

# STOMP

Social Return on Investment Report







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# Introduction

This report examines the social return on investment (SROI) of PHE Canada's Students Together Moving to Prevent Tobacco Use (STOMP) project.

STOMP was a multi-year pilot project (2021-2024) funded by the Public Health Agency of Canada with matched funding from PHE Canada. STOMP took a comprehensive approach to curbing commercial tobacco [and vaping] use by targeting the student population and its unique characteristics, norms, and needs directly.

323 Students in grades 7-12 at 14 pilot school sites across Canada worked with school staff and community leaders to co-create grassroots approaches to reducing commercial tobacco use in their school community. These students then shared their learnings with over 6000 of their student peers.

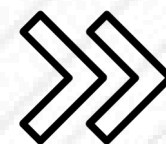


# Intended Outcomes



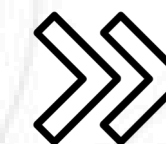
## Short Term

- increased resources that support tobacco, vaping and e-cigarette cessation / susceptibility
- increased relationships (partnerships / multi sectoral collaboration) at the national and local level
- increased engagement /participation from target population in tobacco cessation education and programming
- Increased baseline measures and proxies for key outcomes and SROI indicators



## Medium Term

- increase schools/educators' access to resources and supports to support tobacco cessation
- increase students' awareness, knowledge, and understanding of benefits of living smoke free and strategies to manage high risk situations
- increase educators' awareness, knowledge, confidence and competence delivering anti-smoking programs and lessons
- Increased funding provided to schools to help build capacity to reduce harmful tobacco and vaping use among students.
- Increased relationships
- increase educators and school system leader knowledge of the inter related factors influencing tobacco use in young people and the meaning that tobacco
- Increase school district/board awareness
- increase whole school approaches to tobacco use reduction
- increase ability of the sector to address health inequities among high-risk groups of youth
- Increased leadership and instructional capacity for vaping and smoking supports in school(s)
- Increase knowledge of Indigenous perspectives on health and wellbeing



## Long term

- Decreased smoking rates
- Increase in overall health of young people
- decreased susceptibility to tobacco use
- Decreased current and future demands on the health care system
- decreased rates of student intentions to try tobacco.
- decreased rates in the quantity of tobacco use among identified 'smokers'
- decreased rates of students having tried tobacco

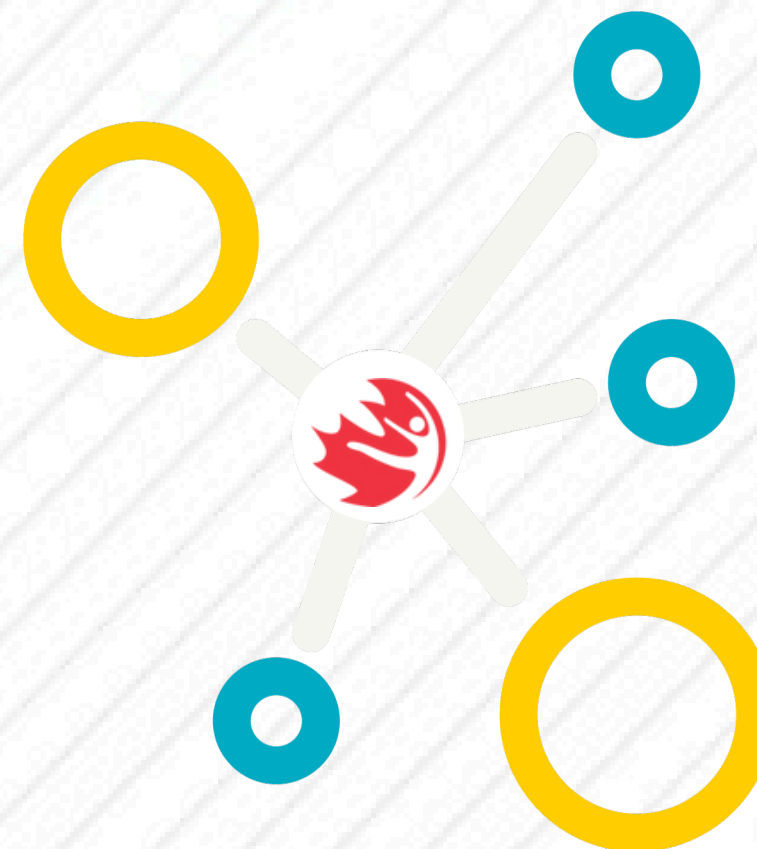
# Methodology

## Identifying Inputs and Costs:

The total cost of implementing and maintaining STOMP including program development, staff salaries, educational materials, and outreach efforts we calculated.

## Measuring Outcomes:

The direct outcomes of the programs, such as leadership, reductions in smoking, increase in positive behaviours and mental health, changes in attitudes toward smoking, and increased knowledge about tobacco-related risks were evaluated.



## Assessing Long-Term Impacts:

The long-term benefits, including healthcare cost savings, financial well-being and broader social benefits were assessed.

## Sensitivity Analysis:

Data was disaggregated by whether students attended a workshop, participating in the planning process of a stomp activity/event or participated in a stomp activity/event, age range and neighbourhood profile (i.e., social, economic profile and rural/urban)

## Identifying Inputs and Costs:

The SROI formula was used to quantify the social value created relative to the investment made.

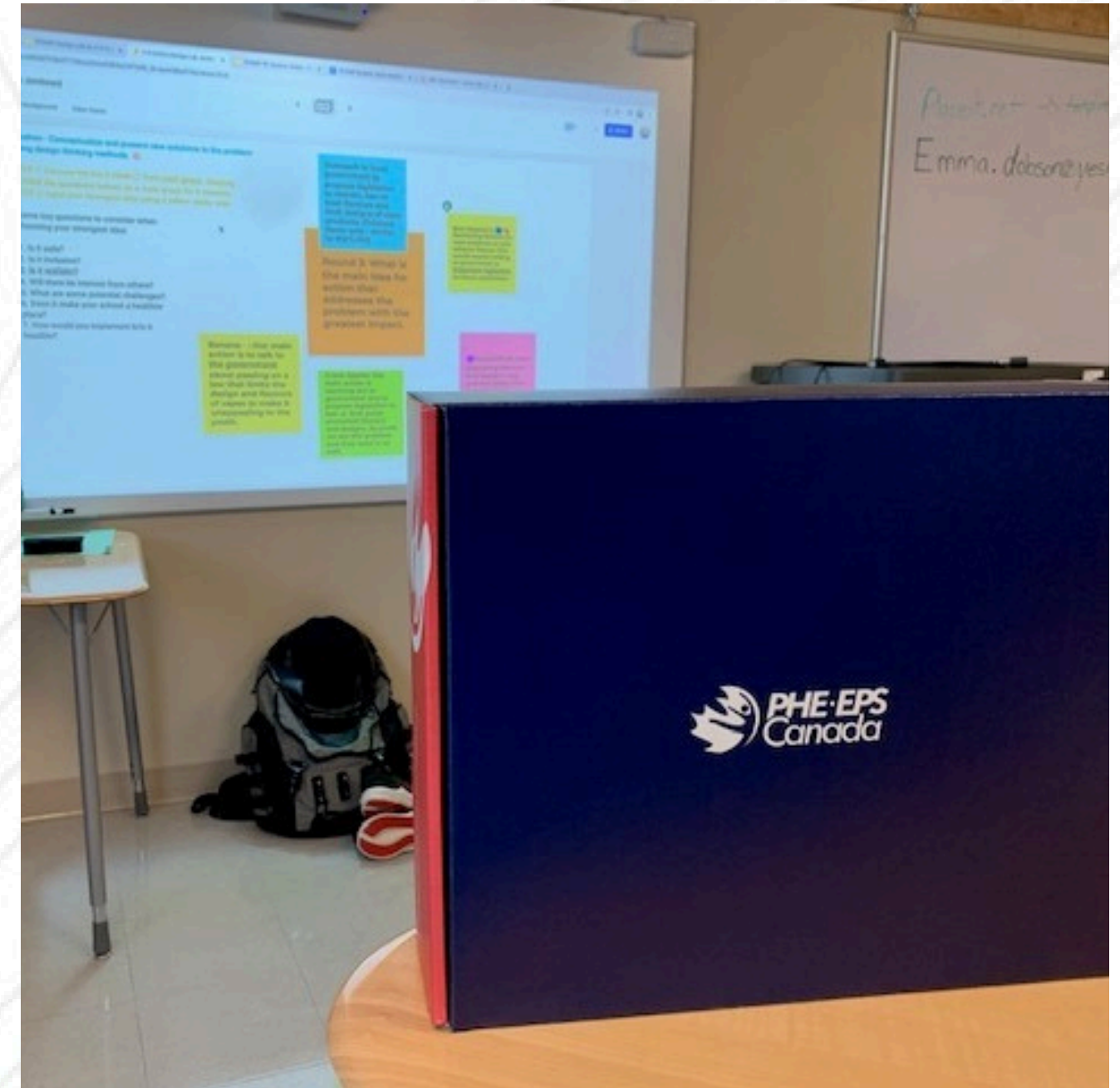


# Inputs and Costs

The total budget of the STOMP program was \$708,450. This came from a combination of funds from PHAC's Healthy Community Fund and Matched Funding from PHE Canada.

However, to calculate the total Inputs, Educators' time and associated cost was added to the total.

Total Costs: \$1,018,350





# Financial Proxies

The outcomes achieved through the STOMP project are not traded on the market, and hence there is no direct market values for them.

Financial proxies are used for valuing those outcomes.

- In determining the financial proxies for our analyses, we consulted the SROI Canada Financial Proxy Database.
- In addition, financial proxies used in other similar studies were reviewed.
- In some cases we pulled direct rates from local service providers.





# Participant proxies

## Number of participants

- who participated in the stomp action team = \$968.00 (value of leadership course)
- reporting increased mental health = \$1,400.00 (value of an 8 week counselling program (typical length of community based addiction services)
- reporting increased support from adults = \$864.00 (value of 1 group (4) movie pass per week)
- reporting increased quality of friendships and peer relationships = \$864.00 (value of 1 group (4) movie pass per week)
- reporting increased ability to set and achieve healthy habits or behaviours = \$4,200.00 (value of in-facility addictions treatment)
- reporting increased ability to effectively implement decisions related to tobacco use = \$4,200.00 (value of in-facility addictions treatment)
- reporting increased knowledge about supports and community connections related to tobacco usage = \$189 (value of one doctor / paramedical visit)
- reporting decrease tobacco use = \$9,494 (value of tobacco prevention over a lifetime (cost saving on treating a tobacco related disease)
- reporting improvements to school community = \$5,000 (value of a Healthy Schools Coordinator)
- reporting no tobacco usage = \$1,655 (value of two packs of cigarettes per week)



# Educator proxies



## Number of Educators

- reporting increased knowledge and understanding of educational concepts and strategies related to tobacco = \$4,200.00 (value of trained addiction specialists)
- reporting increased effectivity to provide students with appropriate knowledge and skills to implement positive behaviours and employ learning strategies related to tobacco usage after implementing STOMP = \$4,200.00 (value of trained addiction specialists)
- reporting increase confidence teaching tobacco education to students = \$4,200.00 (value of trained addiction specialists)

# Establishing Impact

## Deadweight

Deadweight refers to the proportion of outcomes that would have happened without the program

All participants who participated in focus groups indicated that without the program their participation would lead to change. Participants that participated only in the STOMP activity/event indicated this. Therefore, we used 25 percent deadweight to account for the difference.

## Displacement

Displacement refers to the proportion of an outcome that displaced other outcomes.

We went with a 50 percent to account for social influences as well as other tobacco prevention messaging that the student would encounter.

## Attribution

Assessment of the contribution of other organizations or people to the outcomes achieved is termed attribution.

We asked focus group participants whether they were participating in other activities. The majority (25 percent) were not in any other activity during the program. The remaining 75 percent indicated that they were involved in sport or social groups. We therefore used an attribution rate of 25 percent for all outcomes.

## Drop Off

Outcomes are not static and can change over time. The concept of drop-off in SROI analysis refers to the percentage of outcomes expected to drop-off over time.

However, there is evidence that delaying access and usage of commercial tobacco products for as long as possible can reduce the prevalence of risky behavior associated with younger usage.

Sources:

[https://cancercontrol.cancer.gov/sites/default/files/2020-06/m21\\_11.pdf](https://cancercontrol.cancer.gov/sites/default/files/2020-06/m21_11.pdf)

<https://www.uspreventiveservicestaskforce.org/uspstf/recommendation/tobacco-and-nicotine-use-prevention-in-children-and-adolescents-primary-care-interventions>

Modelling by the Ontario Tobacco Research Unit compared five potential tobacco interventions to reduce the smoking prevalence in Ontario by the year 2035 (Dubray et al., 2019). While increasing taxes had the greatest independent predicted decrease in smoking prevalence by the year 2035, this was followed by increasing the minimum age for legal purchase to 21 years.

Source: <https://www.otru.org/wp-content/uploads/2021/09/minimum-age-april-2021-FINAL.pdf>



# Monetary Value of Outcomes

- who participated in the stomp action team = \$968.00 (value of leadership course)
- reporting increased physical health = \$600.00 (value of gym membership)
- reporting increased mental health = \$1,400.00 (value of an 8 week counselling program, which is a typical length for a community-based addiction services)
- reporting increased support from adults = \$864.00 (value of 1 group of 4 movie pass per week)
- reporting increased quality of friendships and peer relationships = \$864.00 (value of 1 group of 4 movie pass per week)
- reporting increased ability to set and achieve healthy habits or behaviours = \$4,200.00 (value of in-facility addictions treatment)
- reporting increased ability to effectively implement decisions related to tobacco use = \$4,200.00 (value of in-facility addictions treatment)
- reporting increased knowledge about supports and community connections related to tobacco usage = \$189.00 (value of one doctor / paramedical visit)
- reporting decrease tobacco use = \$9,494 (value of tobacco prevention over a lifetime inclusive of cost saving on treating a tobacco related disease)
- reporting improvements to school community \$5,000 (value of a Healthy Schools Coordinator)
- reporting no tobacco usage = \$1,655 (value of two packs of cigarettes per week)

**\$4,315,973**

# Sensitivity Analysis

We used several assumptions in our analysis. It is therefore important to conduct sensitivity analysis to assess the robustness of the SROI ratio under different scenarios.

We cross referenced this value with the engagement and demographic information gathered through the project.

Findings show that STOMP had a:

- 11% decrease in tobacco use/vaping of students in grades 9-12 in participating schools;
- 28% increase in impact with students who engaged in a STOMP Student Action Team then those who attended a workshop and/or participated in a STOMP activity or event, and
- no variation in impact between with urban area schools than rural area schools, non-FNMI schools (76%) schools than FMNI (24%) schools and with lower SES schools area (57%) than higher/medium SES schools area (43%).



# Conclusions and Limitations

\$1 : \$6

Investments in smoking prevention programs at the middle/intermediary grade teenagers generate significant social returns by preventing future health problems.

The SROI analysis has shown that even with the use of very conservative estimates, the social value created by STOMP more than offsets the value of investment by stakeholders.

Social value is accounts for a broad range of value generated. This includes but isn't limited to;

- Cost savings to society because of improved health or reduced crime.
- Increased economic productivity
- Representative values of increased self-esteem or wellbeing.

# Recommendations

The SROI figure of 1:6 for can be compared to Sport for Good 1:6 for all sport and physical activity, underscoring the importance of continued investment in school-based smoking prevention efforts for youth, highlighting their potential to yield substantial health, social and economic benefits for individuals and society as a whole.

## Enhanced Funding:

Increase funding allocations to scale the STOMP program to all schools to reach more youth and communities.

## Integration with Healthy Schools:

Integrate student centered design into annual school plans ensure comprehensive coverage and long-term impact.

## Targeted Outreach:

Engage high risk students in the STOMP Action Teams to increase the impact



# Evaluation Team

Melanie Davis, is the Executive Director and Chief Financial Officer of PHE Canada. Melanie has a Masters of Non-Profit Leadership and is a certified Simpact – SROI Evaluator.

Melanie drew data from the STOMP research team which included Sircle Lab including the following:

1. Teacher/School Staff Satisfaction Survey – Interim/Post-Program
2. Student Satisfaction Survey – Post-Program (for all pilot schools) & Interim
3. STOMP Pre-PD Session Survey
4. STOMP Post-PD Session Survey

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