

# Evaluating SmokeLess States

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# SmokeLess States National Tobacco Policy Initiative

Funded by the Robert Wood Johnson Foundation

- Began in 1993 – SmokeLess States: Statewide Tobacco Prevention and Control Initiatives
  - 4 year program providing grants to state coalitions to develop and implement tobacco control programs that include education, treatment, and policy change efforts
  - Initial grants:
    - 9 states received 4-year implementation grants
    - 10 states received 2-year capacity building grants
    - Full Court Press project funded in Tucson
  - Several additional states funded in first round
- Complements federal efforts:
  - NCI-funded ASSIST program; CDC-funded IMPACT program



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- Renewed in 1998
  - Continued funding for DC and 14 states funded in initial round
  - Complements CDC's expanded National Tobacco Control Program funding that replaces IMPACT following end of the ASSIST program
- Significantly expanded in 2000
  - Three year program to expand to all 50 states and DC
  - Shift in emphasis to policy change:
    - Increasing tobacco excise taxes
    - Enacting and strengthening smoke-free air policies
    - Increasing state-funded coverage of cessation products and services
    - Allocating tobacco settlement and/or other funds to comprehensive tobacco control programs (secondary)
    - Ultimately funded coalitions in 42 states and DC



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SLS Grantees expected to:

- Strengthen statewide tobacco control coalitions and diversify their membership
- Develop a plan to improve the tobacco policy environment within their state with the goal of reducing tobacco use
  - Tax increases, smoke-free air policies, Medicaid coverage for cessation, and allocation of funding to comprehensive programs
- Educate the public about the need for stronger tobacco control policies

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## Other conditions and opportunities:

- Coalitions must demonstrate commitment from other funders
  - 50 percent minimum match for RWJF funds
- Coalitions could not use RWJF funds for lobbying
  - No constraints on use of matching funds for lobbying, assuming that this was allowed by other funders
- Additional funds available from Special Opportunities Grant Fund
  - “rapid-response” funding when opportunities existed for quick policy change
- National Program Office at AMA to administer program, provide training, technical assistance, other support



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Coalitions engaged in combination of media and policy advocacy efforts to accomplish goals

- Accomplishments:
  - Cigarette and other tobacco taxes increased in 35 SmokeLess States
    - 2000 goal to double average state cigarette tax by 2005 was met by 2003; continued increases since
  - State policies banning smoking in all workplaces adopted in 7 SmokeLess States
    - Local ordinances adopted in hundreds of communities located in SmokeLess States
    - Statewide preemption blocked or repealed in several states
  - Funding from tobacco settlement or other sources (earmarked taxes) allocated to state tobacco control programs
  - Limited success in expanding Medicaid coverage for cessation



# SmokeLess States National Tobacco Policy Initiative Evaluation

Evaluation focuses on the impact of SmokeLess States on several upstream outcomes:

- News coverage of tobacco-related issues, with emphasis on coverage of SLS priority tobacco control policy issues
  - Reflects the effectiveness of media advocacy and public education efforts
- Legislative activity targeting tobacco, with emphasis on SLS priority policies
  - Reflects effectiveness of policy advocacy efforts
- Strength of statewide tobacco control infrastructure
  - Reflects effectiveness of coalition building efforts
- Secondary focus on impact of SLS on tobacco use



# SmokeLess States National Tobacco Policy Initiative Evaluation

Presentations in this session focus on key outcomes

- News coverage of tobacco-related issues
- Legislative activity targeting tobacco
- Strength of statewide tobacco control infrastructure
  - Description of data collection efforts
  - Presentation of descriptive data from each
  - Some preliminary analyses relating SmokeLess States support to key outcomes

Complete findings will be available in coming months on the SLS Evaluation website:

<http://www.impactteen.org/states/default.htm>