

# *Evaluation of American Indian Casino Policy Objectives*

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Jean Lamming, MS MPA  
TC Evaluation Center  
jlamming@ucdavis.edu

**Tobacco Control  
Evaluation  
C · e · n · t · e · r**

The logo for the Tobacco Control Evaluation Center features a circular emblem with concentric, slightly overlapping rings in shades of green and blue, creating a sense of depth and movement.



# Overview of Evaluation Presentation

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- ❑ Evaluation planning decisions
- ❑ Sample objectives
- ❑ Process data collection & methods
- ❑ Outcome data collection & methods
- ❑ Evaluation design
- ❑ Evaluation pitfalls to avoid
- ❑ Evaluation resources



# Why Collect Data on Casinos?

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- Document the problem (of second-hand smoke)
- Persuade decision-makers (managers, owners, tribal leaders)
- Improve intervention (learning about the challenges and opportunities early on)
- Evaluate effectiveness of intervention
- and . . . it's required



# OTIS Decisions for Evaluation Plan

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- Plan type
- Outcome to be measured (if outcome eval)
- Evaluation Design
- Data collection method
- Sample
- Type of analysis
- Dissemination of results



# Process-oriented Objective

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- By June 30, 2010, at least 3 American Indian tribes within Rural County will adopt a policy designating casinos, including all the gaming areas, the restaurants, bars and entertainment facilities as smoke-free indoors. **Process Evaluation Only**

*Indicator #2.2.25- Core*



# Process Evaluation Purposes

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Before, during & after intervention:

- Gather information to shape intervention
  - Collect data, ID barriers & opportunities
- Assess quality of program delivery
  - Obtain feedback on trainings, educational materials
- Learn why intervention was successful or not



# Process data collection choices

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- ❑ Focus group (patrons or workers)
- ❑ Key informant interview (casino owners, managers, tribal leaders)
- ❑ Public opinion poll (patrons)
- ❑ Education/participant survey
- ❑ Record review (records might not be available)
- ❑ Observation
- ❑ Data collection training (public opinion poll)



# Process Data Collection

## Tracking Progress Toward Objective

- Tribal government places smoke-free proposal on meeting agenda and discusses it
  - Tribal health leaders and others speak on behalf
- Tribal/casino leaders aid in data collection:
  - Announce public opinion poll through signs, fliers
  - Provide casino mugs, key chains to poll participants
- Tribal leaders write letters supporting policy to casino owners/management



# Process Data Collection

## Public Opinion Poll

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### □ Public Opinion Poll

- Demonstrate sentiment of diversity of casino patrons
- Provide useful, professionally-gathered information to casino owners/managers about their customers
- Sample patrons to find a diversity (race, age, gender) at different times of day and week
- Survey as many patrons as necessary
- Analyze with descriptive statistics



# Process Data Collection: Key Informant Interview

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## □ Why?

- ID allies, barriers, parties, issues, prospects
- Assess what did and didn't work, what could be improved
- If adopt-only project: what strategies are recommended for implementation?

## □ Who?

- KI's who have *already* thought about the issue
- KI's with divergent perspectives & stakes in issue



# Process Data Collection:

## Key Informant Interview (continued)

- How many? Enough to gain full picture
- When? Before intervention - and after to look for incremental progress toward goal
- How?
  - Contact Evaluation Center for help writing questions
  - Systematically ID themes & patterns in the data
  - See *Tips & Tools #7* on content analysis



# Process Data Collection: Focus Group

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- Who? Casino patrons or workers (in separate groups)
- Why?
  - Understand feelings, motivations, discover issues
  - Yield information not available from surveys
  - ID need, support or lack of it, and solutions
- How?
  - Work with casino to gather focus group participants
  - ID themes and patterns in the data
  - See *Tips & Tools #4 & #7* for data analysis



# When and Why Outcome Data

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- Before, during and after intervention to:
  - Determine if objective achieved
  - Measure changes that occur
  - Assess the extent to which the intervention was responsible for any observed changes



# Outcome-oriented Objective

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- By June 30, 2010, at least 3 American Indian tribes within Rural County will adopt and implement a policy designating casinos, including all the gaming areas, the restaurants, bars and entertainment facilities as smoke-free indoors. **Outcome Evaluation**

*Indicator #2.2.25- Core*



# Outcome Data Collection Measures

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- ❑ Telephone survey
- ❑ Mail survey
- ❑ Written questionnaire
- ❑ Face-to-face survey
- ❑ **Observation** (of smoking in casinos once policy is implemented, a post-test)
- ❑ Other



# Outcome Evaluation Design

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- Experimental
- Quasi-experimental
- **Non-experimental**

In this case the design will be:

- Post-test only
  - Observe smoking status in casino after intervention
- No control group



# Evaluation Pitfalls

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- Collecting data that is not related to objective
- Writing an objective that is unclear or not measurable
- Not collecting data that could strengthen the intervention, or not collecting enough data
- Selecting a biased sample (among casino patrons)
- Not building trust and rapport with tribal leaders & casino management



# Summary

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- ❑ Use process data collection to shape intervention and assess quality of delivery
- ❑ Use outcome data collection to measure changes
- ❑ Work with an evaluator and the Evaluation Center to develop data collection instruments, data analysis plan, etc.
- ❑ Make sure intervention matches evaluation
- ❑ Keep in touch with evaluator: if intervention changes so should evaluation



# Evaluation Resources

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- ❑ Your Local Program Evaluator
- ❑ OTIS Evaluation Manual (formerly known as the Local Program Evaluation Planning Guide)
- ❑ New TCS Sample Evaluation Plan for #3.2.1
- ❑ New Sample Report for #3.2.1



# TC Evaluation Center Resources

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## □ TC Evaluation Center

- Data collection instruments
- Individual technical assistance
- Materials available on website
  - **Tips & Tools** (selecting data collection approaches, using focus groups, and more)
  - Sample reports
  - Presentation materials (sampling, developing culturally-appropriate data collection instruments, and more)



# TC Evaluation Center Contact Information

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- Email: [tobaccoeval@ucdavis.edu](mailto:tobaccoeval@ucdavis.edu)
- Phone: 530-297-4659
- Website: [www.tobaccoeval.ucdavis.edu](http://www.tobaccoeval.ucdavis.edu)