

# Combined Scope of Work

**Procurement Name:** LLA 2022-2025 Comprehensive Tobacco Control Guidelines

**Contract Number:** CTCP-21-29

**Agency Name:** Nevada County Public Health

**Project Name:** Nevada County Tobacco Use Prevention Program

**Project Type:** Local Lead Agency

**Contract Term:** 01/01/2022 - 06/30/2025

**Effective Date:** 01/01/2022

**Plan Version ID:** 1.0

**Report Generated:** 11/10/2021 03:02 PM

## Cessation Policy Support Activities

### Intervention Activity Plan

Activity C-7-1		
Activity:	Annually participate in 1-3 community events such as the Great American Smokeout, Juneteenth Celebrations, Take Down Tobacco Day, World No Tobacco Day, Freedom from Smoking Day, Red Ribbon Week, New Year/Lunar New Year Celebrations, American Heart Month, and/or other local events to promote and support cessation services through educational outreach activities (e.g., participating in community events, making presentations to community groups)).	
Copyright:	No	
Program Deliverable Percentage:	2.00 %	
Start Date Period:	01/22-06/22	
Completion Date Period:	01/25-06/25	
Associated Objectives:	<ul style="list-style-type: none"><li>Objective 1: By June 30, 2025, At least one jurisdiction in Nevada County, Nevada City, will adopt and implement both; 1) a policy that prohibits smoking and vaping of all tobacco products in multi-unit housing of two or more units (market-rate, public, and subsidized), including 25 feet from all doors, windows, patios, and balconies, and emphasizes a graduated enforcement process; and 2) a policy eliminating the sale and/or distribution of any mentholated cigarettes and other flavored tobacco products, and paraphernalia (e.g., smokeless tobacco products, dissolvable tobacco products, flavored premium cigars such as little cigars, cigarillos, hookah tobacco, e-cigarettes, e-hookah, wrappers). The policy will not criminalize purchase, use, or possession of tobacco products by individuals. OPTION B1 2.2.13 &amp; 3.2.9</li><li>Objective 2: By June 30, 2025, At least 6 Nevada County youth, ages 11-18, will be recruited, trained and engaged by the Nevada County Tobacco Use Prevention (TUPP) program staff to enable them to effectively educate the community about tobacco control issues. Trained youth volunteers will increase their tobacco control advocacy skills and knowledge by at least 70%, as evidenced by a pre- and post-test, and will participate in a minimum of 2-4 tobacco control activities annually.</li><li>Objective 3: By June 30, 2025, The Grass Valley jurisdiction in Nevada County will adopt a policy that eliminates smoking (including burning or heating of tobacco and other plant products, natural or synthetic) within multi-unit housing of two or more units (market-rate, public, and subsidized), including 25 feet from all doors, windows, patios, and balconies, and emphasizes a graduated enforcement process.</li></ul>	
Tracking Measures:	Measure	Submit
	Photos of events	Yes

	Tracking log of events	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Coalition Coordinator	Budgeted
	Intern	Budgeted
	Youth Coalition	Non-Budgeted

#### Activity C-5-2

<b>Activity:</b>	Collaborate with the local health departments programs such as Oral Health, Asthma, Maternal & Child Health to integrate tobacco use identification, referral, and treatment activities into the county oral health program by providing 10-15 hours of training and technical assistance, review of documents, and other supporting activities.	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	2.00 %	
<b>Start Date Period:</b>	01/22-06/22	
<b>Completion Date Period:</b>	01/25-06/25	
<b>Associated Objectives:</b>	<ul style="list-style-type: none"> <li>Objective 1: By June 30, 2025, At least one jurisdiction in Nevada County, Nevada City, will adopt and implement both; 1) a policy that prohibits smoking and vaping of all tobacco products in multi-unit housing of two or more units (market-rate, public, and subsidized), including 25 feet from all doors, windows, patios, and balconies, and emphasizes a graduated enforcement process; and 2) a policy eliminating the sale and/or distribution of any mentholated cigarettes and other flavored tobacco products, and paraphernalia (e.g., smokeless tobacco products, dissolvable tobacco products, flavored premium cigars such as little cigars, cigarillos, hookah tobacco, e-cigarettes, e-hookah, wrappers). The policy will not criminalize purchase, use, or possession of tobacco products by individuals. OPTION B1 2.2.13 &amp; 3.2.9</li> <li>Objective 3: By June 30, 2025, The Grass Valley jurisdiction in Nevada County will adopt a policy that eliminates smoking (including burning or heating of tobacco and other plant products, natural or synthetic) within multi-unit housing of two or more units (market-rate, public, and subsidized), including 25 feet from all doors, windows, patios, and balconies, and emphasizes a graduated enforcement process.</li> </ul>	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Log Technical Assistance	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Coalition Coordinator	Budgeted
	Health Education Coordinator/Media Specialist	Budgeted
	Project Director	Budgeted

#### Activity C-8-3

<b>Activity:</b>	Promote Kick It California cessation services, including telephone counseling, text, chat, Alexa skill, and website resources on program/coalition website, distribution to coalition and community partners, listserv distribution, and community newsletters.
<b>Copyright:</b>	No
<b>Program Deliverable Percentage:</b>	2.00 %

<b>Start Date Period:</b>	01/22-06/22	
<b>Completion Date Period:</b>	01/25-06/25	
<b>Associated Objectives:</b>	<ul style="list-style-type: none"> <li>Objective 1: By June 30, 2025, At least one jurisdiction in Nevada County, Nevada City, will adopt and implement both; 1) a policy that prohibits smoking and vaping of all tobacco products in multi-unit housing of two or more units (market-rate, public, and subsidized), including 25 feet from all doors, windows, patios, and balconies, and emphasizes a graduated enforcement process; and 2) a policy eliminating the sale and/or distribution of any mentholated cigarettes and other flavored tobacco products, and paraphernalia (e.g., smokeless tobacco products, dissolvable tobacco products, flavored premium cigars such as little cigars, cigarillos, hookah tobacco, e-cigarettes, e-hookah, wrappers). The policy will not criminalize purchase, use, or possession of tobacco products by individuals. OPTION B1 2.2.13 &amp; 3.2.9</li> <li>Objective 2: By June 30, 2025, At least 6 Nevada County youth, ages 11-18, will be recruited, trained and engaged by the Nevada County Tobacco Use Prevention (TUPP) program staff to enable them to effectively educate the community about tobacco control issues. Trained youth volunteers will increase their tobacco control advocacy skills and knowledge by at least 70%, as evidenced by a pre- and post-test, and will participate in a minimum of 2-4 tobacco control activities annually.</li> <li>Objective 3: By June 30, 2025, The Grass Valley jurisdiction in Nevada County will adopt a policy that eliminates smoking (including burning or heating of tobacco and other plant products, natural or synthetic) within multi-unit housing of two or more units (market-rate, public, and subsidized), including 25 feet from all doors, windows, patios, and balconies, and emphasizes a graduated enforcement process.</li> </ul>	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Log - Promotion	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Adult Coalition Members	Non-Budgeted
	Coalition Coordinator	Budgeted
	Health Education Coordinator/Media Specialist	Budgeted
	Intern	Budgeted
	Youth Coalition	Non-Budgeted

## Evaluation Activity Plan

## Media Activities

## Intervention Activity Plan

<b>Activity M-1-1</b>	
<b>Activity:</b>	In collaboration with the coalition and other funded partners within the targeted media market, complete the Communications Plan form in the Online Tobacco Information System (OTIS), which will identify communications objectives, target audiences, locations, messages, the communications tactics (paid advertising, earned media and social media) and key metrics for the media campaign. A completed Communications Plan must be entered into the OTIS Communications Plan form to prior to using assets from the California Tobacco Control Program (CTCP) media library, developing any project-made ads, and/or receiving technical assistance for

	the plan. A paid media tracking form must be submitted with each progress report with media dollars that were spent.									
<b>Copyright:</b>	No									
<b>Program Deliverable Percentage:</b>	2.00 %									
<b>Start Date Period:</b>	01/22-06/22									
<b>Completion Date Period:</b>	01/25-06/25									
<b>Associated Objectives:</b>	<ul style="list-style-type: none"><li>Objective 1: By June 30, 2025, At least one jurisdiction in Nevada County, Nevada City, will adopt and implement both; 1) a policy that prohibits smoking and vaping of all tobacco products in multi-unit housing of two or more units (market-rate, public, and subsidized), including 25 feet from all doors, windows, patios, and balconies, and emphasizes a graduated enforcement process; and 2) a policy eliminating the sale and/or distribution of any mentholated cigarettes and other flavored tobacco products, and paraphernalia (e.g., smokeless tobacco products, dissolvable tobacco products, flavored premium cigars such as little cigars, cigarillos, hookah tobacco, e-cigarettes, e-hookah, wrappers). The policy will not criminalize purchase, use, or possession of tobacco products by individuals. OPTION B1 2.2.13 &amp; 3.2.9</li><li>Objective 3: By June 30, 2025, The Grass Valley jurisdiction in Nevada County will adopt a policy that eliminates smoking (including burning or heating of tobacco and other plant products, natural or synthetic) within multi-unit housing of two or more units (market-rate, public, and subsidized), including 25 feet from all doors, windows, patios, and balconies, and emphasizes a graduated enforcement process.</li></ul>									
<b>Tracking Measures:</b>	<table><tr><th>Measure</th><th>Submit</th></tr><tr><td>Paid Media Tracking Form</td><td>Yes</td></tr><tr><td>Published Media Summary</td><td>Yes</td></tr></table>	Measure	Submit	Paid Media Tracking Form	Yes	Published Media Summary	Yes			
Measure	Submit									
Paid Media Tracking Form	Yes									
Published Media Summary	Yes									
<b>Responsible Parties:</b>	<table><tr><th>Responsible Party</th><th>Budget Type</th></tr><tr><td>Health Education Coordinator/Media Specialist</td><td>Budgeted</td></tr><tr><td>Intern</td><td>Budgeted</td></tr><tr><td>Project Director</td><td>Budgeted</td></tr></table>	Responsible Party	Budget Type	Health Education Coordinator/Media Specialist	Budgeted	Intern	Budgeted	Project Director	Budgeted	
Responsible Party	Budget Type									
Health Education Coordinator/Media Specialist	Budgeted									
Intern	Budgeted									
Project Director	Budgeted									

<b>Activity M-6-2</b>	
<b>Activity:</b>	To inform the coalition and Tobacco Use Prevention Program (TUPP) staff about opportunities to engage the community and understand how tobacco control is being portrayed in local media, the Tobacco Control Evaluation Centers Media Activity Record tool will be used to track and assess media related to End Commercial Tobacco Campaign indicators in Nevada City and smoke-free Multi Unit Housing (MUH) in Grass Valley. This will help build a formative understanding of how these issues intersect in local media. Research will be conducted using online news, social media websites and blogs, area and local radio, area and local television, hard-copy community newspapers and newsletters will be tracked, including details of media placement, date, and coverage. The number, type, reach, and sentiment (positive/negative/neutral) as well as any project messaging or response taken will be monitored and reported. Data will be used in real time to engage on relevant topics or correct misconceptions. Media Activity Records will be updated continuously so the project benefits from real-time awareness of the news cycle. At the end of each progress report period, data will be analyzed using descriptive statistics and content analysis to assess the media effectiveness at delivering messages, tone of media coverage,

	support and opposition for the issues and the need for further community education.							
Copyright:	No							
Program Deliverable Percentage:	2.00 %							
Start Date Period:	01/22-06/22							
Completion Date Period:	01/25-06/25							
Associated Objectives:	<ul style="list-style-type: none"><li>Objective 1: By June 30, 2025, At least one jurisdiction in Nevada County, Nevada City, will adopt and implement both; 1) a policy that prohibits smoking and vaping of all tobacco products in multi-unit housing of two or more units (market-rate, public, and subsidized), including 25 feet from all doors, windows, patios, and balconies, and emphasizes a graduated enforcement process; and 2) a policy eliminating the sale and/or distribution of any mentholated cigarettes and other flavored tobacco products, and paraphernalia (e.g., smokeless tobacco products, dissolvable tobacco products, flavored premium cigars such as little cigars, cigarillos, hookah tobacco, e-cigarettes, e-hookah, wrappers). The policy will not criminalize purchase, use, or possession of tobacco products by individuals. OPTION B1 2.2.13 &amp; 3.2.9</li><li>Objective 2: By June 30, 2025, At least 6 Nevada County youth, ages 11-18, will be recruited, trained and engaged by the Nevada County Tobacco Use Prevention (TUPP) program staff to enable them to effectively educate the community about tobacco control issues. Trained youth volunteers will increase their tobacco control advocacy skills and knowledge by at least 70%, as evidenced by a pre- and post-test, and will participate in a minimum of 2-4 tobacco control activities annually.</li><li>Objective 3: By June 30, 2025, The Grass Valley jurisdiction in Nevada County will adopt a policy that eliminates smoking (including burning or heating of tobacco and other plant products, natural or synthetic) within multi-unit housing of two or more units (market-rate, public, and subsidized), including 25 feet from all doors, windows, patios, and balconies, and emphasizes a graduated enforcement process.</li></ul>							
Tracking Measures:	<table><tr><th>Measure</th><th>Submit</th></tr><tr><td>Media Activity Record</td><td>Yes</td></tr><tr><td>Media Content Analysis</td><td>Yes</td></tr></table>	Measure	Submit	Media Activity Record	Yes	Media Content Analysis	Yes	
Measure	Submit							
Media Activity Record	Yes							
Media Content Analysis	Yes							
Responsible Parties:	<table><tr><th>Responsible Party</th><th>Budget Type</th></tr><tr><td>External Evaluator</td><td>Budgeted</td></tr><tr><td>Health Education Coordinator/Media Specialist</td><td>Budgeted</td></tr></table>	Responsible Party	Budget Type	External Evaluator	Budgeted	Health Education Coordinator/Media Specialist	Budgeted	
Responsible Party	Budget Type							
External Evaluator	Budgeted							
Health Education Coordinator/Media Specialist	Budgeted							

## Evaluation Activity Plan

### Objective 1

#### Objective Overview

**Objective:** By June 30, 2025, At least one jurisdiction in Nevada County, Nevada City, will adopt and implement both; 1) a policy that prohibits smoking and vaping of all tobacco products in multi-unit housing of two or more units (market-rate, public, and subsidized), including 25 feet from all doors, windows, patios, and balconies, and emphasizes a graduated enforcement process; and 2) a policy eliminating the sale and/or distribution of any mentholated cigarettes and other flavored tobacco products, and paraphernalia (e.g., smokeless tobacco products, dissolvable tobacco products, flavored

premium cigars such as little cigars, cigarillos, hookah tobacco, e-cigarettes, e-hookah, wrappers). The policy will not criminalize purchase, use, or possession of tobacco products by individuals. OPTION B1 2.2.13 & 3.2.9

**Objective ID:** 1

**Primary Priority Area:** (3) Reduce the Availability of Tobacco

**Secondary Priority Area:** (2) Reduce Exposure to Secondhand Smoke, Tobacco Smoke Residue, Tobacco Waste, and Other Tobacco Products

**Is this a primary objective?** Yes

**Evaluation Plan Type:** Legislated Policy -- Adoption and Implementation

**Target Audience:** **Audience Group**

- 0-12 years
- 13-17 years
- 18-24 years -specifically
- Families
- Multi-Unit Housing Owners/Managers
- Multi-Unit Housing Residents
- Rural Populations

**General Population Groups**

- Hispanic/Latino
- White, Non-Hispanic

**Intervention Jurisdiction(s):** • Nevada City

## Indicator(s)

### Primary

2.2.13 **Smokefree Multi-Unit Housing:** The number of jurisdictions with a policy prohibiting smoking in the individual units of multi-unit housing including balconies and patios. (CORE)

### Secondary

3.2.9 **Menthol and Other Flavored Tobacco Products:** The number of jurisdictions with a policy eliminating or restricting the sale and/or distribution of any mentholated cigarettes and other flavored tobacco products, and paraphernalia (e.g., smokeless tobacco products, dissolvable tobacco products, flavored premium cigars such as little cigars, cigarillos, hookah tobacco, e-cigarettes, e-hookah, wrappers). (CORE)

## Intervention Topic(s)

- Business Organizations/Associations
- Housing Organization Collaboration
- Key Informant Interviews
- Law Enforcement Collaboration
- Nutrition Program Collaboration
- Policy Record
- Policy/System Change Training
- Priority Population Organizations Collaboration
- Public Intercept Surveys
- Retail Marketing Survey-Tobacco
- Schools Collaboration
- Spokespersons Training
- Tobacco Retailer Training
- Volunteer Recruitment

## Intervention Activity Plan

### Activity 1-7-1

<b>Activity:</b>	Conduct at least one strategic planning session(s) for each jurisdiction the project is considering policy within, with community partners and stakeholders for 3-6 hours, to complete the Midwest Academy Strategy Chart [MASC] which will identify short, intermediate, and long term goals, organizational considerations, constituents, allies, opponents, decision makers, and tactics to create a plan for the End Commercial Tobacco Campaign Pathway 1B. Consult with appropriate statewide partners and review existing trainings to prepare for and facilitate the strategic planning session(s). Update and submit each jurisdictions MASC regularly throughout each policy campaign to adapt to new information as it is revealed.	
<b>Intervention Category:</b>	Policy Activities	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	3.00 %	
<b>Start Date Period:</b>	01/22-06/22	
<b>Completion Date Period:</b>	01/22-06/22	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Meeting Materials	Yes
	Updated MASC	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Health Education Coordinator/Media Specialist	Budgeted
	Project Director	Budgeted

### Activity 1-2-2

<b>Activity:</b>	Coalition members and TUPP staff will conduct 3-5 presentations to 5-10 participants. Presentations will be made to community groups identified in the Midwest Academy Strategy Chart (MASC) planning process as potential supporters for the objective. TUPP staff will provide a sample and request policy endorsement/letter of support from community group(s) at each presentation.	
<b>Intervention Category:</b>	Community Education Activities	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	2.50 %	
<b>Start Date Period:</b>	07/22-12/22	
<b>Completion Date Period:</b>	01/25-06/25	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Log - Presentations	Yes
	Presentation Materials	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Coalition Coordinator	Budgeted
	Project Director	Budgeted
	Youth Coalition	Non-Budgeted

### Activity 1-7-3

<b>Activity:</b>	Annually, 2-4 coalition members and staff will participate in Information and Education (I&E) Days at the State Capitol to educate policymakers about key tobacco control issues.	
<b>Intervention Category:</b>	Policy Activities	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	0.00 %	
<b>Start Date Period:</b>	01/22-06/22	
<b>Completion Date Period:</b>	01/25-06/25	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Attendance Records	On File
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Adult Coalition Members	Non-Budgeted
	Coalition Coordinator	Budgeted
	Health Education Coordinator/Media Specialist	Budgeted
	Project Director	Budgeted

#### Activity 1-11-4

<b>Activity:</b>	TUPP staff will conduct 4-6 trainings for approximately 5-15 coalition members and collaborative partners to increase their knowledge on tobacco-related issues in the community, and prepare them to present to policy makers or community groups. Training topics may include, but are not limited to: topics and talking points related to the objective, including current and emerging tobacco-related issues, health disparities, environmental justice, second/third-hand smoke, tobacco industry tactics, etc.	
<b>Intervention Category:</b>	Training/Technical Assistance Activities	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	2.50 %	
<b>Start Date Period:</b>	01/22-06/22	
<b>Completion Date Period:</b>	01/25-06/25	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Log - Trainings	Yes
	Training Materials	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Coalition Coordinator	Budgeted
	Intern	Budgeted
	Project Director	Budgeted
	Youth Coalition	Non-Budgeted

#### Activity 1-11-5

<b>Activity:</b>	TUPP staff will provide a minimum of 4-10 hours of technical assistance (TA) on issues related to policy education, adoption, implementation and sustainability to community partners, decision makers, those who will be tasked with enforcement, etc. TA will be provided using in-person, by phone/virtual meeting, and email.	
<b>Intervention Category:</b>	Training/Technical Assistance Activities	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	2.00 %	



<b>Start Date Period:</b>	01/22-06/22	
<b>Completion Date Period:</b>	01/25-06/25	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Log - Technical Assistance	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Health Education Coordinator/Media Specialist	Budgeted
	Intern	Budgeted
	Project Director	Budgeted

#### Activity 1-2-6

<b>Activity:</b>	Annually conduct 1-3 community engagement events with participation by approximately 2-5 individuals at each event. Participants will be youth and adult coalition members. The participants will be recruited through methods such as existing relationships with school staff and Tobacco Use Prevention Education (TUPE) coordinators, and during social networking with other community partners such as Bright Futures for Youth, Cal Fresh, Oral Health, Nami and/or Color Me Human.	
<b>Intervention Category:</b>	Community Education Activities	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	2.00 %	
<b>Start Date Period:</b>	01/22-06/22	
<b>Completion Date Period:</b>	01/25-06/25	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Event Materials	Yes
	Log - Recruitment	Yes
	Sign-in Sheet(s)	On File
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Adult Coalition Members	Non-Budgeted
	Coalition Coordinator	Budgeted
	Youth Coalition	Non-Budgeted

#### Activity 1-1-7

<b>Activity:</b>	TUPP Staff will develop a public health pipeline (PHP) project that offers limited term internship placement opportunities to college or high school students at Nevada Joint Union High School District, Sierra College, Yuba College or CA State Universities. As part of the PHP project, 1) establish the necessary county temp hiring requirements 2) outline recruitment strategy plans, 3) create guidelines for developing personalized internship goals/objectives with a diverse pool of participants; and 4) establish reporting processes with participating schools. Provide \$16-\$18 per hour, in an amount not to exceed \$5,500 per 4-8 month cycle for interns completing 175-350 hours of service.	
<b>Intervention Category:</b>	Coordination/Collaboration Activities	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	1.50 %	
<b>Start Date Period:</b>	07/22-12/22	
<b>Completion Date Period:</b>	01/25-06/25	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>

	Agreements with Participating School(s) Yes List of Participants On File						
<b>Responsible Parties:</b>	<table> <tr> <th><b>Responsible Party</b></th><th><b>Budget Type</b></th></tr> <tr> <td>Internal Evaluation Program Manager</td><td>Budgeted</td></tr> <tr> <td>Project Director</td><td>Budgeted</td></tr> </table>	<b>Responsible Party</b>	<b>Budget Type</b>	Internal Evaluation Program Manager	Budgeted	Project Director	Budgeted
<b>Responsible Party</b>	<b>Budget Type</b>						
Internal Evaluation Program Manager	Budgeted						
Project Director	Budgeted						

#### Activity 1-4-8

<b>Activity:</b>	Incentive materials (e.g. merchandise cards) are provided to program participants to motivate and/or reinforce positive behavior, participation, and/or involvement in tobacco control activities and require action on the part of the recipient to receive the incentive. The cost of incentives may not exceed \$50 in value, per person, per year and shall not include merchandise cards that can be used to purchase tobacco, alcohol, and/or cannabis products. The project is responsible for the possession, security [e.g. will keep under lock and key], and accountability of the merchandise cards. The project will prepare a log sheet that will track and identify each of the merchandise cards, value, merchandise card transfer date, and recipient. At the conclusion of the agreement, surplus incentives must be returned to CTCP.		
<b>Intervention Category:</b>	Incentives		
<b>Copyright:</b>	No		
<b>Program Deliverable Percentage:</b>	0.00 %		
<b>Start Date Period:</b>	01/22-06/22		
<b>Completion Date Period:</b>	01/25-06/25		
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>	
	Tracking Log of Merchandise Cards	On File	
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>	
	Coalition Coordinator	Budgeted	
	Project Director	Budgeted	

#### Activity 1-1-9

<b>Activity:</b>	Recruit 4-8 community representatives to become members of a speaker's bureau for the projects End Commercial Tobacco Campaign efforts that is culturally- and linguistically representative of the intervention community. Speakers will be tapped to provide public statements, presentations, interviews, op-eds, and/or letters to the editor, etc., to educate the public about tobacco control issues and promote endgame-related goals.							
<b>Intervention Category:</b>	Coordination/Collaboration Activities							
<b>Copyright:</b>	No							
<b>Program Deliverable Percentage:</b>	2.00 %							
<b>Start Date Period:</b>	01/22-06/22							
<b>Completion Date Period:</b>	01/25-06/25							
<b>Tracking Measures:</b>	<table><tr><th>Measure</th><th>Submit</th></tr><tr><td>Log - Recruitment</td><td>Yes</td></tr><tr><td>Log - Speaker Bureau's Activities</td><td>Yes</td></tr></table>	Measure	Submit	Log - Recruitment	Yes	Log - Speaker Bureau's Activities	Yes	
Measure	Submit							
Log - Recruitment	Yes							
Log - Speaker Bureau's Activities	Yes							
<b>Responsible Parties:</b>	<table><tr><th>Responsible Party</th><th>Budget Type</th></tr><tr><td>Adult Coalition Members</td><td>Non-Budgeted</td></tr><tr><td>Coalition Coordinator</td><td>Budgeted</td></tr></table>	Responsible Party	Budget Type	Adult Coalition Members	Non-Budgeted	Coalition Coordinator	Budgeted	
Responsible Party	Budget Type							
Adult Coalition Members	Non-Budgeted							
Coalition Coordinator	Budgeted							

	Project Director	Budgeted
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<b>Activity 1-1-10</b>										
<b>Activity:</b>	Coordinate and collaborate with California Health Collaborative, Law and Policy Coordinating Center (LPCC), Gold Country Regional Committee, or other Local Lead Agencies to develop an implementation and enforcement plan for 1) a policy that prohibits smoking and vaping of all tobacco products in multi-unit housing of two or more units (market-rate, public, and subsidized), including 25 feet from all doors, windows, patios, and balconies, and emphasizes a graduated enforcement process; and 2) a policy eliminating the sale and/or distribution of any mentholated cigarettes and other flavored tobacco products, and paraphernalia (e.g., smokeless tobacco products, dissolvable tobacco products, flavored premium cigars such as little cigars, cigarillos, hookah tobacco, e-cigarettes, e-hookah, wrappers) by participating in at least one of the following conference calls, local and regional coalition meetings, workgroup. Ensure implementation plan is prepared ahead of policy adoption and is updated as needed.									
<b>Intervention Category:</b>	Coordination/Collaboration Activities									
<b>Copyright:</b>	No									
<b>Program Deliverable Percentage:</b>	1.50 %									
<b>Start Date Period:</b>	01/22-06/22									
<b>Completion Date Period:</b>	01/25-06/25									
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Implementation Plan	Yes									
Log - Meetings	Yes									
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Responsible Party	Budget Type									
Coalition Coordinator	Budgeted									
Health Education Coordinator/Media Specialist	Budgeted									
Project Director	Budgeted									

  

<b>Activity 1-7-11</b>								
<b>Activity:</b>	Facilitate participation of 4-8 of coalition members, members of the public and stakeholders to present at meetings of decision makers, their staff, and other officials who weigh in on policy (e.g. city attorneys) in each jurisdiction to formally or informally educate them about on tobacco policies, best practices in policy adoption, including conversations about equity in penalties, policy, and enforcement.. Provide educational packets, presentation materials, model policy samples, and other resources as appropriate. TUPP staff will only present in public forums (e.g. city council, board of supervisor meetings) if invited to do so formally, in-writing, by decision makers offices.							
<b>Intervention Category:</b>	Policy Activities							
<b>Copyright:</b>	No							
<b>Program Deliverable Percentage:</b>	2.00 %							
<b>Start Date Period:</b>	07/22-12/22							
<b>Completion Date Period:</b>	01/25-06/25							
<b>Tracking Measures:</b>	<table border="1"> <thead> <tr> <th>Measure</th> <th>Submit</th> </tr> </thead> <tbody> <tr> <td>Log - Presentations</td> <td>Yes</td> </tr> <tr> <td>Presentation Materials</td> <td>Yes</td> </tr> </tbody> </table>		Measure	Submit	Log - Presentations	Yes	Presentation Materials	Yes
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Log - Presentations	Yes							
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Responsible Party	Budget Type							

	Adult Coalition Members Non-Budgeted Coalition Coordinator Budgeted Project Director Budgeted Youth Coalition Non-Budgeted										
<b>Activity 1-1-12</b>											
<b>Activity:</b>	Develop a coalition sub-committee of 3-6 members to create and implement a local plan to help small businesses transition away from tobacco product sales, foster small business economic development through partnerships with city, county, regional and/or tribal economic development programs and local Chambers of Commerce to collaborate on business-related workshops and consultation for small businesses that enables them to prosper without tobacco product sales (e.g., sponsor training and consultation on storefront improvement, store accessibility, using social media to promote small businesses, store website design, e-commerce for small businesses, and how to increase engagement with public health programs such as WIC, Cal Fresh).										
<b>Intervention Category:</b>	Coordination/Collaboration Activities										
<b>Copyright:</b>	No										
<b>Program Deliverable Percentage:</b>	2.00 %										
<b>Start Date Period:</b>	01/22-06/22										
<b>Completion Date Period:</b>	01/25-06/25										
<b>Tracking Measures:</b>	<table border="1"> <thead> <tr> <th>Measure</th><th>Submit</th></tr> </thead> <tbody> <tr> <td>Local Business Plan</td><td>Yes</td></tr> <tr> <td>Log - Meetings</td><td>Yes</td></tr> <tr> <td>Meeting Materials</td><td>On File</td></tr> </tbody> </table>	Measure	Submit	Local Business Plan	Yes	Log - Meetings	Yes	Meeting Materials	On File		
Measure	Submit										
Local Business Plan	Yes										
Log - Meetings	Yes										
Meeting Materials	On File										
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Responsible Party	Budget Type										
Adult Coalition Members	Non-Budgeted										
Coalition Coordinator	Budgeted										
Intern	Budgeted										
Project Director	Budgeted										
<b>Evaluation Activity Plan</b>											
<b>Activity 1-E-6</b>	<b>Education/Participant Survey</b>										
<b>Evaluation Activity:</b>	To inform TUPP staff and trainers about how to improve future trainings, a post-training assessment will be administered to 5-15 participants of data collection, MUH/flavor or presentation trainings. An online survey will be developed by the External Evaluator in consultation with the Tobacco Control Evaluation Center (TCEC). All participants at each event will be surveyed to understand training feedback, anticipated needs, changes in knowledge, comfort, confidence, preparation, and intent to engage in tobacco prevention activities (or satisfaction with services, participation levels, additional needs, and/or data collector readiness). Data will be analyzed using descriptive statistics and content analysis and results will be shared with participants, trainers, and staff to improve future trainings (or TA) and determine other training, education, or service needs.										
<b>Purpose of Data Collection:</b>	Process										
<b>Waves of Data Collection:</b>	1										
<b>Data Collection Period(s):</b>											
<b>Begin/End Periods - Wave 1:</b>	01/22-06/22 to 01/25-06/25										

<b>Data Collection Training:</b>	Yes						
<b>Copyright:</b>	No						
<b>Program Deliverable Percentage:</b>	2.00 %						
<b>Tracking Measures:</b>	<table border="1"> <thead> <tr> <th>Measure</th> <th>Submit</th> </tr> </thead> <tbody> <tr> <td>Training Survey Instrument</td> <td>Yes</td> </tr> <tr> <td>Training Survey Summary Report</td> <td>Yes</td> </tr> </tbody> </table>	Measure	Submit	Training Survey Instrument	Yes	Training Survey Summary Report	Yes
Measure	Submit						
Training Survey Instrument	Yes						
Training Survey Summary Report	Yes						
<b>Responsible Parties:</b>	<table border="1"> <thead> <tr> <th>Responsible Party</th> <th>Budget Type</th> </tr> </thead> <tbody> <tr> <td>External Evaluator</td> <td>Budgeted</td> </tr> <tr> <td>Project Director</td> <td>Budgeted</td> </tr> </tbody> </table>	Responsible Party	Budget Type	External Evaluator	Budgeted	Project Director	Budgeted
Responsible Party	Budget Type						
External Evaluator	Budgeted						
Project Director	Budgeted						

  

<b>Activity 1-E-1</b>	<b>Key Informant Interview</b>												
<b>Evaluation Activity:</b>	To inform TUPP staff about the background, goals, and directions of target jurisdictions priorities for ending commercial tobacco, conduct interviews with decision makers (and/or their staff if unavailable). Develop a key informant interview guide using a minimum set of required questions from the Tobacco Control Evaluation Center, then pilot test and revise as needed. By June 2022, conduct 6-8 telephone and/or in-person interviews to determine effective approaches/tactics, identify points of view, anticipate facilitators and barriers to adopting or implementing smoke-free MUH and flavor policies. Each interview will be approximately 20-30 minutes in length. Qualitative analysis of interview results will be used to summarize and report interview findings. Findings will be shared with data sources, coalition members and community leaders and used to inform future policy and education efforts with community leaders. Data collection training will be provided to 3-6 data collectors, who will be surveyed before and after the training to assess their preparedness.												
<b>Purpose of Data Collection:</b>	Process												
<b>Waves of Data Collection:</b>	1												
<b>Data Collection Period(s):</b>													
Begin/End Periods - Wave 1:	01/22-06/22 to 01/22-06/22												
<b>Data Collection Training:</b>	Yes												
<b>Copyright:</b>	No												
<b>Program Deliverable Percentage:</b>	2.00 %												
<b>Tracking Measures:</b>	<table border="1"> <thead> <tr> <th>Measure</th> <th>Submit</th> </tr> </thead> <tbody> <tr> <td>End Commercial Tobacco Campaign KII Instrument</td> <td>Yes</td> </tr> <tr> <td>End Commercial Tobacco Campaign KII Summary Report</td> <td>Yes</td> </tr> <tr> <td>Training Materials</td> <td>Yes</td> </tr> </tbody> </table>	Measure	Submit	End Commercial Tobacco Campaign KII Instrument	Yes	End Commercial Tobacco Campaign KII Summary Report	Yes	Training Materials	Yes				
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End Commercial Tobacco Campaign KII Instrument	Yes												
End Commercial Tobacco Campaign KII Summary Report	Yes												
Training Materials	Yes												
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Coalition Coordinator	Budgeted												
External Evaluator	Budgeted												
Intern	Budgeted												
Project Director	Budgeted												

  

<b>Activity 1-E-3</b>	<b>Policy Record</b>
<b>Evaluation Activity:</b>	To inform staff about policymaker support/opposition, key issues raised by policymakers and staff, and other insights from public policy meetings about tobacco-related issues (i.e., tobacco litter in outdoor public places and flavored tobacco products), complete a comprehensive policy record review

	for each target jurisdiction via official policy records, e.g., policy maker agendas, meeting minutes, staff presentations, testimony and policies enacted, if any. Policy record research will include investigation for Purchase, Use and Possession (PUP) provisions and inequities in existing tobacco control laws in the target jurisdiction. Policy record reviews will begin within the first six months during the period the project is engaged in the target jurisdiction to inform the Midwest Academy Strategizing, updated regularly and submitted with each progress report through policy adoption. Signed policies will be submitted in the progress report after a final vote has occurred.								
<b>Purpose of Data Collection:</b>	Process								
<b>Waves of Data Collection:</b>	1								
<b>Data Collection Period(s):</b>									
Begin/End Periods - Wave 1:	07/22-12/22 to 01/25-06/25								
<b>Data Collection Training:</b>	No								
<b>Copyright:</b>	No								
<b>Program Deliverable Percentage:</b>	2.00 %								
<b>Tracking Measures:</b>	<table> <tr> <th>Measure</th><th>Submit</th></tr> <tr> <td>Decision Maker Background Summary</td><td>Yes</td></tr> <tr> <td>Document Review Summary</td><td>Yes</td></tr> <tr> <td>Signed Policy</td><td>Yes</td></tr> </table>	Measure	Submit	Decision Maker Background Summary	Yes	Document Review Summary	Yes	Signed Policy	Yes
Measure	Submit								
Decision Maker Background Summary	Yes								
Document Review Summary	Yes								
Signed Policy	Yes								
<b>Responsible Parties:</b>	<table> <tr> <th>Responsible Party</th><th>Budget Type</th></tr> <tr> <td>External Evaluator</td><td>Budgeted</td></tr> <tr> <td>Project Director</td><td>Budgeted</td></tr> </table>	Responsible Party	Budget Type	External Evaluator	Budgeted	Project Director	Budgeted		
Responsible Party	Budget Type								
External Evaluator	Budgeted								
Project Director	Budgeted								

  

<b>Activity 1-E-4</b>	<b>Public Intercept Survey / Opinion Poll</b>				
<b>Evaluation Activity:</b>	To improve understanding of community knowledge, attitudes, and perceptions of ending commercial tobacco, a public opinion survey will be conducted with 200-250 community members in the jurisdiction of Nevada City by December 2022. A convenience sample of the general public will be surveyed at parks, downtown areas, community events and multi-unit housing complexes and/or online using a mobile device or online survey. Develop a survey and protocol using a minimum set of required questions from the Tobacco Control Evaluation Center, then pilot test and revise as needed. Data will be analyzed using descriptive statistics and inferential statistics to document tobacco end commercial tobacco knowledge, awareness, beliefs, and demographic information provided by survey participants. Results will be shared with TUPP staff, data sources, and other stakeholders to inform next steps and improve interventions. Data collection training will be provided to 3-6 data collectors, who will be surveyed before and after the training to assess their preparedness.				
<b>Purpose of Data Collection:</b>	Process				
<b>Waves of Data Collection:</b>	1				
<b>Data Collection Period(s):</b>					
Begin/End Periods - Wave 1:	01/22-06/22 to 07/22-12/22				
<b>Data Collection Training:</b>	Yes				
<b>Copyright:</b>	No				
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Measure	Submit				
POS Instrument and Protocol	Yes				

	POS Summary Report                      Yes Training Materials                              Yes										
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Adult Coalition Members	Non-Budgeted										
External Evaluator	Budgeted										
Project Director	Budgeted										
Youth Coalition	Non-Budgeted										

  

<b>Activity 1-E-2</b>	<b>Observation Data</b>								
<b>Evaluation Activity:</b>	For the statewide End Commercial Tobacco Campaign, conduct two waves (in Spring 2022, Spring 2024) of observations in multi-unit housing complexes, parks or beaches, and tobacco retailers. Use a standardized data collection instrument and protocol from CTCP using mobile devices. Descriptive statistics will be used to analyze and summarize the data. Findings will be disseminated to data sources, coalition members and public health leadership in the form of an electronic summary report and used to inform future End Commercial Tobacco work in the community. Guidance for selecting communities sample sizes will be provided by CTCP. Data collection training will be provided to 3-6 data collectors, who will be surveyed before and after the training to assess their preparedness.								
<b>Purpose of Data Collection:</b>	Both								
<b>Waves of Data Collection:</b>	2								
<b>Data Collection Period(s):</b>									
Begin/End Periods - Wave 1:	01/22-06/22 to 07/22-12/22								
Begin/End Periods - Wave 2:	01/24-06/24 to 07/24-12/24								
<b>Data Collection Training:</b>	Yes								
<b>Copyright:</b>	No								
<b>Program Deliverable Percentage:</b>	2.00 %								
<b>Tracking Measures:</b>	<table border="1"> <thead> <tr> <th>Measure</th><th>Submit</th></tr> </thead> <tbody> <tr> <td>End Commercial Tobacco Campaign Observation Instrument and Protocol</td><td>Yes</td></tr> <tr> <td>End Commercial Tobacco Campaign Observation Summary Report</td><td>Yes</td></tr> <tr> <td>Training Materials</td><td>Yes</td></tr> </tbody> </table>	Measure	Submit	End Commercial Tobacco Campaign Observation Instrument and Protocol	Yes	End Commercial Tobacco Campaign Observation Summary Report	Yes	Training Materials	Yes
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End Commercial Tobacco Campaign Observation Summary Report	Yes								
Training Materials	Yes								
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Coalition Coordinator	Budgeted								
External Evaluator	Budgeted								
Project Director	Budgeted								

  

<b>Activity 1-E-5</b>	<b>Final Evaluation Report</b>
<b>Data Analysis Plan:</b>	The Final Evaluation Report (FER) will summarize findings from the observation survey, public intercept surveys, key informant interview, and the media activity record. Local observation surveys, conducted in coordination with CTCP and statewide data collection efforts, will be analyzed using percentages and frequency counts. Findings will be used to determine the effectiveness of End Commercial Tobacco Campaign strategies and inform future campaign efforts. Public intercept surveys will be analyzed using frequencies and percentages to document support/opposition to local policy strategies for the End Commercial Tobacco Campaign. Data will also be used to draw conclusions about

	community readiness and awareness around End Commercial Tobacco Campaign strategies. Content analysis of key informant interview notes will be used to identify common themes and draw conclusions about the level of decision maker support for End Commercial Tobacco Campaign policy strategies. The media activity record will be analyzed via a content analysis of media products including but not limited to news releases, briefs, press conferences, pitch letters, stories, editorials, letters, etc. to measure the importance/public attention placed on the issue of selected objectives and the need to inform intervention strategies, campaign, and help guide local advocacy efforts.						
<b>Methods to Disseminate Findings:</b>	Fact Sheets Presentations Website						
<b>Other Dissemination Methods:</b>							
<b>Study Limitations or Challenges:</b>	The comfort level of individuals conducting electronic data collection efforts is an anticipated challenge to this overall study. There could be challenges with data collectors having enough familiarity and comfort with using the handheld devices and completing electronic observation and public opinion surveys correctly. In addition, equipment/technology failure or complications may limit successful data collection. Scheduling key informant interviews with local decisions makers could also be a challenge because of communication issues and timing. Lastly, youth scheduling can be challenging for public intercept surveys, particularly during vacations periods or near the start/end of school. As a result, planning ahead, offering multiple scheduling options and using a variety of communication channels will be key for success.						
<b>Copyright:</b>	No						
<b>Program Deliverable Percentage:</b>	3.00 %						
<b>Activity Start Date Period:</b>	07/24-12/24						
<b>Activity Completion Date Period:</b>	01/25-06/25						
<b>Tracking Measures:</b>	<table> <tr> <th>Measure</th><th>Submit</th></tr> <tr> <td>Final Evaluation Report</td><td>Yes</td></tr> </table>	Measure	Submit	Final Evaluation Report	Yes		
Measure	Submit						
Final Evaluation Report	Yes						
<b>Responsible Parties:</b>	<table> <tr> <th>Responsible Party</th><th>Budget Type</th></tr> <tr> <td>External Evaluator</td><td>Budgeted</td></tr> <tr> <td>Project Director</td><td>Budgeted</td></tr> </table>	Responsible Party	Budget Type	External Evaluator	Budgeted	Project Director	Budgeted
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External Evaluator	Budgeted						
Project Director	Budgeted						

## Narrative Summary

<b>Community Assessment Analysis:</b>	<p>This project will primarily address the following priority population(s) of focus: low socioeconomic status (SES) and rural populations, including youth. Low SES portions of the population are not only more likely to use tobacco, they are also more likely to live in multi-unit housing (MUH) complexes and potentially be exposed to secondhand smoke. Rural communities like Nevada County are also more likely to use tobacco, while youth are the primary target for flavored tobacco products. This project will primarily work in the following geographical community: Nevada City, with a population around 3,000, is the smallest and least populated jurisdiction in the county. Nevada City has a total of 301 multi-family units and 7 tobacco retailers.</p> <p>After conducting the CX Needs Assessment, tobacco program staff selected Pathfinder B1 pathway for the End Commercial Tobacco Campaign objective. During the CX process, participants, including coalition members and Tobacco Use Prevention Program (TUPP) staff, felt that while an MUH policy would be more impactful in Grass Valley, a flavor policy is much more likely to be adopted in Nevada City, which was the first jurisdiction in Nevada</p>
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	<p>County to adopt a Tobacco Retail Licensing (TRL) policy and subsequent minimum packaging amendment. During the previous grant cycle, the TUPP focused on amending the TRL in Grass Valley to include a minimum packaging restriction. Efforts were unsuccessful and staff believe that a flavor ban would not be supported by the majority of Grass Valley decision makers. During the CX process, participants noted that vaping is a significant concern in the community and a flavor ban could be a way to limit youth access to these products. Recent minimum packaging efforts in Nevada City focused on flavored cigarillos and their appeal to youth. This approach was successful because it resonated with local policy makers who are concerned about youth tobacco use. There is also local data demonstrating a need and support for this type of policy. Recent Healthy Stores for Healthy Communities observation survey and public opinion poll data shows that 83% of tobacco retailers in Nevada County sold flavored non-cigarette tobacco and 69% of community members support a ban on flavored tobacco products. Youth and adult coalition members are also motivated to address this issue. Because flavored products target youth, their voices are the most powerful when it comes to educating policy makers about the issue. Overall, flavored tobacco products are a relevant issue in the community because of the sharp rise in vaping use, particularly among youth. The TUPP is in a strong position to address the issue because of past experience with successful adoption of two TRL policies and a minimum packaging amendment to the TRL in Nevada City.</p> <p>MUH was selected as the other End Commercial Tobacco Campaign indicator because of past experience around this issue, data demonstrating a local problem and support by residents and apartments managers for smoke-free policies. Survey data from three apartment complexes shows that at least 50% of residents have experienced drifting secondhand smoke and the majority of residents support smoke-free policies. Previous work focused on voluntary smoke-free apartment policies in Grass Valley. While the program was successful overall, 3 complexes adopted smoke-free policies, coalition members and staff feel that working on legislated policies at the city level will have a more significant impact in the community. During the CX process, coalition and community members expressed an interest in working on this issue and felt that there could be strong support in Nevada City. TUPP staff is knowledgeable about smoke-free MUH and efforts have already been made to raise awareness among apartment managers, residents and the general public.</p>
<p><b>Major Intervention Activities:</b></p>	<p>Intervention activities will focus on training and engaging coalition members around the issues of smoke-free MUH and flavored tobacco products, raising public awareness and building community and local policy maker support. These activities will increase coalition capacity to address these issues, create momentum in the community and identify potential champions for the proposed policies. TUPP Staff will initially work to train youth and adult coalition members about the issues, tactics and dangers of flavored tobacco products, as well as, the health effects of, second and thirdhand smoke in MUH. This knowledge and understanding will equip coalition members to educate the broader community and policy makers about theses issues. Coalition members will also become educated and versed in End Commercial Tobacco Campaign strategies. A strategic planning session will be conducted utilizing a Midwest Academy Chart in mapping out how to move policy work forward. This will allow the group to identify internal and external assets and ways in which capacity can be built to address the issues. Staff and coalition members will attend community events to raise community awareness and work collaboratively with key partners to build additional support. Staff will train coalition members to meet with City Council members, local law enforcement and other key decision makers in the targeted jurisdiction to discuss and educate about the benefits of creating smoke-free MUH and banning flavored tobacco sales in Nevada City. Staff</p>

	<p>will work with Coalition members to create media campaigns that will be aired on local radio stations, social media and other targeted media outlets as defined by a communication plan. Media activities will increase community awareness and support around the issues of smoke-free MUH and flavored tobacco products. Educational presentations to local organizations focused on adolescent health and youth development will help build partnerships with key stakeholder groups, which according to the theory will increase the likelihood of success. Representatives from these organizations will be asked to participate in the coalition and demonstrate their support for smoke-free MUH and flavor policies. To further increase community and policy maker awareness, TUPP staff will print and provide education materials in formats appropriate to the geographic area's population, including translation into Spanish when appropriate, accessible reading levels, etc. Staff will provide technical assistance (TA) to assist with crafting policy language and providing educational resources for adoption and implementation of the flavored tobacco ban and smoke-free MUH policies in Nevada City.</p>
<b>Theory of Change:</b>	<p>Initial work around this objective will focus on strategizing and raising awareness among youth and adult coalition members about the End Commercial Tobacco Campaign (ECTC), second/thirdhand smoke, smoke-free MUH and flavored tobacco products. This will help build internal capacity to address the issue and prepare coalition members to educate and mobilize the larger community and local decision makers to take action around these issues. Simultaneously, media efforts will begin to shift community awareness, understanding and perspectives around smoke-free MUH and flavors. Developing partnerships with key stakeholders will help to build additional support and momentum in the community around the ECTC strategies, increasing the likelihood that local decision makers will see a demand for smoke-free MUH and flavor policies and take action around these issues. Coalition members will be trained to present to local policy makers about the ECTC strategies and key stakeholders will be asked to demonstrate their support for smoke-free MUH and flavor policies. Process data collection activities, such as key informant interviews and public opinion polls conducted in the first year of the plan, will help the program gauge the level of understanding and support among community member and policy makers around local ECTC strategies. These insights will shape and inform program efforts, including community/decision maker education and outreach, media strategies, stakeholder engagement and presentations to local decision makers. Overall, intervention and evaluation activities will work to raise awareness and build capacity to address ECTC strategies, as well as prepare and empower coalition members and key stakeholders to advocate for the adoption of local smoke-free MUH and flavor policies. Technical assistance provided by staff will ensure that local policy makers and other city staff feel supported throughout the policy adoption and implementation process.</p>
<b>Evaluation Summary Narrative:</b>	<p>The plan type is legislated policy adoption and implementation and the evaluation design is non-experimental. The Nevada County Tobacco Prevention Program will work on two End Commercial Tobacco Campaign (ECTC) policies in Nevada City, amending the exiting TRL to include a ban on flavored tobacco products and a policy eliminating smoking in MUH complexes with two or more units. The evaluation plan includes process and outcome evaluation activities specific to the indicators, which will help determine the level of awareness and support among community members and local policy makers and gauge the project's efforts towards meeting the proposed objective. Data from process evaluation activities will be used to inform and guide program planning and implementation.</p> <p>An electronic public opinion poll, developed in consultation with the Tobacco Control Evaluation Center (TCEC), will be administered to a convenience sample of 200-250 community members using a handheld device or online</p>

	<p>survey during year 1. Frequencies and percentages will be calculated to determine the level of public awareness around smoke-free MUH and flavored tobacco products and support for a flavor ban and smoke-free MUH policy in Nevada City. Staff will also conduct Key Informant Interviews with 6-8 local policy makers in year 1; questions will be used to gauge the level of awareness and support/opposition to ECTC policy strategies in Nevada City. Staff will use the KII and survey to tailor education activities, specifically education materials development and policy maker presentations.</p> <p>Staff will also conduct two waves (Spring 2022/Spring 2024) of observation surveys, in coordination with the statewide End Commercial Tobacco Campaign , which will provide local data on smoking behaviors, tobacco litter and tobacco products and advertising in tobacco retailers in Nevada City. The data will be used to inform future ECTC work. A second observation survey will be conducted to document changes in the retail environment and MUH resulting from policy implementation. Throughout the grant period, staff will also maintain a media activity record and policy record form. The media activity record tool, developed by TCEC, will be used to inform staff and coalition members about opportunities to engage the community and understand how tobacco control is being portrayed in local media. A single media activity record form will be used for all objectives. The policy record form will be used to document and inform staff about policy maker support/opposition, key issues raised by policy makers and staff, and other insights from public policy meetings about smoke-free MUH and/or a flavor ban.</p> <p>A Final Evaluation Report will be written at the end of the grant period. The report will summarize the process data collected and key activities conducted during the grant period, effectiveness of strategies used, and recommendations for developing future project interventions. The report will be written following the “Tell Your Story” guidelines developed by TCEC and submitted to the California Tobacco Control Program. The Final Evaluation report and other process data summary reports will be disseminated to coalition members and public health leadership via email, fact sheets and presentations.</p>
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## Objective 2

### Objective Overview

**Objective:** By June 30, 2025, At least 6 Nevada County youth, ages 11-18, will be recruited, trained and engaged by the Nevada County Tobacco Use Prevention (TUPP) program staff to enable them to effectively educate the community about tobacco control issues. Trained youth volunteers will increase their tobacco control advocacy skills and knowledge by at least 70%, as evidenced by a pre- and post-test, and will participate in a minimum of 2-4 tobacco control activities annually.

**Objective ID:** 2

**Primary Asset:** (2.4) **Youth Engagement in Tobacco Control:** The degree our program has participatory collaborative partnerships with diverse youth and youth-serving organizations, and engages them to support tobacco control-related activities that focus on policy, systems, and environmental changes.

**Is this a primary objective?** No

**Evaluation Plan Type:** Other with Measurable Outcome

**Target Audience:** **Audience Group**

- 13-17 years

**General Population Groups**

<b>Intervention Jurisdiction(s):</b>	<ul style="list-style-type: none"> <li>American Indian/Native American</li> <li>Hispanic/Latino</li> <li>Multi-ethnic</li> <li>White, Non-Hispanic</li> <li>Grass Valley</li> <li>Nevada City</li> <li>Truckee town</li> <li>Unincorporated, Nevada</li> </ul>
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## Intervention Topic(s)

- Coalition Satisfaction Survey
- Data Collection Training
- Focus Groups
- Leadership Training
- Photovoice
- Priority Population Organizations Collaboration
- Schools collaboration (K-12)
- Volunteer Recruitment

## Intervention Activity Plan

<b>Activity 2-1-1</b>		
<b>Activity:</b>	Annually, conduct 2-4 outreach activities for youth/young adults, such as presentations, participation at community or school-hosted events, etc., to recruit 5-15 peers at middle schools and alternative high schools about youth coalition activities and efforts. Youth will set up tables to promote the coalition at back to school nights, club-introductory days/weeks, or other recruitment events during or after school.	
<b>Intervention Category:</b>	Coordination/Collaboration Activities	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	1.50 %	
<b>Start Date Period:</b>	01/22-06/22	
<b>Completion Date Period:</b>	07/24-12/24	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Log - Presentations	Yes
	Presentation Materials	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Coalition Coordinator	Budgeted
	Intern	Budgeted
	Youth Coalition	Non-Budgeted

<b>Activity 2-7-2</b>		
<b>Activity:</b>	Annually, 4-10 youth and adult partners will participate in Youth Quest at the State Capitol to educate policymakers about key tobacco control issues. Youth coalition members will present localized fact sheet during the meeting.	
<b>Intervention Category:</b>	Policy Activities	
<b>Copyright:</b>	No	

<b>Program Deliverable Percentage:</b>	1.50 %	
<b>Start Date Period:</b>	01/22-06/22	
<b>Completion Date Period:</b>	01/25-06/25	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Attendance Records	On File
	Local Fact Sheet for State Legislators	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Coalition Coordinator	Budgeted
	Project Director	Budgeted
	Youth Coalition	Non-Budgeted

#### Activity 2-1-3

<b>Activity:</b>	Weekly, TUPP Staff will log onto Partners to identify upcoming trainings, new information and advocacy campaign tools. Monthly, staff will contribute a minimum of one post to InfoHub to share information or pose or respond to a question. Annually, staff will write a minimum of one Spotlight On including significant steps taken, milestones achieved, and barriers encountered at the completion of the campaign.	
<b>Intervention Category:</b>	Coordination/Collaboration Activities	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	1.00 %	
<b>Start Date Period:</b>	01/22-06/22	
<b>Completion Date Period:</b>	01/25-06/25	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Partners Six Month InfoHub Report	Yes
	Partners Six Month Login Report	Yes
	Spotlight On Submission(s)	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Health Education Coordinator/Media Specialist	Budgeted
	Project Director	Budgeted

#### Activity 2-4-4

<b>Activity:</b>	Incentive materials (e.g. merchandise cards) are provided to program participants to motivate and/or reinforce positive behavior, participation, and/or involvement in tobacco control activities and require action on the part of the recipient to receive the incentive. The cost of incentives may not exceed \$50 in value, per person, per year and shall not include merchandise cards that can be used to purchase tobacco, alcohol, and/or cannabis products. The project is responsible for the possession, security [e.g. will keep under lock and key], and accountability of the merchandise cards. The project will prepare a log sheet that will track and identify each of the merchandise cards, value, merchandise card transfer date, and recipient. At the conclusion of the agreement, surplus incentives must be returned to CTCP.	
<b>Intervention Category:</b>	Incentives	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	0.00 %	
<b>Start Date Period:</b>	01/22-06/22	

<b>Completion Date Period:</b>	01/25-06/25	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Log - Incentives	On File
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Coalition Coordinator	Budgeted
	Project Director	Budgeted

#### Activity 2-1-5

<b>Activity:</b>	Facilitate 6-12 youth/young adult-led coalition meetings each year and an additional 3-6 youth and adult coalition collaborative sub-committee meetings to support and maintain a coalition each school year, and assist with leading activities in the projects scope of work.	
<b>Intervention Category:</b>	Coordination/Collaboration Activities	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	2.50 %	
<b>Start Date Period:</b>	01/22-06/22	
<b>Completion Date Period:</b>	01/25-06/25	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Log - Meetings	Yes
	Meeting Materials	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Coalition Coordinator	Budgeted
	Intern	Budgeted
	Youth Coalition	Non-Budgeted

#### Activity 2-11-6

<b>Activity:</b>	Conduct 2-4 trainings for approximately 4-10 coalition members and collaborative partners to increase their knowledge on skills needed to carry out campaign tasks and tactics. Training topics may include, but are not limited to: community organizing, letter writing, meeting facilitation, peer-to-peer training, public speaking and presentations, social media use, media advocacy, and spokesperson(s)/media interactions.	
<b>Intervention Category:</b>	Training/Technical Assistance Activities	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	2.00 %	
<b>Start Date Period:</b>	01/22-06/22	
<b>Completion Date Period:</b>	01/25-06/25	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Log - Trainings	Yes
	Training Materials	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Coalition Coordinator	Budgeted
	Intern	Budgeted
	Project Director	Budgeted
	Youth Coalition	Non-Budgeted

<b>Activity 2-3-7</b>		
<b>Activity:</b>	In consultation with statewide grantees and coalition members, develop 1-2 new or update existing coalition materials, such as: recruitment postcards, membership sign-up form, coalition position statements, fact sheets that highlight existing members and activities, etc., or adapt existing materials into Spanish, that will be disseminated to the Spanish-speaking community. Chosen audiences will include rural middle and high school students, Spanish speakers, LGBTQ+, and low income youth. Consumer testing of materials is required and described in the Evaluation Plan. Once completed, the program will share materials with appropriate audiences to increase exposure and usage of the materials. Staff will submit new or adapted material(s) to the Tobacco Education Clearinghouse of California (TECC) Material Submission page (MatTrack) upon completion.	
<b>Intervention Category:</b>	Educational Materials Development	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	2.00 %	
<b>Start Date Period:</b>	01/22-06/22	
<b>Completion Date Period:</b>	01/25-06/25	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Materials Developed	Yes
	MatTrack Submission Verification	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Coalition Coordinator	Budgeted
	Project Director	Budgeted
	Youth Coalition	Non-Budgeted

## Evaluation Activity Plan

<b>Activity 2-E-1</b>	<b>Education/Participant Survey</b>	
<b>Evaluation Activity:</b>	To inform staff and coalition members about how to improve coalition functioning, satisfaction, and diversity, the online TCEC coalition survey will be utilized. The survey link will be sent to all coalition members annually. Data will be analyzed using descriptive statistics and content analysis and results will be shared with coalition members and community outreach staff to strategize how to fill the gaps in training, opportunities, skill building, meetings, functioning, technical assistance, diversity, and representation. In addition, results from all waves will be compared to determine if/how the coalition has changed over time.	
<b>Purpose of Data Collection:</b>	Process	
<b>Waves of Data Collection:</b>	3	
<b>Data Collection Period(s):</b>		
Begin/End Periods - Wave 1:	01/22-06/22 to 01/22-06/22	
Begin/End Periods - Wave 2:	07/22-12/22 to 01/23-06/23	
Begin/End Periods - Wave 3:	01/24-06/24 to 07/24-12/24	
<b>Data Collection Training:</b>	No	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	2.50 %	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Coalition Survey Instrument	Yes

	Coalition Survey Summary Report    Yes								
<b>Responsible Parties:</b>	<table border="0"> <tr> <td><b>Responsible Party</b></td><td><b>Budget Type</b></td></tr> <tr> <td>Coalition Coordinator</td><td>Budgeted</td></tr> <tr> <td>External Evaluator</td><td>Budgeted</td></tr> <tr> <td>Project Director</td><td>Budgeted</td></tr> </table>	<b>Responsible Party</b>	<b>Budget Type</b>	Coalition Coordinator	Budgeted	External Evaluator	Budgeted	Project Director	Budgeted
<b>Responsible Party</b>	<b>Budget Type</b>								
Coalition Coordinator	Budgeted								
External Evaluator	Budgeted								
Project Director	Budgeted								
<b>Activity 2-E-5</b>	<b>Education/Participant Survey</b>								
<b>Evaluation Activity:</b>	To inform staff about how to improve future trainings and coalition activities and determine if there was a 70% increase in advocacy skills and knowledge, a pre and post-training assessment will be administered to participants of youth coalition trainings. Using a pen and paper (or online) survey developed in consultation with TCEC, a census of 5-10 participants at each event will be surveyed to understand training feedback, anticipated training/education needs, changes in knowledge and skills and intent to engage in tobacco prevention activities (or satisfaction with services, participation levels, additional needs, and/or data collector readiness). Data will be analyzed using descriptive statistics and content analysis and results will be shared with participants, trainers, and staff to improve future trainings and determine other training, education, or service needs.								
<b>Purpose of Data Collection:</b>	Process								
<b>Waves of Data Collection:</b>	1								
<b>Data Collection Period(s):</b>									
Begin/End Periods - Wave 1:	01/22-06/22 to 01/25-06/25								
<b>Data Collection Training:</b>	No								
<b>Copyright:</b>	No								
<b>Program Deliverable Percentage:</b>	2.00 %								
<b>Tracking Measures:</b>	<table border="0"> <tr> <td><b>Measure</b></td><td><b>Submit</b></td></tr> <tr> <td>Training Survey Instrument</td><td>Yes</td></tr> <tr> <td>Training Survey Summary Report</td><td>Yes</td></tr> </table>	<b>Measure</b>	<b>Submit</b>	Training Survey Instrument	Yes	Training Survey Summary Report	Yes		
<b>Measure</b>	<b>Submit</b>								
Training Survey Instrument	Yes								
Training Survey Summary Report	Yes								
<b>Responsible Parties:</b>	<table border="0"> <tr> <td><b>Responsible Party</b></td><td><b>Budget Type</b></td></tr> <tr> <td>External Evaluator</td><td>Budgeted</td></tr> <tr> <td>Project Director</td><td>Budgeted</td></tr> </table>	<b>Responsible Party</b>	<b>Budget Type</b>	External Evaluator	Budgeted	Project Director	Budgeted		
<b>Responsible Party</b>	<b>Budget Type</b>								
External Evaluator	Budgeted								
Project Director	Budgeted								
<b>Activity 2-E-6</b>	<b>Focus Group</b>								
<b>Evaluation Activity:</b>	An annual focus group will be conducted with 4-6 youth coalition members during a coalition meeting. Focus group questions, developed in consultation with TCEC, will focus on a variety of topics, including quality of meetings/trainings, reasons for involvement, and skills/experiences gained. The focus group will provide in-depth qualitative data, which will help staff identify engagement strategies that are effective and those that may need to be modified. Content analysis of the focus group notes will be used to identify common themes, draw conclusion about coalition participation and make recommendations for future work.								
<b>Purpose of Data Collection:</b>	Process								
<b>Waves of Data Collection:</b>	4								
<b>Data Collection Period(s):</b>									
Begin/End Periods - Wave 1:	01/22-06/22 to 01/22-06/22								
Begin/End Periods - Wave 2:	01/23-06/23 to 01/23-06/23								
Begin/End Periods - Wave 3:	01/24-06/24 to 01/24-06/24								



Begin/End Periods - Wave 4:	01/25-06/25 to 01/25-06/25											
<b>Data Collection Training:</b>	No											
<b>Copyright:</b>	No											
<b>Program Deliverable Percentage:</b>	2.00 %											
<b>Tracking Measures:</b>	<table border="1"> <thead> <tr> <th>Measure</th> <th>Submit</th> </tr> </thead> <tbody> <tr> <td>Focus Group Questions</td> <td>Yes</td> </tr> <tr> <td>Focus Group Summary Report</td> <td>Yes</td> </tr> </tbody> </table>	Measure	Submit	Focus Group Questions	Yes	Focus Group Summary Report	Yes					
Measure	Submit											
Focus Group Questions	Yes											
Focus Group Summary Report	Yes											
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Responsible Party	Budget Type											
Coalition Coordinator	Budgeted											
External Evaluator	Budgeted											
Project Director	Budgeted											
Youth Coalition	Non-Budgeted											

  

<b>Activity 2-E-3</b>	<b>Other</b>								
<b>Evaluation Activity:</b>	TUPP staff will develop a youth engagement tracking tool, referred to as the Member Participation Record (MPR). This instrument will be used to track and summarize diversity of partnerships and key partnership engagement in campaign activities, outreach efforts, meetings, and trainings. The MPR will identify the opportunities coalition members will have to participate in SOW Activities: (1-E-4, 1-11-4, 1-7-11, 1-2-6, 1-2-2),(2-1-5, 2-7-2, 2-3-7, 2-1-1, 2-11-6, 2-E-6, 2-E-7, 2-E-4),(3-E-2, 3-7-7),(C-8-3, C-7-1). The MPR will be updated regularly and will consist of the following fields for recording organization/individual member participation including, but not limited to: event name, date, location, partner organization name(s), and description of activity(ies) and/or event(s), including a brief description of how members were participating (e.g. wrote an article for newsletter, conducted a presentation, participating in social media planning, etc.).								
<b>Purpose of Data Collection:</b>	Process								
<b>Waves of Data Collection:</b>	1								
<b>Data Collection Period(s):</b>									
Begin/End Periods - Wave 1:	01/22-06/22 to 01/25-06/25								
<b>Data Collection Training:</b>	No								
<b>Copyright:</b>	No								
<b>Program Deliverable Percentage:</b>	2.00 %								
<b>Tracking Measures:</b>	<table border="1"> <thead> <tr> <th>Measure</th> <th>Submit</th> </tr> </thead> <tbody> <tr> <td>Member Participation Record Form</td> <td>Yes</td> </tr> <tr> <td>Member Participation Record Instrument/Protocol</td> <td>Yes</td> </tr> </tbody> </table>	Measure	Submit	Member Participation Record Form	Yes	Member Participation Record Instrument/Protocol	Yes		
Measure	Submit								
Member Participation Record Form	Yes								
Member Participation Record Instrument/Protocol	Yes								
<b>Responsible Parties:</b>	<table border="1"> <thead> <tr> <th>Responsible Party</th> <th>Budget Type</th> </tr> </thead> <tbody> <tr> <td>Coalition Coordinator</td> <td>Budgeted</td> </tr> <tr> <td>External Evaluator</td> <td>Budgeted</td> </tr> <tr> <td>Intern</td> <td>Budgeted</td> </tr> </tbody> </table>	Responsible Party	Budget Type	Coalition Coordinator	Budgeted	External Evaluator	Budgeted	Intern	Budgeted
Responsible Party	Budget Type								
Coalition Coordinator	Budgeted								
External Evaluator	Budgeted								
Intern	Budgeted								

  

<b>Activity 2-E-4</b>	<b>Other</b>
<b>Evaluation Activity:</b>	To prioritize the voices of youth who are low SES, rural, Hispanic and LGBTQ youth, the program will conduct a Photovoice project that informs policymakers, program staff, coalition members, store/multi-unit housing owners and the general public about tobacco-related topics that impact those groups, such as emerging tobacco products, effects of secondhand and thirdhand smoke and other tobacco-related issues in the community. A

	comprehensive plan outlining the purpose, focus and content of each session will be developed in consultation with TCEC. Content will include trust-building and group dynamics exercises, critical thinking skill building, providing constructive criticism, taking and assessing quality photos, storytelling/captioning, event planning, public speaking, advocacy. Each 30-60 minute session will be led by a skilled facilitator, such as the Project Director or Coalition Coordinator. A purposive sample of 3-6 youth participants from the Nevada City community will be recruited to attend 4-6 meetings over a period of 8-12 weeks for goal setting, training, group interpretation of pictures and findings, development of the Photovoice exhibit, and facilitated discussion of next steps. A photo exhibit will be presented to community members and policymakers to demonstrate the problem and impact of tobacco-related topics, such as emerging tobacco products, effects of second/thirdhand smoke and other tobacco related issues in the community through a visual community lens. With photographer permission, photos may be incorporated into additional presentations, fact sheets, summary reports, or media releases. Lessons learned will be used to measure change over time, support or inform next steps and build capacity for future projects. Evaluation measures will be built into each session and will include a pre/post survey, group discussion, or interview with all participants to measure motivations for participating, skill sets before and after involvement, value derived from taking part, and feedback for improvement of the Photovoice project.	
<b>Purpose of Data Collection:</b>	Process	
<b>Waves of Data Collection:</b>	1	
<b>Data Collection Period(s):</b>		
Begin/End Periods - Wave 1:	01/22-06/22 to 01/25-06/25	
<b>Data Collection Training:</b>	No	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	2.50 %	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Photovoice Curriculum Plan	Yes
	Photovoice Summary Report	Yes
	Photovoice Training Assessment Instrument	Yes
	Training Materials	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Coalition Coordinator	Budgeted
	Intern	Budgeted
	Project Director	Budgeted
	Youth Coalition	Non-Budgeted
<b>Activity 2-E-7</b>	<b>Other</b>	
<b>Evaluation Activity:</b>	Conduct consumer testing to assess the appropriateness and appeal of the content, logic, wording, design and/or takeaway message of materials developed for the updated youth coalition orientation packet. Utilize an existing set of focus group test questions developed in the previous grant cycle. Modify and adapt existing questions as needed. Conduct a minimum of 2 focus groups with 3-5 existing youth coalition members and document participant reactions to the material/ instrument. Analyze and summarize participant responses for common themes in order to make recommendations for material/instrument revisions. Share results with project personnel and use to improve materials/instruments; final summary	

	report must be submitted to MatTrack on TECCs website with material submissions.								
<b>Purpose of Data Collection:</b>	Process								
<b>Waves of Data Collection:</b>	1								
<b>Data Collection Period(s):</b>									
Begin/End Periods - Wave 1:	01/22-06/22 to 01/25-06/25								
<b>Data Collection Training:</b>	No								
<b>Copyright:</b>	No								
<b>Program Deliverable Percentage:</b>	2.00 %								
<b>Tracking Measures:</b>	<table border="1"> <thead> <tr> <th>Measure</th><th>Submit</th></tr> </thead> <tbody> <tr> <td>Consumer Testing Instrument</td><td>Yes</td></tr> <tr> <td>Consumer Testing Summary Report</td><td>Yes</td></tr> </tbody> </table>	Measure	Submit	Consumer Testing Instrument	Yes	Consumer Testing Summary Report	Yes		
Measure	Submit								
Consumer Testing Instrument	Yes								
Consumer Testing Summary Report	Yes								
<b>Responsible Parties:</b>	<table border="1"> <thead> <tr> <th>Responsible Party</th><th>Budget Type</th></tr> </thead> <tbody> <tr> <td>Coalition Coordinator</td><td>Budgeted</td></tr> <tr> <td>External Evaluator</td><td>Budgeted</td></tr> <tr> <td>Intern</td><td>Budgeted</td></tr> </tbody> </table>	Responsible Party	Budget Type	Coalition Coordinator	Budgeted	External Evaluator	Budgeted	Intern	Budgeted
Responsible Party	Budget Type								
Coalition Coordinator	Budgeted								
External Evaluator	Budgeted								
Intern	Budgeted								

  

<b>Activity 2-E-2</b>	<b>Final Evaluation Report</b>
<b>Data Analysis Plan:</b>	The Brief Evaluation Report (BER) will summarize findings from the youth coalition survey, focus groups, youth engagement tracking log and photo voice project. Annual coalition satisfaction surveys will be analyzed using percentages and frequency counts. Findings will be used to identify gaps and improve coalition meetings/trainings, skill building opportunities, functioning, technical assistance, diversity, and representation. Content analysis of annual focus group notes will be used to identify common themes, draw conclusion about coalition participation and make recommendations for future work. The focus groups will provide in-depth qualitative data, which will help staff identify engagement strategies that are effective and those that may need to be modified. The comprehensive youth coalition tracking log will be analyzed using contents analysis and frequency counts to identify possible reasons for more or less youth involvement and make adjustments to the program in order to increase and sustain youth interest in tobacco advocacy efforts. Evaluation measures will be built into each session of the Photovoice project and will include a pre/post survey, group discussion, or interview with all participants to measure motivations for participating, skill sets before and after involvement, value derived from taking part, and feedback for improvement of the Photovoice project. Content analysis of qualitative data and descriptive statistics will be used to measure change over time, support and inform next steps and build capacity for future projects.
<b>Methods to Disseminate Findings:</b>	Other Print Materials Partners Website
<b>Other Dissemination Methods:</b>	
<b>Study Limitations or Challenges:</b>	Study Limitations or challenges included potential scheduling conflicts and low youth participation in evaluation activities. Finding a meeting time that works for a majority of youth coalition members could be challenging, especially as schools are returning to in-person learning following COVID-19 restrictions. Annual satisfaction surveys may not be completed by enough youth coalition members and focus group attendance could be low. Providing ample time to complete the survey and informing youth coalition members about the survey ahead of time will ensure a higher completion rate. Scheduling focus groups during normal meeting times has increased

	focus group participation in previous work plans. The Photovoice project involves multiple meetings to prepare and plan for the project. Challenges with scheduling and attendance could arise here as well.	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	2.50 %	
<b>Activity Start Date Period:</b>	01/25-06/25	
<b>Activity Completion Date Period:</b>	01/25-06/25	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Brief Evaluation Report	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	External Evaluator	Budgeted
	Project Director	Budgeted

## Narrative Summary

<b>Community Assessment Analysis:</b>	<p>This project will primarily address the following priority population(s) of focus: low SES, rural, Hispanic and LGBTQ+ youth. Low socioeconomic status (SES) and rural populations tend to have higher rates of tobacco use and Hispanic and LGBTQ+ youth are often underrepresented in the community. Engaging these populations in tobacco prevention ensures that program efforts are focused where they are most needed and that the coalition reflects the diversity of the student population in Nevada County. This project will primarily work in the following geographical community: Grass Valley and Nevada City. Nevada City has a population around 3,000, making it the smallest and least populated of the three incorporated areas in the county. Grass Valley has a population close to 13,000, making it the second largest jurisdiction in Nevada County. The median family income for Nevada County is \$66,096. While 9% of the overall population lives in poverty, 15% of children live below the federal poverty threshold. Nearly 20% live in low-income working families. Five percent of students are homeless.</p> <p>Youth engagement has been a significant aspect of tobacco prevention efforts in Nevada County for close to 15 years; TUPP staff has extensive experience in youth development and advocacy work and has consistently demonstrated an ability to recruit and engage middle school and high school age youth in local tobacco prevention activities. Also, much of the program's past policy successes can be attributed to youth efforts to educate local decision makers and advocate for policies to reduce youth access to tobacco products. Historically, Nevada County decision makers are highly receptive to youth, whose voices are the most relevant when it comes to tobacco policy efforts, particularly flavors, as they are the primary target for these products.</p> <p>Local youth have been involved in a wide range of tobacco prevention projects, including tobacco litter, smoking in films, TRL, smoke-free parks, minimum packaging and MUH. Maintaining the youth coalition is a top priority for the community and an active youth coalition will be a significant asset as the program strategizes and mobilizes around the upcoming End Commercial Tobacco Campaign. According to the CDC (2010), "Because they are targets, young people must be engaged in tobacco control efforts. Youth are powerful allies in the fight against pro-tobacco influences, key partners in denormalizing tobacco use, and important levers in determining the future of tobacco control policy."</p> <p>After conducting the CX Needs Assessment and in-depth discussion among program staff, the decision was made to focus on sustaining and expanding</p>
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	<p>youth engagement efforts in Nevada City and Grass Valley. TUPP currently maintains a highly engaged middle school youth coalition at Lyman Gilmore Middle School in Grass Valley. Over the past year, even with COVID-19 restrictions, staff continued to engage youth coalition members via weekly Zoom meetings. Staff intend to build on the strength of this program and focus on additional capacity building at other schools, as appropriate.</p>
<b>Major Intervention Activities:</b>	<p>Intervention activities will focus on expansion and recruitment of a diverse youth coalition, engaging youth coalition members in a minimum of 2-4 tobacco control activities annually and training coalition members to increase their advocacy skills and knowledge by at least 70%. Coalition members will support the End Commercial Tobacco Campaign objective in Nevada City and the MUH objective in Grass Valley, specifically conducting education and advocacy activities around flavored tobacco products, secondhand smoke and smoke-free MUH. They will also assist with evaluation activities, including public opinion polls, key informant interviews and observation surveys. The coalition will aim to increase representation from the Latino/Hispanic, low SES and LGBTQ+ communities by partnering with organizations that are serving these groups. In addition, staff will coordinate with schools and community groups to recruit middle school and high school aged members. Recruitment materials, including flyers, brochures and orientation packets, will be developed and disseminated to potential and new youth coalition members. Coalition member trainings will focus on building advocacy, public speaking and data collection skills. Trainings will also increasing knowledge around tobacco related issues, such as flavored tobacco products, tobacco industry tactics, second hand smoke and MUH. Specific trainings topics may include spokesperson and media relations, data collection, photo voice planning and design, and/or PSA and op-ed writing. Staff will also provide opportunities for coalition members to attend regional and statewide trainings and workshops.</p>
<b>Theory of Change:</b>	<p>A Community Organizing Theory of Change is being used in the development and implementation of this objective. Youth, the population most targeted by the tobacco industry, will be empowered to take action in their communities by advocating for tobacco policies and social norms changes that reduce youth tobacco use and minimize youth access to tobacco products. Staff will provide youth with education and resources that will enable them to identify and mobilize around tobacco related issues in their schools and communities. Trainings will provide youth with the skills they need to take action, plan tobacco education activities, and build peer and public support for coalition efforts. Staff will also leverage resources by partnering with TUPE and other youth centered groups in the community to engage middle school and high school students in tobacco advocacy activities. Expanding and maintaining an active youth coalition will be a significant asset as the program strategizes and mobilizes around the upcoming End Commercial Tobacco Campaign indicators and other tobacco prevention and policy efforts in the community.</p>
<b>Evaluation Summary Narrative:</b>	<p>The plan type is other without measurable outcome. The Tobacco Use Prevention Program will recruit and engage 6-12 youth in local tobacco prevention and advocacy work in Nevada County. The coalition coordinator will engage youth coalition members in 2-4 tobacco control activities annually and train youth coalition members to increase their knowledge and advocacy skill by at least 70%. The evaluation plan includes only process evaluation activities, which will be used to modify and improve coalition meetings, projects and recruitment strategies. Major evaluation activities include an annual coalition satisfaction survey, annual focus groups, pre and post training knowledge questionnaires, a comprehensive member participation record and a Photovoice project.</p> <p>An annual electronic coalition satisfaction survey will be administered to all youth coalition members. The survey will help program staff and coalition</p>

	<p>members to improve coalition functioning, satisfaction, and diversity. Survey data will be analyzed using descriptive statistics and content analysis and results will be shared with coalition members and the coalition coordinator to fill the gaps in training, skill building, coalition meetings/functioning, diversity and representation. In addition, results from all years will be compared to determine if/how the coalition changes over time.</p> <p>Annual focus groups will be conducted with 4-6 youth coalition members. The focus group will provide in-depth qualitative data, which will help staff identify engagement and recruitment strategies that are effective and those that may need to be modified. Content analysis of the focus group notes will be used to identify common themes, draw conclusions about coalition participation and make recommendations for future work. Focus group questions will cover a variety of topics, including quality of youth meetings/trainings, reasons for involvement, and skills/experiences gained. Staff will use an existing set of focus group questions developed in a previous grant period; questions will be modified as needed.</p> <p>A Member Participation Record (MPR) will be maintained by program staff throughout the grant period and will track youth involvement over the year to establish turn-over and retention rates. The log will also track youth activities and trainings, with details on the types of activities and training topics. Through content analysis of the tracking log, staff will identify possible reasons for more or less youth involvement and make adjustments to the program to increase and sustain youth interest in tobacco prevention.</p> <p>Pre and post-training surveys will be administered to 5-10 youth coalition participants to measure change in knowledge and tobacco prevention advocacy skills. One 8-12 week long Photovoice project will also be conducted with 3-5 youth coalition members.</p> <p>A Brief Evaluation Report (BER) will be written at the end of the grant period. The report will summarize the process data collected and key activities conducted during the grant period, effectiveness of strategies used, and recommendations for developing future project interventions. The report will be written following guidelines developed by TCEC and submitted to the California Tobacco Control Program. The BER and other process data summary reports will be disseminated to coalition members and public health leadership via email, fact sheets and presentations.</p>
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## Objective 3

### Objective Overview

<p><b>Objective:</b> By June 30, 2025, The Grass Valley jurisdiction in Nevada County will adopt a policy that eliminates smoking (including burning or heating of tobacco and other plant products, natural or synthetic) within multi-unit housing of two or more units (market-rate, public, and subsidized), including 25 feet from all doors, windows, patios, and balconies, and emphasizes a graduated enforcement process.</p> <p><b>Objective ID:</b> 3</p> <p><b>Primary Priority Area:</b> (2) Reduce Exposure to Secondhand Smoke, Tobacco Smoke Residue, Tobacco Waste, and Other Tobacco Products</p> <p><b>Is this a primary objective?</b> No</p> <p><b>Evaluation Plan Type:</b> Legislated Policy Adoption Only</p> <p><b>Target Audience:</b> <b>Audience Group</b></p> <ul style="list-style-type: none"> <li>Families</li> </ul>
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- Low SES
- Mental Health
- Rural Populations

#### General Population Groups

- Hispanic/Latino
- Multi-ethnic
- White, Non-Hispanic

**Intervention Jurisdiction(s):** • Grass Valley

### Indicator(s)

#### Primary

2.2.13 **Smokefree Multi-Unit Housing:** The number of jurisdictions with a policy prohibiting smoking in the individual units of multi-unit housing including balconies and patios. (CORE)

### Intervention Topic(s)

- Housing Organization Collaboration
- Key Informant Interviews
- Policy/System Change Training
- Priority Population Organizations Collaboration
- Public Intercept Surveys
- Volunteer Recruitment

### Intervention Activity Plan

#### Activity 3-2-1

<b>Activity:</b>	Conduct 3-5 presentations to 5-15 participants. Presentations will be made to community groups identified in the Midwest Academy Strategy Chart (MASC) planning process as potential supporters for the objective. Provide a sample and request policy endorsement/letter of support from community group(s) at each presentation.	
<b>Intervention Category:</b>	Community Education Activities	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	2.00 %	
<b>Start Date Period:</b>	01/22-06/22	
<b>Completion Date Period:</b>	01/25-06/25	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Copy of Endorsements/Letters of Support	On File
	Log - Presentations	Yes
	Presentation Materials	Yes
	Sample Letter of Support or Endorsement	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Adult Coalition Members	Non-Budgeted
	Project Director	Budgeted

#### Activity 3-7-2

<b>Activity:</b>	Conduct at least one strategic planning session(s) for each jurisdiction the project is considering policy within, with community partners and stakeholders for 3-6 hours, to complete the Midwest Academy Strategy
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	Chart [MASC] which will identify short, intermediate, and long term goals, organizational considerations, constituents, allies, opponents, decision makers, and tactics to create a plan for smoke-free MUH in Grass Valley. Consult with appropriate statewide partners and review existing trainings to prepare for and facilitate the strategic planning session(s). Update and submit each jurisdictions MASC regularly throughout each policy campaign to adapt to new information as it is revealed.	
<b>Intervention Category:</b>	Policy Activities	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	3.00 %	
<b>Start Date Period:</b>	01/22-06/22	
<b>Completion Date Period:</b>	01/22-06/22	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	MASC	Yes
	Meeting Materials	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	External Evaluator	Budgeted
	Intern	Budgeted
	Project Director	Budgeted

#### Activity 3-7-4

<b>Activity:</b>	Develop a priority matrix of policy opportunities for incorporating tobacco considerations in changes in state law, in General Plans/Zoning and Permitting Regulations/Community Health Framework/Economic Development Plans, etc. Develop a summary of priorities and share report findings with coalition members and update annually. Work to identify opportunities for incorporating MUH policy and planning priorities language into local general plans.	
<b>Intervention Category:</b>	Policy Activities	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	1.50 %	
<b>Start Date Period:</b>	01/22-06/22	
<b>Completion Date Period:</b>	01/25-06/25	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Priority Matrix	On File
	Summary Report of Priorities	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Adult Coalition Members	Non-Budgeted
	Intern	Budgeted
	Project Director	Budgeted

#### Activity 3-11-5

<b>Activity:</b>	Provide a minimum of 5-10 hours of technical assistance (TA) on issues related to policy education, adoption, implementation and sustainability to community partners, decision makers, those who will be tasked with enforcement, etc. TA will be provided using in-person, by phone/virtual meeting, email, etc.
<b>Intervention Category:</b>	Training/Technical Assistance Activities



<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	1.50 %	
<b>Start Date Period:</b>	01/22-06/22	
<b>Completion Date Period:</b>	01/25-06/25	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Log - Technical Assistance	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Adult Coalition Members	Non-Budgeted
	Health Education Coordinator/Media Specialist	Budgeted
	Project Director	Budgeted

#### Activity 3-1-6

<b>Activity:</b>	TUPP Staff will participate in 2 monthly meetings, Gold Country Regional for rural counties and LLA for Smoke-free Housing and Communities of Practice workgroup to increase learning about the planning process, access colleagues and statewide technical assistance support for engaging in planning work to obtain examples of ongoing work and language to use to support the projects efforts.	
<b>Intervention Category:</b>	Coordination/Collaboration Activities	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	0.50 %	
<b>Start Date Period:</b>	01/22-06/22	
<b>Completion Date Period:</b>	01/25-06/25	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Log - Meetings	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Health Education Coordinator/Media Specialist	Budgeted
	Intern	Budgeted
	Project Director	Budgeted

#### Activity 3-7-7

<b>Activity:</b>	Facilitate participation of 4-10 coalition members and stakeholders to present at meetings of decision makers, their staff, and other officials who weigh in on policy (e.g. city attorneys) in each jurisdiction to formally or informally educate them about on tobacco policies, best practices in policy adoption, including conversations about equity in penalties, policy, and enforcement. Provide educational packets, presentation materials, model policy samples, and other resources as appropriate. TUPP staff will only present in public forums (e.g. city council, board of supervisor meetings) if invited to do so formally, in-writing, by decision makers offices.	
<b>Intervention Category:</b>	Policy Activities	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	2.00 %	
<b>Start Date Period:</b>	01/22-06/22	
<b>Completion Date Period:</b>	01/25-06/25	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Log - Presentations	Yes

	Presentation Materials	Yes										
<b>Responsible Parties:</b>	<table border="1"> <thead> <tr> <th>Responsible Party</th><th>Budget Type</th></tr> </thead> <tbody> <tr> <td>Adult Coalition Members</td><td>Non-Budgeted</td></tr> <tr> <td>Coalition Coordinator</td><td>Budgeted</td></tr> <tr> <td>Project Director</td><td>Budgeted</td></tr> <tr> <td>Youth Coalition</td><td>Non-Budgeted</td></tr> </tbody> </table>	Responsible Party	Budget Type	Adult Coalition Members	Non-Budgeted	Coalition Coordinator	Budgeted	Project Director	Budgeted	Youth Coalition	Non-Budgeted	
Responsible Party	Budget Type											
Adult Coalition Members	Non-Budgeted											
Coalition Coordinator	Budgeted											
Project Director	Budgeted											
Youth Coalition	Non-Budgeted											

  

<b>Activity 3-2-8</b>										
<b>Activity:</b>	Conduct 2-4 community education events (e.g. forums, town halls, presentations) to 5-15 participants. Presentations will be made to community groups identified in the Midwest Academy Strategy Chart (MASC) planning process (e.g. apartment residents and managers, housing authority, law enforcement, schools and local non-profits that assist priority populations) as potential supporters for the objective. Provide a sample of and request a policy endorsement/letter of support from community group(s) at each presentation.									
<b>Intervention Category:</b>	Community Education Activities									
<b>Copyright:</b>	No									
<b>Program Deliverable Percentage:</b>	1.50 %									
<b>Start Date Period:</b>	01/22-06/22									
<b>Completion Date Period:</b>	01/25-06/25									
<b>Tracking Measures:</b>	<table border="1"> <thead> <tr> <th>Measure</th><th>Submit</th></tr> </thead> <tbody> <tr> <td>Event Photos</td><td>Yes</td></tr> <tr> <td>Log - Events</td><td>Yes</td></tr> </tbody> </table>	Measure	Submit	Event Photos	Yes	Log - Events	Yes			
Measure	Submit									
Event Photos	Yes									
Log - Events	Yes									
<b>Responsible Parties:</b>	<table border="1"> <thead> <tr> <th>Responsible Party</th><th>Budget Type</th></tr> </thead> <tbody> <tr> <td>Adult Coalition Members</td><td>Non-Budgeted</td></tr> <tr> <td>Coalition Coordinator</td><td>Budgeted</td></tr> <tr> <td>Project Director</td><td>Budgeted</td></tr> </tbody> </table>	Responsible Party	Budget Type	Adult Coalition Members	Non-Budgeted	Coalition Coordinator	Budgeted	Project Director	Budgeted	
Responsible Party	Budget Type									
Adult Coalition Members	Non-Budgeted									
Coalition Coordinator	Budgeted									
Project Director	Budgeted									

  

<b>Activity 3-3-9</b>						
<b>Activity:</b>	In consultation with statewide grantees and local partners, develop 1-2 new Multi Unit Housing second-hand and third-hand brochures or adapt existing materials to translate existing material into Spanish and/or to format an urban-themed material for a rural population that will be disseminated at events, health fairs, forums and presentations. Chosen audiences will include; apartment residents and managers, priority populations such as low SES, rural, Hispanic or veterans. Consumer testing of materials is required and described in the Evaluation Plan. Once completed, market materials to appropriate audiences to facilitate distribution. Submit new or adapted material(s) to the Tobacco Education Clearinghouse of California (TECC) Material Submission page (MatTrack) upon completion.					
<b>Intervention Category:</b>	Educational Materials Development					
<b>Copyright:</b>	No					
<b>Program Deliverable Percentage:</b>	1.50 %					
<b>Start Date Period:</b>	01/22-06/22					
<b>Completion Date Period:</b>	01/25-06/25					
<b>Tracking Measures:</b>	<table border="1"> <thead> <tr> <th>Measure</th><th>Submit</th></tr> </thead> <tbody> <tr> <td>Materials Developed</td><td>Yes</td></tr> </tbody> </table>	Measure	Submit	Materials Developed	Yes	
Measure	Submit					
Materials Developed	Yes					

	MatTrack Submission Verification Yes	
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Health Education Coordinator/Media Specialist	Budgeted
	Project Director	Budgeted

#### Activity 3-4-10

<b>Activity:</b>	Incentive materials (e.g. merchandise cards) are provided to program participants to motivate and/or reinforce positive behavior, participation, and/or involvement in tobacco control activities and require action on the part of the recipient to receive the incentive. The cost of incentives may not exceed \$50 in value, per person, per year and shall not include merchandise cards that can be used to purchase tobacco, alcohol, and/or cannabis products. The project is responsible for the possession, security [e.g. will keep under lock and key], and accountability of the merchandise cards. The project will prepare a log sheet that will track and identify each of the merchandise cards, value, merchandise card transfer date, and recipient. At the conclusion of the agreement, surplus incentives must be returned to CTCP.	
<b>Intervention Category:</b>	Incentives	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	0.00 %	
<b>Start Date Period:</b>	01/22-06/22	
<b>Completion Date Period:</b>	01/25-06/25	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Log - Incentives	On File
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Coalition Coordinator	Budgeted
	Project Director	Budgeted

#### Activity 3-11-11

<b>Activity:</b>	Conduct 3-5 trainings for approximately 4-12 coalition members and collaborative partners to increase their knowledge on tobacco-related issues in the community. Training topics may include, but are not limited to: talking points related to the objective, including current and emerging tobacco related issues, health disparities, environmental justice, second-hand/third-hand smoke, electronic smoking devices, tobacco industry tactics, etc.	
<b>Intervention Category:</b>	Training/Technical Assistance Activities	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	3.00 %	
<b>Start Date Period:</b>	01/22-06/22	
<b>Completion Date Period:</b>	01/25-06/25	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Log - Trainings	Yes
	Training Materials	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Adult Coalition Members	Non-Budgeted
	Coalition Coordinator	Budgeted
	Project Director	Budgeted

## Evaluation Activity Plan

<b>Activity 3-E-3</b>	<b>Education/Participant Survey</b>						
<b>Evaluation Activity:</b>	To inform TUPP staff and trainers about how to improve future trainings a post-training assessment will be administered to participants of (insert activity number). Using a pen and paper (or online) survey developed in consultation with TCEC, a census of 3-5 participants at each event will be surveyed to understand training feedback, anticipated needs, changes in knowledge, comfort, confidence, preparation, and intent to engage in tobacco prevention activities (or satisfaction with services, participation levels, additional needs, and/or data collector readiness). Data will be analyzed using descriptive statistics and content analysis and results will be shared with participants, trainers, and staff to improve future trainings and determine other training, education, or service needs.						
<b>Purpose of Data Collection:</b>	Process						
<b>Waves of Data Collection:</b>	1						
<b>Data Collection Period(s):</b>							
Begin/End Periods - Wave 1:	01/22-06/22 to 07/24-12/24						
<b>Data Collection Training:</b>	Yes						
<b>Copyright:</b>	No						
<b>Program Deliverable Percentage:</b>	2.00 %						
<b>Tracking Measures:</b>	<table border="1"> <thead> <tr> <th>Measure</th><th>Submit</th></tr> </thead> <tbody> <tr> <td>Training Survey Instrument</td><td>Yes</td></tr> <tr> <td>Training Survey Summary Report</td><td>Yes</td></tr> </tbody> </table>	Measure	Submit	Training Survey Instrument	Yes	Training Survey Summary Report	Yes
Measure	Submit						
Training Survey Instrument	Yes						
Training Survey Summary Report	Yes						
<b>Responsible Parties:</b>	<table border="1"> <thead> <tr> <th>Responsible Party</th><th>Budget Type</th></tr> </thead> <tbody> <tr> <td>External Evaluator</td><td>Budgeted</td></tr> <tr> <td>Project Director</td><td>Budgeted</td></tr> </tbody> </table>	Responsible Party	Budget Type	External Evaluator	Budgeted	Project Director	Budgeted
Responsible Party	Budget Type						
External Evaluator	Budgeted						
Project Director	Budgeted						

  

<b>Activity 3-E-6</b>	<b>Focus Group</b>						
<b>Evaluation Activity:</b>	Conduct consumer testing to assess the appropriateness and appeal of the content, logic, wording, design and/or takeaway message of education materials for target audience, including community members, policy makers and MUH residents. Use or adapt existing consumer testing instrument developed by the external evaluator in the previous grant cycle. Conduct a minimum of 1 focus group with 4-6 participants and document participant reactions to the material/ instrument. Analyze and summarize participant responses for common themes in order to make recommendations for material/instrument revisions. Share results with project personnel and use to improve materials/instruments; final summary report must be submitted to MatTrack on TECCs website with material submissions.						
<b>Purpose of Data Collection:</b>	Process						
<b>Waves of Data Collection:</b>	1						
<b>Data Collection Period(s):</b>							
Begin/End Periods - Wave 1:	01/22-06/22 to 01/25-06/25						
<b>Data Collection Training:</b>	No						
<b>Copyright:</b>	No						
<b>Program Deliverable Percentage:</b>	2.00 %						
<b>Tracking Measures:</b>	<table border="1"> <thead> <tr> <th>Measure</th><th>Submit</th></tr> </thead> <tbody> <tr> <td>Consumer Testing Instrument</td><td>Yes</td></tr> <tr> <td>Consumer Testing Summary Report</td><td>Yes</td></tr> </tbody> </table>	Measure	Submit	Consumer Testing Instrument	Yes	Consumer Testing Summary Report	Yes
Measure	Submit						
Consumer Testing Instrument	Yes						
Consumer Testing Summary Report	Yes						

<b>Responsible Parties:</b>	<table> <tr> <th>Responsible Party</th><th>Budget Type</th></tr> <tr> <td>Coalition Coordinator</td><td>Budgeted</td></tr> <tr> <td>External Evaluator</td><td>Budgeted</td></tr> <tr> <td>Project Director</td><td>Budgeted</td></tr> </table>	Responsible Party	Budget Type	Coalition Coordinator	Budgeted	External Evaluator	Budgeted	Project Director	Budgeted				
Responsible Party	Budget Type												
Coalition Coordinator	Budgeted												
External Evaluator	Budgeted												
Project Director	Budgeted												
<b>Activity 3-E-4</b>	<b>Key Informant Interview</b>												
<b>Evaluation Activity:</b>	<p>To inform TUPP staff about the background, goals, and directions of a community and the decision makers (and/or their staff if unavailable) who have the power to enact policies, conduct interviews with key informants who can provide insights into their community and their own priorities. Develop or adapt key informant interview questions in consultation with the Tobacco Control Evaluation Center (TCEC), pilot test the question set, and revise as needed for field use. Conduct 6-8 telephone and/or in-person interviews with Grass Valley leaders (City staff, police chief, etc.) to determine effective approaches/tactics, identify points of view, anticipate facilitators and barriers to adopting a smoke-free MUH policy. Each interview will be approximately 30 minutes in length. Qualitative analysis of interview results will be used to summarize and report interview findings. Findings will be shared with data sources, city council members, coalition member sand tobacco program staff and used to inform future program efforts around education and policy adoption.</p>												
<b>Purpose of Data Collection:</b>	Process												
<b>Waves of Data Collection:</b>	1												
<b>Data Collection Period(s):</b>													
Begin/End Periods - Wave 1:	01/22-06/22 to 07/22-12/22												
<b>Data Collection Training:</b>	No												
<b>Copyright:</b>	No												
<b>Program Deliverable Percentage:</b>	2.00 %												
<b>Tracking Measures:</b>	<table> <tr> <th>Measure</th><th>Submit</th></tr> <tr> <td>Key Informant Interview Questions</td><td>Yes</td></tr> <tr> <td>Key Informant Interview Summary Report</td><td>Yes</td></tr> </table>	Measure	Submit	Key Informant Interview Questions	Yes	Key Informant Interview Summary Report	Yes						
Measure	Submit												
Key Informant Interview Questions	Yes												
Key Informant Interview Summary Report	Yes												
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Responsible Party	Budget Type												
Adult Coalition Members	Non-Budgeted												
Coalition Coordinator	Budgeted												
External Evaluator	Budgeted												
Intern	Budgeted												
Project Director	Budgeted												
<b>Activity 3-E-1</b>	<b>Policy Record</b>												
<b>Evaluation Activity:</b>	<p>To inform TUPP staff about policy maker support/opposition, key issues raised by policy makers and staff, and other insights from public policy meetings about smoke-free MUH. Complete a comprehensive policy record review for each target jurisdiction. Policy record reviews should begin within the first six months during the period the project is engaged in the jurisdiction, updated regularly and submitted with each progress report through policy adoption. Signed policies will be submitted in the progress report after a final vote has occurred.</p>												
<b>Purpose of Data Collection:</b>	Process												
<b>Waves of Data Collection:</b>	1												
<b>Data Collection Period(s):</b>													

Begin/End Periods - Wave 1:	01/22-06/22 to 01/25-06/25	
<b>Data Collection Training:</b>	No	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	2.00 %	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Decision Maker Background Summary	Yes
	Document Review Summary	Yes
	Signed Policy	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Adult Coalition Members	Non-Budgeted
	External Evaluator	Budgeted
	Project Director	Budgeted

<b>Activity 3-E-2</b>	<b>Public Intercept Survey / Opinion Poll</b>	
<b>Evaluation Activity:</b>	To improve TUPP staff understanding of community knowledge, attitudes, and perceptions regarding smoke-free MUH and second-hand smoke, a public intercept survey will be conducted with 200-250 Grass Valley community members. A convenience sample of the general public will be surveyed at various community locations, including multi-unit housing complexes, health fairs, food bank and libraries using a mobile device. The survey may also be distributed electronically through various county and community email list or social media platforms. The survey and protocol will be developed in consultation with the Tobacco Control Evaluation Center. This pre-survey will be conducted in 1 wave before policy adoption. Surveys will be conducted by TUPP staff and coalition members who will be trained and assessed for readiness, during a data collection training, to administer instrument protocols. Data will be analyzed using descriptive statistics and inferential statistics to document support/opposition to policy strategies, knowledge, awareness, beliefs, and demographic information provided by survey participants. Results will be shared with TUPP staff, data sources, and other stakeholders to inform next steps and improve interventions. Data collection training will be provided to 3-5 data collectors, who will be surveyed before and after the training to assess their preparedness.	
<b>Purpose of Data Collection:</b>	Process	
<b>Waves of Data Collection:</b>	1	
<b>Data Collection Period(s):</b>		
Begin/End Periods - Wave 1:	01/22-06/22 to 07/22-12/22	
<b>Data Collection Training:</b>	Yes	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	2.50 %	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	PIS Instrument and Protocol	Yes
	PIS Summary Report	Yes
	Training Materials	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Adult Coalition Members	Non-Budgeted
	External Evaluator	Budgeted
	Intern	Budgeted
	Project Director	Budgeted

	Youth Coalition	Non-Budgeted
<b>Activity 3-E-5</b>	<b>Final Evaluation Report</b>	
<b>Data Analysis Plan:</b>	The Brief Evaluation Report (BER) will summarize findings from the public opinion poll, key informant interviews, and the media activity record. Public intercept surveys will be analyzed using frequencies and percentages to determine the level of public awareness around smoke-free MUH and support for a smoke-free MUH policy in Grass Valley. Content analysis of key informant interview notes will be used to identify common themes and draw conclusions about effective approaches/tactics, identify points of view and anticipate facilitators/barriers to adopting a smoke-free MUH policy. The media activity record will be analyzed via a content analysis of media products including but not limited to news releases, briefs, press conferences, pitch letters, stories, editorials, letters, etc. to measure the importance/public attention placed on the issue of selected objectives and the need to inform intervention strategies, campaign, and help guide local advocacy efforts.	
<b>Methods to Disseminate Findings:</b>	Fact Sheets Presentations Website	
<b>Other Dissemination Methods:</b>		
<b>Study Limitations or Challenges:</b>	The comfort level of individuals conducting electronic data collection efforts is an anticipated challenge to this overall study. There could be challenges with data collectors having enough familiarity and comfort with using the handheld devices and completing public opinion surveys correctly. In addition, equipment/technology failure or complications may limit successful data collection. Scheduling key informant interviews with local policy makers could also be a challenge because of communication issues and timing. Lastly, youth scheduling can be challenging for public intercept surveys, particularly during vacations periods or near the start/end of school. As a result, planning ahead, offering multiple scheduling options and using a variety of communication channels will be key for success.	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	2.50 %	
<b>Activity Start Date Period:</b>	01/25-06/25	
<b>Activity Completion Date Period:</b>	01/25-06/25	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Brief Evaluation Report	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	External Evaluator	Budgeted
	Project Director	Budgeted
<b>Narrative Summary</b>		
<b>Community Assessment Analysis:</b>	This project will primarily address the following priority population(s) of focus: Hispanic, low SES and rural populations. Low SES portions of the population tend to have higher rates of tobacco use and along with Hispanics, are also more likely to live in MUH complexes and potentially be exposed to second-hand smoke. Rural communities like Nevada County are also more likely to use tobacco products. This project will primarily work in the following geographical community: Grass Valley, with a population around 13,000, is the second most populated jurisdiction in the county. Grass Valley has a total of 2,447 multi-family units.	

	<p>The Nevada County Tobacco Prevention Program decided to work on smoke-free MUH in Grass Valley for a variety of reasons. Initially, staff anticipated working in Grass Valley for the End Commercial Tobacco objective; however, after in depth discussions with coalition members and public health department leaders about the current political climate in Grass Valley and recent policy adoption challenges, staff concluded that a flavor ban is far more likely to succeed in Nevada City. After exploring other options for the objective and discussions with CTCP, the Nevada County Tobacco Prevention Program returned to the idea of working on smoke-free MUH in Grass Valley in addition to Nevada City. Coalition members felt that there is a desire in the community to address smoke-free MUH in Grass Valley and that city leaders could be motivated to address the issue. Local data also demonstrates the need and support for a smoke-free MUH policy in Grass Valley. Survey data from three apartment complexes shows that at least 50% of residents have experienced drifting secondhand smoke at their apartment complex and the majority of residents support smoke-free policies.</p> <p>Also, in two previous work plans (2013/2014 and 2014/2017) the tobacco prevention program worked with individual apartment complexes to adopt voluntary smoke-free policies. There was strong interest in smoke-free policies among apartment owners/managers, as well as apartment residents. While the program was successful, 3 complexes adopted smoke-free policies, coalition members and program staff felt that working on legislated policies at the city level is the logical next step because it will have a broader and more lasting impact in the community. The Tobacco Prevention Program shifted gears for the 2017-2021 work plan with the intention of returning to work around smoke-free MUH in the future.</p> <p>Because of previous work on this indicator, staff is highly knowledgeable about second-hand/third-hand smoke and smoke-free MUH policies. Additionally, efforts have already been made to raise awareness among apartment managers, apartment residents and the general public. In the 2017-2021 work plan, the Tobacco Prevention Program continued to receive calls from local apartment residents concerned about second hand smoke exposure and expressing their desire for smoke-free policies. Staff and coalition members recently worked with the Grass Valley Planning Commission and the developer of Dorsey Drive Marketplace, a multi-use MUH complex/marketplace being built in Grass Valley, to adopt a 100% smoke-free policy. TUPP staff anticipates that upcoming MUH developments in Grass Valley will be an opportunity for coalition members to introduce a legislated smoke-free MUH policy to Planning Commissioners and City Officials.</p>
<p><b>Major Intervention Activities:</b></p>	<p>Intervention activities will focus on training and engaging coalition members around the issue of smoke-free MUH, raising public awareness and building community and local policy maker support. These activities will increase coalition capacity to address these issues, create momentum in the community and identify potential allies and champions for the proposed policy. Strategic planning sessions will be conducted with youth and adult coalition members and the Midwest Academy Chart will be utilized in mapping out how to move policy work forward. This process will help TUPP to identify internal and external assets and ways in which capacity can be built to address the issue. TUPP staff and coalition members will conduct presentations with community organizations and MUH tenant groups and attend community events to raise awareness about the issue and work collaboratively with key partners for additional support. Representatives from community organizations, MUH residents and MUH owners/managers will be invited to participate in the coalition and demonstrate their support for a smoke-free MUH policy. TUPP will train coalition members to meet with City Council members and other key decision</p>



	<p>makers in the target jurisdiction to educate them about the benefits of smoke-free MUH and identify champions for policy. Paid media will focus on raising broad community awareness about the issue of second-hand smoke in MUH and the benefits of smoke-free MUH policies. To further increase community and policy maker awareness, TUPP will develop print and electronic MUH educational materials that will be shared on the TUPP website and during community events, presentations and meetings with policy makers. TUPP staff will print and provide education materials in formats appropriate to the geographic area's population, including translation into Spanish when appropriate, accessible reading levels, etc. Additionally, staff will support policy makers by providing technical assistance (TA) to assist with drafting policy language and providing educational resources for adoption of a smoke-free MUH policy in Grass Valley.</p>
<b>Theory of Change:</b>	<p>Initial work around this objective with focus on strategizing and raising awareness among coalition members about the smoke-free MUH, second/third-hand smoke and policy efforts to address the issue. This will build internal capacity and prepare coalition members to educate and mobilize the community and local policy makers to take action around the issues. Presentations to community organizations by coalition members and program staff will increase awareness around the issue, build support for smoke-free MUH policy efforts and help to identify potential community partners. Building partnerships with community partners will increase support and momentum in the community around smoke-free MUH, increasing the likelihood that local policy makers will see a demand for a smoke-free MUH policy and take action around the issue. Simultaneously, media efforts will begin to shift community awareness around smoke-free MUH. Coalition members will be trained to present to local policy makers about the benefits of smoke-free MUH policies and community partners will be asked to demonstrate their support for a smoke-free MUH policy. Process data collection activities, such as key informant interviews and public opinion polls conducted in the first year of the plan, will help the program gauge the level of understanding and support among community member and policy makers around smoke-free MUH. Insights gleaned from these activities will shape and inform program efforts, including community/decision maker education, media strategies, partner engagement and presentations to local decision makers. Overall, intervention and evaluation activities will work to raise awareness and build capacity to address smoke-free MUH, as well as prepare and empower coalition members and community partners to advocate for the adoption of a smoke-free MUH policy. Technical assistance provided by staff will ensure that local policy makers and other city staff feel supported throughout the policy adoption process.</p>
<b>Evaluation Summary Narrative:</b>	<p>The plan type is legislated policy-adoption only. The Nevada County Tobacco Prevention Program will work in Grass Valley to adopt a policy eliminating smoking in MUH complexes with two or more units. The evaluation plan includes only process evaluation activities specific to the objective, which will help determine the level of awareness and support among community members and local policy makers and gauge the project's efforts towards meeting the proposed objective. Data from process evaluation activities will be used to inform and guide program planning and implementation.</p> <p>An electronic public opinion poll, developed in consultation with the Tobacco Control Evaluation Center (TCEC), will be administered to a convenience sample of 200-250 community members using a handheld device or online survey during year 1 of the workplan. Frequencies and percentages will be calculated to determine the level of public awareness around smoke-free MUH and support for a smoke-free MUH policy in Grass Valley. TUPP staff will also conduct Key Informant Interviews with 6-8 local policy makers in year 1 of the workplan; questions will be used to determine effective approaches/tactics, identify points of view, anticipate facilitators and barriers</p>

	<p>to adopting a smoke-free MUH policy. Staff will use the KII and survey results to inform and guide program planning and implementation, specifically community education activities and the development of talking points aimed at policy makers.</p> <p>Throughout the grant period, staff will also maintain a media activity record and policy record form. The media activity record tool, developed by TCEC, will be used to inform staff and coalition members about opportunities to engage the community and understand how tobacco control is being portrayed in local media. The policy record form will be used to document and inform TUPP staff about policy maker support/opposition, key issues raised by policy makers and staff, and other insights from public policy meetings about smoke-free MUH.</p> <p>A Brief Evaluation Report will be written at the end of the grant period. The report will summarize the process data collected and key activities conducted during the grant period, effectiveness of strategies used, and recommendations for developing future project interventions. The report will be written following guidelines developed by TCEC and submitted to the California Tobacco Control Program. The Brief Evaluation report and other process data summary reports will be disseminated to coalition members and public health leadership via email, fact sheets and presentations.</p>
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