

VERMONT TOBACCO EVALUATION AND REVIEW BOARD

Evaluation Committee Meeting

January 25, 2016 2:30 PM - 4:30 PM

Agency of Human Services

208 Hurricane Lane, Williston, VT

Minutes

Public Comment: none

Evaluation contract:

Committee is okay with the contract language pertaining to RTI developing a publishable manuscript. We would rather not consider publication in an open access journal. Kate will work with RTI to deliver this message.

Evaluation topical briefs:

Audience: lawmakers, decision-makers, policy leaders

Purpose: informing about tobacco control, demonstrating TCP progress; framing the issues for leadership audiences at all level of decision-making in the state, show the landscape of tobacco control in Vermont, and protect the rationale for the TCP.

Sources: primarily RTI report, Vermont-based data, from current literature. Use multiple sources to get the best representation of topics.

Format: one-pager if possible. Executive summary with takeaways up at the top, photos/images, concise messaging.

2016 Adult Tobacco Survey discussion:

The budget is a bit lower for the next round of this survey. Approximately \$100K budget. Committee recommended shaving the question size slightly—particularly around doctor questions and use of quit services—and reducing the sample size slightly, but to balance both so not too much is cut on either end and the ratio of smoker respondents to non-smoker respondents is maintained.

Statewide tobacco control workplan:

The committee reviewed the draft statewide tobacco control workplan and discussed the process that led up to this point: VDH contracting with JSI to draft report, three public input meetings, stakeholder workgroup involvement, and evaluation committee review. Next it will be shared with the full board for their approval.

Next meeting February 22, 2016; 2:30-4:30pm; Agency of Human Services Conference Room A; 208 Hurricane Lane, Williston, VT

This will include a partial joint meeting with the media committee to review media evaluation metrics and results.