

VTCP POS & CounterBalance Measures of Success – Fall 2017 Review

Short-Term Outcomes	Goal	Attainment	Measure Achieved
Campaign Reach & Engagement	<ul style="list-style-type: none"> ➤ 1,000,000 impressions, by June 2017 ➤ 500 engagements, by June 2017 ➤ 1,000 Facebook likes, by June 2017 ➤ 150,000 video views, by June 2017 ➤ 500 quiz completions, by June 2017 ➤ 300 email sign ups, by June 2017 	<ul style="list-style-type: none"> ✓ 1,645,099 impressions, by June 2017 ✓ 26,649 engagements, by June 2017 ➤ 827 Facebook likes, by June 2017 ✓ 196,333 video views, by June 2017 ➤ 301 quiz completions, by June 2017 ➤ 33 email sign ups, by June 2017 	Partially Achieved

Greatly exceeded impressions and engagement targets, as well as video views. Did not attain the targets for Facebook likes, quiz completions and email sign ups (see note below on email sign up and shift in Message package focus).

What does this mean for VTCP and CB? Strong engagement with CounterBalance Message package. Goal of Message Package was to increase awareness of the dangers flavored tobacco products pose to Vermont's youth and generate target audience concern.

Impressions: total number of times the ad/post was viewed

Engagements: are Likes/Reactions, Comments, or Shares on a post. Rescue also counts link clicks as engagements, but that's only when there's a link to click.

Note: Rescue's original goal at the start of the year was 300 email sign ups resulting from the online Message Package. The Message Package strategy was revised to shift the emphasis away from gathering email addresses and instead focused more on educational engagement via getting the audience to take the online quiz, which contributed to the goal of increasing awareness and understanding of the issue.

Community Partner Knowledge & Beliefs on Harms of Flavored Tobacco & Tobacco Marketing	<ul style="list-style-type: none"> ➤ Strong public knowledge/understanding/awareness on dangers of flavored tobacco products 	<ul style="list-style-type: none"> ➤ In 2017, 87% of public opinion survey respondents knew that flavored tobacco is <u>not</u> safer than regular tobacco ➤ In 2017, 77% of public opinion survey respondents reported that candy and fruit flavored tobacco products are more appealing to kids than regular tobacco 	
	<ul style="list-style-type: none"> ➤ 90% of adult coalition training attendees are <u>knowledgeable</u> on harms of flavored tobacco, by June 2017 ➤ 90% of adult coalition training attendees <u>believe</u> flavored tobacco products promote tobacco use among youth ➤ 90% of adult coalition training attendees <u>believe</u> the tobacco industry uses marketing strategies target youth ➤ 80% of youth OVX training attendees <u>knowledgeable</u> on harms of flavored tobacco, by June 2017 ➤ 70% of youth OVX training attendees <u>believe</u> flavored tobacco products promote tobacco use among youth 	<ul style="list-style-type: none"> ✓ 98% of adult coalition training attendees are <u>knowledgeable</u> on harms of flavored tobacco ✓ 100% of adult coalition training attendees <u>believe</u> flavored tobacco products promote tobacco use among youth ✓ 100% of youth OVX training attendees <u>believe</u> the tobacco industry uses marketing strategies target youth ✓ 89% of youth OVX training attendees <u>knowledgeable</u> on harms of flavored tobacco, by June 2017 ✓ 85% of youth OVX training attendees <u>believe</u> flavored tobacco products promote tobacco use among youth 	<p style="text-align: center;">Achieved</p>

Rescue CB Coalition Training & Survey:

- 32 attended, 30 completed pre survey, 26 completed post survey
- Mean age = 43 years, 90% female, 10% male

Rescue CB OVX Training & Survey

- 52 attended, 39 completed pre survey, 41 completed post survey
- Mean age = 16 years, 26% male, 69% female, 5% not answered

What does this mean for VTCP and CB? Establishing knowledge and beliefs on harms of flavored tobacco and tobacco marketing among community partners implementing / promoting CounterBalance at the community level, and working to implement local level policy change and POS strategies to restrict access to flavored tobacco products.

Notes:

- Change in measure from adults to youth on tobacco industry influence.
- Knowledge measure based on average rate per 2 of 3 defined questions on survey; question not included per lack of available data is: *How often youth are exposed to flavored tobacco products does not affect how likely they are to start using tobacco.*
- Youth belief measure based on 2 questions; 1 question on flavored products being attractive youth = 98% agree/strongly agree; 1 question on flavored tobacco products are easy for youth to get = 71% agree/strongly agree

Short-Term Outcomes	Goal	Attainment	Measure Achieved
Increased Public Support for Policies to Restrict Youth Exposure and Access to Tobacco	➤ Strong public support for restricting flavored tobacco products	➤ In 2017, 65% of adults (18 and over) think it should be illegal for all tobacco products to be sold in candy/fruit flavors [RSCG 2017 public opinion leader survey]	<i>2017 BRFSS Supplement pending</i>
	➤ 80% of Vermonters <u>somewhat or strongly agree</u> that tobacco advertising	➤ x% of Vermonters <u>somewhat or strongly agree</u> that tobacco advertising encourages young people to start smoking [75%, ATS	<i>ATS 2019</i>

	encourages young people to start smoking	2016]	
<p>What does this mean for VTCP and CB? Relatively favorable environment for policy initiative to restrict flavored tobacco products</p> <ul style="list-style-type: none"> Rescue 2017 data limited in representative sample 2017 BRFSS supplement data estimated to be available early 2018. Will inform adult support in Vermont for flavor restriction laws. Available for 2018 legislative session? 			
Increased Policy-Maker Support for POS Policies to Restrict Youth Exposure and Access to Tobacco	❖ 85% of local opinion leaders rate tobacco as one of the most important health problems in a community in 2017	❖ X% of local opinion leaders rate tobacco as one of the most important health problems in a community in 2017	<i>Local opinion leader survey, 2017</i>
	❖ 35% of local opinion leaders support policies banning flavored tobacco products in 2017	❖ x% of local opinion leaders support policies banning flavored tobacco products in 2017	<i>Local opinion leader survey, 2017</i>
<p>What does this mean for VTCP and CB?</p> <ul style="list-style-type: none"> LOLS findings to be available early 2018 			
Intermediate Outcomes	Goal	Attainment	Measure Achieved
Increased # of local and state tobacco POS policies	➤ 5 durable local or state interventions to <u>restrict flavored tobacco products</u>		Coalition reports, 2019

<p>and ordinances</p>	<p>are introduced that address the tobacco point of sale environment, by June 2019.</p>		
	<p>➤ 10 resolutions on <u>flavored tobacco products</u> passed at the local level, by June 2019</p>		<p>Coalition reports</p>
<p>What does this mean for VTCP and CB?</p> <ul style="list-style-type: none"> • Preliminary counts as of 2017? <p>Notes: resolutions = formal expression of concern at local level, for example, to select board</p>			
<p>Change in Retail Tobacco POS Environment</p>	<p>➤ Reduce rate of tobacco retailers in Vermont that sell any type of flavored tobacco products to 80% by June 2019 [85% Counter Tools 2014]</p>		<p><i>2017 and 2019 Counter Tools Store Audit Report</i></p>
	<p>➤ Reduce rate of audited tobacco retailers with exterior advertising for at least one tobacco product to 35% by June 2019 [41% Counter Tools 2014]</p>		<p><i>2017 and 2019 Counter Tools Store Audit Report</i></p>
<p>What does this mean for VTCP and CB?</p>			

<ul style="list-style-type: none"> Next store audit planned for October – January 2018, data available late winter 			
Decreased Exposure to Tobacco Products & Advertising	<ul style="list-style-type: none"> ❖ 48% of students see ads for cigarettes or other tobacco products at a convenience store, supermarket, or gas station most of the time by June 2019 [52% YRBS 2015] 	<ul style="list-style-type: none"> ❖ 	<i>YRBS 2017 and 2019</i>
What does this mean for VTCP and CB?			
<ul style="list-style-type: none"> YRBS 2017 data available early 2018 			
Long-Term Outcomes	Goal	Attainment	Measure Achieved
Decreased initiation of tobacco use among youth and young adults in VT	<ul style="list-style-type: none"> ❖ 21% of youth in Vermont have ever used a flavored tobacco product, by 2021 [24% YRBS 2015] 	<ul style="list-style-type: none"> ❖ 	<i>YRBS 2017, 2019 and 2021</i>
Decreased tobacco use in VT among adults and youth	<ul style="list-style-type: none"> ➤ 12% cigarette use among adults, by 2020 ➤ 12% e-cigarette use among adults, by 2020 ➤ 2% smokeless tobacco use among adults, by 2020 ➤ 12% e-cigarette use among youth, by 2020 ➤ 10% cigarette use among youth, by 2020 	<ul style="list-style-type: none"> ❖ 	

	<ul style="list-style-type: none">➤ 8% cigar, cigarillo, or little cigar use among youth, by 2020➤ 5% smokeless tobacco use among youth, by 2020		