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California Department of Public Health



GAVIN NEWSOM
Governor

July 17, 2020

TO: LOCAL LEAD AGENCIES (LLA)

SUBJECT: PROGRAM LETTER 20-02
END DATE EXTENDED FOR LOCAL LEAD AGENCY (LLA) 2017-2021 PLANS TO DECEMBER 31, 2021.

PURPOSE: Provide information regarding the implementation of a six-month extension to the 2017-2021 LLA Plans originally scheduled to end on June 30, 2021.

EFFECTIVE DATE: Immediately

BACKGROUND: On March 19, 2020, in response to COVID-19 and to protect public health, an [Executive Order \(PDF\)](#) and [Public Health Order \(PDF\)](#) directed all Californians to stay home except to go to an essential job or to shop for essential needs.

On May 4, 2020, an [Executive Order \(PDF\)](#) informed local health jurisdictions and industry sectors that they may gradually reopen under new modifications and guidance provided by the state per the May 7, 2020, [Public Health Order \(PDF\)](#). Currently, public health staff in many jurisdictions in California are continuing to respond to local needs regarding COVID-19 testing, contact tracing, prevention, and health care. A six-month extension is being implemented in an effort to provide LLAs with adequate time to complete the Communities of Excellence (CX) needs assessment and develop a comprehensive tobacco control plan with full participation of community members.

Per Health and Safety Code (HSC) Section 104375, the California Department of Public Health is required to issue guidelines to LLAs to prepare a comprehensive tobacco control plan for their health jurisdiction and to review and approve those plans. Additionally, HSC Sections 104400,



104405, and 104415 describe requirements for LLAs, which include preparing a comprehensive tobacco control plan, involving the community in the development of that plan, and targeting all geographic areas of the local health jurisdiction. While COVID-19 has created a unique public health situation and necessitates a strong public health response, for the LLA to continue to receive its allocation for tobacco use prevention and reduction, it must conduct the CX needs assessment, engage the community in planning, and prepare a new comprehensive tobacco control plan that will begin on January 1, 2022. HSC Section 104380 (i) describes the consequences of noncompliance with the legislative requirements.

REQUIRED ACTION:

Prepare a Scope of Work (SOW) and Budget plan for the six-month extension period of July 1, 2021 to December 31, 2021. The extension is to be submitted during the next LLA open revision period, which occurs September 1, 2020 through October 31, 2020. The Online Tobacco Information System (OTIS) will be programmed to extend the project period end date through December 31, 2021. A LLA 2017-2021 Comprehensive Tobacco Control Plan Guidelines Addendum is anticipated to be released on the Tobacco Control Funding and Opportunities Webpage (TCFOR) on August 31, 2020, which will contain additional information and guidance.

Apply the following guidance:

1. Include a new brief objective (see Enclosure 1) with activities to add to the current LLA 2017-2021 workplans as part of the extension period. COVID-19 has had a significant impact on work life and how business gets done, presenting challenges in particular around community engagement. The activities in this objective may be used to allocate deliverables to account for the additional resources needed to complete the CX Needs Assessment process virtually, with quality and fidelity.
2. Add a new Key Informant Interview (KII) activity (see Enclosure 2) to the existing required retail objective in

order to gather information for the new End Commercial Tobacco Campaign which is a required objective for the 2022-2025 LLA Plan period. It is recommended that these KIs be done prior to or as part of the CX Needs Assessment process to aid in the rating of the End Commercial Tobacco Campaign CX Indicators. More information about the End Commercial Tobacco Campaign, the qualifying indicators, and requirements for the LLA 2022-2025 workplans will be shared in the Fall of 2020.

3. Review your SOW to determine what, if any, alterations need to be made to activities to address adjustments resulting from the COVID-19 pandemic (e.g., extend timelines, change activities from face-to-face to virtual or electronic, expand educational outreach activities to integrate COVID-19 and tobacco use messaging, etc.).
 - a. Do not simply delete SOW activities. Instead, consider modifications such as: altering the format; extending due dates; and/or increasing/decreasing the number of activities to be performed. (e.g., replace a lengthy face-to-face training with a series of virtual training sessions).
 - b. Extend timelines for activities (e.g., policymaker meetings that are scheduled in the current reporting period may be moved to the next reporting period).
 - c. Propose alternative activities (e.g., replace face-to-face/in-person presentations and meetings with calls to individual stakeholders and/or conducting virtual meetings). In some cases, reaching out to individual stakeholders will be more time consuming than a group presentation would have been, and this should be a consideration in determining how best to adjust activity quantities, timelines and deliverables.
 - d. Propose changes in evaluation methods (e.g., delaying campus observation surveys to a time when schools may be back in session, or making comparisons between campuses at different stages of change rather than conducting a pre-/post-survey at the same campus).

**PROPOSITION 56 AND
PROPOSITION 99
FUNDING
REQUIREMENTS:**

Proposition 99 and Proposition 56 funds are legislatively earmarked for tobacco use prevention and reduction purposes. There is no legal authority to use Proposition 99 or Proposition 56 funds on activities not related to preventing and reducing tobacco use. LLAs are the only the CTCP-funded agency that is provided limited flexibility to use these funds for public health emergency activities. Per page 25 of the 2017-2021 Local Lead Agency Guidelines, "The obligation of public health agencies to prepare for emergencies necessitates the involvement of the entire public health workforce in emergency response and preparedness, in the same way that all staff are expected to participate in safety and security drills. In general, approximately 5 percent of an individual's time is a reasonable amount for staff supported with CTCP funds to spend on non-categorical activities, including emergency response, preparedness training, and participation in drills and exercises. Records should be kept by the agency to document time spent on these activities." Any use of Proposition 99 and Proposition 56 funds beyond this instruction may be subject to an audit exception.

Please note, all other terms of the 2017-2021 LLA Agreement remain in effect through the extension period.

ENCLOSURES:

Enclosure 1: New Local Lead Agency Communities of Excellence Objective

Enclosure 2: New End Commercial Tobacco Campaign Planning Activity

**CONTACT PERSON
FOR FURTHER
INFORMATION:**

Your assigned Program Consultant and Procurement Manager.

Enclosure 1: New Local Lead Agency Communities of Excellence Objective

COVID-19 has had a significant impact on work life and how business gets done, presenting challenges in particular around community engagement. The California Tobacco Control Program (CTCP) acknowledges the additional investment of time and resources that go into learning and implementing a new way of community engagement. To address this, CTCP has developed a brief new objective with activities to add to the current LLA 2017-2021 workplans as part of the six month extension period which will carry the LLA 2017-2021 plans through December 2021 (FY 21-22). These activities may be used to allocate deliverables to account for the additional resources needed to complete the CX Needs Assessment process virtually, with quality and fidelity.

Objective 1

Objective Overview

Objective: By June 30, 2021, convene coalition, organization and community members that are widely representative of [insert Local Lead Agency (LLA) jurisdiction] to participate in [insert #] virtual meetings and/or calls, to complete the Communities of Excellence (CX) needs assessment process and develop the LLA 2022-2025 scope of work (SOW). At least 80% of participants will rate their participation experience with the CX process and SOW development as “good” or “very good.”

Objective ID: X

Primary Asset: (2.5) **Adult Engagement in Tobacco Control:** The degree our program has participatory collaborative partnerships with diverse adults and non-Prop 99 funded adult 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.

Is this a primary objective? No

Evaluation Plan Type: Other without Measurable Outcome

Target Audience: **Audience Group**

- Advocates
- Coalitions

General Population Groups

- Multi-ethnic

Intervention Topic(s)

- Coalition Satisfaction Survey
- Priority Population Organizations Collaboration
- Voluntary Health Organization Collaboration
- Volunteer Recruitment

Intervention Activity Plan

Activity X.1.1							
Activity:	Recruit [insert # range] coalition, organization, and community members to participate in the CX needs assessment process. Participants will be recruited through [insert recruitment methods].						
Intervention Category:	Coordination/Collaboration Activities						
Copyright:	No						
Program Deliverable Percentage:	() %						
Start Date Period:	07/20-12/20						
Completion Date Period:	01/21-06/21						
Tracking Measures:	<table border="0"> <thead> <tr> <th>Measure</th> <th>Submit</th> </tr> </thead> <tbody> <tr> <td>Participant Roster</td> <td>On File</td> </tr> <tr> <td>Representation Roster</td> <td>Yes</td> </tr> </tbody> </table>	Measure	Submit	Participant Roster	On File	Representation Roster	Yes
Measure	Submit						
Participant Roster	On File						
Representation Roster	Yes						
Responsible Parties:	<table border="0"> <thead> <tr> <th>Responsible Party</th> <th>Budget Type</th> </tr> </thead> <tbody> <tr> <td>Project Director</td> <td>Budgeted</td> </tr> </tbody> </table>	Responsible Party	Budget Type	Project Director	Budgeted		
Responsible Party	Budget Type						
Project Director	Budgeted						

Activity X.2.2							
Activity:	Conduct [insert # range] 5-30 minute online meetings and/or calls with CX needs assessment participants to gather input and prioritize community needs in line with CTCP requirements. Meetings/calls may be made with groups and/or individuals to gather all the needed input to accurately assess the selected CX indicators and assets and report final results back to participants.						
Intervention Category:	Community Education Activities						
Copyright:	Yes						
Program Deliverable Percentage:	() %						
Start Date Period:	07/20-12/20						
Completion Date Period:	01/21-06/21						
Tracking Measures:	<table border="0"> <thead> <tr> <th>Measure</th> <th>Submit</th> </tr> </thead> <tbody> <tr> <td>Meeting Log</td> <td>Yes</td> </tr> <tr> <td>Meeting Agendas</td> <td>Yes</td> </tr> </tbody> </table>	Measure	Submit	Meeting Log	Yes	Meeting Agendas	Yes
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Responsible Party	Budget Type						
Project Director	Budgeted						

Activity X.11.3	
Activity:	Develop a virtual CX orientation training presentation and/or electronic mail package for CX participants about the purpose, the process, and CTCP requirements for the new 2022-2025 SOW to assist with understanding the needs assessment and prioritization processes.
Intervention Category:	Training and Technical Assistance Activities
Copyright:	No
Program Deliverable Percentage:	() %
Start Date Period:	07/20-12/20
Completion Date Period:	01/21-06/21

Tracking Measures:	Measure	Submit
	Training Log	Yes
	Training Agendas	Yes
Responsible Parties:	Responsible Party	Budget Type
	Project Director	Budgeted

Evaluation Activity Plan

Activity X-E-1	Education/Participant Survey	
Evaluation Activity:	Utilizing an online instrument developed by the Tobacco Control Evaluation Center (TCEC), survey participants in the CX needs assessment process to assess overall satisfaction with the process and intent to engage in 2022-2025 program activities. The survey will be administered to all CX needs assessment process participants. The survey results will be analyzed using descriptive statistics such as percentages, frequencies and means and summarized in a report.	
Purpose of Data Collection:	Process	
Waves of Data Collection:	1	
Data Collection Period(s):		
Begin/End Periods - Wave 1:	07/20-12/20 to 01/21-06/21	
Data Collection Training:	No	
Copyright:	Yes	
Program Deliverable Percentage:	()%	
Tracking Measures:	Measure	Submit
	Survey Instrument	Yes
	Survey Summary	Yes
Responsible Parties:	Responsible Party	Budget Type
	Evaluation Consultant	Budgeted
	Project Director	Budgeted

Activity 1-E-5	Final Evaluation Report
Data Analysis Plan:	The project will prepare a Brief Evaluation Report. Descriptive statistics and content analysis will be used to analyze and summarize data from the CX participant survey to identify common themes in terms of successes and challenges associated with the CX process. A summary of CX activities and results will be summarized using the TCEC Tell Your Story guidelines. The report will include lessons learned and recommendations to inform future CX processes.
Methods to Disseminate Findings:	Coalition Report Other
Other Dissemination Methods:	Outreach to non-Coalition participants to share the report
Study Limitations or Challenges:	Response rates may be low, or participants may not respond to open ended questions intended to identify common themes.
Copyright:	Yes
Program Deliverable Percentage:	() %

Activity Start Date Period:	07/20-12/20	
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
	Evaluation Consultant	Budgeted

Narrative Summary

Community Assessment Analysis:	<p>This project will primarily address the following priority populations of focus: all populations (multi-ethnic). This project will primarily work in the following geographical communities: [insert Local Lead Agency jurisdiction].</p> <p>This objective is designed to address the need to pivot resources from in-person contact to virtual engagement for the CX process as the result of the impact of COVID-19 on community involvement in local tobacco control work. As part of the LLA 2017-2021 Plan extension from 6/30/2021 to 12/31/2021, these activities may be used to allocate deliverables to account for the additional resources needed to complete the CX Needs Assessment process virtually, with quality and fidelity.</p>
Major Intervention Activities:	<p>The enabling legislation for Propositions 99 and 56 requires Local Lead Agencies (LLAs) to periodically submit a comprehensive tobacco control plan to the California Department of Public Health and to obtain the involvement of local community organizations, including representatives of high-risk populations, in the development of that plan. Representatives of these local groups and populations are to assist and advise the LLA in all aspects of the local plan.</p> <p>The legislation also requires that the plan provide demographic information; local data on smoking and tobacco use; a description of program goals and objectives, target populations, activities, evaluation, and budget cost estimates for program activities; and budget information including staffing configurations and computer hardware and software needs. Additionally, LLAs are required to use a uniform management data and information system, which permits comparisons of workload, unit costs, and outcome measurements on a statewide basis.</p>
Theory of Change:	<p>California grounds the Tobacco Control Program in Social Norm Change Theory, which emphasizes changing norms in the larger physical and social environment, rather than changing the behavior of individuals. It seeks to impact the diverse and complex social, cultural, economic, and political factors which foster and support continued tobacco use.</p>
Evaluation Summary Narrative:	<p>LLAs will conduct a satisfaction survey with CX process participants. The Brief Evaluation Report will summarize the process used to conduct CX, the survey satisfaction results, and will include lessons learned and recommendations for the next CX process.</p>

Enclosure 2: New End Commercial Tobacco Campaign Planning Activity

Conducting Key Informant Interviews (KIIs) are recommended in order to determine the community or communities' level of readiness to work on the End Commercial Tobacco Campaign required objective for the 2022-2025 Local Lead Agency (LLA) Plan period. It is also recommended that these KIIs be done prior to or as part of the Communities of Excellence (CX) Needs Assessment process to aid in the rating of the End Commercial Tobacco Campaign CX Indicators. More information about the End Commercial Tobacco Campaign, the qualifying indicators, and requirements for the LLA 2022-2025 workplans will be shared in the Fall of 2020.

Endgame Evaluation Activity

Activity 1-E-6	Key Informant Interview	
Evaluation Activity:	Use and/or adapt a survey instrument developed by the Tobacco Control Evaluation Center (TCEC), conduct 5 -20 Key Informant Interview surveys using face-to-face, virtual conferencing, 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, advocacy organization leaders, health officer, etc.) to explore current knowledge and attitudes regarding End Commercial Tobacco campaign indicators. 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 focus the new End Commercial Tobacco campaign intervention objective requirement in the LLA 1/2022 – 6/2025 workplan.	
Purpose of Data Collection:	Process	
Waves of Data Collection:	1	
Data Collection Period(s):		
Begin/End Periods - Wave 1:	7/20-12/20 to 1/21-6/21	
Data Collection Training:	No	
Copyright:	Yes	
Program Deliverable Percentage:	() %	
Tracking Measures:	Measure	Submit
	Key Informant Interview Instrument	Yes
	Key Informant Interview Summary Report	Yes
Responsible Parties:	Responsible Party	Budget Type
	Project Director	Budgeted
	Evaluation Consultant	Budgeted