§ 1399-jj. Evaluation requirements. 1. The commissioner shall evaluate the effectiveness of the efforts by state and local governments to reduce the use of tobacco products and vapor products, intended or reasonably expected to be used with or for the consumption of nicotine, among minors and adults. The principal measurements of effectiveness shall include negative attitudes toward tobacco and vapor products, intended or reasonably expected to be used with or for the consumption of nicotine, use and reduction of tobacco and vapor products, intended or reasonably expected to be used with or for the consumption of nicotine, use among the general population, and given target populations.

2. The commissioner shall ensure that, to the extent practicable, the most current research findings regarding mechanisms to reduce and change attitudes toward tobacco and vapor products, intended or reasonably expected to be used with or for the consumption of nicotine, use are used in tobacco and vapor product, intended or reasonably expected to be used with or for the consumption of nicotine, education programs administered by the department.

3. To diminish tobacco and vapor product, intended or reasonably expected to be used with or for the consumption of nicotine, use among minors and adults, the commissioner shall ensure that, to the extent practicable, the following is achieved:

The department shall conduct an independent evaluation of the statewide tobacco use prevention and control program under section thirteen hundred ninety-nine-ii of this article. The purpose of this evaluation is to direct the most efficient allocation of state resources devoted to tobacco and vapor product, intended or reasonably expected to be used with or for the consumption of nicotine, education and cessation to accomplish the maximum prevention and reduction of tobacco and vapor product, intended or reasonably expected to be used with or for the consumption of nicotine, use among minors and adults. Such evaluation shall be provided to the governor, the majority leader of the senate and the speaker of the assembly on or before September first, two thousand one, and annually on or before such date thereafter. The comprehensive

evaluation design shall be guided by the following:

(a) sound evaluation principles including, to the extent feasible, elements of controlled experimental methods;

(b) an evaluation of the comparative effectiveness of individual program designs which shall be used in funding decisions and program modifications; and

(c) an evaluation of other programs identified by state agencies, local lead agencies, and federal agencies.