

Evaluating Tobacco Control Policy Implementation: A Proposed Framework for Low and Middle-Income Countries

Mark Spires, Ryan David Kennedy, Joanna E. Cohen & Stephen Tamplin
Institute for Global Tobacco Control, Johns Hopkins Bloomberg School of Public Health



Introduction

- Tobacco use is a global problem and is the leading preventable cause of death and disease in the world.
- The number of deaths from tobacco use is greatest in low and middle-income countries (LMICs) resulting in an inequitable burden of disease.
- Addressing this epidemic is most effectively done through policy responses such as tobacco taxes, smoke-free public places, and bans on tobacco advertising, promotion and sponsorship.¹
- There have been many important policy successes for tobacco control (TC) in LMICs; however, there is growing concern about the effectiveness of policy implementation in these jurisdictions.
- To realize the full public health benefit from policies in LMICs, effective implementation is required.
- There is a need for a systematic evaluation of TC policy implementation in LMICs.

Methods

- A number of frameworks and guidelines have been designed to support public health policy and program development; however, little attention has been focused on policy implementation and little focus has been paid to LMICs.

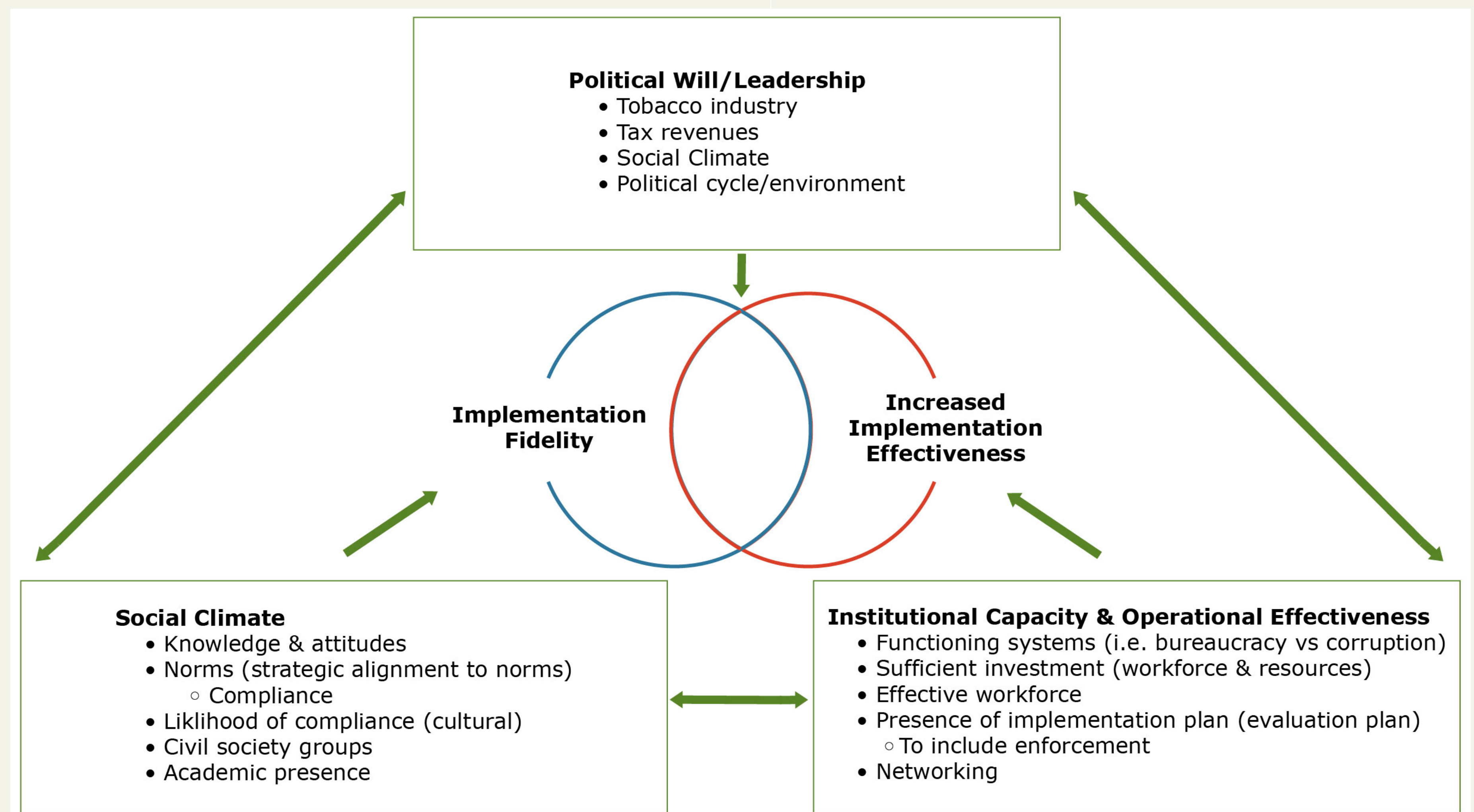


Figure 1. Tobacco Control Policy Implementation Evaluation Framework

- The evaluation framework proposed here identifies 3 factors that support or facilitate policy implementation in a jurisdiction. These include:
 - (1) Political Will and/or Leadership;
 - (2) Social Climate; and,
 - (3) Institutional Capacity and/or Operational Effectiveness.
- The framework purports that each of these 3 factors is critical, but factors may play more or less of a role relative to other factors.
- The framework identifies relevant indicators associated with each factor that could be measured before, during, and after policy implementation.
- Policy fidelity – or the degree to which the policy is delivered as intended – is related to the policy’s overall effectiveness at improving public health outcomes.

Conclusion

- This framework is designed to support LMICs to improve implementation of, and compliance with, TC laws and regulations by:
 - Identifying and assessing critical policy implementation factors and possible outcomes;
 - Enhancing implementation of national and local TC laws and associated rules and regulations;
 - Ascertaining the country-specific cultural and historical moderators and mediators that either impede or enhance TC.

The framework is currently being tested and refined through research being conducted in India and Bangladesh, where recent TC laws are currently being implemented.

References:

1. Framework Convention on Tobacco Control, World Health Organization. 2013 <http://whqlibdoc.who.int/publications/2003/9241591013.pdf?ua=1> [accessed 20 Aug. 2014]