



No Menthol Sunday 2023 Evaluation: Hosting Organizations

More than 20,000 residents across the state of Wisconsin, many in Milwaukee, participated in dozens of events in observance of No Menthol Sunday (NMS). This annual day of observance, led nationally by The Center for Black Health and Equity and locally by the Wisconsin African American Tobacco Prevention Network, is a time for faith leaders and others to raise awareness about the negative impact of menthol and other flavored tobacco on Black health.

Purpose

This particular evaluation is focused on the hosting organizations of NMS events. The purpose of this evaluation was to assess impact, effectiveness, and use of the NMS outreach materials and technical support to hosting agencies, as well as gather recommendations for 2024. Additionally, an internal process evaluation was conducted by the Jump at the Sun Team, responsible for implementing NMS in Wisconsin. Finally, our goal is to conduct a retrospective evaluation with tobacco retailers that participated in NMS via individual interviews.

Methodology

Evaluation data were collected at 3 points in time, a) As part of our NMS Kick-off registration, b) when participating organizations downloaded and/or requested NMS supplies and c) through a post-NMS online survey that was both self-administered and administered by our menthol field organizers.

Survey Instruments

Kick-off Registration Survey (217 respondents)

This survey was utilized to register participants for the April 19, 2023, Kick-off event for NMS in Wisconsin. The survey consisted of general identifying questions including name, contact information, company/organization and job title. Of total registrants, 153 were based in Wisconsin (98 in Milwaukee). Registrants represented churches and faith-based organizations,

community groups, health departments, advocacy organizations and statewide representatives of the Wisconsin Tobacco Prevention and Control Program. Sixty-two registrants from Wisconsin identified themselves as representatives of churches or other faith-based organizations and 5 were elected officials from Wisconsin. There were 64 registrants based in churches or organizations outside of Wisconsin, including national organizations such as the CDC, The Center for Black Health and Equity, and the African American Tobacco Control Leadership Center. Those registrants were based in a number of states including Indiana, Maryland, New York, Massachusetts, Georgia, Pennsylvania, Mississippi, Florida, and Arizona. Many of those registrants represented health departments and organizations involved in tobacco prevention and control efforts.

Materials Order Survey (89 respondents)

This survey consisted of 20 questions—one open-ended question and nineteen close-ended questions. Check Closed and open-ended questions. There were five demographic/contact information questions, including the size of the congregation or organization, one question to assess comfort level discussing menthol with friends, family or community, one questions describing the activities they planned to host, 14 questions ordering NMS supplies and one open-ended question for recommendations and questions.

Post NMS Evaluation (48 respondents)

To evaluate participation, effectiveness of the No Menthol Sunday outreach, material usage, and gather additional information, a 17-question post-NMS evaluation survey was shared with all No Menthol Sunday 2023 participants. Thirteen of the questions were specific to participation, activities completed and use of materials included in the national and statewide NMS toolkits. Four questions were open ended and used to gather recommendations for future outreach and engagement strategies.

Demographics

Data was collected from 354 individuals through the three survey instruments that were used. The majority of participants (58%) were from faith-based organizations, while 42% were from community-based organizations, local or state health departments, tobacco prevention programs, and/national organizations. 20% of survey respondents were from outside of

Wisconsin. There were 4 Mega Churches (1000 plus members), which participated in NMS. All were based in Milwaukee.

Key Findings

To evaluate participation, effectiveness of the No Menthol Sunday outreach, material usage, areas of appreciation and areas for improvement for No Menthol Sunday 2024, we shared an evaluation survey with all No Menthol Sunday 2023 participants. Of the 89 Churches/Organizations that participated, 48 responded to our survey. Below are Key Findings from the survey as well as recommendations for future activities and improvements related to No Menthol Sunday.

Comfort Level Speaking about menthol to family, friends or in the community: Very comfortable 45%, comfortable 41%, no comfortable 2%, 10 did not answer

Most Ordered NMS supplies: Palm cards, church fans, youth activity cards, coloring books (youth and adult)

Most common NMS activities offered by participants: NMS information in church bulletin, NMS announcement during church service on May 21st, engage in community outreach during week of NMS, deliver a NMS sermon

Congregation Size:

25-100: 56%

101-250: 21%

251-Up: 23%

Years Participating in NMS:

1st Year: 69% 2-5 Years: 25% 6-9 Years: 4% N/A: 2%

6 Most Common NMS Activities Completed:

1. Make a NMS Announcement 2. Host a NMS Coloring Party 3. Engaged in Community Outreach & Education Week of NMS 4. Delivered NMS Sermon 5. Used NMS Toolkit 6. Included NMS Information in Church Bulletin

Live Streamed?:

No- 81% Yes- 19%

Posted NMS Activities/Events on Social Media:

No- 78% Yes- 22%

Do you plan to participate in NMS in 2024?

Yes- 96% No- 4%

Would you recommend participation to others?

Yes- 98% Maybe- 2%

Interested in continuing to raise awareness on tobacco?:

Yes- 100%

Interested in receiving information on mini-grants?:

Yes- 94% No- 6%

Which materials did you find most useful (Top 7)?

1. Church Fans (92%) 2. T-Shirts (89%) 3. Kids Coloring Books (85%) 4. Lawn Signs (85%) 5. Youth/Adult Coloring Books (83%) 6. Youth Activity Cards (81%) 7. NMS Palm Card (81%)

What materials were least useful (Top 3)?

1. Setting a Quit Date 2. 10-Days At-A-Glance 3. Poet Brochures

Were the materials and resources provided useful overall?

Extremely Useful- 96% Useful- 4%

What did you appreciate most about NMS organizers (Top 5 Themes)? 1. Their support of our NMS activities and regular check-ins 2. Education & Awareness provided by organizers 3. No Menthol Sunday materials and organization of NMS efforts 4. Enthusiasm and passion of organizers 5. NMS events

What is the area of greatest improvement needed by NMS organizers (Top 4 Themes)? 1.

Nothing or unsure 2. Earlier dissemination of general information on NMS (felt rushed at times) 3. Earlier distribution of NMS materials 4. Expand NMS

Summary of Findings: The majority of participants (69%) in this year's No Menthol Sunday were participating for the first year, although nearly all participants (96%) plan to participate again next year and 98% would recommend it to others. Several NMS activities were common

among participants, with 6 different activities being completed by at least 35% of respondents. In terms of materials, 7 different items were used by at least 80% of respondents, while 3 items were used by less than 35% of respondents. Respondents were asked what they appreciated most about the NMS organizers and most mentioned the support they received for their NMS activities and regular check-ins, in addition to the education and materials provided, organization of NMS in general, and the enthusiasm and passion of the organizers.

Recommendations for NMS 2024: Although the majority of respondents said there were no areas of improvement by NMS organizers or they were unsure, several did request earlier dissemination of general information on NMS, as well as earlier distribution of materials. Some also recommended an expansion of NMS across greater Milwaukee and the state.

Discussion:

Wisconsin, hosts an annual NMS Kick-off event, one month prior NMS. The event is well attended and provides an overview of NMS, featured speaker and shares The Center for Black Health and Equity and WI's NMS Tool kit. The Center for Black Health and Equity releases its tool kit online, 60 days prior to NMS and the Wisconsin African American Tobacco Prevention makes its tool kit available for download, approximately 30 days before NMS. The Wisconsin kit is available for pick-up, delivery and mailing approximately 10 days prior to NMS. Moving forward it will be important that both the National and WI tool kits are available for download 60-90 days prior to NMS. Additionally, all Wisconsin-produced NMS materials that can't be downloaded, should be available to hosting agencies, 60 days prior to NMS.

Three Mega-churches, 1000 + members participated in NMS and 69 number of faith-based organizations were touched by NMS, either via our email alerts, the kick-off meeting or phone contact by our Menthol Outreach Coordinator. It will be important to continue to engage our mega-churches in No Menthol Sunday, as well as the faith-based members associations.