

**California Department of Public Health  
California Tobacco Control Program**

DP-15-1509

Competitive Component

**Menthol Cigarettes and Flavored Tobacco Products Campaign**

Evaluation Plan (Year 1)

3/30/2015 – 3/29/2017

*Year 1: April 2015-March 2016*

*Year 2: April 2016-March 2017*



## Intended Use and Users

This document describes a plan for process and outcome evaluation to inform local policy efforts administered by the California Department of Public Health, California Tobacco Control Program (CDPH/CTCP), including those funded by *DP15-1590, Menthol Cigarettes and Flavored Tobacco Products Campaign*. This evaluation plan was developed by an internal workgroup comprised of representation from the CTCP's Evaluation Unit, Strategic Planning and Policy Unit, Media Unit, and the Community and Statewide Interventions Section.

Evaluation data will be shared with stakeholders including the Centers for Disease Control and Prevention, Office on Smoking and Health (CDC/OSH); the Tobacco Education Research and Oversight Committee for California (TEROC); the Evaluation Task Force, an external group comprised of representatives from throughout the United States including state health departments, academia, private research firms, and TERO; CDPH/CTCP staff; community groups; and the general public. The purpose of this evaluation plan is to examine and document the links between program planning, activities, measures, and policy outcomes associated with restricting menthol cigarettes and flavored tobacco products. Results will be used to inform current and future program activities, document lessons learned, and provide recommendations that may be translated into future projects focusing on regulating menthol cigarettes and flavored tobacco products.

## Program Description

### Program Overview

CTCP was established in 1989 as a result of a voter-approved initiative that increased the excise tax on cigarettes and other tobacco products and designated a portion of the tax for a comprehensive tobacco control program[1]. CTCP is responsible for supporting a comprehensive statewide tobacco control program and administering funds to local health departments; competitively selecting community-based organizations; a statewide media campaign; and comprehensive evaluation efforts. Organizationally, CTCP is a branch within CDPH.

CTCP is advised by the legislatively mandated oversight committee Tobacco Education and Research Oversight Committee of California (TEROC). TEROC monitors the use of Proposition 99 tobacco tax revenues for tobacco control, prevention education, and tobacco-related research in California. The current TEROC Master Plan for 2015-17 includes objectives to *combat tobacco industry actions, including the marketing of electronic smoking devices, flavored tobacco, and any other products that either entice or engage youth in tobacco initiation, increased adoption and enforcement of local policies that regulate the sale, distribution, and marketing of tobacco products* [2].

CTCP is one of five state health departments awarded funds from the Competitive Component of the Center for Disease Control and Prevention, Office on Smoking and Health, DP15-1509, National State-Based Tobacco Control Program grant. The Competitive Component for Advancing Evidence-Based Tobacco Control seeks to advance evidence-based tobacco control through developing, implementing, and evaluating innovative and or promising practices. State health departments awarded the Competitive Component of the grant are expected to implement and rigorously evaluate innovative and/or promising practices in partnership with other organizations to advance evidence-based tobacco control practices. CTCP was initially awarded \$650,000/ year for two years to implement the Menthol Cigarettes and Flavored Tobacco Products campaign throughout California.

The Menthol Cigarettes and Flavored Tobacco Products campaign aims to restrict the sale and distribution of menthol cigarettes and other tobacco products containing characterizing flavors (e.g., fruit/sweet, liquor, etc.), including smokeless tobacco, cigars, hookah tobacco and electronic smoking devices. The goal of the Menthol Cigarettes and Flavored Tobacco Products campaign is to prevent the initiation of tobacco use among vulnerable groups such as youth and young adults; African Americans; and Lesbian, Gay, Bisexual, and Transgender (LGBT) populations in California. These groups are disproportionately targeted by tobacco company marketing efforts and use menthol cigarettes and flavored tobacco products at higher rates than other populations.

This campaign will accomplish the goal of restricting the sale and distribution of menthol cigarettes and other tobacco products containing flavors using two strategies: 1) educate and inform stakeholders and decision makers about evidence-based policies and programs to prevent initiation of tobacco use, and 2) implement flavor bans and other product sales restrictions. The project period objective is to create and implement a local policy campaign to restrict the sale and distribution of menthol cigarettes and other tobacco products containing characterizing flavors by March 30, 2018. The annual objective is to have at least two jurisdictions adopt policies restricting the sale of menthol cigarettes and flavored tobacco products by March 30, 2017.

The Menthol Cigarettes and Flavored Tobacco Products campaign fills an existing gap created by the lack of policies that restrict the sale and distribution of menthol cigarettes and flavored tobacco products to youth and other vulnerable populations in California. The project ultimately has the potential to decrease youth and other vulnerable population exposure to menthol cigarettes and other flavored tobacco products; limit availability of these products; restrict disproportionate marketing efforts by the tobacco industry to vulnerable populations; and increase awareness of the dangers associated with all tobacco products including but not limited to smokeless tobacco, little cigars, and electronic smoking devices.

### **Statement of Need**

Smoking is the leading cause of preventable death, resulting in 40,000 deaths in California annually [3]. The cost of smoking to the state totals \$18.1 billion each year,

including direct healthcare costs, and lost productivity costs from illness or premature death [4]. Smoking increases the risk of developing heart disease, lung disease, cancer, and type 2 diabetes, and is associated with low birth weight, premature delivery and a variety of other diseases [5].

Since CTCP began in 1989, California has made remarkable progress in decreasing smoking prevalence among adults and teens. Adult smoking rates decreased from 23.7% in 1988 to 11.7% in 2013, reflecting a 51% decline [6]. While California's statewide smoking prevalence for adults (11.7%) and high school students (10.5%) are among the lowest in the nation, the magnitude of the public health implication associated with tobacco use among the 3.8 million adult and 297,000 youth smokers in California remains sizable [6]. Of particular concern is the growing number of youth and young adults who become addicted to tobacco products. Each day, 3,800 adolescents try smoking for the first time, and of these 1,000 will become addicted [7]. Despite recent declines in adolescent cigarette consumption, there has been a sharp increase in the youth consumption of other tobacco products (OTPs), such as electronic cigarettes, cigars, little cigars, cigarillos, smokeless tobacco, and hookah [8].

### **Menthol and Flavored Additives**

The use of flavor and menthol additives in tobacco products has long been a popular industry strategy to mask the natural harshness and taste of tobacco, making initiation easier for younger and beginner smokers. In fact, like all tobacco products, inhaling flavored and mentholated tobacco products have serious health risks and are not considered safe by the Food and Drug Administration (FDA). In 2009, the Family Smoking Prevention and Tobacco Control Act made it illegal for manufacturers to create cigarettes that contained "characterizing flavors" other than that of tobacco. However, the federal ban on flavored cigarettes did not apply to menthol flavoring or other flavored tobacco products [9].

Since the federal ban on flavored tobacco products, cigarettes are no longer permitted to contain characterizing flavors, with the exception of menthol. Furthermore, over time and through advancement in technology, use of tobacco products is evolving and new products are emerging which contain characterizing flavors banned in

cigarettes by the FDA. These flavored products include electronic smoking devices, little cigars and cigarillos, smokeless tobacco, and hookah tobacco.

### Prevalence of Menthol Cigarette and Flavored Tobacco Product Use

Menthol cigarettes and flavored tobacco products are a gateway for many children and young adults to become regular smokers. Nationally, approximately 70% (3.26 million) of all past 30-day youth (middle and high school students) tobacco users reported in 2014, use of at least one flavored tobacco product in the past 30 days [10]. A national survey of youth aged 12 to 17 years [11] showed the majority of youth tobacco ever-users reported that the first tobacco product they had used was flavored, including 88.7% of ever hookah users, 81.0% of ever electronic cigarette users, 65.4% of ever users of any cigar type, and 50.1% of ever cigarette smokers. Youth consistently reported product flavoring as a reason for use across all product types, including e-cigarettes (81.5%), hookahs (78.9%), cigars (73.8%), smokeless tobacco (69.3%), and snus (67.2%).

These findings were also supported by a systematic review of 32 studies focusing on flavored tobacco products which suggested that flavored tobacco use was associated with young age and that consumers may perceive flavored products more favorably than non-flavored products [12]. Strong evidences indicated that, in addition to continued proven tobacco control and prevention strategies, efforts to decrease use of flavored tobacco products, especially among youth and young adults, should be considered [13]. Policy interventions that target youth and young adults are particularly critical because most individuals start using tobacco as minors or young adults. In 2014, 68% of smokers in California start smoking by age 18, and 98% start smoking by age 26 [14]. Studies also show individuals who begin smoking at an early age are more likely to develop a more severe addiction to nicotine than those who start later [15]. Not only do flavors make it easier for new users to begin smoking, but the presence of flavors like menthol in tobacco products also make it more difficult for tobacco users to quit [16].

### Tobacco Industry Target Marketing

Menthol cigarettes and flavored tobacco use is also disproportionately higher among minority groups, especially African Americans, women, and members of the LGBT community. Nearly 71% of all young LGBT smokers use menthol cigarettes [17]. Approximately 80% of African American smokers use menthol cigarettes, compared to 24% of white smokers and 32% of Hispanic smokers [18].

There is evidence that menthol cigarette marketing is specifically directed at minorities and the LGBT community, such as targeting advertisements in low income, urban, and largely African American neighborhoods [19]. Tobacco companies also employ marketing tactics and advertisements that resonate with the hip hop culture as a way to appeal to youth and urban populations [20], as well as ads containing flowers or couples to resonate with women smokers [21]. Menthol cigarettes are also cheaper in poorer communities compared to more affluent communities [22].

### **Inputs & Program Resources**

**Partnership Development:** CTCP has a strong history of creating meaningful state and community partnerships, which will be advanced by the Menthol Cigarettes and Flavored Tobacco Products campaign. TERO provides guidance for CTCP and helps open doors to key decision makers. CTCP also maintains two state-level standing Healthy Stores for a Healthy Community (HSHC) workgroups, whose expertise will be tapped to support this campaign. At the community-level, CTCP administers, monitors, and evaluates robust local intervention programs. New partnerships will be created or strengthened among alcohol beverage control programs, nutrition/obesity prevention programs, SNAP-Education programs, corner store associations, merchants' associations, etc. These organizations are consulted to develop local collaborations, strategies, messaging and for assistance with pilot testing materials around flavored products.

**Policy Data Collection:** The University of California, Davis, is the administrator of the Policy Evaluation Tracking Systems (PETS), a database that will track local tobacco retail license, smoke-free housing, outdoor smoking restrictions, and tobacco sampling policies throughout the state. PETS will capture important policy content and score the

strength of tobacco control policies at the city and county levels as well as evaluate the impact of these policies on tobacco control. PETS will be updated on an ongoing basis as policies are passed at varying points by different jurisdictions in California. After identifying local policies that were adopted related to restricting the sale and marketing of menthol cigarettes and flavored tobacco products, each policy will be reviewed and coded based on an established policy-specific rubric, and then centrally housed in a searchable electronic database. PETS will provide local agencies with essential information on the latest research and policy approaches for menthol cigarettes and flavored tobacco products restriction.

**Key informant interviews:** Bans on the sale of menthol cigarettes and flavored tobacco products have been implemented in several states or areas, such as New York City; Massachusetts; Providence, Rhode Island; Chicago; and City of Sonoma. Key informant interviews were conducted with public health officials who have worked on the bans of menthol cigarettes and flavored tobacco products in three of these states (New York, Massachusetts, Rhode Island) to assess the barriers and challenges associated with implementation of these policies, support and opposition from outside groups, and outcomes for the populations targeted by these policies.

**Stakeholder Engagement:** CTCP works with a variety of stakeholders to promote and support local policy campaigns to restrict the sale and distribution of flavored tobacco products. Stakeholders include the American Lung Association of California, the American Heart Association, the American Cancer Society, the University of California (UC), the California Medical Association (CMA), California Youth Advocacy Network (CYAN), TERO, African American Tobacco Control Leadership Council (AATCLC), and local public health providers. CTCP works with stakeholders on development of outreach campaigns, educational materials, and trainings. A Menthol Cigarettes and Flavored Tobacco Products training was held for CTCP-funded local lead agencies and competitive grantees working to implement a local policy to restrict the sale of menthol cigarettes and flavored tobacco products. The goal of the training is to provide CTCP-funded projects with the information and tools needed to strengthen an existing policy to restrict the sale of menthol cigarettes and flavored tobacco products,



and to encourage other projects to add a menthol cigarette/flavored tobacco component to current or future tobacco related policy efforts.

**Data Dissemination:** CTCP has extensive experience in disseminating program findings to both internal and external partners, as well as to the public. CTCP published results of DP09-901 and DP14-1415 activities on its public website [www.tobaccofreeca.com](http://www.tobaccofreeca.com) and in its statewide electronic newsletter, "Partners Update". "The quarter that changed the world: celebrating 20 years of the California Tobacco Control Program," a special issue of the journal *Tobacco Control* published in April 2010, featured 10 research papers highlighting the successes of CTCP since the passage of Proposition 99 in 1988. As part of this menthol cigarettes and flavored tobacco products campaign, CTCP seeks to submit 2-3 abstracts and/or posters with the program findings to national and statewide meetings and conferences (e.g., 2017 Childhood Obesity Conference, APHA's Annual Meeting, CTCP Project Directors' Meeting, etc.).

**Community Education and Training:** CTCP is funding 17 local projects to conduct menthol cigarettes and/or flavored tobacco product policy campaigns. Additionally another 29 funded projects are working on local tobacco retail licensing policy campaigns and a menthol cigarette/flavored tobacco product restriction could be plugged into these policies if stakeholders are motivated to do so.

To support and motivate flavored tobacco policy campaigns, CTCP is working with external partners to develop educational materials and providing training. Educational materials produced by CTCP include: a fact sheet on menthol cigarettes; a fact sheet on flavored tobacco products; and a PowerPoint presentation and talking points for use in the community, titled, *Lifelong addiction often starts out sweet*. Materials created in collaboration with partners include: a fact sheet on the toxicity of electronic cigarette flavoring agents being prepared by the CDPH, Environmental Health Investigations Branch; a white paper on the health implications of menthol cigarettes and flavored tobacco products for youth and other priority populations being prepared by the California Medical Association; a white paper on the authority of state, local and tribal governments to enact bans or restrictions on the sale of menthol cigarettes and flavored tobacco products; and community engagement materials consisting of a

brochure, evergreen article, sample letter to the editor and opinion editorial being prepared by The LOOP, University of California San Francisco.

Training and technical assistance are supplementing the provision of educational outreach materials. These include a webinar on how to use print and television media assets; an in-person training featuring successful flavored tobacco product campaigns conducted in New York, Massachusetts, Chicago, and Sonoma City; and a webinar that focused on flavored tobacco products and flavored alcohol beverages (alcopops). This latter webinar was designed to motivate local health jurisdictions to consider joint flavored tobacco and alcohol policy efforts.

**Mass Media:** The CTCP's Media Campaign is a key component of the nation's longest running and most emulated anti-tobacco program. These media efforts were the first of their kind to reach California's diverse populations with successful African-American, and in-language Spanish and Asian advertising campaigns. Through the use of paid advertising and public relations activities, the media campaign produces thought-provoking advertisements and press events that communicate the dangers of tobacco use, the health impact of secondhand smoke, the tobacco industry's marketing ploys and resources for cessation assistance [1].

To raise public awareness about the tobacco industry's marketing tactics concerning menthol cigarettes and flavored tobacco products, CTCP is conducting various media outreach strategies. A public relations promotion was conducted in February and March 2016 to coincide with Black History Month and the Black Lives Matter campaign. This public relations effort highlights the dangers and prevalence of menthol in the African American community and involved members from the African American Tobacco Control Leadership Council. A second campaign was a media buy for the advertisement "Kids and Tobacco Predator" in locations throughout California working to promote flavored tobacco restrictions in their area. This advertisement portrays the dangers of flavored tobacco products for children, who may be attracted to these products and mistake them for candy. This English language advertisement was trans-adapted to Spanish and will begin airing in mid-2016. These public relations and paid advertising efforts are supplemented with robust social media messaging.

**Table 1** shows the overall **Logic Model** of this Menthol Cigarettes and Flavored Tobacco Products campaign.

### **Stage of Development**

CTCP has committed tremendous efforts toward funding and coordinating tobacco control programs at the local and state levels over the past twenty-seven years. These programs, policies, and interventions have safeguarded communities from aggressive tobacco industry marketing targeted at vulnerable populations such as youth, low-income and people of color. Policy efforts, supported by CTCP's successful media campaign, have raised awareness about the deadly effects of tobacco and secondhand smoke, as well as the tobacco industry's deceptive tactics to hook new users and keep current smokers addicted. Policy interventions designed to reduce the number of youth who initiate tobacco use, including restrictions on sales of menthol cigarettes and flavored tobacco products, can lessen the public health consequences associated with tobacco use.

### **Evaluation Plan**

#### **Evaluation Focus**

The evaluation methods are focused on the changes in awareness and policy that comprise CTCP's prevention strategy. With a few exceptions, the evaluation methods rely on data sources readily available and collected through ongoing surveillance and evaluation survey mechanisms conducted by CDPH, CTCP, and CTCP contractors and grantees.

#### **Evaluation Methods**

CTCP works on the evaluation and serves as the lead agency to coordinate and ensure all data collection and reporting deliverables are met. As outlined in *Table 2: Evaluation Methods Grid*, a combination of outcome and qualitative data will be collected to evaluate CTCP's goal.

## **Analysis and Interpretation Plan**

*Table 3: Analysis Plan* provides an overview of how the data will be analyzed. CTCP will work on the interpretation of the data and use our external Evaluation Task Force to review and vet evaluation results. The 13 member Evaluation Task Force is co-chaired by David Burns, M.D. and Michael Cummings, Ph.D. and is comprised of representatives from throughout the United States including state health departments, academia, private research firms, and TEROC. The group meets annually to review CTCP intervention, evaluation, and surveillance efforts.

## **Use, Dissemination and Sharing Plan**

Evaluation results will be used to promote the development of related policies, and adjust intervention activities as needed, as well as to assess the overall program impact. Findings will be disseminated at TEROC meetings, will be reflected in the TEROC Master Plan, will be included in reports such as the annual *Tobacco Facts & Figures*, as well as in infographics, social media, and other vehicles. CTCP will also work with its staff and partners to translate evaluation findings into action at the state level, which may include bill analyses and high-level administrative policy meetings with internal and external policy makers.

Table 1: Logic Model

CDC-DP15-1509 Competitive Component: Menthol Cigarettes and Flavored Tobacco Products Campaign				
<p><b>Inputs:</b> Create and implement a local policy campaign to restrict the sale and distribution of tobacco products containing characterizing flavors and menthol cigarettes, and flavored smokeless tobacco, little cigars and electronic smoking devices as a component of CTCP's Healthy Stores for a Healthy Community campaign in order to prevent and reduce tobacco use among youth and other vulnerable population.</p>				
<p><b>Program Strategy 1:</b> Educate and inform stakeholders and decision-makers about evidence-based policies and programs to prevent initiation of tobacco use.</p>				
<p><b>Program Strategy 2:</b> Implement flavor bans and other product sales restrictions (e.g., size restrictions).</p>				
Activities	Outputs	Short-Term Outcomes	Intermediate Outcomes	Long-Term Outcomes
<ul style="list-style-type: none"> <li>• Create and pilot test materials highlighting tobacco and alcohol flavoring and marketing-related issues in the retail environment.(CTCP, CMA, AGO, UCSF, CDPH/EHIB)</li> <li>• Convene a workgroup of CTCP local projects to develop local collaborations &amp; strategies for assistance with pilot testing materials around menthol cigarettes and flavored tobacco products. (CTCP)</li> <li>• Maintain Policy Evaluation Tracking System (PETS) database to reflect changes related to restricting the sale and marketing of menthol cigarettes and flavored tobacco products. (CTCP, UCD)</li> <li>• Key informant Interviews. (CTCP)</li> <li>• Conduct a Menthol Cigarettes and Flavored Tobacco Products Training for stakeholders. (CTCP)</li> <li>• Disseminate data and findings at national and statewide meetings and conferences. (CTCP)</li> <li>• Conduct one webinar on flavoring issues and strategies for local policies. (CTCP)</li> <li>• Place paid media and social media to raise awareness about the tobacco industry's marketing tactics on menthol cigarettes and flavored tobacco products. (CTCP)</li> </ul>	<ul style="list-style-type: none"> <li>• Educational materials</li> <li>• Local collaboration and support</li> <li>• Data updates in PETS database</li> <li>• Feedbacks from key informants</li> <li>• Menthol Cigarettes and Flavored Tobacco Products Training</li> <li>• Data dissemination</li> <li>• Webinar on flavoring issues and strategies</li> <li>• Media promotions and reach</li> </ul>	<ul style="list-style-type: none"> <li>• Increased public support for strategies to restrict the sale of menthol cigarettes and flavored tobacco products</li> <li>• Increased stakeholders' awareness of restricting the sale of menthol cigarettes and flavored tobacco products</li> <li>• Increased public awareness of tobacco industry's marketing tactics on menthol cigarettes and flavored tobacco products</li> </ul>	<ul style="list-style-type: none"> <li>• Increased local policies that regulate and restrict the sale of menthol cigarettes and flavored tobacco products.</li> <li>• Increased proportion of the California population covered by local policies that regulate and restrict the sale of menthol cigarettes and flavored tobacco products.</li> <li>• Increased number of jurisdictions that adopt policies restricting the sale of menthol cigarettes and flavored tobacco products (at least two by March 30, 2017).</li> <li>• Reduce the availability of menthol cigarettes and flavored tobacco products.</li> </ul>	<ul style="list-style-type: none"> <li>• Reduced prevalence and consumption of menthol cigarettes and flavored tobacco products.</li> </ul>
<p><b>Environmental Context:</b> Menthol cigarettes, flavored tobacco products, local policy campaigns, healthy stores, health community campaigns, media campaigns.</p>				

Table 2: Evaluation Methods Grid

Evaluation Question	Indicator/Performance Measure	Data Source	Frequency	Responsibility
<ul style="list-style-type: none"> <li>How many materials are developed?</li> <li>How many participants are involved in the pilot test?</li> <li>What proportion of pilot test participants are satisfied with the materials or consider the materials helpful?</li> </ul>	<ul style="list-style-type: none"> <li>Number of materials developed.</li> <li>Number of participants of the pilot test.</li> <li>Proportion of pilot test participants who are satisfied with the materials or consider the materials are helpful</li> </ul>	<ul style="list-style-type: none"> <li>Resource Catalog</li> <li>Meeting notes</li> <li>Evaluation follow-up</li> <li>PARTNERS websites</li> </ul>	Annual	CTCP CMA AGO CDPH/EHIB UCSF
<ul style="list-style-type: none"> <li>How many partnerships are built through the workgroup?</li> <li>How many times has the workgroup gathered?</li> </ul>	<ul style="list-style-type: none"> <li>Number of partnerships.</li> <li>Number of meetings.</li> </ul>	<ul style="list-style-type: none"> <li>Meeting notes</li> <li>Evaluation follow-up</li> </ul>	Annual	CTCP
<ul style="list-style-type: none"> <li>How many local legislated policies related to restricting the sale and marketing of menthol cigarettes and flavored tobacco products are adopted?</li> </ul>	<ul style="list-style-type: none"> <li>Number of policies adopted related to restricting the sale and marketing of menthol cigarettes and flavored tobacco products.</li> </ul>	<ul style="list-style-type: none"> <li>PETS database</li> </ul>	Annual	CTCP UCD
<ul style="list-style-type: none"> <li>How many key informants are interviewed?</li> <li>Is there any barrier or challenge to restrict the sale of menthol cigarettes and flavored tobacco products?</li> </ul>	<ul style="list-style-type: none"> <li>Number of key informants.</li> <li>Description of barriers and challenges.</li> </ul>	<ul style="list-style-type: none"> <li>Telephone interview</li> </ul>	Annual	CTCP
<ul style="list-style-type: none"> <li>How many stakeholders attend the training?</li> <li>To what extent do training participants consider the training helpful and effective?</li> </ul>	<ul style="list-style-type: none"> <li>Number of stakeholders who attend the training.</li> <li>Proportion of stakeholders who agree that the training increased their knowledge &amp; awareness of restricting the sale of menthol cigarettes and flavored tobacco products.</li> </ul>	<ul style="list-style-type: none"> <li>Training participants survey</li> </ul>	Annual	CTCP
<ul style="list-style-type: none"> <li>How many abstracts/posters are submitted to national or statewide meeting/conferences?</li> </ul>	<ul style="list-style-type: none"> <li>Number of abstracts/posters submitted.</li> </ul>	<ul style="list-style-type: none"> <li>Meeting notes</li> <li>Evaluation follow-up</li> </ul>	Annual	CTCP
<ul style="list-style-type: none"> <li>How many participants attend the webinar?</li> </ul>	<ul style="list-style-type: none"> <li>Number of participants who attend the webinar.</li> </ul>	<ul style="list-style-type: none"> <li>Webinar attendance logs</li> </ul>	Annual	CTCP
<ul style="list-style-type: none"> <li>What is the impact of media promotions on targeted population?</li> <li>Is there any social media</li> </ul>	<ul style="list-style-type: none"> <li>Awareness about the dangers and harms of menthol cigarettes and flavored tobacco products.</li> </ul>	<ul style="list-style-type: none"> <li>Online survey/test</li> <li>CTCP media</li> </ul>	Annual	CTCP

Evaluation Question	Indicator/Performance Measure	Data Source	Frequency	Responsibility
engagement that complimenting the media promotion?	<ul style="list-style-type: none"> <li>• Awareness about the tobacco industry's marketing tactics on menthol cigarettes and flavored tobacco products.</li> <li>• Proportion of audiences recall seeing the TV spot that focusing on menthol cigarettes and flavored tobacco products (<i>"Kids and Tobacco Predators"</i>).</li> <li>• Description of social media engagement.</li> </ul>	campaign post-wave tracking		
<p>Abbreviations: CDPH/EHIB-CDPH/<i>Environmental Health Investigations Branch</i>; CMA- <i>California Medical Association</i>; UCD-<i>University of California Davis</i>; AGO-<i>Attorney General's Office</i>; UCSF-<i>University of California, San Francisco</i>.</p>				

Table 3: Analysis Plan

Short-term Outcomes:	Data Source	Survey Question	Analysis Plan
<ul style="list-style-type: none"> <li>Increased stakeholders' awareness of restricting the sale of menthol cigarettes and flavored tobacco products</li> </ul>	Training participants survey	Do you agree that the training increased your awareness of restricting the sale of menthol cigarettes and flavored tobacco products? ( <i>Strongly agree/agree/neutral/disagree/strongly disagree.</i> )	Percent of participants who agree that the training increased their awareness of restricting the sale of menthol cigarettes and flavored tobacco products.
<ul style="list-style-type: none"> <li>Increased public support for strategies to restrict the sale of menthol cigarettes and flavored tobacco products</li> </ul>	<ul style="list-style-type: none"> <li>Online CATS</li> <li>BRFSS/CATS</li> </ul>	<ul style="list-style-type: none"> <li>Online CATS: Q9-e-3: Flavored tobacco products like candy-flavored little cigars should not be allowed to be sold. (Y/N)</li> <li>BRFSS: Q (Attitude): Flavored tobacco products should not be allowed. (<i>Agree/Disagree.</i>) Q (Attitude): Menthol cigarettes should not be allowed. (<i>Agree/Disagree</i>)</li> </ul>	<ul style="list-style-type: none"> <li>Percent of participants who agree that <i>flavored tobacco products like candy-flavored little cigars should not be allowed to be sold.</i></li> <li>Percent of participants who agree that <i>flavored tobacco products should not be allowed.</i></li> </ul>
<ul style="list-style-type: none"> <li>Increased public awareness about tobacco industry's marketing tactics on menthol cigarettes and flavored tobacco products</li> </ul>	<ul style="list-style-type: none"> <li>Media promotion online survey/test</li> <li>BRFSS/CATS</li> </ul>	<ul style="list-style-type: none"> <li>Media promotion online test ("<i>Kids and Tobacco Predators</i>"): <ul style="list-style-type: none"> <li>Q: Does this video make you angry at...? (<i>Yourself/cigarette companies/e-cig companies/ smokers or other e-cig users.</i>)</li> <li>Q: Which item is the main message? (<i>Children are targeted by the TI through tobacco marketing/ Kids like candy flavors.../Stores care more about making money.../ Children are targeted by stores...</i>)</li> </ul> </li> <li>BRFSS/CATS: Q (Attitude): Flavored tobacco products appeal to youth. (<i>Agree/Disagree</i>)</li> <li>Online CATS:</li> </ul>	<ul style="list-style-type: none"> <li>Percent of respondents who said the video/ads made them angry at tobacco companies.</li> <li>Percent of respondents who said the main message of this video/ads was "<i>Children are targeted by the tobacco industry through tobacco marketing</i>".</li> <li>Percent of participants who agree that <i>flavored tobacco products appeal to youth.</i></li> </ul>
Intermediate Outcomes	Data Source	Survey Question	Analysis Plan
<ul style="list-style-type: none"> <li>Increased local policies that regulate and restrict the sale of menthol cigarettes and flavored tobacco products</li> </ul>	<ul style="list-style-type: none"> <li>PETS database</li> </ul>	Policy Documents: Number of local policies that regulate and restrict the sale of menthol cigarettes and flavored tobacco products	Description of local policies that regulate and restrict the sale of menthol cigarettes and flavored tobacco products.



<ul style="list-style-type: none"> <li>Increased proportion of the California population covered by local policies that regulate and restrict the sale of menthol cigarettes and flavored tobacco products.</li> </ul>	<ul style="list-style-type: none"> <li>PETS database</li> </ul>	N/A	Proportion of the California population covered by local policies that regulate and restrict the sale of menthol cigarettes and flavored tobacco products.
<ul style="list-style-type: none"> <li>Increased number of jurisdictions that adopt policies restricting the sale of menthol cigarettes and flavored tobacco products(at least two by March 30, 2017)</li> </ul>	<ul style="list-style-type: none"> <li>PETS database</li> </ul>	Policy Documents: Number of jurisdictions that adopt policies restricting the sale of menthol cigarettes and flavored tobacco products.	Description of jurisdictions that adopt policies restricting the sale of menthol cigarettes and flavored tobacco products.
<ul style="list-style-type: none"> <li>Reduced availability of menthol cigarettes and flavored tobacco products</li> </ul>	<ul style="list-style-type: none"> <li>HSHC</li> </ul>	<ul style="list-style-type: none"> <li>Choose all that are sold here: (<i>cigarettes, unflavored/cigarettes, menthol/chewing tobacco/little cigars &amp; cigarillos/blunt wraps/snus/large cigars/hookah/ none of the above</i>)</li> <li>Choose all flavor types of non-cigarette tobacco products sold here. (<i>Fruit or sweet/liquor /mint/none of the above</i>).</li> <li>Are flavored Swisher Sweets little cigars/cigarillos sold here? (<i>Y/N</i>).</li> </ul>	<ul style="list-style-type: none"> <li>Percent of stores selling menthol cigarettes.</li> <li>Percent of stores selling each type of flavored other tobacco products.</li> <li>Percent of stores selling flavored Swish Sweets little cigars/cigarillos.</li> </ul>
<b>Long-term Outcomes</b>	<b>Data Source</b>	<b>Survey Question</b>	<b>Analysis Plan</b>
<ul style="list-style-type: none"> <li>Reduced prevalence and consumption of menthol cigarettes and flavored tobacco products</li> </ul>	<ul style="list-style-type: none"> <li>BRFSS</li> <li>Online CATS</li> <li>CSTS</li> </ul>	<ul style="list-style-type: none"> <li>BRFSS: Q: In the last 6 months, did you use the following flavored tobacco products? (<i>Flavored snus/cigars/cigarillos/little cigars/hookah/e-cigarettes</i>)</li> <li>Online CATS: Q 1-10: Menthol cigarettes are cigarettes that taste like mint. Are the cigarettes you usually smoke menthol-flavored? (<i>Y/N</i>) Q3-11: In the past 30 days, which of the following tobacco products have you used in flavors such as mint, fruit, candy, or wine? (<i>Flavored chew/cigars/cigarillos/hookah/e-cig</i>).</li> <li>CSTS: Q 45: Menthol cigarettes are cigarettes</li> </ul>	<ul style="list-style-type: none"> <li>Percent of participants who used flavored tobacco products in the last 6 months.</li> <li>Percent of smokers who usually smoke menthol-flavored cigarettes? (Both youth and adults).</li> <li>Prevalence of each type of flavored tobacco product in the past 30 days.</li> <li>Test if the prevalence of menthol cigarettes or flavored tobacco products differs by race/ethnicity or age groups.</li> </ul>

		that taste like mint. Are the cigarettes you usually smoke menthol-flavored? (Y/N)	
Abbreviations: CATS-California Adults Tobacco Survey; BRFSS-Behavioral Risk Factor Surveillance System; CSTS-California Student Tobacco Survey; PETS-Policy Evaluation Tracking Systems; HSHC- Healthy Stores for a Healthy Community marketing surveillance.			

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