in the development and implementation of smoke-free outdoor spaces by-laws or policies. OTRU is currently working with Toronto Public Health and Windsor-Essex County Health Unit to provide support with evaluation of their new smoke-free outdoor spaces initiatives.

Toronto Smoke-free Outdoor Spaces Bylaw: On December 17, 2013, Toronto City Council adopted amendments to the existing smoke-free bylaw to further strengthen protection from second-hand smoke (SHS) in outdoor spaces. The amendments prohibit smoking within nine meters from entrances and exits of public buildings (municipal code 709) and within the boundaries of and in a nine-meter radius surrounding playing fields, beaches, park amenities and other outdoor areas (municipal code 608). The amendments to the municipal code 709 are already in effect, while the amendments to the code 608 will come into effect in April 2014.

Essex Region Smoke-free Conservation Areas Policy: Windsor-Essex County Health Unit together with the Essex Region Conservation Authority is implementing a smoke-free outdoor spaces policy. The policy will prohibit smoking throughout conservation areas with the exception of parking lots. The policy is expected to come into effect on March 31, 2014.



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The Evaluation Plan

The evaluation will provide the stakeholders with ongoing and objective information on by-law/policy implementation and effects and will contribute to ongoing performance improvement.

A mixed methods approach (quantitative and qualitative) will be employed to:

- Provide greater insight into processes and factors affecting the implementation
- Capture effects of smoke-free by-laws and policy on the smoking and non-smoking population

Evaluation of both initiatives will seek to answer the following key evaluation questions:

1. To what extent are the smoke-free by-law and policy effective at restricting smoking in the regulated environments?
 - a. Are people ceasing to smoke in restricted outdoor environments? How has this changed over time?
 - b. What is the level of exposure to SHS in outdoor spaces? How has this changed over time?
 - c. What are the levels of enforcement outcomes (warnings and tickets issued) and complaints received over time?
2. Have there been any challenges to implementing or enforcing the by-law? What could be done to overcome challenges?
3. How have the smoke-free by-law and policy influenced the use of outdoor city facilities?
4. How has the by-law and policy affected smoking behavior (e.g. quit intentions, quit attempts, successful quits, reduction in consumption)?

Evaluation Toolkit for Smoke-free Outdoor Spaces Initiatives

OTRU's Evaluation Support Team is developing an evaluation toolkit for smoke-free outdoor spaces initiatives. The toolkit offers a range of tools to help assess the performance and effectiveness of smoke-free outdoor spaces initiatives. PHUs and other stakeholders will be able to choose and easily adapt suggested tools to their needs. Use of these tools across PHUs will standardize data collection and comparison of results. Some of the tools include:

- Administrative Data Analysis: to assess compliance with the policy/bylaw over time
- Observation: to understand the effectiveness of the smoke-free policy
- Cigarette Butt Litter Analysis: to enrich understanding of the effectiveness of the bylaw by examining its effects on the disposal of cigarette butts
- Key Informant Interviews: to identify factors that help or hinder the policy/bylaw implementation



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- **Surveys of Smokers and Nonsmokers:** to determine whether there have been changes in exposure to secondhand smoke, the use of outdoor facilities, and the impact on smoking behaviour
- **Air Quality Measurement:** to detect SHS concentrations at the entrances and exits of public buildings

**Are you implementing a smoke-free outdoor spaces policy or bylaw?
Contact OTRU for help with your evaluation!**

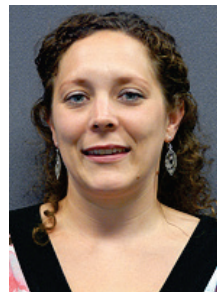
Looking for Help?

Please complete our [online Evaluation Request Form](#)

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