

Assessing Tobacco Policy Readiness in Local Government Jurisdictions



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OCTOBER 15, 2019



**JACKSON
COUNTY**
Health & Human Services



County Tobacco Prevention and Education Program (TPEP)

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

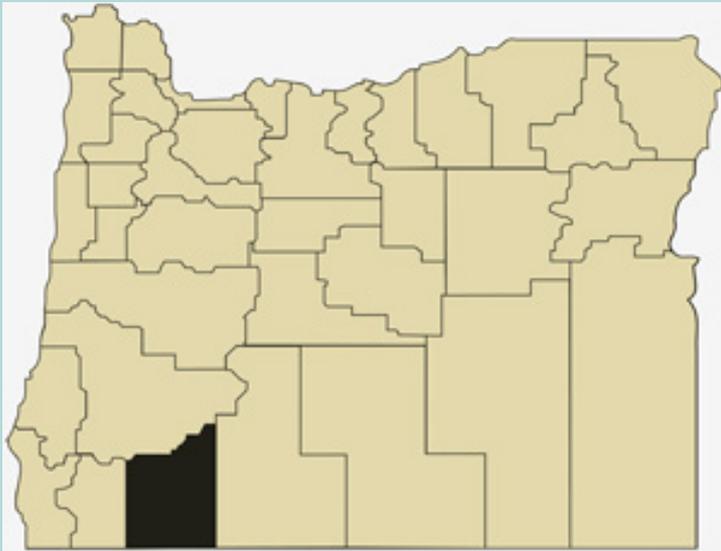


Image from sos.oregon.gov

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

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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