



RESOLUTION No. 18-146

OF THE BOARD OF SUPERVISORS OF THE COUNTY OF NEVADA

RESOLUTION APPROVING NEVADA COUNTY'S COMPREHENSIVE TOBACCO CONTROL PLAN FOR THE PERIOD OF JULY 1, 2017 THROUGH JUNE 30, 2021 AND AUTHORIZING AND DIRECTING THE AUDITOR- CONTROLLER TO AMEND THE PUBLIC HEALTH DEPARTMENT'S BUDGET FOR FISCAL YEAR 2017/18 (4/5 AFFIRMATIVE VOTE REQUIRED)

WHEREAS, the Nevada County Public Health Department is the designated Local Lead Agency (LLA) for the Tobacco Control Program and, as such, is responsible for coordinating information, referral, outreach and education activities that promote social norm changes and educate the public about health issues related to tobacco use; and

WHEREAS, it has been recognized that:

- Smoking is the single most important source of preventable disease and premature death in California;
- More than 30 percent of coronary heart disease cases are attributable to cigarette smoking;
- More than 30 percent of all annual cancer deaths are attributable to smoking; with lung cancer now the leading cancer killer in women as well as men;
- Smoking is responsible for one-quarter of all deaths caused by fire;
- Involuntary smoking is a cause of disease, including lung cancer, in healthy nonsmokers;
- More than 80 percent of chronic obstructive lung diseases including emphysema and chronic bronchitis are attributable to smoking;
- Tobacco-related disease places a tremendous financial burden upon the persons with the disease, their families, the health care delivery system, and society as a whole; and

WHEREAS, the California Department of Public Health has allocated funds for Nevada County as follows: Fiscal Year 2017/18 - \$369,105; Fiscal Year 2018/19 - \$318,270; Fiscal Year 2019/20 - \$311,550; and Fiscal Year 2020/21 - \$305,085 and this Plan includes the following objectives:

- 1) Increase the number of jurisdictions with a policy of establishing a minimum package or volume size for tobacco and/or that eliminates the sale and distribution of individual small unit packages of tobacco products;
- 2) Increase the number of jurisdictions with a policy prohibiting smoking on the premise of outdoor non-recreational public areas (e.g., walkways, streets, plazas, college/trade school campuses, shopping centers, transit stops, farmers' markets, swap meets); and
- 3) Increase the degree to which our program has participatory collaborative partnerships with diverse youth and youth serving organizations and mobilizes their involvement in community assessments, development, implementation, and evaluation of interventions to support tobacco control-related policy, environmental, and system change; and engages them in activities that address tobacco-related determinants of health.

- 4) Increase the number of organizations in Nevada County that have adopted a voluntary policy to include tobacco use assessment questions in their client intake procedures that utilizes "Ask, Advise, Refer" protocols to systematically refer patients who use tobacco to the California Smokers Help Line and at least one community-based organization. Increase by one the number of community-based organizations which offer evidence-based, culturally-appropriate adult tobacco cessation classes.

NOW, THEREFORE, BE IT HEREBY RESOLVED that the Board of Supervisors of the County of Nevada, State of California, approves Nevada County's Comprehensive Tobacco Control Plan in the maximum amount of \$1,304,010 for the period of July 1, 2017 through June 30, 2021 in substantially the form attached hereto and authorizes and directs the Auditor-Controller to amend the Public Health Department's budget for Fiscal Year 2017/18 as follows:

Revenues		
1604 40102 492 2604	440520	\$219,105
Expenditures		
1604 40102 492 2604	538552	\$219,105
1589 40102 492 2601	510100	6,100
1589 40102 492 2601	510200	3,000
1589 40102 492 2601	520310	675
1589 40102 492 2601	521200	500
1589 40102 492 2601	521410	1,120
1589 40102 492 2601	521480	750
1589 40102 492 2601	521520	45,000
1589 40102 492 2601	521800	1,150
1589 40102 492 2601	522090	20,000
1589 40102 492 2601	522271	10,100
1589 40102 492 2601	538013	4,000
1589 40102 492 2601	561552	(92,395)

PASSED AND ADOPTED by the Board of Supervisors of the County of Nevada at a regular meeting of said Board, held on the 24th day of April, 2018, by the following vote of said Board:

Ayes: Supervisors Heidi Hall, Edward Scofield, Dan Miller, Hank Weston and Richard Anderson

Noes: None.

Absent: None.

Abstain: None.

ATTEST:

JULIE PATTERSON HUNTER
Clerk of the Board of Supervisors

By: _____


Edward Scofield, Chair

Scope of Work: Overview & Evaluation Activities

Procurement Name: LLA 2017-2021 Plan

Contract Number: CTCP-17-29

Agency Name: Nevada County Community Health

Project Name: Nevada County Tobacco Use Prevention Program


Project Type: Local Lead Agency

Contract Term: 07/01/2017 - 06/30/2021

Effective Date: 07/01/2017

Plan Version ID: 1.0

Report Generated: 03/29/2018 09:28 AM

Objective 1 		
Overview		
Objective ID: 1		
Primary Priority Area: (3) Reduce the Availability of Tobacco		
Secondary Priority Area: (1) Limit Tobacco Promoting Influences		
<p>Primary Indicator: (1.2.7) Minimum Package/Volume Size: The number of jurisdictions with a policy establishing a minimum package or volume size for tobacco and/or that eliminates the sale and distribution of individual or small unit packages of tobacco products. (CORE)</p>		
<p>Secondary Indicator: (3.2.12) Tobacco Product Definition: The number of jurisdictions with a policy defining "tobacco product" to include cigarettes, smokeless tobacco, cigars, pipe tobacco, hookah tobacco, any product containing nicotine or any product used to introduce nicotine into the body, including but not limited to such things as dissolvable tobacco products and any ESD, whether or not it delivers nicotine (e.g., cigarettes, electronic pipes, electronic cigars, electronic hookah, vaping pens, mods, tanks), but excluding products specifically approved by the FDA for use in treating nicotine or tobacco dependence. ESDs do not include any battery or battery charger when sold separately.</p>		
<p>Objective: By June 30, 2021, the City of Grass Valley will adopt and implement minimum packaging restrictions on the sale of single cigarillos and little cigars and amend the existing tobacco retail licensing policy to include an updated tobacco product definition.</p>		
Primary Objective? Yes		
Evaluation Plan Type: Legislated Policy -- Adoption and Implementation		
Audience Group(s)	General Population Group(s)	Specific Ethnic Population Group(s)
<ul style="list-style-type: none"> 13-17 years 18-24 years -specifically Elected Officials Low SES Rural Populations Tobacco Retailers 	<ul style="list-style-type: none"> Hispanic/Latino White, Non-Hispanic 	
Summary of Interventions to Achieve the Objective:		
<ul style="list-style-type: none"> Alcohol and Drug Prevention Collaboration Chew, Snus, Snuff Education Cigar/Little Cigar Education ENDD Education Key Informant Interviews Law Enforcement Collaboration Midwest Academy Strategy Chart Nutrition Program Collaboration Press release(s) Public Intercept Surveys Schools collaboration (K-12) Spokespersons Training Voluntary Health Organization Collaboration Volunteer Recruitment YouTube, Slide Share or other Multi-media Social Networking 		
Evaluation Activity Plan		
Evaluation Activity 1-E-7	Education/Participant Survey	
Evaluation Activity:	A post-survey will be developed and administered to participants in the data collection training regarding TRL for 4-6 coalition members to assess whether the participants gained any skills or knowledge and to determine the quality and usefulness of the training. The survey will be administered by pen-to-paper and/or Survey Monkey. All survey instruments will be developed and/or revised by the evaluator. The survey results will be analyzed using descriptive statistics	

	such as percentages, frequencies and means will be used to analyze findings. The results will be used to improve the future trainings and will inform the brief evaluation report.	
Is this data being collected for Process Evaluation or Outcome Evaluation purposes?:	Process	
How many waves of data collection will occur?:	1	
Data Collection Period(s):		
Begin/End Periods - Wave 1:	07/17-12/17 to 07/20-12/20	
Data Collection Training - Will data collectors be trained to help implement this evaluation activity?:	No	
Copyright:	No	
Program Deliverable Percentage:	1.50 %	
Tracking Measures:	Measure	Submit
	Copy of Survey Instrument	Yes
	Summary of Key Findings	Yes
Responsible Parties:	Responsible Party	Budget Type
	Project Director	Budgeted
	Evaluator	Budgeted
	Health Education Coordinator	Budgeted
	External Evaluator	Budgeted
Evaluation Activity 1-E-13	Education/Participant Survey	
Evaluation Activity:	A post-test will be developed and administered to participants in the public opinion polling and other data collection for TRL training to assess changes in knowledge, confidence/preparation, intent to engage in advocacy activities to promote amending the TRL to include minimum packaging of cigars and little cigarillos. The survey will also capture information about training feedback and anticipated needs for additional advocacy support after the training. A pen-to-paper instrument will be used to collect the data. The pre-and post-test will be administered to a total of 4-6 training participants. The survey results will be analyzed using descriptive statistics such as percentages, frequencies and means will be used to analyze findings.	
Is this data being collected for Process Evaluation or Outcome Evaluation purposes?:	Process	
How many waves of data collection will occur?:	1	
Data Collection Period(s):		
Begin/End Periods - Wave 1:	07/17-12/17 to 01/20-06/20	
Data Collection Training - Will data collectors be trained to help implement this evaluation activity?:	Yes	
Copyright:	Yes	
Program Deliverable Percentage:	1.50 %	
Tracking Measures:		

	Measure	Submit
	Copy of Survey Instrument	Yes
	Summary of Key Findings	Yes
Responsible Parties:	Responsible Party	Budget Type
	Project Director	Budgeted
	Health Educator	Budgeted
	External Evaluator	Budgeted
Evaluation Activity 1-E-8	Focus Group	
Evaluation Activity:	Develop a focus group guide to assess feedback on the script and message of educational public service announcement regarding the content, language, approach, and appropriateness of the action steps in the educational PSA. The focus group guide will be developed in consultation with TCEC. Conduct 2-3 focus groups other rural peer groups such as low socio-economic status (SES), and young adults, parents, and working class individuals, to assess the appropriateness of educational materials developed to promote minimum packaging of cigars and little cigarillos. Each focus group will include purposive sample of 3 to 6 people. Each focus group will be recorded and a transcription made, and an observer of the group will take notes of participant responses. A report will summarize participant responses to materials and make recommendations for revisions and/or new materials	
Is this data being collected for Process Evaluation or Outcome Evaluation purposes?:	Process	
How many waves of data collection will occur?:	1	
Data Collection Period(s):		
Begin/End Periods - Wave 1:	07/17-12/17 to 01/21-06/21	
Data Collection Training - Will data collectors be trained to help implement this evaluation activity?:	No	
Copyright:	No	
Program Deliverable Percentage:	2.00 %	
Tracking Measures:	Measure	Submit
	Focus Group Questions	Yes
	Summarized Results of Focus Groups	Yes
Responsible Parties:	Responsible Party	Budget Type
	Project Director	Budgeted
	Evaluator	Budgeted
	External Evaluator	Budgeted
	Media Consultant	Budgeted
Evaluation Activity 1-E-1	Key Informant Interview	
Evaluation Activity:	Conduct 5-6 face-to-face Key Informant Interviews with key stakeholders, such as downtown association members, chambers of commerce, retail store owners etc. Coalition members and staff will conduct surveys to collect baseline data of current knowledge and attitudes regarding tobacco minimum package size policies. Tobacco control staff will utilize and/or adapt a survey instrument developed by the TCEC.	
Is this data being collected for Process Evaluation or Outcome Evaluation purposes?:	Process	
How many waves of data	1	

collection will occur?:											
Data Collection Period(s):											
Begin/End Periods - Wave 1:	07/17-12/17 to 07/18-12/18										
Data Collection Training - Will data collectors be trained to help implement this evaluation activity?:	No										
Copyright:	No										
Program Deliverable Percentage:	2.00 %										
Tracking Measures:	<table border="1"> <thead> <tr> <th>Measure</th> <th>Submit</th> </tr> </thead> <tbody> <tr> <td>Key Informant Interview Instrument</td> <td>Yes</td> </tr> <tr> <td>Key Informant Interview Summary Results</td> <td>Yes</td> </tr> </tbody> </table>	Measure	Submit	Key Informant Interview Instrument	Yes	Key Informant Interview Summary Results	Yes				
Measure	Submit										
Key Informant Interview Instrument	Yes										
Key Informant Interview Summary Results	Yes										
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Responsible Party	Budget Type										
Project Director	Budgeted										
Coalition member	Non-Budgeted										
Health Educator	Budgeted										
External Evaluator	Budgeted										
Evaluation Activity 1-E-10	Key Informant Interview										
Evaluation Activity:	Utilizing and/or adapting a survey instrument developed by TCEC, conduct 5-20 Key Informant Interview surveys using face-to-face or telephone, with a diverse group of people such as retailers and key decision makers (city council members, city managers, city commissioners, city attorneys, city administrators, city clerks, etc.) to follow-up on current knowledge and attitudes regarding the tobacco retail environment and other topics relevant to the Healthy Stores for a Healthy Community (HSHC) campaign. Qualitative analysis of interview results will be used to summarize and report interview findings. The results will be shared with project staff and coalition members and help guide campaign interventions.										
Is this data being collected for Process Evaluation or Outcome Evaluation purposes?:	Process										
How many waves of data collection will occur?:	1										
Data Collection Period(s):											
Begin/End Periods - Wave 1:	01/19-06/19 to 01/19-06/19										
Data Collection Training - Will data collectors be trained to help implement this evaluation activity?:	Yes										
Copyright:	Yes										
Program Deliverable Percentage:	1.50 %										
Tracking Measures:	<table border="1"> <thead> <tr> <th>Measure</th> <th>Submit</th> </tr> </thead> <tbody> <tr> <td>Key informant interview questions</td> <td>Yes</td> </tr> <tr> <td>Summary of interview finding</td> <td>Yes</td> </tr> </tbody> </table>	Measure	Submit	Key informant interview questions	Yes	Summary of interview finding	Yes				
Measure	Submit										
Key informant interview questions	Yes										
Summary of interview finding	Yes										
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Responsible Party	Budget Type										
Project Director	Budgeted										
Coalition member	Non-Budgeted										

	Health Education Coordinator External Evaluator	Budgeted Budgeted
Evaluation Activity 1-E-12	Media Activity Record	
Evaluation Activity:	Using a tool developed by TCEC, LLA staff will perform a record of earned media placement through 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, data, and coverage. Paid media will be similarly tracked. A media content analysis will be conducted to evaluate the earned media pieces effectiveness at delivering/disseminating the message, their accuracy and neutrality of facts, and to gauge the level of public support for HSHC campaign strategies.	
Is this data being collected for Process Evaluation or Outcome Evaluation purposes?:	Process	
How many waves of data collection will occur?:	1	
Data Collection Period(s):		
Begin/End Periods - Wave 1:	07/17-12/17 to 01/21-06/21	
Data Collection Training - Will data collectors be trained to help implement this evaluation activity?:	No	
Copyright:	Yes	
Program Deliverable Percentage:	1.50 %	
Tracking Measures:	Measure	Submit
	HSHC Media Record	Yes
	Media Tracking Form	Yes
Responsible Parties:	Responsible Party	Budget Type
	Evaluator	Budgeted
	Health Education Coordinator	Budgeted
	External Evaluator	Budgeted
Evaluation Activity 1-E-6	Policy Record	
Evaluation Activity:	A public policy meeting observation form will be developed to document policymaker support/opposition, key issues raised by policymakers and City staff, and other insights from public policy meetings. Tobacco control program project staff will observe and record this information during the meetings. In addition, official policy records such as city council agendas, meeting minutes, City staff presentations, testimony, and policies enacted will be collected and coded to track: 1) support/opposition; 2) key issues that surface during the intervention, which could help shape changes to the intervention plan during the process; 3) the policy adoption process so that it can be described in the final evaluation report; and 4) to confirm adoption of a policy that meets the objective for this project.	
Is this data being collected for Process Evaluation or Outcome Evaluation purposes?:	Process	
How many waves of data collection will occur?:	1	
Data Collection Period(s):		
Begin/End Periods - Wave 1:	07/17-12/17 to 01/21-06/21	

Data Collection Training - Will data collectors be trained to help implement this evaluation activity?:	No												
Copyright:	Yes												
Program Deliverable Percentage:	1.00 %												
Tracking Measures:	<table border="1"> <thead> <tr> <th>Measure</th> <th>Submit</th> </tr> </thead> <tbody> <tr> <td>Policy Record Analysis</td> <td>Yes</td> </tr> <tr> <td>Public Policy Meeting Observation Form</td> <td>Yes</td> </tr> <tr> <td>Signed Policy</td> <td>Yes</td> </tr> </tbody> </table>	Measure	Submit	Policy Record Analysis	Yes	Public Policy Meeting Observation Form	Yes	Signed Policy	Yes				
Measure	Submit												
Policy Record Analysis	Yes												
Public Policy Meeting Observation Form	Yes												
Signed Policy	Yes												
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Project Director	Budgeted												
Evaluator	Budgeted												
External Evaluator	Budgeted												
Evaluation Activity 1-E-2	Public Intercept Survey / Opinion Poll												
Evaluation Activity:	Staff will work with TCEC to develop a survey that will be used to determine the level of public awareness around little cigars/cigarillos and flavored tobacco products and support for a minimum packaging restriction to limit the sale of cigarillos and little cigars to youth. A total of 60 Grass Valley residents will be polled by staff and coalition members utilizing paper and pencil and/or handheld devices. The method will analyze frequencies and percentages calculated to document public awareness and support for a minimum packaging restriction policy.												
Is this data being collected for Process Evaluation or Outcome Evaluation purposes?:	Process												
How many waves of data collection will occur?:	1												
Data Collection Period(s):													
Begin/End Periods - Wave 1:	07/17-12/17 to 01/20-06/20												
Data Collection Training - Will data collectors be trained to help implement this evaluation activity?:	Yes												
Copyright:	No												
Program Deliverable Percentage:	1.50 %												
Tracking Measures:	<table border="1"> <thead> <tr> <th>Measure</th> <th>Submit</th> </tr> </thead> <tbody> <tr> <td>Copy of Survey</td> <td>Yes</td> </tr> <tr> <td>Survey Results</td> <td>Yes</td> </tr> </tbody> </table>	Measure	Submit	Copy of Survey	Yes	Survey Results	Yes						
Measure	Submit												
Copy of Survey	Yes												
Survey Results	Yes												
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Responsible Party	Budget Type												
Project Director	Budgeted												
Coalition member	Non-Budgeted												
Evaluator	Budgeted												
Health Educator	Budgeted												
External Evaluator	Budgeted												
Evaluation Activity 1-E-11	Public Intercept Survey / Opinion Poll												
Evaluation Activity:	Utilizing a survey instrument developed by TCEC, use electronic handheld devices to collect follow-up data of knowledge, attitudes, and perception of the community, regarding the retail environment. The sample size will be 70-100 and is based on the one recommended by CTCP. Frequencies and percentages will be calculated to document support/opposition to policy												

	strategies for the HSHC campaign, knowledge, and demographic information provided by survey participants. The results will be shared with project staff and coalition members and help guide campaign interventions.	
Is this data being collected for Process Evaluation or Outcome Evaluation purposes?:	Process	
How many waves of data collection will occur?:	1	
Data Collection Period(s):		
Begin/End Periods - Wave 1:	07/19-12/19 to 07/19-12/19	
Data Collection Training - Will data collectors be trained to help implement this evaluation activity?:	Yes	
Copyright:	Yes	
Program Deliverable Percentage:	2.00 %	
Tracking Measures:	Measure	Submit
	Summary of Results	Yes
	Survey Tool	Yes
Responsible Parties:	Responsible Party	Budget Type
	Coalition member	Non-Budgeted
	Evaluator	Budgeted
	Health Education Coordinator	Budgeted
	Health Educator	Budgeted
	External Evaluator	Budgeted
Evaluation Activity 1-E-9	Observation Data	
Evaluation Activity:	Observation data will be collected in tobacco retail stores using electronic handheld devices, and a survey instrument developed by CTCP. The LLA will complete the core HSHC observation survey and may complete additional modules based on priorities and resources available. Completion of the core survey will take approximately 20 minutes. The number of stores to be surveyed 71-80 is based on cohort sample provided by CTCP. With TA from TCEC, as needed, the LLA will review and perform initial cleaning of survey data. CTCP will coordinate remaining data cleaning and analysis and provide results to LLA's to support their HSHC intervention activities, CX Needs Assessment and Media Release.	
Is this data being collected for Process Evaluation or Outcome Evaluation purposes?:	Outcome	
How many waves of data collection will occur?:	1	
Data Collection Period(s):		
Begin/End Periods - Wave 1:	01/19-06/19 to 01/19-06/19	
Data Collection Training - Will data collectors be trained to help implement this evaluation activity?:	Yes	
Copyright:	Yes	
Program Deliverable	1.50 %	

Percentage:													
Tracking Measures:	<table border="1"> <thead> <tr> <th>Measure</th> <th>Submit</th> </tr> </thead> <tbody> <tr> <td>Cleaned Survey Results</td> <td>On File</td> </tr> <tr> <td>Store Observation Tracking List</td> <td>Yes</td> </tr> </tbody> </table>	Measure	Submit	Cleaned Survey Results	On File	Store Observation Tracking List	Yes						
Measure	Submit												
Cleaned Survey Results	On File												
Store Observation Tracking List	Yes												
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Responsible Party	Budget Type												
Project Director	Budgeted												
Coalition member	Non-Budgeted												
Evaluator	Budgeted												
Health Education Coordinator	Budgeted												
External Evaluator	Budgeted												
Evaluation Activity 1-E-3	Final Evaluation Report												
Data Analysis Plan:	The Final Evaluation Report (FER) will summarize findings from the data collection and spokesperson trainings, public intercept surveys, key informant interview, and the media activity record. Data collection and spokesperson trainings will be assessed using a post training knowledge questionnaire. The previously gathered public intercept surveys for the Healthy Stores for a Healthy Community Campaign will be analyzed by calculating frequencies and percentages to document support/opposition to policy strategies for the Retail Environment Campaign. The public intercept survey for the minimum packaging policy campaign will also be analyzed calculating frequency and percentages to document awareness of the issues and support for a policy restricting the sale of single cigarillos and little cigars. Key informant interviews will be analyzed to summarize information and identify common themes. 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.												
Methods to Disseminate Findings:	Other Print Materials												
Other Dissemination Methods:													
Study Limitations or Challenges:	The comfort level of individuals conducting data collection efforts is an anticipated challenge to this overall study. Regarding data collection for the Healthy Stores effort, there could be challenges with data collectors having enough familiarity and comfort with using the handheld devices and completing electronic store and public opinion surveys correctly. Conducting data collection discretely and without any conflicts from store owners and/or employees could be a concern. In addition, equipment/technology failure or complications may limit successfully collecting data. Lastly, youth scheduling can be challenging for public intercept surveys, particularly during vacations periods or near the start/end of school. As a result, overall scheduling will be key for success.												
Copyright:	No												
Program Deliverable Percentage:	2.50 %												
Activity Start Date Period:	07/20-12/20												
Activity Completion Date Period:	01/21-06/21												
Tracking Measures:	<table border="1"> <thead> <tr> <th>Measure</th> <th>Submit</th> </tr> </thead> <tbody> <tr> <td>Final Evaluation Report</td> <td>Yes</td> </tr> </tbody> </table>	Measure	Submit	Final Evaluation Report	Yes								
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Responsible Party	Budget Type												
Project Director	Budgeted												
Evaluator	Budgeted												
External Evaluator	Budgeted												

Objective 2**Overview**

Objective ID: 2

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

Primary Indicator: (2.2.9) Smoke-free Outdoor Non-recreational Public Areas: The number of jurisdictions with a policy prohibiting smoking on the premise of outdoor non-recreational public areas (e.g., walkways, streets, plazas, college/trade school campuses, shopping centers, transit stops, farmers markets, swap meets).

Note: Do not use this indicator, if the outdoor non-recreational public area is one of the following areas: health care campus (2.2.10), K-12 school (2.2.17), faith community campus (2.2.20), and commercial or non-profit child care facility premise (2.2.27). (CORE)

Objective: By June 30, 2021, the Town of Truckee will adopt a policy to prohibit smoking, including the use of electronic smoking devices (ESD's), on the premise of outdoor non-recreational public areas (e.g., walkways, streets, plazas, shopping centers).

Primary Objective? No

Evaluation Plan Type: Legislated Policy -- Adoption and Implementation

Audience Group(s)	General Population Group(s)	Specific Ethnic Population Group(s)
<ul style="list-style-type: none"> 13-17 years Adults 18 years and older Business Elected Officials Employees Enforcement Agencies Government Agencies Rural Populations Tobacco Retailers 	<ul style="list-style-type: none"> Hispanic/Latino White, Non-Hispanic 	

Summary of Interventions to Achieve the Objective:

- Facebook
- Key Informant Interviews
- Leadership Training
- Midwest Academy Strategy Chart
- Newspaper Advertising
- Opinion Editorial(s)
- Press release(s)
- Priority Population Organizations Collaboration
- Public Intercept Surveys
- Radio Advertising
- Spokespersons Training
- Voluntary Health Organization Collaboration
- Volunteer Recruitment

Evaluation Activity Plan

Evaluation Activity 2-E-7	Education/Participant Survey
Evaluation Activity:	A post-test will be developed and administered to participants in the presentation training to assess changes in knowledge, confidence/preparation, intent to engage in advocacy activities to promote tobacco-free downtown and dangers of second hand smoke and aerosol from e-cigarettes. The survey will also capture information about training feedback and anticipated needs for additional advocacy support after the training. A pen-to-paper instrument will be used to collect the data. The post-test will be administered to a total of 4-10 training participants. The survey results will be analyzed using descriptive statistics such as percentages, frequencies and means will be used to analyze findings.
Is this data being collected for Process Evaluation or Outcome Evaluation purposes?:	Process
How many waves of data collection will occur?:	1
Data Collection Period(s):	
Begin/End Periods - Wave 1:	01/18-06/18 to 07/20-12/20
Data Collection Training - Will data collectors be trained to	No

help implement this evaluation activity?:											
Copyright:	Yes										
Program Deliverable Percentage:	0.50 %										
Tracking Measures:	<table border="1"> <thead> <tr> <th>Measure</th> <th>Submit</th> </tr> </thead> <tbody> <tr> <td>Survey Instrument</td> <td>Yes</td> </tr> <tr> <td>Survey Summary Report</td> <td>Yes</td> </tr> </tbody> </table>	Measure	Submit	Survey Instrument	Yes	Survey Summary Report	Yes				
Measure	Submit										
Survey Instrument	Yes										
Survey Summary Report	Yes										
Responsible Parties:	<table border="1"> <thead> <tr> <th>Responsible Party</th> <th>Budget Type</th> </tr> </thead> <tbody> <tr> <td>Project Director</td> <td>Budgeted</td> </tr> <tr> <td>Health Education Coordinator</td> <td>Budgeted</td> </tr> <tr> <td>External Evaluator</td> <td>Budgeted</td> </tr> </tbody> </table>	Responsible Party	Budget Type	Project Director	Budgeted	Health Education Coordinator	Budgeted	External Evaluator	Budgeted		
Responsible Party	Budget Type										
Project Director	Budgeted										
Health Education Coordinator	Budgeted										
External Evaluator	Budgeted										
Evaluation Activity 2-E-8	Focus Group										
Evaluation Activity:	Develop a consumer test guide to assess feedback on the script and message of educational public service announcement regarding the content, language, approach, and appropriateness of the action steps in the educational PSA. The consumer test guide will be developed in consultation with TCEC. Conduct 1-2 focus groups with other rural peer groups such as low socio-economic status (SES) youth and young adults, parents, and working class individuals, to assess the appropriateness of educational materials developed to promote minimum packaging of cigars and little cigarillos. Each focus group will include purposive sample of 3 to 6 people. Each focus group will be recorded and a transcription made, and an observer of the group will take notes of participant responses. A report will summarize participant responses to materials and make recommendations for revisions and/or new materials.										
Is this data being collected for Process Evaluation or Outcome Evaluation purposes?:	Process										
How many waves of data collection will occur?:	1										
Data Collection Period(s):											
Begin/End Periods - Wave 1:	07/17-12/17 to 01/21-06/21										
Data Collection Training - Will data collectors be trained to help implement this evaluation activity?:	No										
Copyright:	No										
Program Deliverable Percentage:	1.50 %										
Tracking Measures:	<table border="1"> <thead> <tr> <th>Measure</th> <th>Submit</th> </tr> </thead> <tbody> <tr> <td>Consumer Test Guide Tool</td> <td>Yes</td> </tr> <tr> <td>Summary Report</td> <td>Yes</td> </tr> </tbody> </table>	Measure	Submit	Consumer Test Guide Tool	Yes	Summary Report	Yes				
Measure	Submit										
Consumer Test Guide Tool	Yes										
Summary Report	Yes										
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Responsible Party	Budget Type										
Project Director	Budgeted										
Evaluator	Budgeted										
Health Education Coordinator	Budgeted										
Media Consultant	Budgeted										
Evaluation Activity 2-E-3	Key Informant Interview										
Evaluation Activity:	Conduct 5-6 telephone and/or in-person interviews with Town Council members and Chief of Police in Truckee to determine facilitators and barriers to implementing a smoke-free downtown policy. Each interview will be approximately 20 to 30 minutes in length. The key informant interview questions will be developed in consultation with TCEC and adapted from previous samples from other LLA's.										

Is this data being collected for Process Evaluation or Outcome Evaluation purposes?:	Process	
How many waves of data collection will occur?:	1	
Data Collection Period(s):		
Begin/End Periods - Wave 1:	07/17-12/17 to 01/18-06/18	
Data Collection Training - Will data collectors be trained to help implement this evaluation activity?:	No	
Copyright:	No	
Program Deliverable Percentage:	1.50 %	
Tracking Measures:	Measure	Submit
	Key Informant Questions	Yes
	Summary of Responses	Yes
Responsible Parties:	Responsible Party	Budget Type
	Project Director	Budgeted
	Evaluator	Budgeted
	Health Education Coordinator	Budgeted
Evaluation Activity 2-E-2	Media Activity Record	
Evaluation Activity:	A media record analysis tool will be developed in consultation with TCEC. Paid media, press releases, news articles, editorials and letters to the editor regarding tobacco-free downtown district of Truckee will be collected, quantified, and analyzed to determine coverage, support and opposition for the subject and the need for further community education. The number, length, placement, slant (positive/negative/neutral) and amount of exposure to audiences will be monitored and reported.	
Is this data being collected for Process Evaluation or Outcome Evaluation purposes?:	Process	
How many waves of data collection will occur?:	1	
Data Collection Period(s):		
Begin/End Periods - Wave 1:	01/18-06/18 to 01/21-06/21	
Data Collection Training - Will data collectors be trained to help implement this evaluation activity?:	No	
Copyright:	No	
Program Deliverable Percentage:	1.00 %	
Tracking Measures:	Measure	Submit
	Media activity record	Yes
	Media tracking form	Yes
Responsible Parties:	Responsible Party	Budget Type

	Evaluator Health Education Coordinator External Evaluator	Budgeted Budgeted Budgeted
Evaluation Activity 2-E-5	Policy Record	
Evaluation Activity:	A public policy meeting observation form will be developed to document policymaker support/opposition, key issues raised by policymakers and Town of Truckee staff, and other insights from public policy meetings. Tobacco Use Prevention Program staff will observe and record this information during the meetings. In addition, official policy records such as city council agendas, meeting minutes, Town of Truckee staff presentations, testimony, and policies enacted will be collected and coded to track: 1) support/opposition; 2) key issues that surface during the intervention, which could help shape changes to the intervention plan during the process; 3) the policy adoption process so that it can be described in the final evaluation report; and 4) to confirm adoption of a policy that meets the objective for this project.	
Is this data being collected for Process Evaluation or Outcome Evaluation purposes?:	Process	
How many waves of data collection will occur?:	1	
Data Collection Period(s):		
Begin/End Periods - Wave 1:	07/17-12/17 to 01/21-06/21	
Data Collection Training - Will data collectors be trained to help implement this evaluation activity?:	No	
Copyright:	No	
Program Deliverable Percentage:	1.00 %	
Tracking Measures:	Measure	Submit
	Policy Record Analysis	Yes
	Signed Policy	Yes
Responsible Parties:	Responsible Party	Budget Type
	Project Director	Budgeted
	Evaluator	Budgeted
	Health Education Coordinator	Budgeted
	External Evaluator	Budgeted
Evaluation Activity 2-E-1	Public Intercept Survey / Opinion Poll	
Evaluation Activity:	A public intercept survey and a protocol will be developed in consultation from TCEC and/or we will obtain samples from other LLAs. The survey instrument will be used to collect data about community knowledge, attitudes, and perceptions regarding second-hand smoke and tobacco-free non-recreational areas such as downtown streets and sidewalks. Surveys will be collected from Truckee residents and employees, through Survey Monkey email and/or paper-pencil. A total of 65-85 surveys will be completed. A convenience sample will be used.	
Is this data being collected for Process Evaluation or Outcome Evaluation purposes?:	Process	
How many waves of data collection will occur?:	1	
Data Collection Period(s):		
Begin/End Periods - Wave 1:	07/17-12/17 to 07/20-12/20	

1:											
Data Collection Training - Will data collectors be trained to help implement this evaluation activity?:	Yes										
Copyright:	No										
Program Deliverable Percentage:	1.50 %										
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Data Collection Tool	Yes										
Summary Report	Yes										
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Responsible Party	Budget Type										
Project Director	Budgeted										
Evaluator	Budgeted										
Health Education Coordinator	Budgeted										
Evaluation Activity 2-E-6	Observation Data										
Evaluation Activity:	An outdoor non-recreational public areas (e.g. walkways, streets, plazas, shopping centers, public parking lots) data collection instrument and protocol will be developed in consultation with TCEC, pilot-tested, and revised as needed for field use. Conduct pre- and post-smoking observations in the downtown Truckee district. The instrument will record number of individuals smoking and/or vaping, signage posted, receptacles, and number of butts as observed during a 1-2 hour time frame, depending on the recommendations of TCEC.										
Is this data being collected for Process Evaluation or Outcome Evaluation purposes?:	Outcome										
How many waves of data collection will occur?:	2										
Data Collection Period(s):											
Begin/End Periods - Wave 1:	07/17-12/17 to 01/18-06/18										
Begin/End Periods - Wave 2:	07/20-12/20 to 01/21-06/21										
Data Collection Training - Will data collectors be trained to help implement this evaluation activity?:	Yes										
Copyright:	Yes										
Program Deliverable Percentage:	1.00 %										
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Baseline and Post-Implementation Summary Report	Yes										
Observation Data Instrument	Yes										
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Project Director	Budgeted										
Coalition member	Non-Budgeted										
Health Education Coordinator	Budgeted										
External Evaluator	Budgeted										
Evaluation Activity 2-E-4	Final Evaluation Report										
Data Analysis Plan:	The brief evaluation report (BER) will summarize effectiveness of strategies used, and										

	recommendations for developing future project interventions. All data sources will be summarized following the guidelines specified by CTCP and will discuss which intervention strategies were successful and why, challenges faced and how they were addressed, and recommendations for future efforts. The required public intercept surveys will be analyzed by calculating frequencies and percentages to document support/opposition to policy strategies for passing a smoke-free policy in the Town of Truckee, knowledge, and demographic information provided by survey participants. Key informant interviews will be analyzed to summarize information and identify common themes. 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. Methods to disseminate findings: A summary of the report will be submitted to Partners and shared with coalition members and other programs working on Smoke-free outdoor non-recreational areas.								
Methods to Disseminate Findings:	Other Print Materials Partners								
Other Dissemination Methods:	Coalition meetings								
Study Limitations or Challenges:	Study limitations or challenges: There could be challenges with data collectors having enough familiarity and comfort with using the handheld devices and completing electronic store and public opinion surveys correctly. Conducting data collection discretely and without any conflicts from store owners and/or employees could be a concern. In addition, equipment/technology failure or complications may limit successfully collecting data								
Copyright:	Yes								
Program Deliverable Percentage:	2.00 %								
Activity Start Date Period:	07/17-12/17								
Activity Completion Date Period:	01/21-06/21								
Tracking Measures:	<table border="1"> <thead> <tr> <th>Measure</th> <th>Submit</th> </tr> </thead> <tbody> <tr> <td>Brief Evaluation Report</td> <td>Yes</td> </tr> </tbody> </table>	Measure	Submit	Brief Evaluation Report	Yes				
Measure	Submit								
Brief Evaluation Report	Yes								
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Responsible Party	Budget Type								
Project Director	Budgeted								
Evaluator	Budgeted								
External Evaluator	Budgeted								

Objective 3

Overview

Objective ID: 3

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 mobilizes their involvement in community assessments; development, implementation, and evaluation of interventions to support tobacco control-related policy, environmental, and system change; and engages them in activities that address tobacco-related determinants of health.

Objective: By June 30, 2021, create and maintain a youth coalition with minimum of 8 culturally diverse youth in Nevada County that will trained and educated to advance tobacco control efforts, and will participate in a minimum of 10 coalition meetings and 4 non-meeting activities annually.

Primary Objective? No

Evaluation Plan Type: Other without Measurable Outcome

Audience Group(s)	General Population Group(s)	Specific Ethnic Population Group(s)
<ul style="list-style-type: none"> 13-17 years Coalitions College Students/faculty/staff Low SES Rural Populations Schools (K-12) 	<ul style="list-style-type: none"> Multi-ethnic 	

Summary of Interventions to Achieve the Objective:

- Coalition Satisfaction Survey
- Data Collection Training
- Facebook
- Focus Groups
- Leadership Training
- Public Intercept Surveys
- Schools collaboration (K-12)
- Voluntary Health Organization Collaboration
- Volunteer Recruitment
- YouTube, Slide Share or other Multi-media Social Networking

Evaluation Activity Plan

Evaluation Activity 3-E-1	Education/Participant Survey	
Evaluation Activity:	Using the online Tobacco Control Evaluation Center's (TCEC) coalition survey, a census of all coalition members will be completed annually to assess member diversity, functioning and satisfaction. Data will be analyzed using descriptive statistics such as percentages, frequencies and means will be used to analyze findings. Results will be summarized and used to improve coalition functioning, and meetings, trainings and TA services.	
Is this data being collected for Process Evaluation or Outcome Evaluation purposes?:	Process	
How many waves of data collection will occur?:	4	
Data Collection Period(s):		
Begin/End Periods - Wave 1:	07/17-12/17 to 01/18-06/18	
Begin/End Periods - Wave 2:	07/18-12/18 to 01/19-06/19	
Begin/End Periods - Wave 3:	07/19-12/19 to 01/20-06/20	
Begin/End Periods - Wave 4:	07/20-12/20 to 01/21-06/21	
Data Collection Training - Will data collectors be trained to help implement this evaluation activity?:	No	
Copyright:	No	
Program Deliverable Percentage:	1.50 %	
Tracking Measures:	Measure	Submit
	Summary Report of Key Findings	Yes
	Survey Instrument	Yes
Responsible Parties:	Responsible Party	Budget Type
	Project Director	Budgeted
	External Evaluator	Budgeted
Evaluation Activity 3-E-5	Education/Participant Survey	
Evaluation Activity:	A post-test will be developed and administered to participants in the coalition trainings to assess changes in knowledge, confidence/preparation, intent to engage in advocacy activities to promote secondhand smoke and other tobacco products education. The survey will also capture information about training feedback and anticipated needs for additional advocacy support after the training. A pen-to-paper instrument will be used to collect the data. The post-test will be	

	administered to a total of 5-10 training participants. The survey results will be analyzed using descriptive statistics such as percentages, frequencies and means will be used to analyze findings.	
Is this data being collected for Process Evaluation or Outcome Evaluation purposes?:	Process	
How many waves of data collection will occur?:	1	
Data Collection Period(s):		
Begin/End Periods - Wave 1:	07/17-12/17 to 01/21-06/21	
Data Collection Training - Will data collectors be trained to help implement this evaluation activity?:	No	
Copyright:	No	
Program Deliverable Percentage:	1.00 %	
Tracking Measures:	Measure	Submit
	Summary of Findings	Yes
	Survey Instrument	Yes
Responsible Parties:	Responsible Party	Budget Type
	Health Educator	Budgeted
	External Evaluator	Budgeted
Evaluation Activity 3-E-2	Focus Group	
Evaluation Activity:	Focus group will be conducted 1 time per year with 4-6 youth coalition members. Focus group questions 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.	
Is this data being collected for Process Evaluation or Outcome Evaluation purposes?:	Process	
How many waves of data collection will occur?:	4	
Data Collection Period(s):		
Begin/End Periods - Wave 1:	07/17-12/17 to 01/18-06/18	
Begin/End Periods - Wave 2:	07/18-12/18 to 01/19-06/19	
Begin/End Periods - Wave 3:	07/19-12/19 to 01/20-06/20	
Begin/End Periods - Wave 4:	07/20-12/20 to 01/21-06/21	
Data Collection Training - Will data collectors be trained to help implement this evaluation activity?:	No	

Copyright:	No	
Program Deliverable Percentage:	1.50 %	
Tracking Measures:	Measure	Submit
	Focus Group Questions	Yes
	Focus Group Results	Yes
Responsible Parties:	Responsible Party	Budget Type
	Project Director	Budgeted
	External Evaluator	Budgeted
Evaluation Activity 3-E-4	Other	
Evaluation Activity:	Develop a tracking tool to identify the opportunities coalition members will have to participate in coalition activities. Update tool and submit annually or more often as needed. Track attendance, participation and involvement per year, for all four years to demonstrate overall involvement and success at meeting the objective.	
Is this data being collected for Process Evaluation or Outcome Evaluation purposes?:	Process	
How many waves of data collection will occur?:	1	
Data Collection Period(s):		
Begin/End Periods - Wave 1:	07/17-12/17 to 01/18-06/18	
Data Collection Training - Will data collectors be trained to help implement this evaluation activity?:	No	
Copyright:	No	
Program Deliverable Percentage:	1.50 %	
Tracking Measures:	Measure	Submit
	Completed Tracking Form (Annually)	Yes
	Tracking Instrument	Yes
Responsible Parties:	Responsible Party	Budget Type
	Project Director	Budgeted
	External Evaluator	Budgeted
Evaluation Activity 3-E-3	Final Evaluation Report	
Data Analysis Plan:	The Brief Evaluation Report (BER) will summarize findings from an annual coalition satisfaction survey, focus groups and a comprehensive youth activity tracking log. Program staff will conduct an annual satisfaction survey with participating youth, by collaborating with TCEC. This survey will compile a complete analysis report and provide local recommendations for current and future efforts. Focus groups question will be conducted with high school youth coalition members and middle school Club Live members that participate in tobacco advocacy activities. Focus group questions will focus on a variety of topics, including quality of youth meetings/trainings, reasons for involvement, and skills/experiences gained. Staff will consult with TCEC in the development of the survey instrument. Focus group results will help staff identify what went well over the year and where engagement and recruitment strategies can be improved. Staff will recruit at least 6 youth to participate in the focus group. The comprehensive tracking log will track youth involvement over the year to establish turn-over and retention rates. The log will also track youth activities and trainings, with specific details on the types of activities and training topics. Through a content analysis of the tracking log, staff will be able 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. A BER will be written at the end of the contract term. The report will summarize all of the evaluation information collected and address achievements of the objective,	

	effectiveness of strategies used, and recommendations for developing future project interventions. It will be written following the guidelines outlined by TCEC. The report will be disseminated to CTCP-funded agency staff. Information contained in the report will be shared with colleagues.	
Methods to Disseminate Findings:	Other Print Materials Presentations	
Other Dissemination Methods:		
Study Limitations or Challenges:	Collecting surveys from the youth members at the end of a school year can be challenging with all the other end of year school testing and activities. Choosing a date that is not too far at the end of the school year is important to have maximum participation from the coalition members.	
Copyright:	Yes	
Program Deliverable Percentage:	2.00 %	
Activity Start Date Period:	07/17-12/17	
Activity Completion Date Period:	01/21-06/21	
Tracking Measures:	Measure	Submit
	Brief Evaluation Report	Yes
Responsible Parties:	Responsible Party	Budget Type
	Project Director	Budgeted
	Evaluator	Budgeted

Objective 4

Overview

Objective ID: 4

Primary Priority Area: (4) Promote Tobacco Cessation

Primary Indicator: (4.1.4) **Cessation Assessment and Referral Systems:** The extent to which health care, social service, housing, and education agencies systematically refer patients and clients to accessible, evidence-based tobacco cessation programs such as the California Smokers Helpline.

Secondary Indicator: (4.1.1) **Tobacco Cessation Services:** The extent to which evidence-based and culturally and linguistically appropriate behavior modification-based tobacco cessation services are available in the community.

Objective: By June 30, 2021, at least three (3) hospital groups, behavioral health clinics and/or alcohol and drug rehabilitation centers in Nevada County will adopt a voluntary policy to include tobacco use assessment questions in their client intake procedures and will utilize the Ask, Advise, Refer protocol to systematically refer patients who smoke to the California Smokers Helpline, and at least one community-based organization will offer evidence-based and culturally and linguistically appropriate adult cessation classes.

Primary Objective? No

Evaluation Plan Type: Voluntary Policy -- Adoption and Implementation

Audience Group(s)	General Population Group(s)	Specific Ethnic Population Group(s)
<ul style="list-style-type: none"> 13-17 years 18-24 years -specifically Adults 18 years and older Low SES Mental Health 	<ul style="list-style-type: none"> Hispanic/Latino White, Non-Hispanic 	

Summary of Interventions to Achieve the Objective:

- Behavioral Health Care Provider Training
- Cessation Classes
- Cessation Training
- Chew, Snus, Snuff Education
- ENDD Education
- Healthcare Provider Training
- Internet Cessation Service
- Key Informant Interviews
- Newspaper Advertising
- Nutrition Program Collaboration
- Promote California Smokers' Helpline

- Radio Advertising
- Schools Collaboration (colleges & universities)
- Sponsorship of Events
- Transit/Bus Stop Advertising
- Volunteer Recruitment
- Website Advertising
- Website Maintained
- YouTube, Slide Share or other Multi-media Social Networking

Evaluation Activity Plan

Evaluation Activity 4-E-8	Education/Participant Survey	
Evaluation Activity:	Tobacco Control Staff will conduct a paper-pencil survey to be included with quit kits that are administered as a needs assessment to track cessation attempts, gaps in resources, and other challenges to quitting smoking. The survey will be a postcard size and will request individuals fill it out and return to drop box at the locations where the quit kits were distributed. Another administration of the survey will be through our collaborating partner at Connecting Point, whose 211 operators will be instructed to give the short survey when people call to request cessation resources and/or quit kits. 75-100 surveys results will be collected and assessed results will guide our cessation media campaign outreach and inform the brief evaluation report.	
Is this data being collected for Process Evaluation or Outcome Evaluation purposes?:	Process	
How many waves of data collection will occur?:	1	
Data Collection Period(s):		
Begin/End Periods - Wave 1:	01/18-06/18 to 01/21-06/21	
Data Collection Training - Will data collectors be trained to help implement this evaluation activity?:	No	
Copyright:	No	
Program Deliverable Percentage:	0.50 %	
Tracking Measures:	Measure	Submit
	Summary Report	Yes
	Survey	Yes
Responsible Parties:	Responsible Party	Budget Type
	Project Director	Budgeted
	Coalition member	Non-Budgeted
	Evaluator	Budgeted
	External Evaluator	Budgeted
Evaluation Activity 4-E-9	Education/Participant Survey	
Evaluation Activity:	A pen and paper cessation questionnaire adapted from the Tobacco Control Evaluation Center (TCEC) will be administered to a census of 6-12 participants in a cessation program before start the cessation class (pre-intervention) to assess participants' tobacco use, prior quit attempts, and motivation to quit tobacco use; at the end of the class (post intervention) to assess participants' motivation to quit smoking and strategies to improve future classes; and at three months, six months, and one year after the class to assess the quit status of each participant, including ways to help the participants stay quit. Data will be analyzed using descriptive statistics and include a calculation to assess the cost effectiveness of cessation activities, e.g., the rate of participants that stay quit after twelve months should be 40%, or the rate participants make at least one quit attempt should be 80%, or the rate participants report that the class has helped quit	

	using tobacco should be 80%. Results will be used to assess the efficacy of treatment approaches and improve cessation services.										
Is this data being collected for Process Evaluation or Outcome Evaluation purposes?:	Process										
How many waves of data collection will occur?:	1										
Data Collection Period(s):											
Begin/End Periods - Wave 1:	01/18-06/18 to 01/21-06/21										
Data Collection Training - Will data collectors be trained to help implement this evaluation activity?:	No										
Copyright:	Yes										
Program Deliverable Percentage:	0.50 %										
Tracking Measures:	<table border="1"> <thead> <tr> <th>Measure</th> <th>Submit</th> </tr> </thead> <tbody> <tr> <td>Summary Report of Key Findings</td> <td>Yes</td> </tr> <tr> <td>Survey Instrument</td> <td>Yes</td> </tr> </tbody> </table>	Measure	Submit	Summary Report of Key Findings	Yes	Survey Instrument	Yes				
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Summary Report of Key Findings	Yes										
Survey Instrument	Yes										
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Project Director	Budgeted										
Evaluator	Budgeted										
Connecting Point	Budgeted										
External Evaluator	Budgeted										
Evaluation Activity 4-E-1	Focus Group										
Evaluation Activity:	Develop or adapt an existing focus group guide that will ask questions of current smokers/tobacco users what the barriers and/or gaps to cessation resources are. The results will allow for the innovative design and planning of media campaigns, and for the cessation classes to meet the unique needs of our community, including preferred locations, times of day, marketing approaches (e.g. are couples classes of interest? is cessation from smokeless tobacco a need?). The focus group questions will be developed in consultation with TCEC or obtain samples from other project directors). Conduct 3-5 focus groups with recent ex-smokers, youth who currently smoke, mental health clients, and/ or low SES community members. Each focus group will include a purposive sample of 3-6 people. Each focus group will be audio-taped and a transcription made, and an observer of the group will take notes of participant responses. A report will summarize participant responses and compare themes and comments both within and across groups.										
Is this data being collected for Process Evaluation or Outcome Evaluation purposes?:	Process										
How many waves of data collection will occur?:	1										
Data Collection Period(s):											
Begin/End Periods - Wave 1:	01/18-06/18 to 01/21-06/21										
Data Collection Training - Will data collectors be trained to help implement this evaluation activity?:	No										
Copyright:	No										

Program Deliverable Percentage:	0.50 %	
Tracking Measures:	Measure	Submit
	Focus group guide	Yes
	Focus group summary report	Yes
Responsible Parties:	Responsible Party	Budget Type
	Coalition member	Non-Budgeted
	Evaluator	Budgeted
	Health Education Coordinator	Budgeted
	Health Educator	Budgeted
Evaluation Activity 4-E-4	Focus Group	
Evaluation Activity:	Develop a consumer test guide to assess feedback on media campaign promoting the California Smokers' Helpline and mobile application; regarding the content, language, approach, and appropriateness of the action steps. The consumer test guide will be developed in consultation with TCEC. Conduct 1-2 focus groups with other rural peer groups such as low SES youth, young adults, parents, and working class individuals, to assess the appropriateness of educational materials developed to promote minimum packaging of cigars and little cigarillos. Each focus group will include purposive sample of 3 to 6 people. Each focus group will be recorded and a transcription made, and an observer of the group will take notes of participant responses. A report will summarize participant responses to materials and make recommendations for revisions and/or new materials.	
Is this data being collected for Process Evaluation or Outcome Evaluation purposes?:	Process	
How many waves of data collection will occur?:	1	
Data Collection Period(s):		
Begin/End Periods - Wave 1:	07/17-12/17 to 01/21-06/21	
Data Collection Training - Will data collectors be trained to help implement this evaluation activity?:	No	
Copyright:	Yes	
Program Deliverable Percentage:	0.50 %	
Tracking Measures:	Measure	Submit
	Consumer test guide	Yes
	Summary of focus group results	Yes
Responsible Parties:	Responsible Party	Budget Type
	Project Director	Budgeted
	Evaluator	Budgeted
	Media Consultant	Budgeted
Evaluation Activity 4-E-2	Media Activity Record	
Evaluation Activity:	A media record analysis tool will be developed in consultation with TCEC. Paid media, press releases, news articles, editorials and letters to the editor regarding the California Smokers' Helpline and other cessation service that are focused on working to change social norms and increase attempts to quit tobacco will be collected, quantified, and analyzed to determine coverage, support and opposition for the subject and the need for further community education. The number, length, placement, slant (positive/negative/neutral) and amount of exposure to audiences will be monitored and reported.	
Is this data being collected for	Process	

Process Evaluation or Outcome Evaluation purposes?:									
How many waves of data collection will occur?:	1								
Data Collection Period(s):									
Begin/End Periods - Wave 1:	07/17-12/17 to 01/21-06/21								
Data Collection Training - Will data collectors be trained to help implement this evaluation activity?:	No								
Copyright:	Yes								
Program Deliverable Percentage:	0.25 %								
Tracking Measures:	<table border="1"> <thead> <tr> <th>Measure</th> <th>Submit</th> </tr> </thead> <tbody> <tr> <td>Media Activity Record</td> <td>Yes</td> </tr> <tr> <td>Media Tracking Form</td> <td>Yes</td> </tr> </tbody> </table>	Measure	Submit	Media Activity Record	Yes	Media Tracking Form	Yes		
Measure	Submit								
Media Activity Record	Yes								
Media Tracking Form	Yes								
Responsible Parties:	<table border="1"> <thead> <tr> <th>Responsible Party</th> <th>Budget Type</th> </tr> </thead> <tbody> <tr> <td>Project Director</td> <td>Budgeted</td> </tr> <tr> <td>Evaluator</td> <td>Budgeted</td> </tr> <tr> <td>Connecting Point</td> <td>Budgeted</td> </tr> </tbody> </table>	Responsible Party	Budget Type	Project Director	Budgeted	Evaluator	Budgeted	Connecting Point	Budgeted
Responsible Party	Budget Type								
Project Director	Budgeted								
Evaluator	Budgeted								
Connecting Point	Budgeted								
Evaluation Activity 4-E-3	Other								
Evaluation Activity:	On an annual basis, records from the California Smokers' Helpline will be obtained, reviewed and analyzed by our internal and external evaluators to examine the efficacy and impact of our plan's activities via the monthly number of callers from Nevada County, the referral source, and the connection between our activities and the call volume. The number of calls from each referral source will be charted and compared to intervention activities. A summary report will be created to highlight any relationship between promotional activities and the number of calls, potential improvements in the plan's approach and an analysis of any gaps or unanticipated outcomes.								
Is this data being collected for Process Evaluation or Outcome Evaluation purposes?:	Process								
How many waves of data collection will occur?:	1								
Data Collection Period(s):									
Begin/End Periods - Wave 1:	07/17-12/17 to 01/21-06/21								
Data Collection Training - Will data collectors be trained to help implement this evaluation activity?:	No								
Copyright:	Yes								
Program Deliverable Percentage:	0.25 %								
Tracking Measures:	<table border="1"> <thead> <tr> <th>Measure</th> <th>Submit</th> </tr> </thead> <tbody> <tr> <td>Call monitoring summary report</td> <td>Yes</td> </tr> <tr> <td>Log of charted calls from California Smokers' Helpline</td> <td>On File</td> </tr> </tbody> </table>	Measure	Submit	Call monitoring summary report	Yes	Log of charted calls from California Smokers' Helpline	On File		
Measure	Submit								
Call monitoring summary report	Yes								
Log of charted calls from California Smokers' Helpline	On File								
Responsible Parties:	<table border="1"> <thead> <tr> <th>Responsible Party</th> <th>Budget Type</th> </tr> </thead> </table>	Responsible Party	Budget Type						
Responsible Party	Budget Type								

	Project Director	Budgeted
	Evaluator	Budgeted
	Health Education Coordinator	Budgeted
Evaluation Activity 4-E-5	Final Evaluation Report	
Data Analysis Plan:	The evaluation includes analysis of California Smoker's Helpline usage data for Nevada County residents, focus groups of smokers or past smokers, paid media efforts, and analysis of cessation program effectiveness. Program staff and community partners will use focus groups to assess gaps and lack of outreach in cessation resources which will guide adjustments to the plan through strategic targeted media, education and outreach activities. A summary of the report will be submitted to Partners and shared with coalition members and community partners.	
Methods to Disseminate Findings:	Other Print Materials Presentations	
Other Dissemination Methods:		
Study Limitations or Challenges:	Challenges/limitations that may arise during the implementation of the evaluation plan include difficulty recruiting survey and focus group participants and biased results due to limited opinions and perceptions of those that choose or are able to respond, as well as the limitations of the kinds of supports we can offer.	
Copyright:	Yes	
Program Deliverable Percentage:	1.00 %	
Activity Start Date Period:	07/17-12/17	
Activity Completion Date Period:	01/21-06/21	
Tracking Measures:	Measure	Submit
	Brief evaluation report	Yes
Responsible Parties:	Responsible Party	Budget Type
	Project Director	Budgeted
	Evaluator	Budgeted
	External Evaluator	Budgeted

Scope of Work: Overview & Intervention Activities

Procurement Name: LLA 2017-2021 Plan

Contract Number: CTCP-17-29

Agency Name: Nevada County Community Health

Project Name: Nevada County Tobacco Use Prevention Program


Project Type: Local Lead Agency

Contract Term: 07/01/2017 - 06/30/2021

Effective Date: 07/01/2017

Plan Version ID: 1.0

Report Generated: 03/29/2018 09:27 AM

Objective 1 				
Overview				
Objective ID: 1				
Primary Priority Area: (3) Reduce the Availability of Tobacco				
Secondary Priority Area: (1) Limit Tobacco Promoting Influences				
Primary Indicator: (1.2.7) Minimum Package/Volume Size: The number of jurisdictions with a policy establishing a minimum package or volume size for tobacco and/or that eliminates the sale and distribution of individual or small unit packages of tobacco products. (CORE)				
Secondary Indicator: (3.2.12) Tobacco Product Definition: The number of jurisdictions with a policy defining "tobacco product" to include cigarettes, smokeless tobacco, cigars, pipe tobacco, hookah tobacco, any product containing nicotine or any product used to introduce nicotine into the body, including but not limited to such things as dissolvable tobacco products and any ESD, whether or not it delivers nicotine (e.g., cigarettes, electronic pipes, electronic cigars, electronic hookah, vaping pens, mods, tanks), but excluding products specifically approved by the FDA for use in treating nicotine or tobacco dependence. ESDs do not include any battery or battery charger when sold separately.				
Objective: By June 30, 2021, the City of Grass Valley will adopt and implement minimum packaging restrictions on the sale of single cigarillos and little cigars and amend the existing tobacco retail licensing policy to include an updated tobacco product definition.				
Primary Objective? Yes				
Evaluation Plan Type: Legislated Policy -- Adoption and Implementation				
Audience Group(s)		General Population Group(s)		Specific Ethnic Population Group(s)
<ul style="list-style-type: none"> 13-17 years 18-24 years -specifically Elected Officials Low SES Rural Populations Tobacco Retailers 		<ul style="list-style-type: none"> Hispanic/Latino White, Non-Hispanic 		
Summary of Interventions to Achieve the Objective:				
<ul style="list-style-type: none"> Alcohol and Drug Prevention Collaboration Chew, Snus, Snuff Education Cigar/Little Cigar Education ENDD Education Key Informant Interviews Law Enforcement Collaboration Midwest Academy Strategy Chart Nutrition Program Collaboration Press release(s) Public Intercept Surveys Schools collaboration (K-12) Spokespersons Training Voluntary Health Organization Collaboration Volunteer Recruitment YouTube, Slide Share or other Multi-media Social Networking 				
Intervention Plan				
Activity	%	Tracking Measures	©	Responsible Parties
Coordination/Collaboration Activities				
1-1-2	0.00%	Submitted	No	Budgeted Health Educator

<p>Obtain information, materials and technical assistance (TA) on policies around minimum packaging of flavored little cigars/cigarillos from Statewide agencies, such as ChangeLab Solutions, The Center for Tobacco Policy and Organizing, ROVER Library, other Local Lead Agencies (LLAs), and California Tobacco Control Program (CTCP) hosted webinars. Information will be incorporated into an educational packet and talking points for community and city council presentations.</p> <p>Start Period: 07/17-12/17 End Period: 01/21-06/21</p>		<p>On File Communication and Webinar Log</p>		<p>Project Director Non-Budgeted</p>
<p>1-1-10</p> <p>Meet 1-3 times with county and community nutrition and alcohol partners, school officials, and the Tobacco Use Prevention Education (TUPE) coordinator to inform and update them on the minimum packaging and tobacco definition campaign to identify possible collaborations around the retail environment.</p> <p>Start Period: 07/17-12/17 End Period: 01/21-06/21</p>	0.00%	<p>Submitted</p> <p>On File Meeting Log and Notes</p>	No	<p>Budgeted Health Educator Project Director Non-Budgeted</p>
<p>1-1-20</p> <p>In collaboration with the youth coalition and adult coalition a minimum of 2 meetings, 1-2 hours in length, will be held to complete the Communications Plan template. The template will identify communications objectives, primary and secondary target audiences, locations, communications messages, the communications tactics for both earned media and social media, and key metrics for policy objectives that utilize media. Update annually and submit to the CTCP Media Unit via Partners in addition to the July-December progress report.</p> <p>Start Period: 07/17-12/17 End Period: 07/18-12/18</p>	1.00%	<p>Submitted Communications Plan</p> <p>On File</p>	No	<p>Budgeted Health Education Coordinator Health Educator Media Consultant Non-Budgeted Coalition member</p>
<p>1-1-21</p> <p>Conduct 3-4 30-45 minute presentations to 5-15 attendees from public health programs and community organizations, including Alcohol and Drug Prevention, Nutrition Education, Chronic Disease Prevention, Sexually Transmitted Diseases Control, Diabetes and Prediabetes Prevention, Environmental Health, Violence Prevention, Behavioral Health, Built Environment, and Food Security to educate them about the Healthy Stores for a Healthy Community (HSHC) Campaign and to recruit a diverse group of 4-10 partners to assist with HSHC data collection and training activities. Coordinate regular meetings among recruited partners to develop and strategize around training and implementation of joint activities.</p> <p>Start Period: 07/18-12/18 End Period: 01/19-06/19</p>	1.50%	<p>Submitted Presentation Schedule</p> <p>On File List of Data Collectors</p>	No	<p>Budgeted Health Education Coordinator Health Educator Project Director Non-Budgeted Coalition member</p>
<p>1-1-22</p> <p>Participate in required HSHC trainings and webinars provided by the CTCP including: store observation data collection training, HSHC data analysis training, and HSHC key informant interview and public intercept survey training, HSHC media event training, and HSHC spokesperson training.</p> <p>Start Period: 01/19-06/19 End Period: 01/19-06/19</p>	0.00%	<p>Submitted Participation Tracking Log</p> <p>On File</p>	No	<p>Budgeted Evaluator External Evaluator Health Education Coordinator Project Director Non-Budgeted</p>
Community Education Activities				
<p>1-2-4</p> <p>Staff and coalition members will attend 2-3 community networking opportunities annually (e.g. health fairs, farmers markets, food banks) to conduct public opinion polling and provide education and educational materials in an effort to earn support from community members around minimum packaging for little cigars and cigarillos in an effort to restrict</p>	1.50%	<p>Submitted Education Materials Log of events</p> <p>On File Pictures of Event</p>	No	<p>Budgeted Health Educator Project Director Non-Budgeted Coalition member</p>

<p>product access and availability among youth. Intervention activities will focus on raising public awareness and building community and local law maker support. We will print and provide education in formats appropriate to the geographic area's population, including translation into Spanish when appropriate, accessible reading levels, etc.</p> <p>Start Period: 07/17-12/17 End Period: 01/21-06/21</p>				
<p>1-2-6</p> <p>Meet 1-2 times for 30-60 minutes with the Police Chief in the City of Grass Valley to educate him/her about the issues associated with single or small pack tobacco products and discuss the benefits of proposed changes to the tobacco retail license (TRL) and enforcement of the policy. A letter of support will be requested.</p> <p>Start Period: 01/18-06/18 End Period: 01/20-06/20</p>	0.50%	<p>Submitted Letter of Support (if request is approved) List of Packet Materials Meeting Log</p> <p>On File</p>	No	<p>Budgeted Health Educator Project Director</p> <p>Non-Budgeted Coalition member</p>
<p>1-2-26</p> <p>Maintain and update information on Nevada County Public Health's Tobacco Use Prevention website/webpage which will provide new information and resources such as already developed materials and/or video public service announcements (PSA's) from tobacco resources such as Tobacco Free CA, ROVER Library, Tobacco-Free Kids, etc. Content will emphasize risks of emerging tobacco products including cigars, little cigarillos, ENDS, and Other Tobacco Product (OTP) use rates among youth and HSHC local retail data for rural priority populations. Review and update website information at least minimum of 3 times per year. This activity will be shared with Objective 2 & 4, but is only listed here to prevent duplicative reporting.</p> <p>Start Period: 07/17-12/17 End Period: 01/21-06/21</p>	1.00%	<p>Submitted Screenshot of website updates</p> <p>On File</p>	No	<p>Budgeted Media Specialist Project Director</p> <p>Non-Budgeted</p>
Educational Materials Development				
<p>1-3-3</p> <p>Compile and distribute 20-30 educational packets for community members during collaborative meetings and/or presentations. Packets will include information about retail environment and youth smoking rates. Relevant data from the HSHC campaign surveys and sample minimum pack size policies or TRL plug-ins from statewide grantees and/or other LLA's, as well as materials from the Partners website will be included in the packets.</p> <p>Start Period: 07/17-12/17 End Period: 01/21-06/21</p>	1.00%	<p>Submitted Copy of Packet</p> <p>On File Distribution Log</p>	No	<p>Budgeted Health Educator Project Director</p> <p>Non-Budgeted Coalition member</p>
<p>1-3-18</p> <p>Research and update talking points for speaking to elected officials or the press. Talking points will be appropriate for LLA, coalition members, youth volunteers, and community partners. Information will be updated as needed to cover the most current information on flavored OTP, ESD, and minimum packaging of little cigars and cigarillos.</p> <p>Start Period: 07/17-12/17 End Period: 01/20-06/20</p>	1.00%	<p>Submitted Copy of Talking Points</p> <p>On File</p>	No	<p>Budgeted Health Educator Project Director</p> <p>Non-Budgeted Coalition member</p>
Incentives				
<p>1-4-15</p> <p>Distribute 25-100 incentive materials to youth and adult coalition members who participate in key informant interviews, public opinion poll HSHC store data collection, educational booth tabling events, and other trainings. Incentives materials (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</p>	0.00%	<p>Submitted</p> <p>On File Log Tracking Sheet</p>	No	<p>Budgeted Project Director</p> <p>Non-Budgeted</p>

<p>cost of the incentives may not exceed \$50 in value, per person, per year, and shall not include merchandise cards that can be used to purchase tobacco or alcohol products and will comply with all requirements in California Department of Public Health/California Tobacco Control Program Letter 12-01. The project will be responsible for the possession, security (e.g. will keep under lock and key), and accountability of the incentive materials. The project will prepare a log sheet that will track and identify each of the incentives, value, transfer date, and recipient.</p> <p>Start Period: 07/17-12/17 End Period: 01/21-06/21</p>				
Policy Activities				
<p>1-7-1</p> <p>Conduct 1-2 strategic planning session(s), at 2-4 hours each, with youth and adult coalition members to complete the Midwest Academy Strategy Chart (MASC) for each potential target jurisdiction which will identify short, intermediate, and long term goals; organizational considerations; constituents; allies; opponents; targets and tactics. Work with statewide grantees as appropriate to plan and prepare for the strategic planning session. Update each MASC regularly throughout each policy campaign to adapt to new targets and tactics as they are revealed.</p> <p>Start Period: 07/17-12/17 End Period: 07/17-12/17</p>	1.50%	<p>Submitted Completed Chart</p> <p>On File</p>	No	<p>Budgeted Health Educator Project Director</p> <p>Non-Budgeted Coalition member</p>
<p>1-7-5</p> <p>Obtain and review sample minimum pack size policies or TRL plug-ins from statewide grantees and/or other LLA's. Modify 1-2 sample policies, as necessary, and include in the educational packets distributed to city council members in Grass Valley.</p> <p>Start Period: 07/17-12/17 End Period: 01/21-06/21</p>	0.50%	<p>Submitted Copy of Sample Policy</p> <p>On File</p>	No	<p>Budgeted Project Director</p> <p>Non-Budgeted Coalition member</p>
<p>1-7-7</p> <p>Meet face-to-face for 30-60 minutes each with 2-3 City Council members, city staff and/or key stakeholders in the targeted jurisdiction to educate them about the issues associated with single or small pack tobacco products and the benefits of amending the existing TRL to include a minimum pack restriction. Educational packets will be distributed during the meetings.</p> <p>Start Period: 07/17-12/17 End Period: 01/21-06/21</p>	1.50%	<p>Submitted Copy of education packets Meeting Log</p> <p>On File</p>	No	<p>Budgeted Health Educator Project Director</p> <p>Non-Budgeted Coalition member</p>
<p>1-7-12</p> <p>Coalition members and key supporters with support from staff will conduct a total of 2-3, 15-30 minute presentations at City Council meetings in the targeted jurisdiction to educate them on the benefits of adopting or amending a TRL to include a minimum packaging restriction for little cigars and cigarillos.</p> <p>Start Period: 01/18-06/18 End Period: 07/20-12/20</p>	2.00%	<p>Submitted City Council Agenda Presentation Outline</p> <p>On File</p>	No	<p>Budgeted Health Educator Project Director</p> <p>Non-Budgeted Coalition member</p>
<p>1-7-28</p> <p>◆Smoking◆ will be defined to mean inhaling, exhaling, burning, or carrying any lighted, heated, or ignited cigar, cigarette, cigarillo, pipe, hookah, electronic smoking device or any plant product intended for human inhalation, whether the item is natural or synthetic and whether or not it contains nicotine. The definition of a ◆tobacco product◆ will be updated to include any product containing, made, or derived from tobacco or nicotine, or any electronic smoking device whether or not it contains nicotine. ◆Electronic smoking device◆ will be defined to</p>	0.00%	<p>Submitted</p> <p>On File</p>	No	<p>Budgeted Health Education Coordinator Project Director</p> <p>Non-Budgeted</p>

<p>mean an electronic device that can be used to deliver an inhaled dose of nicotine, or any other substances, including any component, part, or accessory of such a device, whether or not sold separately. The definition of ♦tobacco paraphernalia♦ will be updated to mean any item designed for the consumption, use, or preparation of tobacco products.</p> <p>Start Period: 07/17-12/17 End Period: 01/21-06/21</p>				
Training/Technical Assistance Activities				
<p>1-11-13</p> <p>Conduct 1-2 total, 60-90 minute trainings for 5-10 coalition members and key supporters to prepare them to present to City Council members on the benefits of adopting a policy that amends the TRL to include minimum packaging restrictions.</p> <p>Start Period: 01/18-06/18 End Period: 07/20-12/20</p>	2.00%	<p>Submitted Training Agenda Training Materials/ Presentations</p> <p>On File Sign In Sheet</p>	No	<p>Budgeted Health Education Coordinator Health Educator Project Director</p> <p>Non-Budgeted</p>
<p>1-11-17</p> <p>Provide 3-5, 60-90 minute data collection trainings for 4-6 adult and youth coalition members regarding public intercept surveys and key informant interviews. Training will be provided in-person and/or via webinars.</p> <p>Start Period: 07/17-12/17 End Period: 01/21-06/21</p>	2.00%	<p>Submitted Agenda of Training Training Materials/Presentation</p> <p>On File Sign-In sheet</p>	No	<p>Budgeted Evaluator External Evaluator Health Educator Project Director</p> <p>Non-Budgeted</p>
<p>1-11-23</p> <p>Conduct 1-2, 6-8 hours of training to 6-12 youth and adults who will be collecting data using an agenda and training materials provided by CTCP, the Tobacco Control Evaluation Center (TCEC), Stanford University and others. The training will include hands-on practice with electronic handheld devices.</p> <p>Start Period: 01/19-06/19 End Period: 01/19-06/19</p>	1.50%	<p>Submitted Training agendas</p> <p>On File Training sign-in sheets</p>	No	<p>Budgeted External Evaluator Health Education Coordinator Project Director</p> <p>Non-Budgeted</p>
<p>1-11-24</p> <p>Provide logistical support to coordinate 1-3 local trainings, 1-2 hours in length, for coalition, youth and spokespersons on the HSHC media event, including helping to identify space, recruit spokespersons, and promoting the event. Trainers will be provided by the CTCP. These trainings will help build capacity of coalition members and spokespersons and will cover topics such as public speaking techniques, media landscape, social media, talking points, and the use of press conference materials provided by CTCP.</p> <p>Start Period: 07/19-12/19 End Period: 01/21-06/21</p>	1.50%	<p>Submitted Training agendas</p> <p>On File Training sign-in sheets</p>	No	<p>Budgeted Health Education Coordinator Health Educator Project Director</p> <p>Non-Budgeted</p>
<p>1-11-27</p> <p>Provide a minimum of 4-8 instances of technical assistance (TA) which reflect approximately 4-8 hours on tobacco control issues including information and education regarding the TRL to tobacco retailers and law enforcement in both Nevada City and Grass Valley. TA will be provided in person, by email and/or by phone.</p> <p>Start Period: 01/18-06/18 End Period: 01/21-06/21</p>	1.00%	<p>Submitted Meeting/ TA Log</p> <p>On File</p>	No	<p>Budgeted Health Education Coordinator Project Director</p> <p>Non-Budgeted Coalition member</p>
Paid Media Activities				
<p>1-13-16</p> <p>Work with youth coalition members to develop, focus group test, and place 3-5, 60-90 second PSAs to educate and promote amending the TRL to reduce youth access to tobacco. PSA's will air on local radio</p>	1.50%	<p>Submitted PSA Recording</p> <p>On File</p>	No	<p>Budgeted Health Education Coordinator</p>

<p>stations such as KVMR community radio station and/or KNCO radio station.</p> <p>Start Period: 07/17-12/17 End Period: 01/21-06/21</p>				<p>Health Educator Media Consultant Media Specialist</p> <p>Non-Budgeted Coalition member</p>
<p>1-13-19</p> <p>The LLA and youth partners will maintain at least one social media platform (e.g. Facebook, Instagram, etc.). Content will be updated 1-2 times per week and will include but not be limited to: event information, interactive posts and comments, info graphics, photos, videos, petitions, etc. on topics such as reducing youth access to flavored tobacco products and creating support for minimum packaging requirements for little cigars and cigarillos. Customize and place a minimum of 2 social media campaigns which consist of at least 1 paid post per month for the duration of the campaign annually from CTCP, Partners' Media and Communications page, Tobacco Education Clearinghouse of California (TECC), and/or other organizations with consumer-tested materials, to educate about flavored tobacco products and electronic smoking devices (ESDs), and the California Smokers' Helpline. Customize materials as needed with local data and information. Social media campaign materials will include links to credible organizations, news publications, institutions, research facts, photographs, videos, and/or infographics. The content will be posted on Facebook, YouTube and/or Instagram. Stipends will be given to youth members that volunteer to build the social media site and updating social media posts. This activity will be shared with Objective 4, but is only listed here to prevent duplicative reporting.</p> <p>Start Period: 07/17-12/17 End Period: 01/21-06/21</p>	<p>2.00%</p>	<p>Submitted Media Activity Record Stipend Tracking Log</p> <p>On File</p>	<p>No</p>	<p>Budgeted Health Educator Media Consultant Media Specialist Project Director</p> <p>Non-Budgeted Coalition member</p>
<p>Earned Media Activities</p>				
<p>1-14-9</p> <p>Develop and disseminate at 2-3 press releases to local media, such as the YubaNet, The Union newspaper and/or the County's Friday Memo. The press releases will describe the minimum packaging campaign and/or highlight activities and achievements related to the campaign.</p> <p>Start Period: 07/17-12/17 End Period: 01/21-06/21</p>	<p>1.50%</p>	<p>Submitted Copy of Press Release and Printed Material</p> <p>On File</p>	<p>No</p>	<p>Budgeted Health Educator Media Consultant Project Director</p> <p>Non-Budgeted Coalition member</p>
<p>1-14-25</p> <p>In coordination with CTCP and other LLAs in the region, plan and conduct one regional press event or a strategic media activity that is designed to generate news coverage about HSHC local survey results, which will be released simultaneously across the state. This may include obtaining a location for the press event and coordinating event logistics. Any press event conducted will be held in a media-friendly location (e.g., convenient to news outlets, media-worthy/interesting location, etc.). Media activities include coordination of local spokespersons, developing spokesperson materials (e.g., notes, remarks), arranging visuals and props, tailoring sample media materials and local press release provided by CTCP, outreach to local media outlets directly or arranged by CTCP media contractor, coordination and distribution of press packets, and use of a centralized HSHC website hosted by CTCP.</p> <p>Start Period: 07/19-12/19 End Period: 01/20-06/20</p>	<p>1.50%</p>	<p>Submitted Event agenda Sample press packet and press release</p> <p>On File</p>	<p>No</p>	<p>Budgeted Health Education Coordinator Health Educator Media Consultant Project Director</p> <p>Non-Budgeted</p>

Objective 2

Overview

Objective ID: 2

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

Primary Indicator: (2.2.9) **Smoke-free Outdoor Non-recreational Public Areas:** The number of jurisdictions with a policy prohibiting smoking on the premise of outdoor non-recreational public areas (e.g., walkways, streets, plazas, college/trade school campuses, shopping centers, transit stops, farmers markets, swap meets).

Note: Do not use this indicator, if the outdoor non-recreational public area is one of the following areas: health care campus (2.2.10), K-12 school (2.2.17), faith community campus (2.2.20), and commercial or non-profit child care facility premise (2.2.27). (CORE)

Objective: By June 30, 2021, the Town of Truckee will adopt a policy to prohibit smoking, including the use of electronic smoking devices (ESD's), on the premise of outdoor non-recreational public areas (e.g., walkways, streets, plazas, shopping centers).

Primary Objective? No

Evaluation Plan Type: Legislated Policy -- Adoption and Implementation

Audience Group(s)	General Population Group(s)	Specific Ethnic Population Group(s)
<ul style="list-style-type: none"> 13-17 years Adults 18 years and older Business Elected Officials Employees Enforcement Agencies Government Agencies Rural Populations Tobacco Retailers 	<ul style="list-style-type: none"> Hispanic/Latino White, Non-Hispanic 	

Summary of Interventions to Achieve the Objective:

- Facebook
- Key Informant Interviews
- Leadership Training
- Midwest Academy Strategy Chart
- Newspaper Advertising
- Opinion Editorial(s)
- Press release(s)
- Priority Population Organizations Collaboration
- Public Intercept Surveys
- Radio Advertising
- Spokespersons Training
- Voluntary Health Organization Collaboration
- Volunteer Recruitment

Intervention Plan

Activity	%	Tracking Measures	©	Responsible Parties
Coordination/Collaboration Activities				
2-1-1 Coordinate and collaborate with statewide tobacco control projects to obtain information, materials and technical assistance (TA) on smoke-free outdoor policies. This collaboration will include working with the Tobacco Education Clearinghouse of California (TCEC), ChangeLab Solutions, the Center for Tobacco Policy & Organizing and California Youth Advocacy Network (CYAN). Monitor postings on Partners and participate in appropriate teleconferences. Identify strategies and materials that could be incorporated in the local project. Start Period: 07/17-12/17 End Period: 01/21-06/21	0.00%	Submitted On File Log of Communication and Webinars	No	Budgeted Health Education Coordinator Health Educator Project Director Non-Budgeted
2-1-13 Meet 2-3 times for 30-60 minutes with the Million Hearts committee from the Tahoe-Truckee Forest Hospital to update them on the progress of prohibiting tobacco on the premise of outdoor non-recreation public areas.	0.00%	Submitted Tracking log of meetings	No	Budgeted Health Education Coordinator Project Director

Ask partners to make materials available upon request to their target audiences. Start Period: 07/17-12/17 End Period: 01/21-06/21		On File Meeting minutes		Non-Budgeted
2-1-17 In collaboration with community partners and adult coalition members, meet a minimum of 1-2 times for 2-3 hours to complete the Communications Plan template. The template will identify communications objectives, primary and secondary target audiences, locations, communications messages, the communications tactics for both earned media and social media, and key metrics for policy objectives that utilize media. Update annually and submit to the California Tobacco Control Program (CTCP) Media Unit via Partners in addition to the July-December progress report. Start Period: 07/17-12/17 End Period: 07/18-12/18	1.00%	Submitted Communications Plan On File	No	Budgeted Health Education Coordinator Media Consultant Project Director Non-Budgeted Coalition member
Community Education Activities				
2-2-2 Conduct 3-5 presentations for 15-30 minutes each to stakeholders (e.g. Parks and Recreation, Town Council, Tahoe-Truckee Future Without Drug Dependence, Tahoe Forest Health Committee) in the Town of Truckee to educate about policy options and the benefits of reducing secondhand smoke for all residents and visitors. Start Period: 07/17-12/17 End Period: 01/21-06/21	1.50%	Submitted Meeting Agenda Presentation Slides On File	No	Budgeted Health Education Coordinator Project Director Non-Budgeted Coalition member
2-2-14 Distribute approximately 100-150 tobacco-free signs to the non-recreational public areas that adopt a tobacco free policy. This will help in education and implementation of the policy for community members and visitors to the town of Truckee. Signs design will be utilized from the Tobacco Education Clearinghouse of California (TECC). Start Period: 07/17-12/17 End Period: 01/21-06/21	0.50%	Submitted Copy of the Sign Distribution log On File	Yes	Budgeted Health Education Coordinator Project Director Non-Budgeted
Educational Materials Development				
2-3-8 Develop and distribute 20-30 educational packets containing materials that have already been developed such as brochures, fact sheets and copies of example policies to inform about second-hand smoke, litter and successful policies adopted in other jurisdictions in California. Packets will be distributed during educational meetings and presentations for elected officials, key supporters and community groups. Start Period: 07/17-12/17 End Period: 01/21-06/21	1.00%	Submitted Distribution Log Educational Packet On File	No	Budgeted Health Education Coordinator Project Director Non-Budgeted Coalition member
2-3-12 Research and update talking points for speaking to elected officials or the press. Talking points will be appropriate for Local Lead Agency (LLA), coalition members, youth volunteers, and community partners. Information will be updated as needed to cover the most current information on second hand smoke, ESD and outdoor smoke-free policies. Start Period: 07/17-12/17 End Period: 07/20-12/20	1.00%	Submitted Copy of Talking Points On File	No	Budgeted Health Education Coordinator Project Director Non-Budgeted Coalition member
Incentives				
2-4-9 Distribute 15-40 incentive materials to youth and adult coalition members who participate in key informant interviews, educational presentations to	0.00%	Submitted On File Log Tracking	No	Budgeted Health Education

<p>town council and/or Truckee Downtown Merchants Association (TDMA) and trainings. Incentives 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 the incentives may not exceed \$50 in value, per person, per year, and shall not include merchandise cards that can be used to purchase tobacco or alcohol products and will comply with all requirements in California Department of Public Health/California Tobacco Control Program Letter 12-01. The project will be responsible for the possession, security (e.g. will keep under lock and key), and accountability of the incentive materials. The project will prepare a log sheet that will track and identify each of the incentives, value, transfer date, and recipient.</p> <p>Start Period: 07/17-12/17 End Period: 01/21-06/21</p>		Sheet		Coordinator Project Director Non-Budgeted
Policy Activities				
<p>2-7-5</p> <p>Conduct 1-2, 2-4 hour, strategic planning sessions with coalition members and community partners to complete the Midwest Academy Strategy Chart (MASC) for the Town of Truckee to determine goals, constituents, allies and opponents, targets and tactics. Work with statewide grantees as appropriate to plan and prepare for the strategic planning session. Update the MASC regularly throughout each policy campaign to adapt to new targets and tactics as they are revealed.</p> <p>Start Period: 07/17-12/17 End Period: 01/21-06/21</p>	1.00%	<p>Submitted Completed Midwest Academy Strategy chart</p> <p>On File Sign in Sheet</p>	No	<p>Budgeted Evaluator Health Education Coordinator Project Director</p> <p>Non-Budgeted Coalition member</p>
<p>2-7-6</p> <p>Present 2-3 times for 10-15 minutes to the TDMA and/or the Truckee Town Council to educate key stakeholders, decision-makers and community members about the problem of secondhand smoke and aerosol from ESD's. Staff will follow-up via phone or email and provide additional resources upon request.</p> <p>Start Period: 07/17-12/17 End Period: 01/21-06/21</p>	1.50%	<p>Submitted Meeting Agenda Presentation Materials</p> <p>On File</p>	No	<p>Budgeted Health Education Coordinator Project Director</p> <p>Non-Budgeted Coalition member</p>
<p>2-7-18</p> <p>Meet with and informally educate at least 1-2 policymakers from Truckee town council for at least 15-30 minutes. Educational materials will include information such as secondhand smoke and tobacco free policies for outdoor non-recreational areas. Staff will follow-up via phone or e-mail and provide additional resources upon request.</p> <p>Start Period: 07/17-12/17 End Period: 07/20-12/20</p>	0.50%	<p>Submitted Communication meeting log Packet of educational materials</p> <p>On File</p>	No	<p>Budgeted Health Education Coordinator Project Director</p> <p>Non-Budgeted Coalition member</p>
Training/Technical Assistance Activities				
<p>2-11-7</p> <p>Provide 2-3, 60-90 minute, trainings to 4-7 youth and adult coalition members about the problems and health concerns regarding exposure to secondhand smoke and aerosol from ESD's to prepare them to present to Truckee Town Council and/or TDMA.</p> <p>Start Period: 07/17-12/17 End Period: 01/21-06/21</p>	1.50%	<p>Submitted Presentation materials/outline Training Agenda</p> <p>On File Sign in Sheet log</p>	No	<p>Budgeted Health Education Coordinator Project Director</p> <p>Non-Budgeted Coalition member</p>
<p>2-11-11</p> <p>Provide 1-2, 60-90 minute data collection training for 4-6 adult and youth coalition members living in the town of Truckee, regarding public intercept surveys and key informant interviews that are specific to tobacco-free non-recreational outdoor policies.</p>	1.00%	<p>Submitted Training Agenda</p> <p>On File Sign-in Sheet of Training</p>	No	<p>Budgeted Health Education Coordinator</p> <p>Non-Budgeted</p>

Start Period: 07/17-12/17 End Period: 01/21-06/21				
2-11-16 Provide 3-4 hours of training or TA to follow up on requests made by law enforcement, town council, key opinion leaders in Truckee on implementation and enforcement of tobacco-free non recreational areas. Start Period: 07/17-12/17 End Period: 01/21-06/21	1.00%	Submitted TA Log On File	No	Budgeted Health Education Coordinator Project Director Non-Budgeted Coalition member
Paid Media Activities				
2-13-15 Customize 10-20 existing anti-tobacco television (TV), digital, radio, print and/or outdoor advertising ads developed by CDPH, TECC or other state and federal agencies about second hand smoke and vaping, along with dangers of flavored tobacco products, and provide paid placement of the ads to best reach the target audience. An annual Communication Plan will be prepared detailing specific ads and placement in coordination with the CTCP Media Unit. The Communication Plan will be submitted annually with the July-December progress report. Start Period: 01/18-06/18 End Period: 01/21-06/21	1.50%	Submitted Copies of Ads Media Tracking Form On File	No	Budgeted Health Education Coordinator Media Consultant Media Specialist Project Director Non-Budgeted
Earned Media Activities				
2-14-3 Write and submit 3-5 opinion editorials and/or media releases to online social media, article websites, and local news outlets such as Sierra Sun, Yubanet and The Union to inform the public of the health issues related to secondhand smoke and to generate support for polices for smoke-free outdoor, non-recreational public areas such as shopping centers plaza and/or streets. The California Smokers' Helpline will also be promoted. Start Period: 07/17-12/17 End Period: 01/21-06/21	1.50%	Submitted Submitted Articles On File	No	Budgeted Health Education Coordinator Media Consultant Project Director Non-Budgeted Coalition member
2-14-4 Develop and at least one 30-60 minute public service announcement (PSA) to generate support for smoke-free outdoor, non-recreational areas. TECC and other LLA's will be consulted for PSA script development. The clips will be created by 3-5 youth coalition members and posted on or linked to social media websites and county website. Consumer testing of ad(s) developed by the project is required and described under the Evaluation Plan. Start Period: 07/17-12/17 End Period: 01/18-06/18	1.00%	Submitted PSA Recording or Video PSA Script On File	No	Budgeted Health Education Coordinator Media Specialist Project Director Non-Budgeted

Objective 3**Overview****Objective ID:** 3

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 mobilizes their involvement in community assessments; development, implementation, and evaluation of interventions to support tobacco control-related policy, environmental, and system change; and engages them in activities that address tobacco-related determinants of health.

Objective: By June 30, 2021, create and maintain a youth coalition with minimum of 8 culturally diverse youth in Nevada County that will trained and educated to advance tobacco control efforts, and will participate in a minimum of 10 coalition meetings and 4 non-meeting activities annually.

Primary Objective? No**Evaluation Plan Type:** Other without Measurable Outcome**Audience Group(s)****General Population Group(s)****Specific Ethnic Population Group(s)**

<ul style="list-style-type: none"> • 13-17 years • Coalitions • College Students/faculty/staff • Low SES • Rural Populations • Schools (K-12) 	<ul style="list-style-type: none"> • Multi-ethnic
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Summary of Interventions to Achieve the Objective:

- Coalition Satisfaction Survey
- Data Collection Training
- Facebook
- Focus Groups
- Leadership Training
- Public Intercept Surveys
- Schools collaboration (K-12)
- Voluntary Health Organization Collaboration
- Volunteer Recruitment
- YouTube, Slide Share or other Multi-media Social Networking

Intervention Plan

Activity	%	Tracking Measures	©	Responsible Parties
Coordination/Collaboration Activities				
<p>3-1-4</p> <p>Collaborate and coordinate with partners such as Nevada County Superintendent of Schools and Drug and Alcohol Prevention program to plan, prepare and participate together in youth coalition meetings and advocacy activities.</p> <p>Start Period: 07/17-12/17 End Period: 01/21-06/21</p>	0.00%	<p>Submitted</p> <p>On File Email Correspondence and Meeting Minutes</p>	No	<p>Budgeted Health Education Coordinator Project Director</p> <p>Non-Budgeted</p>
<p>3-1-9</p> <p>Facilitate 10-15 (30-60 minute) youth coalition meetings each year with 5-10 youth participants to plan and/or carry out tactics in the coalition workplan.</p> <p>Start Period: 07/17-12/17 End Period: 01/21-06/21</p>	2.00%	<p>Submitted Agendas</p> <p>On File Youth Participation Tracking Record</p>	No	<p>Budgeted Health Education Coordinator Health Educator Project Director</p> <p>Non-Budgeted Coalition member</p>
<p>3-1-12</p> <p>Annually recruit and maintain 5-10 new coalition members to participate in coalition planning, data collection, educational visits, public speaking, letter writing and other activities as prioritized by the coalition. Potential coalition members to be recruited will be identified using the membership recruitment worksheet.</p> <p>Start Period: 07/17-12/17 End Period: 01/21-06/21</p>	1.00%	<p>Submitted Member Recruitment Worksheet Recruitment Summary (Annually)</p> <p>On File</p>	No	<p>Budgeted Health Education Coordinator Project Director</p> <p>Non-Budgeted Coalition member</p>
<p>3-1-14</p> <p>Customize and distribute the California Tobacco Control Program (CTCP)-provided membership sign-up template to all new coalition members upon joining the coalition, and all coalition members annually. Each year, existing members will be asked to complete a new form, indicating their skills, interests and area they wish to focus on (e.g. subcommittees, policy areas, and leadership roles) as it applies to the goals of the coalition in the forthcoming year.</p> <p>Start Period: 07/17-12/17 End Period: 01/21-06/21</p>	0.50%	<p>Submitted Membership Template</p> <p>On File Completed Membership Template</p>	No	<p>Budgeted Health Educator Project Director</p> <p>Non-Budgeted Coalition member</p>

<p>3-1-15</p> <p>The Nevada County Local Lead Agency will utilize the first and second FY 2017/2018 Prop 56 prospective allocation payments to obtain space, hire and train new staff, and develop a three-year tobacco control comprehensive plan that meets FY 2018-2021 Local Lead Agency Guidelines requirements and aligns with the California Tobacco Control Program Policy Manual.</p> <p>Start Period: 07/17-12/17 End Period: 01/21-06/21</p>	0.00%	<p>Submitted</p> <p>On File Scope of work and budget justification</p>	No	<p>Budgeted Project Director</p> <p>Non-Budgeted</p>
<p>3-1-16</p> <p>Weekly, log onto Partners to identify upcoming trainings, new information and advocacy campaign tools. Monthly, contribute a minimum of one post to InfoHub to share information and foster a learning and networking environment. Monthly, access the California Smokers' Helpline website to learn new information and receive tobacco cessation-related updates, along with setting up a Rover Alerts on tobacco cessation and health related topics. Connect with CTCP statewide training and technical assistance (TA) providers to collect sample agency cessation referral policies. Annually, write a minimum of one Spotlight On including significant steps taken, milestones achieved and barriers encountered at the completion of the campaign.</p> <p>Start Period: 07/17-12/17 End Period: 01/21-06/21</p>	0.00%	<p>Submitted Copy of Partners' Six Month Log-in Report Snap shot of posts to partners</p> <p>On File</p>	No	<p>Budgeted Evaluator Health Education Coordinator Project Director</p> <p>Non-Budgeted</p>
Community Education Activities				
<p>3-2-13</p> <p>Develop a youth coalition tobacco control "spoken word" poetry group of 6-12 participants who will develop tobacco control poems using prevention-based words to encourage youth to be the next tobacco-free generation. Youth coalition members will be provided 60-120 minutes of poetry and tobacco control-related training and meet monthly to develop 3-8 poems that can be used to educate the public about the dangers of tobacco use in our community.</p> <p>Start Period: 07/17-12/17 End Period: 01/21-06/21</p>	2.00%	<p>Submitted Meeting log Videos of poetry performances</p> <p>On File</p>	No	<p>Budgeted Evaluator NEO Youth Center Project Director</p> <p>Non-Budgeted Coalition member</p>
Educational Materials Development				
<p>3-3-2</p> <p>Develop and disseminate 20-30 youth coalition orientation packets. Packets will be given to students during recruitment presentations and will be promoted via word of mouth as well as through referrals from school counselors, and teachers. Packets will include an orientation letter, materials, brochures, customized membership form and a coalition time-line of activities for the year.</p> <p>Start Period: 07/17-12/17 End Period: 01/21-06/21</p>	1.00%	<p>Submitted Copy of Orientation Packet</p> <p>On File Distribution Log</p>	No	<p>Budgeted Health Education Coordinator Health Educator Project Director</p> <p>Non-Budgeted</p>
<p>3-3-11</p> <p>Youth members develop new bylaws and mission state for the coalition. TA from the California Youth Advocacy Network (CYAN), or CTCP will be utilized and samples will be obtained from other Local Lead Agencies (LLA's) and coalitions. Bylaws will be distributed in orientation packets, and referred to during coalition meetings.</p> <p>Start Period: 07/17-12/17 End Period: 01/19-06/19</p>	1.00%	<p>Submitted Coalition Bylaws and Mission Statement</p> <p>On File</p>	No	<p>Budgeted Health Educator Project Director</p> <p>Non-Budgeted Coalition member</p>
Incentives				
<p>3-4-6</p>	0.00%	Submitted	No	<p>Budgeted Health Educator Project Director</p>

<p>Create and provide 15-30 certificates of appreciation for youth and adult coalition members yearly. Upon request, review youth participation records and write 1-5 letters of recommendation for youth coalition members.</p> <p>Start Period: 07/17-12/17 End Period: 01/21-06/21</p>		<p>On File Copies of Certificates Letters of Recommendation</p>		<p>Non-Budgeted</p>
<p>Policy Activities</p>				
<p>3-7-3</p> <p>Recruit a minimum of five (5) youth to attend the California Youth Advocacy Network's (CYAN) annual YouthQuest, where youth will educate policymakers about key tobacco control issues. Coordinate the participation of youth, chaperones and travel to the Capitol in Sacramento for the event.</p> <p>Start Period: 07/17-12/17 End Period: 01/21-06/21</p>	<p>0.50%</p>	<p>Submitted Agenda of Training</p> <p>On File Materials Distributed to Legislator</p>	<p>No</p>	<p>Budgeted Health Education Coordinator Health Educator Project Director</p> <p>Non-Budgeted</p>
<p>Training/Technical Assistance Activities</p>				
<p>3-11-1</p> <p>Collaborate with statewide and other CTCP funded projects to provide 1-2, 60-90 minute social media trainings with 6-10 youth and adult coalition members and representatives from community serving organizations. Trainings will include but not be limited to the following topics: basics of social media, social media tools, and a strategy session to create a social media plan. Trainings will be provided using any of the following method(s): in-person, webinar and/or internet-based.</p> <p>Start Period: 07/17-12/17 End Period: 01/18-06/18</p>	<p>2.00%</p>	<p>Submitted Agenda of Trainings Presentation Materials</p> <p>On File Sign in Sheet</p>	<p>No</p>	<p>Budgeted Health Education Coordinator Media Specialist Project Director</p> <p>Non-Budgeted Coalition member</p>
<p>3-11-5</p> <p>Annually conduct 3-5, 45-60 minute youth coalition skill building and leadership trainings that may include topics such as spokesperson, media relations, how to create a Public Service Announcement (PSA). These trainings will prepare the youth coalition members to complete tasks that are included in the tobacco plan such as activities; 1-13-16, 1-13-19, and 1-14-9.</p> <p>Start Period: 07/17-12/17 End Period: 01/21-06/21</p>	<p>2.00%</p>	<p>Submitted Agenda of Training Training Materials</p> <p>On File Sign-In Sheets</p>	<p>No</p>	<p>Budgeted Health Educator Media Specialist Project Director</p> <p>Non-Budgeted</p>

<p>Objective 4</p>		
<p>Overview</p>		
<p>Objective ID: 4</p>		
<p>Primary Priority Area: (4) Promote Tobacco Cessation</p>		
<p>Primary Indicator: (4.1.4) Cessation Assessment and Referral Systems: The extent to which health care, social service, housing, and education agencies systematically refer patients and clients to accessible, evidence-based tobacco cessation programs such as the California Smokers Helpline.</p>		
<p>Secondary Indicator: (4.1.1) Tobacco Cessation Services: The extent to which evidence-based and culturally and linguistically appropriate behavior modification-based tobacco cessation services are available in the community.</p>		
<p>Objective: By June 30, 2021, at least three (3) hospital groups, behavioral health clinics and/or alcohol and drug rehabilitation centers in Nevada County will adopt a voluntary policy to include tobacco use assessment questions in their client intake procedures and will utilize the Ask, Advise, Refer protocol to systematically refer patients who smoke to the California Smokers Helpline, and at least one community-based organization will offer evidence-based and culturally and linguistically appropriate adult cessation classes.</p>		
<p>Primary Objective? No</p>		
<p>Evaluation Plan Type: Voluntary Policy -- Adoption and Implementation</p>		
<p>Audience Group(s)</p> <ul style="list-style-type: none"> 13-17 years 18-24 years -specifically Adults 18 years and older Low SES 	<p>General Population Group(s)</p> <ul style="list-style-type: none"> Hispanic/Latino White, Non-Hispanic 	<p>Specific Ethnic Population Group(s)</p>

• Mental Health

Summary of Interventions to Achieve the Objective:

- Behavioral Health Care Provider Training
- Cessation Classes
- Cessation Training
- Chew, Snus, Snuff Education
- ENDD Education
- Healthcare Provider Training
- Internet Cessation Service
- Key Informant Interviews
- Newspaper Advertising
- Nutrition Program Collaboration
- Promote California Smokers' Helpline
- Radio Advertising
- Schools Collaboration (colleges & universities)
- Sponsorship of Events
- Transit/Bus Stop Advertising
- Volunteer Recruitment
- Website Advertising
- Website Maintained
- YouTube, Slide Share or other Multi-media Social Networking

Intervention Plan

Activity	%	Tracking Measures	©	Responsible Parties
Coordination/Collaboration Activities				
<p>4-1-11</p> <p>In collaboration with the youth coalition and adult coalition a minimum of 1-2 meetings, 2 hours in length, will be held to complete the Communications Plan template which will identify communications objectives, primary and secondary target audiences, locations, communications messages, the communications tactics for both earned media and social media and key metrics for policy objectives that utilize media. Update annually and submit to the California Tobacco Control Program (CTCP) Media Unit via Partners in addition to the July-December progress report.</p> <p>Start Period: 07/17-12/17 End Period: 01/19-06/19</p>	0.50%	<p>Submitted Communications Plan</p> <p>On File</p>	No	<p>Budgeted Evaluator Media Specialist Project Director</p> <p>Non-Budgeted Coalition member</p>
<p>4-1-15</p> <p>Coalition members and staff will collaborate with 10-15 Social Services, Behavioral Health, health care agencies, and other partners (e.g., Community Recovery Resources, Chapa-De Indian Health, Western Sierra Medical Clinic, Women Infant and Children (WIC), Veterans Services, Sierra Nevada Children's Services, 211 / Connecting Point, NEO Youth Center and others)to update them on cessation and referring individuals. Ask partners to make materials available upon request to their target audiences. This activity utilizes incentives from activity 4.1.11.</p> <p>Start Period: 07/17-12/17 End Period: 01/21-06/21</p>	0.00%	<p>Submitted</p> <p>On File Coordination Records</p>	No	<p>Budgeted Connecting Point Health Education Coordinator Health Educator</p> <p>Non-Budgeted Coalition member</p>
Community Education Activities				
<p>4-2-6</p> <p>Organize and host a minimum of 2 (World No Tobacco Day / Kick Butts Day / Great American Smokeout) poster and bookmark contests to promote the California Smokers' Helpline and mobile application. Contest will be announced using flyers, school e-mail newsletters, daily announcements and advertisement in local newspaper. At least 8-15 local middle and high schools will be invited to participate. Youth coalition members will select winning art and it will be printed and advertised, via channels such as bus, movie and/or shopping cart advertisements. Bookmarks will be distributed to</p>	0.50%	<p>Submitted Submit posters and bookmarks created Verification of submission to TECC</p> <p>On File Log of art entries</p>	No	<p>Budgeted Health Educator Project Director</p> <p>Non-Budgeted Coalition member</p>

<p>local public, college and school libraries. Material(s) will be submitted to Tobacco Education Clearinghouse of California's (TECC) materials submission page upon completion.</p> <p>Start Period: 01/18-06/18 End Period: 01/21-06/21</p>				
<p>4-2-10</p> <p>Conduct 3-5 educational meetings for 30-60 minutes with social service agencies such as WIC; Behavioral Health; Community Recovery Resources; Connecting Point; Social Services; Turning Point; and Western Sierra Medical Clinic to inform and educate about the implementation efforts of the ask, advise and refer screening. Staff will provide samples of the ask, advise, refer policy and request that the providers adopt a voluntary policy to include tobacco use assessment questions in their client intake procedures.</p> <p>Start Period: 01/18-06/18 End Period: 01/21-06/21</p>	1.00%	<p>Submitted Meeting Agenda Meeting Log</p> <p>On File</p>	No	<p>Budgeted Connecting Point Health Education Coordinator Project Director</p> <p>Non-Budgeted Coalition member</p>
<p>4-2-16</p> <p>2-4 tobacco cessation courses per year, each lasting 6-8 weeks, will be provided to 30-50 clients/community members annually. The clients/community members will be referred by Ask, Advise, Refer partners and/or sign-up via the 211 resource line, housed at Connecting Point. A certificate of course completion and incentive (gift card \$25-50) will be provided to attendees who complete all 6-8 classes. Quit status and number of quit attempts will be assessed on the first and last day of class, and at 3-month; 6-month; and 12-month intervals. The LLA will share the de-identified quit data with the California Smokers Helpline. The cessation course curriculum will be evidence-based and tailored as much as possible to the participants. The course will be led by a facilitator who has completed a cessation trainer course and/or is a certified cessation facilitator. Each session will last 1.5-2.5 hours.</p> <p>Start Period: 07/17-12/17 End Period: 01/21-06/21</p>	1.00%	<p>Submitted Presentation Materials</p> <p>On File Participant Attendance Log</p>	No	<p>Budgeted Connecting Point Evaluator External Evaluator Project Director</p> <p>Non-Budgeted</p>
Educational Materials Development				
<p>4-3-14</p> <p>Develop and distribute 5-15 educational packets about nicotine dependence and tobacco treatment options including information about creating a formal referral policy. Existing materials such as fact sheets, model policies, and infographics will also be included in the packet. The target audience for the educational packet includes agencies such as Behavioral Health; Community Recovery Resources; Connecting Point; Social Services; Turning Point; and WIC. Develop the educational packet in consultation with statewide grantees to adapt existing materials or develop new materials as appropriate.</p> <p>Start Period: 07/17-12/17 End Period: 01/21-06/21</p>	0.50%	<p>Submitted Copy of educational packet</p> <p>On File Distribution log</p>	No	<p>Budgeted Health Educator Project Director</p> <p>Non-Budgeted</p>
Incentives				
<p>4-4-1</p> <p>Coalition members and staff will collaborate with 10-15 Social Services, Behavioral Health, health care agencies, and other partners (e.g., Community Recovery Resources, Chapa-De Indian Health, Western Sierra Medical Clinic, WIC, Veterans Services, Sierra Nevada Children's Services, 211 / Connecting Point, NEO Youth Center and others) to distribute 200-300 tobacco cessation quit kits and educational materials that promote the California Smokers' Helpline and local cessation services to targeted priority populations (teens and adults). Priority populations will include low socio-economic status (SES) persons, individuals accessing behavioral health services, and rural residents. Quit kits will be distributed to consumers in waiting rooms and offices of the following entities: community and school health clinics, dentist offices, behavioral health facilities, WIC offices,</p>	0.00%	<p>Submitted List of quit kit contents Log of quit kits distributed</p> <p>On File</p>	Yes	<p>Budgeted Connecting Point Health Educator Project Director</p> <p>Non-Budgeted Coalition member</p>

<p>veterans services offices, 211 / Connecting Point, and other public health and social services offices. Quit kits will be assembled by the LLA, and may include the following CTCP-approved items: breath mints, gum, nail file, rubber bands, tactical tools, straws, individual wrapped tea, notepad, pencil, cessation resources, education materials, California Smokers' Helpline Gold Card, and self-addressed stamped survey card. Quit kits will be provided to program participants to motivate and/or reinforce positive behavior and require action on the part of the recipient to receive the quit kit. The cost of the quit kit may not exceed \$50 in value annually, per person, and shall not include merchandise cards that can be used to purchase tobacco or alcohol products and will comply with all requirements in California Department of Public Health/California Tobacco Control Program Letter 12-01. The project will be responsible for the possession, security (e.g., will keep it under lock and key), and accountability of the quit kits. The project will prepare a log sheet and will track and identify each of the quit kits, value, transfer date and recipient.</p> <p>Start Period: 07/17-12/17 End Period: 01/21-06/21</p>				
Policy Activities				
<p>4-7-9</p> <p>Conduct 1-2 annual strategy meetings with appropriate staff at Connecting Point to plan and implement evidence-based tobacco cessation treatment program for the community at that organization, consistent with USPHS clinical practice guidelines. Collaborating with Connecting Point will establish a cessation hub of services that will meet the needs of our priority populations, specifically low SES populations and individuals accessing behavioral health services. A signed contract will be established for this agreement.</p> <p>Start Period: 07/17-12/17 End Period: 01/21-06/21</p>	0.50%	<p>Submitted Executed contract</p> <p>On File Communication Log</p>	No	<p>Budgeted Connecting Point Evaluator Project Director</p> <p>Non-Budgeted</p>
Training/Technical Assistance Activities				
<p>4-11-4</p> <p>Provide 2 in-person half day, regional trainings for a minimum of 30-60 health care, behavioral health and social services providers regarding the importance of tobacco cessation for Behavioral Health and low-income Nevada County clients/residents. Training will be 2-4 hours in length and will be provided by Dr. Chad Morris using his material Addressing Tobacco Use in Wellness and Recovery. Web-based, technical assistance (TA) and training resources, such as those provided by the American Lung Association, will be promoted, along with the California Smokers' Helpline. The purpose of this training is to educate and engage health care professionals about how to embed tobacco cessation and referrals in their treatment programs.</p> <p>Start Period: 01/18-06/18 End Period: 01/20-06/20</p>	0.00%	<p>Submitted Training agenda Training Materials</p> <p>On File Log of attendees</p>	No	<p>Budgeted Behavioral Health Consultant Evaluator Health Education Coordinator Project Director</p> <p>Non-Budgeted</p>
<p>4-11-8</p> <p>Provide a minimum of 3-5 instances of TA with Connecting Point community partner which reflect approximately 8-15 hours on tobacco control issues including securing American Lung Association cessation license, cessation training of the trainer and evidence based curriculum that is community-specific and culturally competent for low SES and other rural residents. TA will be provided using the following methods: in-person, over the phone and/or by email.</p> <p>Start Period: 01/18-06/18 End Period: 01/21-06/21</p>	0.50%	<p>Submitted Copy of cessation license TA log</p> <p>On File</p>	No	<p>Budgeted Evaluator Health Education Coordinator Project Director</p> <p>Non-Budgeted</p>
Paid Media Activities				
<p>4-13-3</p> <p>Place 3-5 existing anti-tobacco television (TV), digital, radio, print, movie theater, shopping carts, buses, and/or indoor and outdoor advertising ads</p>	0.50%	<p>Submitted Log of paid</p>	Yes	<p>Budgeted Connecting Point Health</p>

<p>developed by CDPH or other state and federal agencies about the California Smokers Helpline cessation services, emerging tobacco products and dangers of second-hand smoke and aerosol. Provide paid placement of the ads to best reach the target audience. An annual Communication Plan will be prepared detailing specific ads and placement in coordination with the CTCP Media Unit. The Communication Plan will be submitted annually with the July-December progress report.</p> <p>Start Period: 01/18-06/18 End Period: 07/18-12/18</p>		<p>media ads Media ad proofs</p> <p>On File</p>		<p>Educator Media Consultant Project Director</p> <p>Non-Budgeted</p>
<p>4-13-12</p> <p>Develop and place 3-6 print or digital advertisements (ads) about the California Smokers' Helpline and mobile application. The ads will be placed in the Grass Valley/Nevada City areas and Truckee area at locations such as, Sierra Theaters movie theaters; Safeway markets, SPD Markets and/or SaveMart shopping carts; local buses, including Gold County Stage and TART, recreation center poster kiosks, etc., that best reach the target audience for 30-90 days. Consumer testing of ad(s) developed by the project is required and described under the Evaluation Plan.</p> <p>Start Period: 07/17-12/17 End Period: 01/21-06/21</p>	<p>0.50%</p>	<p>Submitted Copy of submitted advertisements</p> <p>On File</p>	<p>No</p>	<p>Budgeted Health Education Coordinator Media Consultant Project Director</p> <p>Non-Budgeted Coalition member</p>

Budget Justification

Procurement Name: LLA 2017-2021 Plan

Contract Number: CTCP-17-29

Agency Name: Nevada County Community Health

Project Name: Nevada County Tobacco Use Prevention Program

Project Type: Local Lead Agency

Contract Term: 07/01/2017 - 06/30/2021

Effective Date: 07/01/2017

Plan Version ID: 1.0

Report Generated: 03/29/2018 09:29 AM

Budget Section	FY 17/18	FY 18/19	FY 19/20	FY 20/21	Total
A. Personnel Costs	\$ 126,442	\$ 117,425	\$ 120,474	\$ 123,415	\$ 487,756
B. Fringe Benefits @ 40% - 55%	\$ 55,370	\$ 58,713	\$ 60,237	\$ 61,708	\$ 236,028
C. Operating Expenses	\$ 10,659	\$ 7,868	\$ 7,875	\$ 6,111	\$ 32,513
D. Equipment Expenses	\$ 8,756	\$ 1,466	\$ 1,000	\$ 804	\$ 12,026
E. Travel/Per Diem and Training	\$ 16,756	\$ 23,032	\$ 13,943	\$ 8,615	\$ 62,346
F. Subcontracts and Consultants	\$ 78,065	\$ 48,077	\$ 47,840	\$ 46,292	\$ 220,274
G. Other Costs	\$ 35,032	\$ 26,591	\$ 24,039	\$ 21,112	\$ 106,774
H. Indirect Expenses @ 20% - 23%	\$ 38,025	\$ 35,098	\$ 36,142	\$ 37,028	\$ 146,293
Total Expenses	\$ 369,105	\$ 318,270	\$ 311,550	\$ 305,085	\$ 1,304,010

A. Personnel Costs	FY 17/18	FY 18/19	FY 19/20	FY 20/21	Total Budget
Title: Project Director Salary Calculation: Project Director: Salary Calculation: 17/18 yr. \$2638 X 100% FTE X 26 pay periods= \$68592 18/19 yr.\$2688 X 100% FTE X 26 pay periods = \$69899 19/20yr. \$2741 X 100% FTE X 26 pay periods = \$71287 20/21 yr. \$2797 X 100% FTE X 26 pay periods = \$72713 Duties Description: Provides direct administration, supervision, and leadership to the tobacco education program. Supervises program staff, completes progress reports and coordinates the activities of the project. Devotes 4 hours/week for evaluation oversight. Acts as program contact person for administrative and fiscal matters. Approves budget, invoices/cost reports and staff changes. Conducts day-to-day planning, development and implementation of the plan. Works closely with Health Education Coordinator to implement activities associated with all three objectives, including youth and adult recruitment, community presentations, data collection and media placement	\$ 68,592	\$ 69,899	\$ 71,287	\$ 72,713	\$ 282,491
Title: Health Education Coordinator Salary Calculation: 17/18 yr. \$2740 X .18% FTE X 26 pay periods= \$12824 18/19 yr. \$2836 X .18% FTE X 26 pay periods= \$13273 19/20 yr. \$2935 X .18% FTE X 26 pay periods= \$13737	\$ 12,824	\$ 13,273	\$ 13,737	\$ 14,012	\$ 53,846

<p>20/21 yr. \$2997 X .18% FTE X 26 pay periods= \$14012</p> <p>Duties Description: The Health Education Coordinator is the project liaison for the Truckee community. The Health Education Coordinator works in conjunction with the Project Director on a daily basis (i.e. face-to-face, email, telephone) and is responsible for the day-to-day operation of the program in Truckee. Assists with writing the Scope of Work (SOW), performing program assessments, development, evaluation, and implementation of project activities. Responsible for writing the progress reports in OTIS and providing documentation to CDPH/CTCP. Assists with oversight of objectives and intervention activities in Truckee, including youth recruitment and training, community outreach and data collection. Coordinates the adult/youth coalition(s), mobilizes the Truckee community to facilitate norm and policy change.</p>					
<p>Title: Evaluator</p> <p>Salary Calculation: 17/18 yr. \$4014 X .20 FTE X 26 pay periods= \$20875 18/19 yr. \$4155 X 0.10 FTE X 26 pay periods=\$10803 19/20 yr. \$4300 X 0.10 FTE X 26 pay periods= \$11181 20/21 yr. \$4450 X 0.10 FTE X 26 pay periods= \$11572</p> <p>Duties Description: Program Evaluator provides services for developing and implementing the evaluation plan, including the study designs and evaluation activities. Assists in the development of survey instruments, including key information interview, focus group and public intercept survey questions. Analyzes and evaluates new program objectives and data collection results. Assists with and reviews mid-year evaluation reporting. Completes brief evaluation reports and/or final evaluation report for each objective at the end of the 17/18 grant period.</p>	\$ 20,875	\$ 10,803	\$ 11,181	\$ 11,572	\$ 54,431
<p>Title: Health Educator</p> <p>Salary Calculation: 17/18 yr. .48 FTE temp employee = range of \$929-\$1,180 x 26 pay periods = \$24151-30,671/yr.</p> <p>18/19 yr. \$1804 X .50 FTE X 26 pay periods = \$23450 19/20 yr. \$1866 X .50 FTE X 26 pay periods = \$24269 20/21 yr. \$1932 X .50 FTE X 26 pay periods = \$25118</p> <p>Duties Description: Health Educator- The Health Educator works in conjunction with the Project Director on a daily basis. Assists with performing program assessments, development, evaluation, and implementation of project activities. Assists with oversight of objectives and intervention activities, including youth recruitment and training, community outreach and data collection. Coordinates the</p>	\$ 24,151	\$ 23,450	\$ 24,269	\$ 25,118	\$ 96,988

adult/youth coalition(s), mobilizes the community to facilitate norm and policy change. This position identified in activity 3-1-10 will work on the development and implementation of Proposition 56 activities.					
Total Personnel Costs:	\$ 126,442	\$ 117,425	\$ 120,474	\$ 123,415	\$ 487,756
B. Fringe Benefits	FY 17/18	FY 18/19	FY 19/20	FY 20/21	Total Budget
At approximately 40% - 55% of Total Personnel Costs, Fringe Benefits includes the following: For non-temp, permanent employees: Health insurance benefits (medical, dental and vision) (9%-30%), PERS Retirement Benefits (37%-38%), unemployment insurance (0.1%-0.05%). Premiums will only be paid where applicable. The estimated remaining \$28,000 in benefit expense will be paid in kind by the County. Part-time temp .48 FTE will not receive fringe benefits. 17/18: \$110,739 annual salary cost x (40-55%) fringe benefit rate = \$55,370 18/19: \$118,519 annual salary cost x (40-55%) fringe benefit rate = \$58,713 19/20: \$122,665 annual salary cost x (40-55%) fringe benefit rate = \$60,237 20/21: \$124,386 annual salary cost x (40-55%) fringe benefit rate = \$61,708	\$ 55,370	\$ 58,713	\$ 60,237	\$ 61,708	\$ 236,028
C. Operating Expenses	FY 17/18	FY 18/19	FY 19/20	FY 20/21	Total Budget
Title: CTCP Communications Network (PARTNERS) Description: The County of Nevada will provide in-kind network services.	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
Title: Space Rent/Lease Description: County office space utilized for project space, common space such as conference rooms, break rooms, etc... In Kind expenses for 2017-2021 fiscal year. 240 sq. ft. x \$7.14 sq. ft. x 12 months = \$20,563 per year X 4 years = \$82,252. Storage unit rental fee, is prorated at .5 of cost shared with Alcohol and other Drug Program (AOD) calculated at \$1.85 X 100 sq. ft. X 0.5 X 12 = \$1,100. FY=\$1,110 X 4 yrs. \$4400 Year 1: \$1110, Year 2: \$1110; Year 3: \$1110 ;Year 4:\$1110	\$ 1,110	\$ 1,110	\$ 1,110	\$ 1,110	\$ 4,440
Title:	\$ 2,256	\$ 1,469	\$ 1,500	\$ 1,200	\$ 6,425

<p>Office Supplies</p> <p>Description: Includes all general office supplies to maintain the tobacco control education program such as pens, pencils, paper, binders, notepads, easel pads, mailing labels, markers, highlighters, tape glue, file folders, laser and color cartridges, toner, brochure and poster rack displays, etc... Cost vary month to month but on the average are budgeted at approximately; Year 1 Budget; \$ 140 - \$188 per month X 12 months = \$2,256; Year 2 Budget \$ 115-130 X 12 months = \$1469; Year 3 Budget \$ \$115-\$130 X12 months = \$1500; Year 4 Budget \$65-100 X 12 months = \$1200.</p>					
<p>Title: Duplicating</p> <p>Description: In-house duplication of project correspondence, evaluation reports. cost reports, mass mailings, educational materials, and other materials in support of Scope of Work. \$33/month X 12 months = \$400 x 4 years = \$1600 Year 1: \$400; Year 2: \$400; Year 3: \$400; Year 4: \$400.</p>	\$ 400	\$ 400	\$ 400	\$ 400	\$ 1,600
<p>Title: Communication</p> <p>Description: Includes costs for cell phone service for staff budgeted at 3 Staff , (Project Director, Coalition Coordinator, Health Education Coordinator) : Service \$25-\$55 per month X12 months x 3 staff = \$1272 per year X 4 years = \$5,088.</p>	\$ 1,272	\$ 1,272	\$ 1,272	\$ 1,272	\$ 5,088
<p>Title: Printing</p> <p>Description: Includes expenses for outside vendor printing of high quality materials developed in approved Scope of Work activities 1-3-3, 2-3-8, 2-11-7, 2-11-11,3-3-2; Healthy Stores for a Healthy Community (HSHC) report, and program letterhead, business cards, etc. The amount budgeted in Year 1; \$200-\$333 per month X 12 = \$3,996; Year 2 Budget; \$100-166 per month X 12 = \$1,992; Year 3 Budget is \$100-\$164 per month X 12 = \$1,968; Year 4; Budget is \$40-\$42 per month X12= \$504.</p>	\$ 3,996	\$ 1,992	\$ 1,968	\$ 504	\$ 8,460
<p>Title: Project Director Association Dues</p> <p>Description: LLA Project Directors Association Annual membership dues are \$500 per year x 4years = \$2000.</p>	\$ 500	\$ 500	\$ 500	\$ 500	\$ 2,000
<p>Title: Audit Expenses</p> <p>Description: The Indirect Costs line item includes a proportionate allocation for the annual audit.</p>	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0

<p>Title: Translation services</p> <p>Description: Provide culturally appropriate translation for use in flyers, brochures, and county website in compliance with SOW activities: 1-3-3, 2-13-15, 2-14-3, 3-3-2 and Obj. 4 Costs calculated at \$45 per hour X approximately 25 hours per year for FY 17/18-20/21 = \$1125.</p>	\$ 1,125	\$ 1,125	\$ 1,125	\$ 1,125	\$ 4,500
Total Operating Expenses:	\$ 10,659	\$ 7,868	\$ 7,875	\$ 6,111	\$ 32,513
D. Equipment Expenses	FY 17/18	FY 18/19	FY 19/20	FY 20/21	Total Budget
<p>Title: Equipment</p> <p>Description: 1 Year Budget; New computer will be purchased for use by the Health Educator/Coalition Coordinator to perform the activities in the approved Scope of Work and progress reporting in OTIS, Partners usage, and communication with CTCP. The following is a description and cost estimate of a new computer that would meet the approved comprehensive tobacco control plan requirements: Computer (\$800-950) + Monitors X 2 (\$80-100) =\$ 200; Ergonomic Keyboard (\$125- 225) : mouse (\$40-50); Speakers (\$65-\$100)+ Windows 7 Enterprise License encryption/security software installation (\$250-295) + required software (Office and Adobe Acrobat update) = \$1,820 Office Furniture for Health Educator/Coalition Coordinator: chair,(\$150-200) desk,(\$500-600) standing desk station (\$250-300); filing system(\$75-100), stapler, tape dispenser; other supplies(\$ 25-50) =\$1250 Standing Desk for Project Director to perform SOW administrative and supervising responsibilities. Standing Station Desk (\$400-520) + installation (\$80-100)=\$620 LCD Projector and Screen to be utilized by the Coalition Coordinator to perform trainings with youth and adult coalition members and community presentations related to activities: 1-1-10, 1-1-20, 1-7-1,2-11-11, 3-11-1. LCD Projector (\$350-\$400);=\$400 +Projection Screen (\$200-250)=\$250 Purchase a laminator to create displays for community events and presentations related to activities: 1-2-4, 2-3-8, 2-7-6, 3-11-3, 3-4-6, 3-1-9: Laminator (\$850-\$900) + Lamination film (\$60-\$100)=\$1,000 Logitech Videoconferencing Camera in order to conduct remote meetings with; evaluator, coalition members and other stakeholders involved in implementation of the SOW in all activities; Camera with room speaker: (\$200-\$250)=\$250 Purchase of 2 Tablets HSHC campaign: Required for</p>	\$ 8,756	\$ 1,466	\$ 1,000	\$ 804	\$ 12,026

use with the HSHC data collection activity identified by CTCP. (\$150-250 /Device +\$50- 75)/Charger, protective case & accessories+ sales tax) X 2= \$600,

Laptop will be purchased for use by the Project Director to perform the activities in the approved Scope of Work and progress reporting in OTIS, Partners usage, and communication with CTCP. The following is a description and cost estimate of a laptop computer that would meet the approved comprehensive tobacco control plan requirements: Computer (\$1225-\$1286) + E-port Docking Station, keyboard and optical mouse bundle (\$140-\$155) + Configuration and Installation of new Laptop (\$165-\$175)
Total=\$1616

Purchase a filmmaking stand and sound bundle for use in training youth coalition members, see activities: 1-13-16,2-14-4,3-11-15,4-2-6
Bundle includes: phone/action camera mount, (\$75-\$85) tripod stand, (\$50-\$65) microphone,(\$75-85),led light,(\$40-\$50) cables, jack adapter, input/output breakout box. (\$45-\$65)
total=\$350

Purchase portable sound system to will be utilized in spoken word project and community events. see activities:1-14-25, 3-2-13, 4-2-6.
sound system package includes, speakers, (\$150-\$200), soundboard (\$125-\$150) 3stands, (\$85-\$125) microphones (\$50-65), cords,(\$40-\$60).
Total= \$600

Year 1 Total=\$8756

Year 2 Budget:

County requires computer upgrades on a 3 year cycle. Current computer is outdated for the Project Director. Computer (\$800-975) + monitors 2 X(\$80-125) + Windows 7 Enterprise License encryption/security software installation (\$250) + required software (Office and Adobe Acrobat update) = \$1,350

Folding tables for community events such as health fair, farmers markets, street fairs related to activity in Obj 4: 2X (\$40-\$58) = \$116

Year 3 Budget:

Cell phone upgrade- Project Director will need updated model. Purchase of upgraded iPhone 6s (\$275-350) + protective case (\$30-45)= \$395.

Update/replace EZ-up shade structure for collaboration and tabling events as related to activities 1-2-4, 2-14-4; 3-1-9: 2 X (\$150-225)= \$450

Update/replace printer for Project Director to conduct daily duties required by the scope of work: (\$95-\$155)= \$155
Total= \$1000

Year 4 Budget:

Storage Bins and brochure racks and for displaying and organizing educational materials as related to activities: 1-2-4, 3-1-9, and Obj. 4, bins (\$15-39) X 6= \$234 + brochure racks (\$35-95)X6 = \$570=Total \$804.

Total Equipment Expenses:	\$ 8,756	\$ 1,466	\$ 1,000	\$ 804	\$ 12,026
E. Travel/Per Diem and Training	FY 17/18	FY 18/19	FY 19/20	FY 20/21	Total Budget
<p>Title: Project Travel/Training</p> <p>Description: Staff travel to and from local meetings, community events, and trainings (0.53 X 350-400 miles) estimated cost for FY 1-4 = \$212 per FY.</p> <p>Attend Youth Quest at State Capitol; as related to activity: 3-11-3; 6 youth + 1 adult, no registration fee. + 121 mileage x \$0.535/per year for FY 1-4 =\$65 per FY.</p> <p>Attend Reach for the Future Youth Development Conference to increase youth coalition members leadership skills and education, as related to activity: 3-11-3. The conference is budgeted at 8-10 youth + 1 Adult (\$175-\$200 registration)= \$2200. Mileage at (150 X.535RT)=\$80 for FY 1 and 2 = \$2280/per yr.</p>	\$ 2,557	\$ 2,557	\$ 277	\$ 277	\$ 5,668
<p>Title: CTCP Travel/Training</p> <p>Description: Includes travel costs, registrations, and per diem expenses to attend trainings and conferences provided by CTCP Statewide Contractors and/or CTCP. Trainings and conferences attended will relate to and will be in support of the Scope of Work.</p> <p>Budget Year 1 Year 1: \$7352 (Optional trainings) + \$2,196 (Midwest Academy) = \$9,930</p> <p>Budget detail for Year 1 Optional Travel/Trainings provided by CTCP. Estimated 3-5 trainings/per year 1-3 staff attending each training: (Project Director, Evaluator, Health Education Coordinator, and/or Coalition Coordinator); Hotel (\$150 x 2 nights) =\$300 Registration (\$200-300), Mileage (200 mi RT X .535)=\$107, per diem (\$64 x 2 days) = \$128, incidentals = \$10, parking (\$25 x 2 days) =\$50. Total per person= \$895 .Year 1= \$7,352. 2 staff to attend CTCP Midwest Academy Direct Action Organizing Trainings in FY 17/18 to be trained in essentials of community organizing and developing strategy to build organizational power. The 3 day training is budgeted at 3 nights @ \$150 = \$450 Registration at \$300. Mileage (480 mi RT @ .535)=\$257 Per diem \$64 x 3 days = \$192 Incidentals \$5/day = \$15 Parking \$25/day for 3 days=\$75 Per person: \$1,289 X 2 staff= \$2,578 [Year 1 only]</p> <p>Budget Year 2 Year 2: \$8,457 (American Public Health Association Annual Conference) + \$5370 (optional trainings) = \$13,827</p> <p>Attend American Public Health Association Annual</p>	\$ 9,930	\$ 12,267	\$ 3,976	\$ 3,976	\$ 30,149

<p>Conference, San Diego, Nov 2018. 3 staff members. Costs per person: Registration \$520, APHA membership (results in discounted registration) \$220, hotel @ \$250/night x 5 nights = \$1,250, RT airfare \$250, airport parking \$60, mileage to airport \$60, per diem x 6 days @ \$64 = \$384, incidentals @ \$5/day x 5 days = \$25, taxi to/from airport at destination \$50 = \$2,819 per person. Total for three staff = \$8,457. Optional Travel/Trainings provided by CTCP estimated 2-3 trainings/per year 1-2 staff attending each training: (Project Director, Evaluator, Health Education Coordinator, and/or Coalition Coordinator); Hotel (\$150 x 2 nights) = \$300 Registration (\$200-300), Mileage (200 mi RT X .535)=\$107, per diem (\$64 x 2 days) = \$128, incidentals = \$10, parking (\$25 x 2 days) = \$50. Total per person= \$895. total yr.2= \$5370 Year 2 Total=\$13827</p> <p>Budget Year 3 and 4</p> <p>CTCP Statewide Grantee Local and Regional In-Person Trainings Estimated 2 trainings/year 2 nights hotel \$150=300 Registration = \$400 Mileage (200 mi RT @ .535)= \$106 Per diem \$64 x 2 days = \$128 Incidentals \$5 per day = \$10 Parking \$25/day x 2 days = \$50 Per person: \$994 2 Staff = Year 3 and Year 4: \$3976.</p>					
<p>Title: Required CTCP Travel/Training</p> <p>Description: Budget year 1: 2-3 staff and/or coalition member to attend the Annual Information and Education (I&E) visits to the State Capitol in FY 17/18 to educate elected officials on local tobacco issues. The meeting is budgeted at \$763 per person; Lodging \$125 per/night X 3=\$375, (200 mi RT @ .535)=\$106, per diem \$64,X 3days=\$192, incidentals \$5X3 days= \$15 parking \$25 x 3days= \$75 X 3 staff/year = \$2289/year.</p> <p>Budget Year 2: 2-3 staff (Project Director, Health Education Coordinator, In-House Evaluator or Coalition Coordinator) to attend the CTCP Project Director's Meeting in fiscal year 18/19. The meeting is budgeted at \$800-\$1,350 per person \$125/per night lodging X3 nights=\$375, registration (\$250-300), mileage (200 mi RT @ .535)=\$106, per diem \$64X3=\$192, incidentals \$5 per day X 3=\$15, parking \$25 per day X 3= \$75 X x 3 staff/year = \$3189 /year.</p> <p>3 staff (Project Director, Health Education Coordinator, In-House Evaluator or Coalition Coordinator) to attend Healthy Stores for Healthy Community Data Collection Training in year 18-19. The training is budgeted at \$750 per person; Lodging \$125 X 3nights = \$375, registration (\$250-\$300), (200 mi RT @ .535),=\$106, per diem \$64,X 3days=\$192, incidentals \$5X3 days= \$15 parking \$25 x 3days= \$75 X 3 staff/year = \$3,039</p>	<p>\$ 2,289</p>	<p>\$ 6,228</p>	<p>\$ 7,710</p>	<p>\$ 2,382</p>	<p>\$ 18,609</p>

<p>Budget Year 3</p> <p>3 staff to attend Communities of Excellence (CX) Training in final year of plan. The training is budgeted at \$794 per person; \$125/per night lodging X2days=\$250, registration(\$200-\$250) x Mileage (200 mi RT @ .535)=\$106, per diem \$64x2days=\$128, incidentals \$5x2=10, parking \$25x2=50 X 3 staff x 1 year = \$2382.</p> <p>2-3 staff and/or coalition member to attend the Annual Information and Education (I&E) visits to the State Capitol in FY 19-20 to educate elected officials on local tobacco issues. The meeting is budgeted at \$750 per person; Lodging \$125 X 3nights,(200 mi RT @ .535), per diem \$64,X 3days=\$192, incidentals \$5X3 days= \$15 parking \$25 x 3days= \$75 X 3 staff/year = \$2289/year.</p> <p>3-staff (Project Director, Health Education Coordinator, In-House Evaluator or Coalition Coordinator) to attend the CTCP Project Director's Meeting in fiscal year 19/20. The meeting is budgeted at \$800-\$1,350 per person \$125/per night lodging X3 nights=\$375, registration (\$250-300), mileage (200 mi RT @ .535)=\$106, per diem \$64X3=\$192, incidentals \$5 per day X 3=\$15, parking \$25 per day X 3= \$75 X 3 staff/year = \$3039/year.</p> <p>Budget Year 4:</p> <p>3 staff to attend LLA Guidelines Training in final year of plan. The training is budgeted at \$794per person: \$125/per night lodging X2=\$250, registration=(\$200-\$250) x Mileage (200 mi RT @ .535)=\$106, per diem \$64X2=128, incidentals \$5x2=\$10 parking \$25x2=\$50 X 3 staff x 1 year = \$2382.</p> <p>Note: Agency acknowledges that if a CTCP required training is not attended, funds budgeted for required travel will revert back to CTCP at the end of the fiscal year and cannot be used by the agency for other purposes.</p>					
<p>Title: Out-of-State Travel</p> <p>Description: Out-of-State travel is necessary to allow Project Director to be a trainee, and learn from the work being done in other states and to understand the work being done locally through a national lens. These trainings will support completing work in activities: 1-1-2, 1-7-1, 1-11-24, 1-11-27, 2-1-1, 2-2-2,2-3-12,2-11-16, 3-1-14,3-1-12,4-11-8,4-7-9,4-1-11. Anticipated outcomes for staff included expanded understandings of other states'/jurisdictions' successes in policy change, increased leadership and collaborative skills for coalition building and community partnerships, increased understanding with evidence-based approaches to impact community- and policy-level changes, and other relevant topics.</p> <p>Budget Year 1 Attend Health Equity Initiative Summit 2018 or similar; air fare @\$500 RT, mileage at 120 x .535/mi = \$64, per diem 4 days x \$64 = \$256, incidentals \$5/day x 4 days = \$20, parking \$10 x4 days = \$40, hotel \$200/night x 3 nights = \$600, registration \$500)</p>	<p>\$ 1,980</p>	<p>\$ 1,980</p>	<p>\$ 1,980</p>	<p>\$ 1,980</p>	<p>\$ 7,920</p>

<p>X 1 staff = \$1,980</p> <p>Budget Year 2 Attend Health Equity Initiative Summit or similar conference in fiscal years 2018 and 2019, budgeted at air fare @\$500 RT, mileage at 120 x .535/mi = \$64, per diem 4 days x \$64 = \$256, incidentals \$5/day x 4 days = \$20, parking \$10 x 4 days = \$40, hotel \$200/night x 3 nights = \$600, registration \$500) X 1 Staff =\$1,980/year.</p> <p>Budget Year 3 and 4 Attend the American Public Health Association Conference 2020 or similar; air fare @\$500 RT, mileage at 120 x .535/mi = \$64, per diem 4 days x \$64 = \$256, incidentals \$5/day x 4 days = \$20, parking \$10 x 4 days = \$40, hotel \$200/night x 3 nights = \$600, registration \$500 X 1 staff= \$1,980.</p>					
Total Travel/Per Diem and Training:	\$ 16,756	\$ 23,032	\$ 13,943	\$ 8,615	\$ 62,346
F. Subcontracts and Consultants	FY 17/18	FY 18/19	FY 19/20	FY 20/21	Total Budget
<p>Title: Media Specialist- Jen Winders</p> <p>Description: Ms. Winders will provide services for the media component of the plan by testing, and implementing paid and earned media activities including maintenance of social media strategies, training youth in design and implementation of social media site in accordance with SOW activities: 1-2-26, 1-13-16, 1-13-19,1-14-25, 3-11-5 Consultant: \$40/hour X 12 hours monthly X 12/ months = FY total; Year 1;-- Year 3; \$5760 \$40/hourX 10 hours monthly X 12 months= FY total Year 4: \$4800.</p>	\$ 5,760	\$ 5,760	\$ 5,760	\$ 4,800	\$ 22,080
<p>Title: External Evaluator-Lacy Arrowsmith</p> <p>Description: Under the direction of the Project Director, Ms. Arrowsmith, External Evaluator (EE) provides services for planning evaluation activities, evaluation study design, implementing activities such as development of data collection instructions, data collection training and protocols, sampling methodology, data analysis, report writing, and outcome evaluation. The EE assists with and reviews case studies and other evaluation data collection and reporting. Min required 10% FTE, 224- 315 hours @ \$70 per/hour + 2 site visits: flight \$250 RT, rental car (mileage included in rental) \$50-60 per day x 3 days= \$180, per diem \$42 x 3 days=\$126, lodging @ \$150 x 2 nights=\$300, estimated cost total = Year 1: \$17,572; Year 2: \$21,492; Year 3: \$21,492; Year 4: \$20,546.</p>	\$ 17,572	\$ 21,842	\$ 21,842	\$ 22,996	\$ 84,252
<p>Title: Behavioral Health Consultant-Chad Morris, PHD</p> <p>Description: Behavioral Health Consultant, Chad Morris; PHD from University of Colorado School of Medicine will</p>	\$ 5,478	\$ 0	\$ 0	\$ 0	\$ 5,478

<p>be hired to conduct a 2 day training on Importance of Cessation Training for Behavioral Health Providers in accordance with Scope of Work activities: 4-11-4 estimated cost : 2, half day (4hr.) trainings, Speaker fee= \$2250 per day X 2= \$4500 X RT airfare \$400, lodging \$150X2 days=\$300; food per diem \$42 X 3 days=\$128, Car rental \$40-\$50 per/day X3 days=\$150; Total Budget year 1 =\$5,478.</p>					
<p>Title: NEO Youth Center</p> <p>Description: NEO Youth Center or a similar To Be Determined contractor will be subcontracted with to provide a Spoken Word tobacco prevention awareness project, recruiting rural, priority population youth, and provide a spoken word/poetry slam. This project will be in accordance with activities in Objective 3, youth coalition building activities: 3-2-13, 3-E-5.</p> <p>Estimated cost: include Hip Hop Congress Trainers to conduct 2-4 trainings, NEO or similar contractor staff time, space rental, advertising, youth recruitment, incentives, food, videographer and host 1 spoken word/poetry slam event.</p> <p>Year 1 estimates: Hip Hop Congress Trainers: 15 hrs. @ \$100/hr.= \$1500 NEO or similar staff, inclusive of benefits: \$30/hr.: 112 hrs.= \$3360 Space rental: \$500 Advertising: \$500 Youth recruitment: Staff time only Food: \$200 Videographer: \$300 Incentives: \$150: Merchandise cards budgeted at \$10-25 provided to approximately 6-10 individuals.</p> <p>Non-consumable incentives are provided to program participants to motivate and/or reinforce positive behavior, participation, and/or involvement in tobacco control activities and requires action on the part of the recipient to receive the incentive. The cost of the incentive may not exceed \$50 in value, per person, per year and shall not include merchandise cards that can be used to purchase tobacco or alcohol products.</p> <p>Year 2, 3 & 4 estimates: Same costs as listed above except NEO or similar staff, inclusive of benefits: \$30/hr.: 95 hrs. = \$2850</p>	<p>\$ 6,510</p>	<p>\$ 6,000</p>	<p>\$ 6,000</p>	<p>\$ 6,000</p>	<p>\$ 24,510</p>
<p>Title: Connecting Point</p> <p>Description: Connecting Point will have 2 staff become certified to teach cessation class. Connecting Point will promote and provide cessation classes to rural, Low SES, and individuals with mental illness that is accordance with the scope of work in activities: 4-7-9 and 4-2-16. Subcontractor: Training costs Freedom from Smoking training = \$800 Staff time - \$32.03/hr. x 210 hours, including benefits= \$6726</p>	<p>\$ 14,945</p>	<p>\$ 14,475</p>	<p>\$ 14,238</p>	<p>\$ 12,496</p>	<p>\$ 56,154</p>

<p>Course materials (Freedom from Smoking materials: = \$1470 Marketing= \$1500-\$2000 Indirect @ 12%= \$1949 Incentives: provided to individuals that complete the cessation program. Merchandise cards budgeted at \$50 x 40 = \$2000.</p> <p>Non-consumable incentives are provided to program participants to motivate and/or reinforce positive behavior, participation, and/or involvement in tobacco control activities and requires action on the part of the recipient to receive the incentive. The cost of the incentive may not exceed \$50 in value, per person, per year and shall not include merchandise cards that can be used to purchase tobacco or alcohol products.</p> <p>Estimated cost FY total = Year 1: \$14,945; Year 2:14,475; Year 3: \$14,238; Year 4: \$12,496.</p>					
<p>Title: Media Consultant</p> <p>Description: Media consultant: Will provide public relations media consulting services and expertise to build and implement a communication plan and editorial calendar that support and meet the goals and activities outlined in the Tobacco Use Prevention Program's scope of work. Duties will include but not be limited to: <ul style="list-style-type: none"> ◆Promoting and maintaining the Tobacco Use Prevention Program's efforts via diverse media outlets and resources. ◆Consult with program staff on all editorial decisions. ◆Draft media releases, PSAs, articles, news, radio, magazines, social media, print media and other outside media ads. ◆Develop and maintain, with support from program staff, communication plan and editorial calendar. ◆Develop and maintain media plans and policies. ◆Identify, negotiate for, and purchase media spots and buys. Consultant will work closely with Project Director, and other program staff, on all activities outlined above, and in relation to scope of work activities: 1-1-20, 1-13-16, 1-13-19,1-14-9,1-14-25, 1-E-8, 2-1-17, 2-13-15, 2-14-3, 2-E-8,4-1-11, 4-13-3, 4-13-12, 4-E-4</p> <p>Consultant: FY 1 only. \$100-\$200/hr x 12 months x 11-23 hrs/month = \$27,800</p>	\$ 27,800	\$ 0	\$ 0	\$ 0	\$ 27,800
Total Subcontracts and Consultants:	\$ 78,065	\$ 48,077	\$ 47,840	\$ 46,292	\$ 220,274
G. Other Costs	FY 17/18	FY 18/19	FY 19/20	FY 20/21	Total Budget
<p>Title: Educational Materials</p> <p>Description: Includes purchasing brochures, pamphlets, posters, curriculum, cessation brochures,tobacco props, jar of tar and simulated smoker lung. and other materials for distribution to target audiences and used in</p>	\$ 5,200	\$ 1,000	\$ 1,000	\$ 1,495	\$ 8,695

<p>educational packets Educational materials are included in the approved Scope of Work for these program activities: 1-2-4, 2-3-8, 2-2-2, 2-7-6,3-1-9, 4-4-7. Educational materials will be purchased in English and other languages, as appropriate. Costs are calculated per item rather than on a monthly basis. Average material costs range from \$ 50 to \$115 per unit x approximately 13 units. Estimated cost each fiscal year are: Year 1: \$1,400; Year 2: \$1000; Year 3: \$1000; Year 4: \$1495.</p> <p>Purchase tobacco free signs to be utilized in education and notification of tobacco free in non-recreational areas; included in activity: 2-2-14. Average cost of personalized signage range \$7-\$25 (various sizes) per sign X 140-180 count estimated cost in Year 1= \$2000</p> <p>Youth Coalition building toolkits and team building curriculum and supplies will be distributed to tobacco coalition groups included in the approved Scope of Work for these program activities: 3-1-9, 3-11-15. Average material cost (storage box, training and ice breaker game supplies) range from \$50-\$80 per unit at 3-5 units purchased total. Team building curriculum supplies (Debriefing Thumball Big Book of Team building games, Gutter Ball Activity, Cube building, Conversation Decks, Briteboards Dry Erase response boards, etc....) average material cost from \$25-\$100 per item, 10-15 items purchased total. Total estimated in fiscal year 1 for total kit price, including box, materials and curriculum supplies for 3-5 kits total for year 1= \$900.</p> <p>Purchase participant educational packets for Importance of Cessation Training for Behavioral Health Providers. see activity: 4-11-4. 60-75 attendees X average packet cost from \$9-\$12 per unit= \$540-\$900. Total for year 1= \$900.</p>					
<p>Title: Incentives</p> <p>Description: Program will purchase and distribute merchandise cards to youth and adult coalition members who participate in trainings, focus groups, presentations and community events, such as tabling, public opinion polling. See Activities: 1-2-4,1-7-12, 1-14-16, 2-2-2,2-4-9, 2-14-4, 2-E-1. Merchandise cards budgeted at \$5-10 provided to approximately 50-60 individuals; for a total estimated cost each fiscal year:\$500-\$600 Year 1: \$600.; Year 2: \$,500 ;Year 3: \$500; Year 4: \$500.</p> <p>Consumable Incentives: for activities: 1-11-13,1-11-17, 2-11-11, 2-11-7, 2-7-5: 10 servings X \$4-\$8 per serving= \$40-\$80 X 8 trainings per year = \$320-\$640.The cost of the incentive may not exceed \$50 in value, per person, per year. Estimated cost each fiscal year: Year 1: \$640 ; Year 2: \$640; Year 3: \$640; Year 4: \$320.</p> <p>Consumable Incentives: for activities: 1-14-16,3-1-9,3-11-1,3-11-15. 10-12 servings X \$3/per individual for 15 youth coalition meetings and/or trainings per year for a total</p>	<p>\$ 5,418</p>	<p>\$ 4,818</p>	<p>\$ 4,818</p>	<p>\$ 2,308</p>	<p>\$ 17,362</p>

estimated cost each fiscal year =\$450-\$540.
 Year 1:\$540, Year 2: \$540; Year 3: \$540; Year 4: \$450.

Consumable Incentives :

1 day training for Behavioral Health Professionals see activity: 4-11-4.
 60-80 lunches X 6.25/person will be served for, four-six hour training for a total estimated cost for Year 1=\$500.

Apparel (non-consumable incentives):

Youth Coalition members will be provided logo sweatshirts, and/or apparel shirts to reinforce positive; behavior, and participation in our efforts build youth leadership during community presentations as described in our sow activities : 3-1-9, 3-2-13.
 purchase 30-55 logo apparel ranging from \$ 12 - \$16/each = Year 1: \$788; Year 2:\$788; Year 3; \$788, Year 4; \$788.

Program will provide framed recognition certificates for youth that participate in coalition and tobacco projects throughout the year. See Activity:3-4-6 \$7-\$10 per framed recognition certificate for 15-25 participants=\$150-\$250.
 Total/per FY = Year1; \$250,Year2: \$250; Year3: \$250; Year 4:\$250.

Participation the following Scope of Work activities: 4-4-7. Cessation quit kits materials will range in value from \$ 5 to \$7, and be provided to approximately 300 individuals. Estimated total cost each fiscal year:
 Year 1: \$2100; Year 2 \$2100; \$; Year 3: \$2100;

Non-consumable incentives are provided to program participants to motivate and/or reinforce positive behavior, participation, and/or involvement in tobacco control activities and requires action on the part of the recipient to receive the incentive. The cost of the incentive may not exceed \$50 in value, per person, per year and shall not include merchandise cards that can be used to purchase tobacco or alcohol products. We will be responsible for possession, security (e.g. will keep under lock and key), and accountability of the merchandise cards. We will prepare a log sheet that will track and identify each of the merchandise cards, value, merchandise card transfer date, and recipient. Materials consistent with CDPH and CTCP guidelines will be provided to adult and youth volunteers.

<p>Title: Paid Media</p>	\$ 18,534	\$ 20,273	\$ 17,721	\$ 16,809	\$ 73,337
<p>Description: The Communication Plan developed for this county/city will be a guide for the overall paid media spending plan that will consist of communication objectives, the targeted audiences, messages, tactics of paid/earned/social media, timing, and metrics (TV, radio, digital, video, out-of-home, website, and social media) for evaluating effectiveness. Sixth-month progress reports that will include a Paid Media Tracking form will document the type of paid media purchased and timing. 5%-15% of allocation requirement per year.</p>					

Title: Booth Rental/Facilities Fees Description: Space rental to hold training for Behavioral Health Professionals as seen in Activity: 4-11-4, \$50 per hour X 8 hours estimated total in Year 1: \$400	\$ 400	\$ 0	\$ 0	\$ 0	\$ 400
Title: Cessation License Description: Program will purchase a 3 year Freedom from Smoking American Lung Association Cessation License in accordance with the SOW in activities: 4-7-9,4-11-8 3 yr cessation license from 17/18-19/20 cost for fiscal year 1 = \$2600.	\$ 2,600	\$ 0	\$ 0	\$ 0	\$ 2,600
Title: Stipends Description: Stipend will be provided to 2-3 individuals that will assist in the implementation and designing and evaluation process of social media site and campaign in the scope of work activities: 1-1-20, 1-13-19. Stipends will be given to non-employee. A log will be kept that includes the recipient's name, cash or merchandise card amount, dates of service and how the cash or merchandise card was dispensed. \$300-\$500/per person x 4/volunteers to help implement social media campaign in Year 1 =\$2000	\$ 2,000	\$ 0	\$ 0	\$ 0	\$ 2,000
Title: Membership Description: Program staff will join city and town chamber of commerce in an effort to gain partnership with stakeholders and promote Tobacco Prevention program in alignment with SOW activities: 1-2-4, 2-7-6:Town of Truckee membership fee \$250 per year, and Grass Valley membership fee \$130 per year. Estimated total cost for fiscal year 1: \$ \$380 LLA Project Directors Association membership \$500 per/yr. Estimated total cost for fiscal years 1-4= \$500	\$ 880	\$ 500	\$ 500	\$ 500	\$ 2,380
Total Other Costs:	\$ 35,032	\$ 26,591	\$ 24,039	\$ 21,112	\$ 106,774
H. Indirect Expenses	FY 17/18	FY 18/19	FY 19/20	FY 20/21	Total Budget
At approximately 20% - 23% of Personnel and Fringe Benefits, Indirect Expenses includes the following: Cost Allocation charges, Liability Insurance, GIS access, HIPAA, Audit charges, IS network services and use of county vehicles. County match being paid for in cost allocation at 47.5% the remainder will be paid for by County realignment funds.	\$ 38,025	\$ 35,098	\$ 36,142	\$ 37,028	\$ 146,293