Assessing Tobacco Policy Readiness in Local Government Jurisdictions

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Work focused on:
- Enforcement of Indoor Clean Air Act
- Promotion of tobacco control policies
Community Readiness Model

- Set of open-ended survey questions
- Interviews with small number of key respondents
- Scores community on 5 dimensions of readiness
- Use scores to develop a plan of action
Previous Readiness Assessment

- **Issue** = Tobacco use (generally)
- **Community** = Jackson County
- **Number of Interviews** = 4
- Closely followed the Community Readiness Model
Jackson County, Oregon

- Total population: 219,564 (2018 PSU PRC estimate)
- 11 incorporated cities
- 70% population live in incorporated areas

Image from sos.oregon.gov
Approach to the New Assessment

- Issue = Implementation of tobacco control policies
- Community = Individual cities
- Number of interviews = 4 per city
- Significant adaptation of interview and scoring instruments
- Analysis of interview themes
Scoring and Analysis

- Overall Community Climate
- Overall Leadership Climate

For each policy area:
- Implementation status
- Community Support
- Leadership Support
- Leadership Knowledge

Policy Areas:
- Tobacco-free
- Point of Sale
- Tobacco Retail Licensing

- Recommended areas for change work
- Issue framing recommendations
Key Lessons Learned

- Worth the work!
- Define the issue and community carefully
- Conduct interviews in person
- Use thematic analysis
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