

Tobacco Use Control and Prevention



According to the World Health Organization, tobacco is the single most preventable cause of death in the world today, and, by 2030, the death toll will exceed 8 million a year. Tobacco use is common throughout the world due to low prices, aggressive and widespread marketing, lack of awareness about its dangers, and inconsistent public policies against its use. Tobacco use is a risk factor for six of the eight leading causes of death in the world.

Capabilities

As one of the world's leading research institutes, RTI International is a recognized innovator in planning and implementing large-scale multidisciplinary evaluations of public health interventions and tobacco use prevention and control programs. We combine our expertise in economics, program evaluation, and survey research to help find solutions to this pressing global health problem.

RTI uses a wide variety of methods and research techniques to study tobacco use prevention and control and other public health issues.

- Formative media research to define research questions, identify and segment target audiences, and pretest concepts, messages, and materials
- Situational and environmental analysis to examine the influence of organizational, community, and policy factors on health behavior
- Experimental and non-experimental evaluation design and development of logic models
- Qualitative methods, such as ethnographic research, observation, focus groups, in-depth interviews, and case studies
- Quantitative methods, including survey development and implementation, multivariate modeling, and secondary data analyses

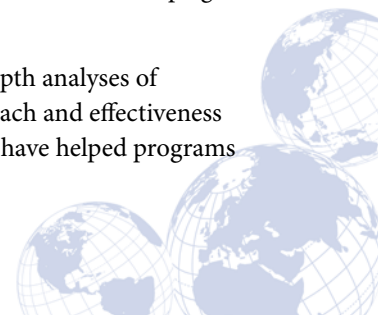
RTI is committed to ensuring that our approach to evaluating tobacco control programs aligns with the perspective of each program's stakeholders. We design our evaluation approach to be responsive to their needs and have developed an understanding of common challenges they face.

Within this framework, RTI conducts evaluations on a step-by-step basis that include engagement of key stakeholders, description and understanding of program goals, development of a detailed evaluation plan, data collection and analysis, and recommendations and dissemination of findings.

Evaluation Focus Areas

Media Campaigns—RTI uses focused, theory-driven media surveys that assess target audience awareness of and reactions to specific media messages, as well as their core attitudes, beliefs, intentions, and behaviors regarding tobacco use and tobacco control. These surveys allow us to track the in-market performance of public health media campaigns and trends in key outcomes that the campaign is designed to influence.

Quitlines—RTI has conducted in-depth analyses of telephone quitlines to assess their reach and effectiveness and primary sources of referral. We have helped programs



calibrate quitline utilization by providing feedback on their choice of media messages and media mix. This guidance has led to a more cost-effective mix of media and utilization that more closely matches available capacity and resources.

Impact of Tobacco Control Programs—RTI effectively combines quantitative and qualitative methods to demonstrate the impact of tobacco control programs and to describe how program components may be mutually reinforcing. We have successfully applied this integrated model to the evaluation of several state and national public health programs.

Costs of Tobacco Use—RTI's staff of health economists has experience with the complex methods and data used to estimate the economic and health burden of tobacco use.

Youth Smoking—RTI designed and implemented several national and state surveys to understand how nation- and state-wide tobacco control programs have influenced the trajectories of youth smoking and to assess new ways to curb smoking uptake.

Project Highlights

Evaluation Technical Assistance and Impact Evaluation of Pfizer Foundation's Global Health Partnerships (2008-2011)

The Pfizer Foundation Global Health Partnerships (GHP) funds 29 tobacco and cancer control projects around the world. RTI is partnering with the Institute for Global Tobacco Control at the Johns Hopkins University School of Public Health to provide training and targeted technical assistance to GHP grantees and to evaluate the impact of Pfizer's investment on tobacco- and cancer-related outcomes.

Questionnaire Development and Testing for Global Adult Tobacco Survey (GATS) (2007-2009)

RTI is partnering with the CDC, CDC Foundation, and World Health Organization to provide technical assistance in the design and implementation of a standard survey protocol. The survey will collect national data regarding tobacco use in 15 countries with the highest smoking rates and will track the countries' progress in implementing tobacco-free programs.

Independent Evaluation of the New York State Tobacco Control Program (2003 to date)

RTI designed and is implementing a comprehensive evaluation plan for the New York Tobacco Control Program. RTI has also evaluated the impact of key program and policy

interventions, including assessing the health and economic impact of the 2003 smoke-free air laws, the effect of cigarette excise taxes on smoking behaviors and cigarette tax evasion, and the influence of emotionally evocative media messages on smoking cessation.

Global Network for Women and Children's Health Research (2001-2012)

RTI serves as the data coordinating center and provides technical assistance for this global project. The Tobacco Use Survey of Pregnant Women was the first common protocol implemented by the Network across 10 study sites in nine different countries in Asia, Central and South America, and Africa.

American Legacy Foundation (Legacy) "truth" Campaign (1999 to date)

The "truth" campaign is the longest-running tobacco counter-marketing campaign in the United States. RTI evaluated this campaign and several state and community-based initiatives and demonstrated a significant association between the campaign and decreased youth smoking. Additionally, we estimated the costs of cigarette smoking to Medicaid and are working with several states to document the economic burden of smoking to communities and to develop measures of the return on investment for tobacco control.

Coordinated Evaluation of Statewide Tobacco Control Programs in the United States (1997 to date)

In this multiyear effort with CDC's Office on Smoking and Health, RTI evaluates the effectiveness of state tobacco control programs and policies across the United States in reducing tobacco use among current smokers, preventing youth smoking initiation, and reducing public exposure to secondhand smoke.

More Information

Carol Schmitt
Research Public Health Scientist
Phone: +1.202.728.2046
E-mail: cschmitt@rti.org

RTI International
3040 Cornwallis Road, PO Box 12194
Research Triangle Park, NC 27709-2194 USA

RTI 6298 0809



RTI International is one of the world's leading research institutes, dedicated to improving the human condition by turning knowledge into practice. Our staff of more than 2,800 provides research and technical expertise to governments and businesses in more than 40 countries in the areas of health and pharmaceuticals, education and training, surveys and statistics, advanced technology, international development, economic and social policy, energy and the environment, and laboratory and chemistry services. For more information, visit www.rti.org.

RTI International is a trade name of Research Triangle Institute.

