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Cancer Prevention and  
Control Research Network

# Implementation Strategies for Tobacco Retail Policy Change: A Pilot Study

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# Presenter Disclosures

The following personal, professional, or financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

Jennifer Leeman, DrPH

**“No relationships to disclose”**

Allison Myers, PhD, MPH and Jennifer Grant, MPH are full-time employees of Counter Tools, a 501c3 non-profit organization. In her role as co-inventor, Dr. Myers also receives royalties from distribution of Counter Tools' software tools (Store Audit Center and Store Mapper), which are owned by UNC-CH.

# Background



- US tobacco industry spends **\$8.2 billion** annually on marketing at the point-of-sale (POS)
- Evidence-based policy interventions (EBPIs) are available to counter POS tobacco marketing
- Yet, little is known about implementation strategies' effects on EBPI adoption and enactment

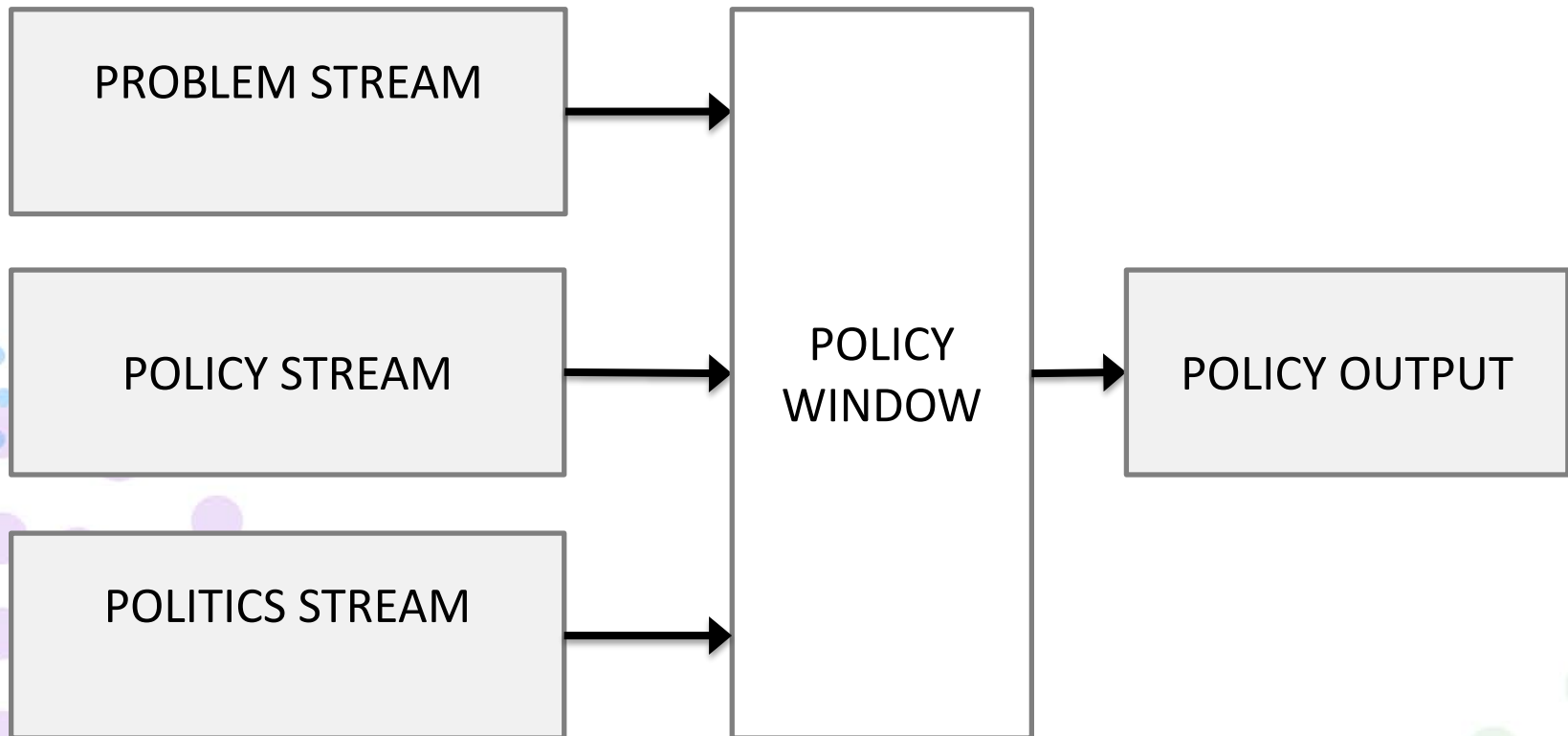
# Nationwide, Community Partnerships are Promoting POS Tobacco EBPI

Laws, ordinances, or resolutions to

- Regulate tobacco advertising, price, price promotion, and placement
- Reduce retailer density
- Prohibit tobacco retailers near schools and other youth-oriented facilities
- Restrict sales of flavored products

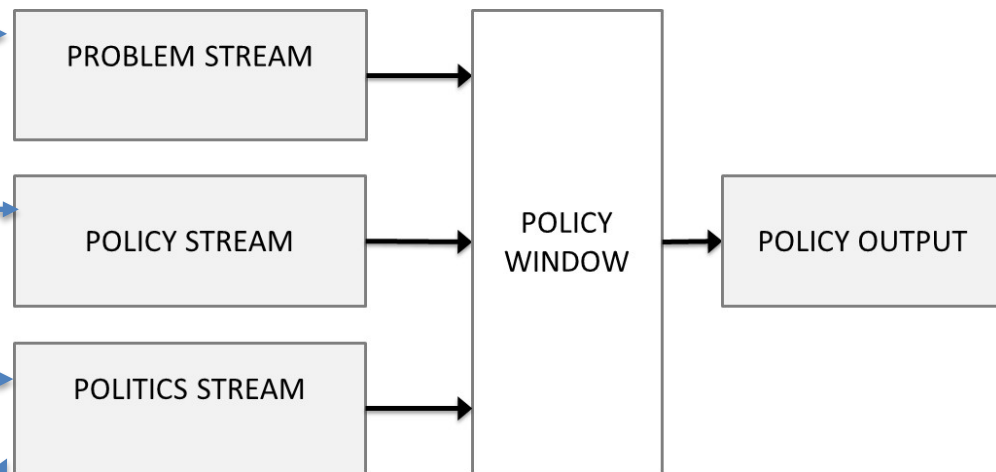


# To Promote EBPIs - Activate Three Streams



# Five “Processes” Partnerships Use to Active Kingdon’s three streams

- Document local problem
- Formulate policy solutions
- Engage strategic partners
- Raise awareness of problems & solutions
- Persuade decision makers

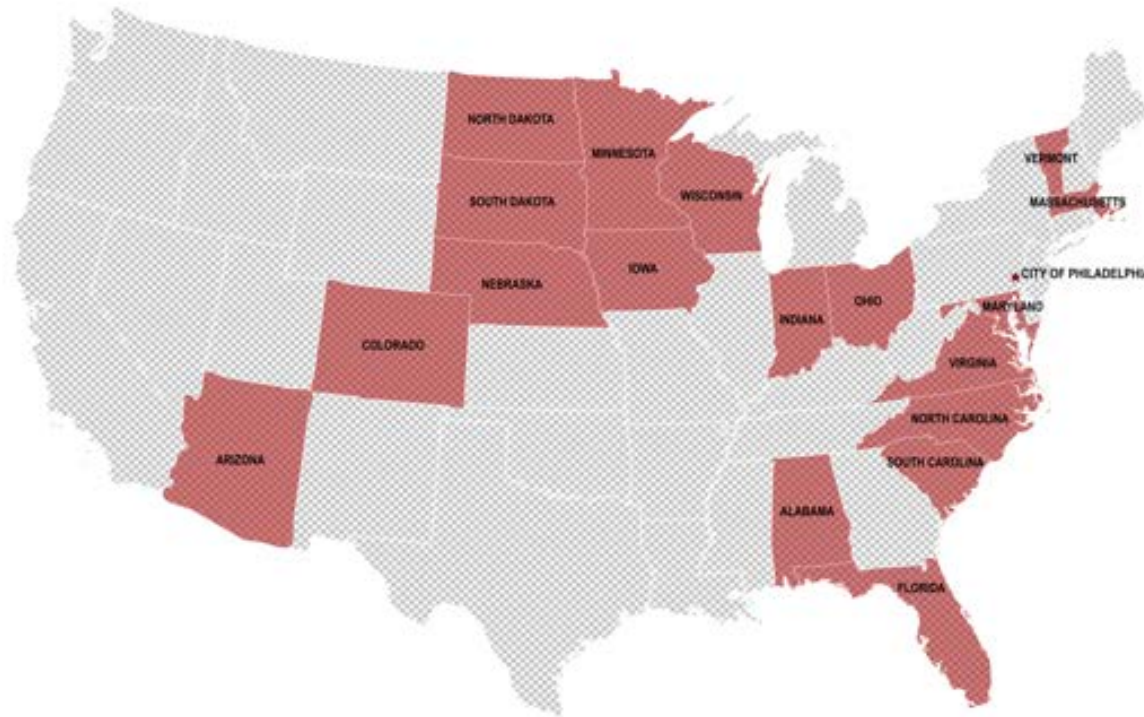


# Counter Tools provides implementation strategies to support policy change processes

- Tools to collect local data (store audit and mapper)
- Guidance on evidence-based policy solutions (EBPI)
- Toolkits of activities to engage partners
- Photo galleries and communication templates to raise awareness and persuade decision makers
- Training and technical assistance



# Counter Tools Provides Implementation Strategies to Community Partnerships in 18 States



**Partnering with Counter Tools offers an opportunity to study effects of implementation strategies**



# Our Conceptual Framework

## Implementation Strategies

- Tools
- EBPI Guidance
- Training
- Tools

**Coordinator  
Self-Efficacy**

## Intermediate Outcomes (Mechanisms)

### Partnership Completion of EBPI Adoption Processes

- Document local problem
- Formulate evidence-informed solutions
- Engage partners
- Raise awareness
- Persuade decision makers

## Longer Term Outcomes

**Policy proposed**

**Policy enacted**

**Policy  
implemented**

# Pilot Study of Counter Tool's Impact

**Design:** Quasi-experimental, pre-test/post-test

**Sample:** 30 community partnership coordinators in one southern state.

## **Measures:**

- Self-efficacy to coordinate EBPI adoption process
- Policy Adoption Process Completion
- Policies proposed and enacted

# Self-Efficacy Measure – 36 Items (Likert)

## Five constructs

1. Engage partners
2. Select/adapt EBPIs
3. Create action plan
4. Implement action plan

From earlier version of measure ( $\alpha = .81$  to  $.91$ )  
(Leeman et al., 2016)

5. Document local problem (new)

# Policy Adoption Processes Completion Measure

- Modeled on Stages of Implementation Completion Measure (Chamberlain, Brown, & Saldana, 2001)
- Formative work to identify 16 activities across each of 5 policy adoption processes
- Structured phone interviews at 6 and 12 months

# Policies Proposed and Enacted Measure

- 25 policy options categorized in 6 domains
- 5 response options:
  - No formal activities (0)
  - Planning/advocating (1)
  - Policy proposed (2)
  - Policy enacted (3)
  - Policy implemented (4)

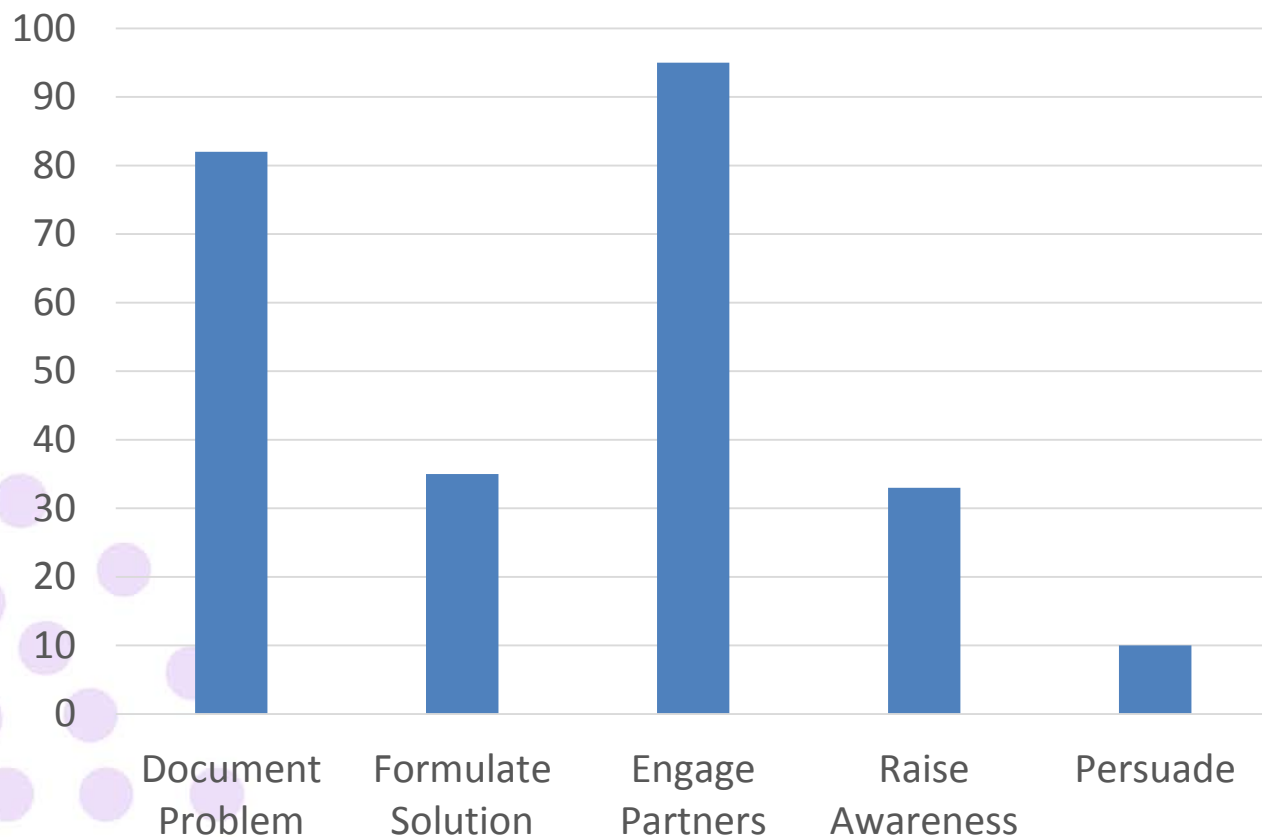
Luke et al. 2016

# Findings – Self-Efficacy

- 26 coordinators completed baseline and 12 month surveys (87% response rate)
- Self-efficacy increased significantly for all but two of 36 items
- Items with lowest self-efficacy at 12 months
  - Work with my team to develop a POS action plan
  - Specify measurable objectives for POS efforts
  - Engage community members in POS efforts
  - Earn media coverage to raise awareness of POS

# Findings – Policy Adoption Process Completion

Proportion of Activities Completed



87% (6-months) and 100% (12-months) response rates

# Examples of Findings – Policy Adoption Process Completion

- Document problems (4 items)
  - Completed store audits = 97%
  - Analyzed local data = 63%
- Formulate evidence-informed solutions (4 items)
  - Assess local policy = 80% completed
  - Draft policy proposal = 3% completed
- Raise awareness (4 items)
  - Participate in/hold events = 87% completed
  - Create/distribute press release = 13% completed



# Types of EBPIs planning/advocating

Policy domain	T1 % of teams (n)	T2 % of teams (n)	p
Licensing & Tobacco Retailer Density	25.0% (6)	37.5% (9)	0.375
POS Advertising	33.3% (8)	41.7% (10)	0.727
Product Placement	58.3% (14)	58.3% (14)	1.000
Health Warnings	16.7% (4)	29.2% (7)	0.508
Non-tax Approaches	4.2% (1)	29.2% (7)	0.070
'Other' POS policies	45.8% (11)	45.8% (11)	1.000

# Next Steps

## Measures development

1. Continue to develop Policy Adoption Process Completion Measure
2. Assess measures' validity/reliability with larger sample
3. Assess measures' predictive validity over longer time frame
  - Policy formulated
  - Policy proposed
  - Policy enacted

## Further Test/Refine Counter Tool's Implementation Strategies

# Long-term goals

- Develop pragmatic, broadly applicable measures of policy implementation strategy effectiveness
- Advance understanding of mechanisms to explain how, why, and when strategies work
- Test and strengthen Counter Tools implementation strategies