



PROVIDENCE MAYOR'S SUBSTANCE ABUSE PREVENTION COUNCIL

TOBACCO CONTROL INITIATIVES REPORT JUNE 2010

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INTRODUCTION

Tobacco Control Initiatives Grant

The Tobacco Control Initiatives Grant is funded by the Rhode Island Department of Health (HEALTH), Division of Community, Family Health and Equity, Tobacco Control Program. The goals of the Tobacco Control Program are to prevent youth initiation of tobacco use; help smokers quit; reduce exposure to secondhand smoke; and eliminate disparities of tobacco use. This is done by educating their communities about relevant local tobacco control issues, creating counter marketing campaigns that reveals the tactics of the tobacco industry, identifying the key stakeholders in their community and statewide with whom they can partner on policy change, and mobilizing their community to work with these stakeholders to create better public health policy. Three environmental strategies were suggested for grantees:

1. Education and Awareness
2. Counter-Marketing/Media Advocacy
3. Community Mobilization

Mayor's Substance Abuse Prevention Council

The Mayor's Substance Abuse Prevention Council is authorized by Mayor David Cicilline to be the lead alcohol, tobacco and other drug prevention voice and policy making body for the City of Providence. The Council is part of the City of Providence government. The Mission of the MSAPC is to protect youth and prevent harmful alcohol, tobacco and other drug use by:

- Ⓢ Implementing evidenced-based programs;
- Ⓢ Building awareness;
- Ⓢ Providing effective education;
- Ⓢ Supporting comprehensive environmental strategies; and
- Ⓢ Promoting the health and wellness of individuals and communities.

The City of Providence has 173,618 residents including 38,072 children and youth of school age (ages 5-18). With 59% identified as Latino, 22% African American, 12% White, and 6% Asian. The Council has identified outreach to the Latino community as a high priority because of the predominance of Latino students in the public schools.

Since its inception in 1987, the Council has successfully secured and implemented a wide array of federal and state grants to prevent youth tobacco, alcohol and drug use, including the Drug Free Communities grant. The Council

has become particularly energized under the leadership of Director Caitlin Thomas-Henkel, who joined in 2007 and has since led a highly effective coalition. It enjoys a large membership with over 20 active and engaged members from the community, including all major youth serving agencies in the City of Providence.

The Council's extensive sustainability efforts have enabled itself to establish a multi-pronged strategy to address multiple substance use and abuse issues in the Providence community. Outreach programs, media campaigns, policy work, collaboration with other agencies, and sustainability efforts are coordinated such that the goals of various grants are aligned with the Council's mission, and are complimentary to each other. In addition, the Coalition also invests resources in maintaining and developing its overall infrastructure, which in turn allows for more effective implementation of strategies.

Project Goals

The Council identified the following three goals for this one-year Tobacco Control Initiatives Grant:

1. Reduce youth access to tobacco and related products
2. Expose Tobacco Industry marketing practices and change tobacco related norms (Counter-marketing)
3. Mobilize the community to support tobacco control issues at the community level

Activities associated with the goals and objectives were chosen to match the expectation of the grant, and include collaboration with Providence Police to enhance tobacco compliance and enforcement; contributing to local and statewide policy changes; expanding community services and media campaign to educate and address tobacco use issues; and coordinating or participating in various events, trainings, and meetings relating to tobacco control and related topics.

METHODOLOGY

The Council continuously engages in evaluation efforts, collecting both qualitative and quantitative data to monitor progress within the coalition and in the community. Project goals of this grant were evaluated using the following instruments:

1. Activity Tracking Instrument
2. Youth PASA Survey
3. Key Informant Interviews

Activity Tracking Instrument

Activity Tracking Instrument is a comprehensive tracking instrument that allows the Council to collect data on various dimensions of Council activity, such as the number of hours invested in various activities, how many people were involved, the amount of materials produced, topics covered in meetings and trainings, policies affected, etc. The Council implemented the use of this instrument to collect data for the State Prevention Framework State Incentive Grant (SPFSIG); the instrument has since been adapted to collect Council activities related to multiple grants, including this grant.

The Activity Tracking Instrument collects both qualitative and quantitative data on Council activities, allowing for a more comprehensive view of the Council's efforts. In addition to providing feedback on the amount of time invested by the Council, the instrument also tracks what types of activities were conducted (meetings, correspondence, events, training, presentations, evaluation, etc.), what domains of project and coalition goals were addressed (policy, compliance, media, sustainability, etc.), and whether these actions related to one specific grant (i.e., HEALTH training for this project), multiple related grants (media campaign planning for youth tobacco and other substance use), or benefitted all grants (i.e., infrastructure development, research on parent/youth outreach education materials, etc.).

The data were collected as multiple Excel files which were submitted on a monthly basis by the Council to Datacorp. Activity Tracking Instrument information were then compiled to gather information on Council activity from October 2009 to March 2010.

The multiple Excel files were merged into one data file. All reported times were converted into hours. The data were then reviewed and cleaned to create consistent labeling for Actions and Domains, and grouped into hours relating to only the TCI grant, to multiple grants, or to all projects.

Youth PASA Survey

The Council was awarded the Drug Free Communities (DFC) and the STOP grants in 2009. The funding from DFC and STOP grants were used to conduct a youth survey with middle school aged students (6th, 7th, and 8th graders) in collaboration with the Providence After School Alliance (PASA) (Council member). PASA supports afterschool programs in various locations throughout Providence, and these programs are attended by about a third of the Providence middle school students each year. The middle school youth attending PASA are reflective of the Providence youth profile, and the two groups had similar percentage breakdown of gender, ethnicity, education type, and economic level. With the unexpected discontinuance of the state-wide School Accountability of Learning and Teaching (SALT) youth survey, this youth PASA survey is currently the only survey collecting data on youth health behavior and attitudes from Providence middle school students.

The youth survey was created with technical assistance from Datacorp (see Technical Assistance section). It is a 19-item single-page survey, and was made available in English and Spanish. The survey asked for basic demographic information (gender, grade, and age), then followed with questions about alcohol, cigarettes, and marijuana on the four core measures of the NOMS (30 day use; age of onset; perception of risk of use; and parental disapproval). The survey concluded with a question that asked about how honest the youth were in answering the questions. Parents were notified of the survey (in both English and Spanish) two weeks prior to the data collection. The survey took approximately 20 minutes to complete. Data were collected anonymously.

Key Informant Interviews

A brief phone interview was conducted by Datacorp with the Director, Caitlin Thomas-Henkel, and Marianela Dougal, key personnel of the Council involved in this project. The interview addressed the successes and challenges of the project, as well as future plans of the Council as they related to tobacco control.

EVALUATION RESULTS

Activity Tracking Instrument

719 hours were reported by the Council and included for this report. These hours only reflect hours related to this project (in part or in whole, directly or indirectly), and do not account for hours spent specifically working on other on-going projects at the Council. The hours are grouped by Projects, Domains, and Activities, in Tables 1 through 3 below.

All hours were categorized into various projects during data entry; data cleaning grouped the hours into the following categories:

- Ⓢ Tobacco Control Initiative (TCI) only:
 - Example activities include attending HEALTH meetings, and GIS Tobacco Control Training
- Ⓢ TCI and other projects
 - Example activities include working on ordinances which relate to tobacco control plus other related grants, and researching information about parent education on various substance use
- Ⓢ All projects
 - Example activities include infrastructure development, sustainability efforts, and Council workflow meetings

Table 1. Hours Grouped by Projects

Projects	Hours	Percent
TCI Only	310	30%
TCI and other related projects	194	43%
All Projects	215	27%
TOTAL Hours	719	100%

Note: Numbers are rounded off and may not add to 100%

All hours were then grouped into the following domains:

- Ⓢ Sustainability
 - Example activities include end of month grant budget reporting, researching and preparing various grants, and planning budgets
- Ⓢ Policy
 - Example activities include review of proposed legislations, and

meetings to discuss legislative agenda

- Ⓜ Media
 - Example activities include press events, meeting with WBRU for media campaign, and writing the Council Newsletter
- Ⓜ Infrastructure
 - Example activities include planning scope of work, and handling fiscal issues
- Ⓜ Compliance
 - Example activities include meeting with police to discuss compliance issues
- Ⓜ Other
 - Example activities include meeting with external agencies for updates, and hiring Council staff
- Ⓜ Multiple
 - Example activities include meeting with staff or key stakeholders which address multiple issues (i.e., sustainability and policy)
- Ⓜ All domains
 - Example activities include total weekly hours of reported time spent on correspondence (e-mails, phone calls) that are involved in the day-to-day management of the Council activities, and research to collect information for community outreach.

Table 2. Hours by Domains

Domains	Hours	Percent
Sustainability	149	21%
Policy	24	3%
Media	16	2%
Infrastructure	7	1%
Compliance	2	<1%
Other	69	10%
Multiple	56	8%
All Domains	398	55%
TOTAL Hours	719	100%

Note: Numbers are rounded off and may not add to 100%

All hours were then grouped into the following activities:

- Ⓢ Research
- Ⓢ Meetings
- Ⓢ Correspondence
- Ⓢ Writing
- Ⓢ Event
- Ⓢ Training
- Ⓢ Presentation
- Ⓢ Budget
- Ⓢ Administrative
- Ⓢ Reporting and Evaluation
- Ⓢ Other

Table 3. Hours by Activities

Activities	Hours	Percent
Research	158	22%
Meeting	148	21%
Correspondence	146	20%
Writing	128	18%
Event	41	6%
Training	18	3%
Presentation	18	2%
Budget	14	2%
Administrative	9	1%
Reporting and Evaluation	4	1%
Other	35	5%
TOTAL Hours	719	100%

Note: Numbers are rounded off and may not add to 100%

Youth PASA Survey

A total of 660 PASA students completed the survey in the fall of 2009. 51% were female. 44% were in 6th grade, 30% were in 7th grade, and 26% were in 8th grade.

Figure 1. How frequently have you smoked cigarettes during the past 30 days?

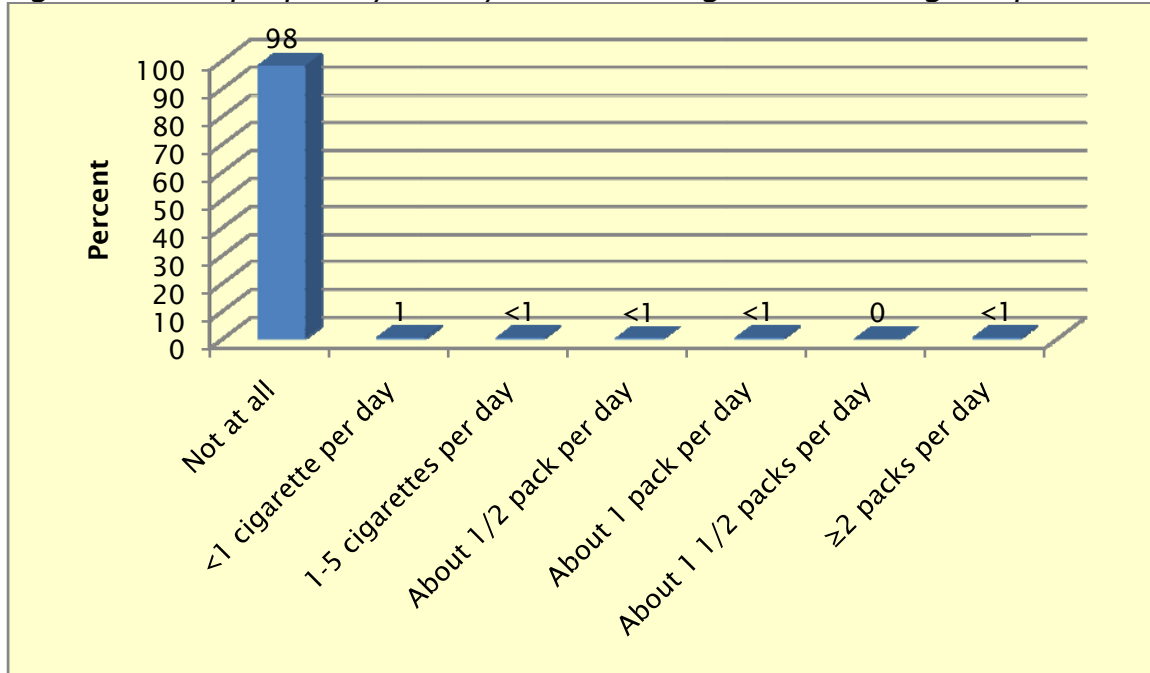


Figure 2. How much do you think people risk harming themselves if they:

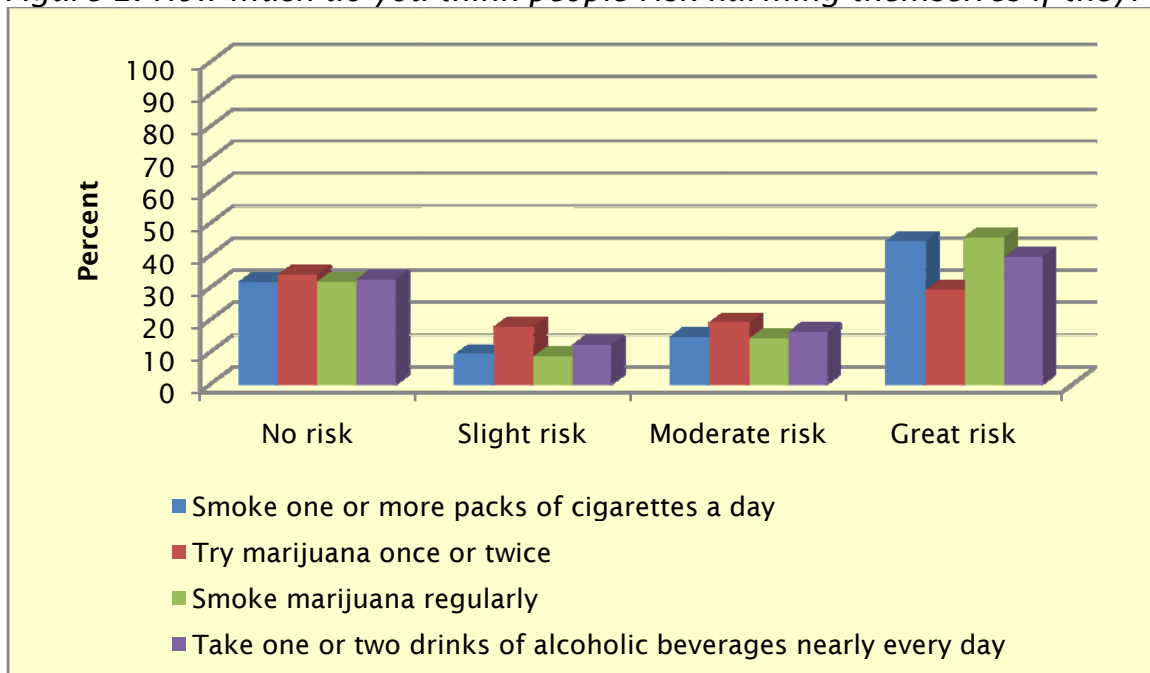


Figure 3. How old were you when you first:

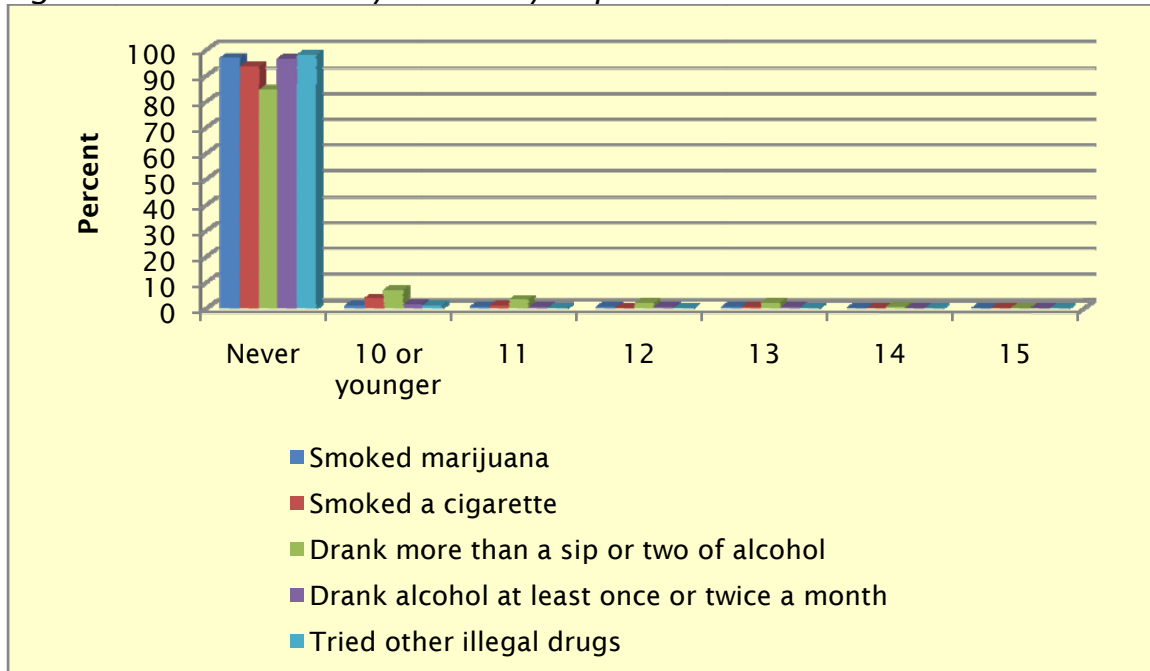
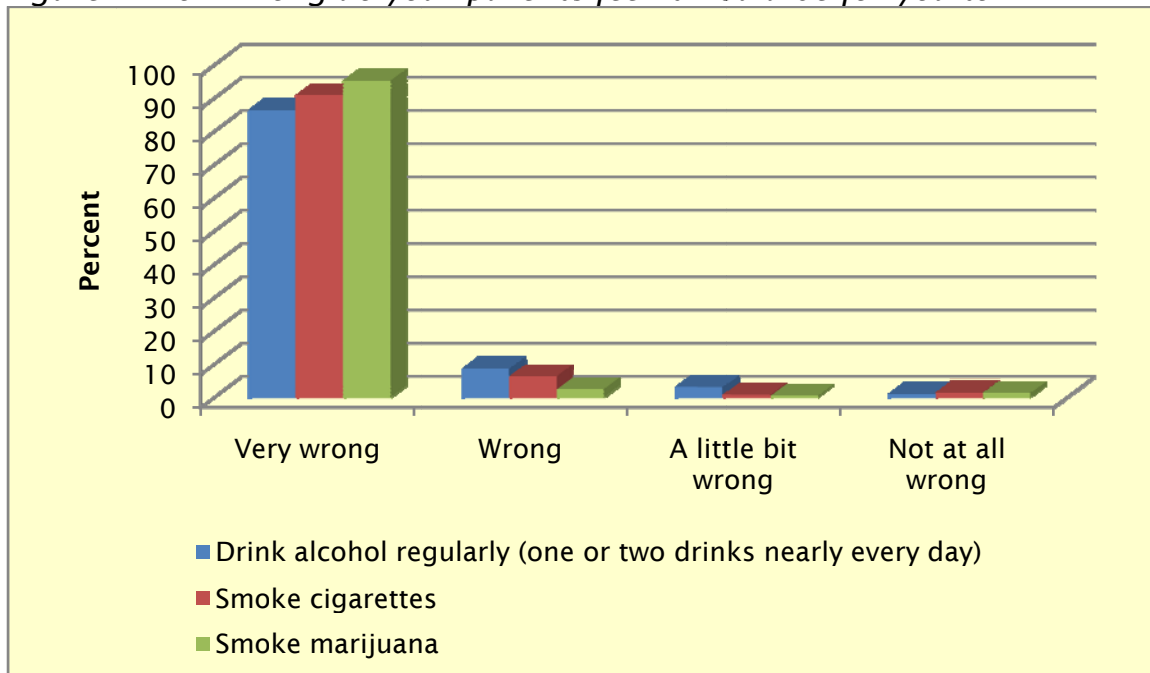


Figure 4. How wrong do your parents feel it would be for you to:



Monthly Reports

Monthly Reports were completed by the Coalition starting in September 2009. The qualitative report provided information on attendance at meetings, events, and trainings hosted by HEALTH and its partner agencies; status updates on GIS presentation efforts; progress on mobilizing community support; and actions taken to develop counter marketing campaigns and opportunistic events related to tobacco control.

These summary reports have been submitted to HEALTH on a monthly basis. A review of the available reports identified several points noteworthy of mention:

- Attendance reported monthly for: HEALTH meetings, HEALTH partner meetings, or HEALTH trainings
- Facilitated a coordination/planning meeting with Tobacco Control Network Partners
- Development a stakeholder list
- Scheduled/conducted GIS presentations to educated key stake holders on tobacco control issues
- Contracted with Advocacy Solutions to increase support for community and opportunistic events
- Secured Mayor David N. Cicilline as tobacco control champion in Providence
- Coordinated with Young Voices (youth advocates) and Chariho task force, as well as various community agencies and Tobacco Control Network partners.
- Launched Mayoral Tobacco Control Campaign in Providence on January 12, 2010
- Launched a “Spa Day” counter-marketing event focusing on Providence women and girls, to educate them on female-targeted marketing in an engaging, interactive, and fun setting on May 28, 2010

SUMMARY AND RECOMMENDATIONS

The Mayor's Substance Abuse Prevention Council is a very active and engaged coalition. By identifying objectives and strategies for this project which compliment other projects and are aligned with the Council's overall mission, the Council has effectively coordinated the use of its resources so that multiple programs progress effectively towards their goals.

Between October 2009 and March 2010, nearly 720 hours were reported by Coalition members in executing work related to this project. This means that on average, about 120 hours were spent each month on activities. Thirty percent of the reported hours were categorized as being directly related to the project (e.g., attending a HEALTH training). Another 43% of the time were reported as being partially related to this project (e.g., media campaign that relates to this project and DFC), while 27% of the time were reported as being indirectly related to the project (e.g., sustainability efforts). Continued efforts to strengthen the coalition by maintaining sustainability efforts will benefit the Council by providing better infrastructure, and increasing its ability to pool resources.

Sustainability is a strong focus of the Council, with 21% of the hours identified as work time related to this domain. Pursuing grants and building capacity are not direct intervention or implementation of strategies within a community, but are crucial in order to achieve the overall mission of the Council. Continued funding based on sustainability efforts is an indirect, but important, component that affects how well a project can be executed, and whether accomplishments of one program can be sustained over time, even after the project's funding is terminated.

The Coalition's ability to pool resources across multiple dimensions are also reflected in the percentage breakdown of the domains for "Other," "Multiple," and "All domains," which report 10%, 8%, and 55%, respectively. These numbers are quantitative reflections of the Council's ability to address multiple goals across various projects with a cohesive, coordinated approach. For example, instead of working on just "Media" or "Policy," the Coalition can utilize staff resources to gather information that contributes to both media messaging and legislative work on policy change. Surveys collected for one grant may be designed so the data can be utilized by a different project's media campaign, provide baseline information for a grant, advise key stakeholders in policy decisions, and provide feedback to police about compliance and enforcement.

Eighty-one percent of the Council activities are invested in research, meetings, correspondence, and writing. Writing and research are reported to take about the same amount of time as communicating with others (correspondence and meetings). The large percentage (41%) of correspondence and meeting hours

make intuitive sense; with over 20 active members in the Council, and a large network of collaborating agencies, it is imperative that there is adequate communication between members and agencies, both in the day-to-day management and in planning and deciding on key issues. The Council's strength is reflected in the nearly equal amount of time (40%) spent on research and writing. As a large coalition with an established infrastructure, the Council is able to balance these tasks so that the necessary work to achieve project goals such as research and writing can occur without these tasks being overshadowed by communication and meetings required by a large network.

The youth survey results indicate that most Providence middle school youth have never smoked cigarettes, and that they feel their parents will consider it "Very Wrong" for them to do so. These are both very positive indicators of overall Providence middle school youth use.

However, considering the fact that all these students are very young minors (with an average age approximately 12 years old), it is concerning that even a small percentage of youth are reporting 30-day cigarette smoking (approximately 2%), and that they have smoked a cigarette at least once in their lifetime (approximately 6%).

Another major area of concern is youth perceptions of risk of cigarette use. Nearly one-third of the students indicate "No Risk" in smoking a pack or more cigarettes every day. This is despite 80% of the youth reporting that their parents would think it's "Very Wrong" for the youth to be smoking cigarettes. It may be very beneficial to provide clear and easy information about the risks of smoking, so that when youth report that their parents will disapprove smoking cigarettes, they will also understand the reasons why.

The fact that almost all middle school youth are choosing to engage in positive behavior is very encouraging. Middle school youth are at a pivotal age when peer perception and experimentation can strongly influence their choice of behavior. Educating them that most youth aren't using substances may result in a very strong message for young adolescents of Providence.

Lessons Learned

In reviewing the Council's challenges and successes, and discussing future plans, coordination of multiple agencies/individuals was identified as a key lesson.

Two events were noted for their success: The Mayoral Tobacco Control Campaign Kick-off hosted in Providence on January 12, 2010, and the "Spa Day" counter-marketing Event hosted on May 28, 2010.

The Mayoral Tobacco Control Campaign Kick-off event successfully raised community awareness of tobacco control issues and counter-marketing efforts. This event, coordinated and hosted by the Council, brought together 11 partnering agencies of tobacco control (in or near Providence) together with the Mayor of Providence, to kickoff the GIS mapping presentation efforts of the Tobacco Control Initiatives.

The “Spa Day” event held for World No Tobacco Day was hosted in collaboration with the John Hope Settlement House and the Urban League of Rhode Island, as well as two beauty schools who donated their students’ times. At the “Spa Day,” girls and women in Providence were treated to manicures, pedicures, hairstyling, and make-up, while Council members conducted outreach, educated them on marketing strategies targeted towards women, and answered questions in an interactive, open setting.

The successes of these two events are in part due to the strong collaboration between multiple agencies. When various stakeholders share the same goal, and are committed to the same outcome, their efforts can prove to have much larger impact than one agency trying to achieve the same outcome; sharing resources and broadening networks are ways in which various agencies can collectively progress towards a common goal.

The most challenging aspect of the grant was also related to collaboration with external agencies, specifically in scheduling GIS mapping presentations with key stakeholders. Tobacco awareness and education is important, but coordinating with key stakeholders to schedule presentations proved to be a challenge for the Council. In addition to schedule challenges that naturally arise between two agencies, these presentations were often also competing for time against more pressing agendas. Setting aside group meeting time for an educational environmental strategy presentation was not always possible for the groups to which the Council hoped to present the information.

The Council’s many experiences in collaborating with other agencies are prime examples of the potential successes of collaborative partnerships, as well as the challenges that arise in establishing these partnerships. If the intended activity or goal is competing for interest and time with other agendas, activities, and resources, scheduling conflicts and limited resources may become road blocks to successful partnerships. In contrast, when the activity or the goal of the interaction overlap and compliment the needs and interests of various stakeholders, it can have widely-successful results.

Moving Forward

The Council will continue its efforts towards tobacco control beyond the timelines of this current project. As part of their capacity building and other grant project efforts, the following future objectives have been identified:

- ④ Increase parental involvement, both within the Council and in outreaching to the community.
- ④ Increase youth involvement, both within the Council and in outreaching to the community.
- ④ Continue widening the target audience by increasing the availability of Spanish translated materials.
- ④ Continue addressing tobacco control issues with the recently approved grant funding from the CDC Tobacco Prevention Grant. This is a large-scale project with a multi-pronged model approach. Strategies include a media campaign, policy change, and providing community support using prevention and intervention strategies.

TECHNICAL ASSISTANCE

Technical assistance with data collection and analysis was provided by Datacorp, Ltd. Datacorp has conducted substance abuse prevention program evaluations throughout Rhode Island, as well as in other regions of the country. Datacorp is a current collaborator with the Council, and has been an evaluator for many of the Council's projects.

About the Company

Datacorp is a dynamic, multi-disciplined organization whose mission is to improve the human condition by empowering clients to utilize information to its fullest extent. Since Datacorp's inception, we have developed innovative research methodologies and reporting systems to better meet the needs of our clients, and we will continue to develop areas of expertise which will enhance the body of knowledge in the social science field.

Headquartered in Smithfield, Rhode Island, with offices in Cheyenne, Wyoming, Datacorp is a private, federally-certified, woman-owned social science research and consulting firm. Founded by Dr. P. Allison Minugh in 1993, and incorporated in 1998, the Datacorp team of researchers is disciplined in diverse areas of study and has demonstrated capabilities in all aspects of social science research. Through both quantitative and qualitative methods, our team specializes in program evaluation research, needs assessment research, cost analysis research, as well as empirical research. Datacorp also provides its clients assistance with strategic planning, scanning and database solutions, data management, statistical analyses, grant writing, focus group facilitation, coalition building, and research presentation. Additionally, we are proud to have provided technical assistance to all of our clients.

These research-related activities are performed under contracts and grants for a wide variety of private and public sector clients, including: federal, state, and local governments, colleges and universities, professional research organizations, human service providers, community coalitions, and other organizations active in the human services field.

About the Evaluators

P. Allison Minugh, Ph.D., Datacorp President

Dr. Minugh serves as Datacorp's President and Chief Executive Officer, providing leadership to all of Datacorp's research services. For more than 18 years, and in consultation with leading researchers across the country, Dr. Minugh has honed her research methodology skills and is widely respected for her outstanding needs assessment, social indicators, and data management protocols. Dr. Minugh has extensive quantitative and survey research experience, and has a lengthy history conducting randomized clinical trials.

Presently, Dr. Minugh holds an adjunct faculty position at the Brown University Center for Alcohol and Addiction Studies Department of Community Health. Dr. Minugh served as co-investigator on one of the earliest NIAAA-funded brief intervention study of injured emergency department patients with hazardous drinking histories with her colleagues at Brown University. Dr. Minugh's longstanding relationship with Brown University provides the Datacorp staff with unparalleled opportunities to collaborate with top researchers in the substance abuse and mental health fields.

Previously, Dr. Minugh held a faculty appointment at Harvard Medical School and served as the primary technical advisor for the National Technical Center for Substance Abuse Treatment Needs Assessment. While at Harvard, Dr. Minugh developed the Adolescent Telephone Household Treatment Needs Assessment Questionnaire that was widely used by SAMHSA's State Needs Assessment Program (McAuliffe, Minugh, LaBrie, et al., 1997).

Dr. Minugh received her doctorate in behavioral health psychology from the University of Rhode Island and completed advanced training in addictions and treatment research by completing the NIAAA-funded post-doctoral fellowship at the Brown University Center for Alcohol and Addiction Studies. Dr. Minugh has taught at the University of Rhode Island and was also a visiting assistant professor at Wheaton College.

In addition to her faculty appointment at Brown University, Dr. Minugh also holds an appointment on the Wyoming Governor's Council on Substance Abuse and Violent Crime where she chairs the Violence Subcommittee.

Asako C. Matsuura, Ph.D., Analyst

Dr. Matsuura brings nearly ten years of research and clinical experience to her role as an Analyst at Datacorp. She serves as the Data Management Team Project Coordinator for the U.S. Substance Abuse and Mental Health Services

Administration's (SAMHSA) Data Analysis Coordination and Consolidation Center (DACCC) initiative. Additionally, Dr. Matsuura also serves as a Project Manager or Lead Analyst for various community prevention evaluation projects and clinical intervention programs.

Dr. Matsuura received her doctorate in Clinical Psychology from the University of Rhode Island with a research focus on health psychology. She completed her APA-accredited internship at The Reading Hospital Medical Center in West Reading, Pennsylvania. Previously, she served as a Research Associate at the National Center for PTSD at the Boston VA Healthcare System, and as a Research Assistant at University of Rochester's Psychology Department and the American Sign Language Department. She has previously taught at University of Rhode Island, and the University of Sciences in Philadelphia. She has also served as the on-site clinical supervisor for graduate-level student therapists conducting Anger Management and Substance Abuse Management psychoeducational groups at a federal detention center, and as a staff therapist at various community health centers.