

Combined Scope of Work

Procurement Name: LLA 17-21 Phase I

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 - 06/30/2018

Effective Date: 07/01/2017

Plan Version ID: 1.0

Report Generated: 07/07/2017 12:16 PM

Objective 1

Objective Overview

Objective: By June 30, 2018, the City of Grass Valley in Nevada County, will amend their existing tobacco retail licensing policy to include an updated tobacco product definition, smoking definition and restrictions on the sale of single cigarillos and little cigars.

Objective ID: 1

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

Secondary Priority Area: (1) Limit Tobacco Promoting Influences

Is this a primary objective? No

Evaluation Plan Type: Legislated Policy ♦ Adoption Only

Target Audience: **Audience Group**

- 13-17 years
- 18-24 years -specifically
- Elected Officials
- Low SES
- Rural Populations
- Tobacco Retailers

General Population Groups

- Hispanic/Latino
- White, Non-Hispanic

Indicator(s)

Primary

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

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.

Intervention Topic(s)

- 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 Activity Plan

Activity 1-7-1									
Activity:	Conduct 1, 2-4 hour strategic planning session with youth and adult coalition members to complete the Midwest Academy Strategy Chart 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.								
Intervention Category:	Policy Activities								
Copyright:	No								
Program Deliverable Percentage:	3.00 %								
Start Date Period:	07/17-12/17								
Completion Date Period:	07/17-12/17								
Tracking Measures:	<table border="1"> <thead> <tr> <th>Measure</th> <th>Submit</th> </tr> </thead> <tbody> <tr> <td>Completed Chart</td> <td>Yes</td> </tr> </tbody> </table>	Measure	Submit	Completed Chart	Yes				
Measure	Submit								
Completed Chart	Yes								
Responsible Parties:	<table border="1"> <thead> <tr> <th>Responsible Party</th> <th>Budget Type</th> </tr> </thead> <tbody> <tr> <td>Coalition member</td> <td>Non-Budgeted</td> </tr> <tr> <td>Health Educator</td> <td>Budgeted</td> </tr> <tr> <td>Project Director</td> <td>Budgeted</td> </tr> </tbody> </table>	Responsible Party	Budget Type	Coalition member	Non-Budgeted	Health Educator	Budgeted	Project Director	Budgeted
Responsible Party	Budget Type								
Coalition member	Non-Budgeted								
Health Educator	Budgeted								
Project Director	Budgeted								

Activity 1-1-2							
Activity:	Obtain information, materials and technical assistance on minimum packaging, little cigars/cigarillos and flavored tobacco products 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.						
Intervention Category:	Coordination/Collaboration Activities						
Copyright:	No						
Program Deliverable Percentage:	0.00 %						
Start Date Period:	07/17-12/17						
Completion Date Period:	01/18-06/18						
Tracking Measures:	<table border="1"> <thead> <tr> <th>Measure</th> <th>Submit</th> </tr> </thead> <tbody> <tr> <td>Communication and Webinar Log</td> <td>On File</td> </tr> </tbody> </table>	Measure	Submit	Communication and Webinar Log	On File		
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Responsible Party	Budget Type						
Health Educator	Budgeted						
Project Director	Budgeted						

Activity 1-3-3			
Activity:	Compile and distribute 20-30 educational packets for community members and elected officials. Packets will include information about flavored tobacco products, retail environment, and youth smoking rates. Relevant data from the HSHC campaign surveys, and sample minimum pack size policies or tobacco retail license (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.		
Intervention Category:	Educational Materials Development		
Copyright:	No		
Program Deliverable Percentage:	2.50 %		
Start Date Period:	07/17-12/17		
Completion Date Period:	01/18-06/18		
Tracking Measures:	<table border="1"> <thead> <tr> <th>Measure</th> <th>Submit</th> </tr> </thead> <tbody> </tbody> </table>	Measure	Submit
Measure	Submit		

	Copy of Packet Yes Distribution Log On File
Responsible Parties:	Responsible Party Budget Type Coalition member Non-Budgeted Health Educator Budgeted Project Director Budgeted

Activity 1-2-4									
Activity:	Staff and coalition members will attend at least 3 community networking opportunities, (e.g. health fairs, farmers markets,) to conduct public opinion polling and provide education and educational materials in an effort to earn support from community members around reducing access to flavored tobacco products among youth by restricting product availability.								
Intervention Category:	Community Education Activities								
Copyright:	No								
Program Deliverable Percentage:	3.00 %								
Start Date Period:	07/17-12/17								
Completion Date Period:	01/18-06/18								
Tracking Measures:	<table border="1"> <thead> <tr> <th>Measure</th> <th>Submit</th> </tr> </thead> <tbody> <tr> <td>Log of events</td> <td>Yes</td> </tr> <tr> <td>Networking Materials</td> <td>Yes</td> </tr> <tr> <td>Pictures of Event</td> <td>On File</td> </tr> </tbody> </table>	Measure	Submit	Log of events	Yes	Networking Materials	Yes	Pictures of Event	On File
Measure	Submit								
Log of events	Yes								
Networking Materials	Yes								
Pictures of Event	On File								
Responsible Parties:	Responsible Party Budget Type Coalition member Non-Budgeted Health Educator Budgeted Project Director Budgeted								

Activity 1-7-5					
Activity:	Create a current list of all tobacco policies in the county with assistance from the Center. 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.				
Intervention Category:	Policy Activities				
Copyright:	No				
Program Deliverable Percentage:	2.00 %				
Start Date Period:	07/17-12/17				
Completion Date Period:	01/18-06/18				
Tracking Measures:	<table border="1"> <thead> <tr> <th>Measure</th> <th>Submit</th> </tr> </thead> <tbody> <tr> <td>Copy of Sample Policy</td> <td>Yes</td> </tr> </tbody> </table>	Measure	Submit	Copy of Sample Policy	Yes
Measure	Submit				
Copy of Sample Policy	Yes				
Responsible Parties:	Responsible Party Budget Type Project Director Budgeted				

Activity 1-2-6	
Activity:	Meet at least 2 times for 30-60 minutes with the Police Chief in the targeted jurisdiction to educate them about the issues associated with single or small pack tobacco products and discuss the benefits of proposed changes to the TRL and enforcement of the policy. A letter of support will be requested.
Intervention Category:	Community Education Activities
Copyright:	No
Program Deliverable Percentage:	2.00 %
Start Date Period:	07/17-12/17

Completion Date Period:	01/18-06/18	
Tracking Measures:	Measure	Submit
	Letter of Support	Yes
	Meeting Notes	Yes
Responsible Parties:	Responsible Party	Budget Type
	Coalition member	Non-Budgeted
	Health Educator	Budgeted
	Project Director	Budgeted

Activity 1-7-7		
Activity:	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.	
Intervention Category:	Policy Activities	
Copyright:	No	
Program Deliverable Percentage:	3.00 %	
Start Date Period:	07/17-12/17	
Completion Date Period:	01/18-06/18	
Tracking Measures:	Measure	Submit
	Meeting Notes	Yes
Responsible Parties:	Responsible Party	Budget Type
	Coalition member	Non-Budgeted
	Health Educator	Budgeted
	Project Director	Budgeted

Activity 1-2-8		
Activity:	County webpage will be updated a minimum of 3 times per year with already developed materials and/or video 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 Healthy Stores for a Healthy Community (HSHC) local retail data.	
Intervention Category:	Community Education Activities	
Copyright:	No	
Program Deliverable Percentage:	1.00 %	
Start Date Period:	07/17-12/17	
Completion Date Period:	01/18-06/18	
Tracking Measures:	Measure	Submit
	Copy of Content	Yes
Responsible Parties:	Responsible Party	Budget Type
	Project Director	Budgeted
	Webmaster	Budgeted

Activity 1-14-9		
Activity:	Develop and disseminate at least 2 press releases to local media, such as the Yuba Net, Grass Valley Union, 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.	
Intervention Category:	Earned Media Activities	
Copyright:	No	

Program Deliverable Percentage:	2.00 %	
Start Date Period:	07/17-12/17	
Completion Date Period:	01/18-06/18	
Tracking Measures:	Measure	Submit
	Copy of Press Release and Printed Material	Yes
Responsible Parties:	Responsible Party	Budget Type
	Coalition member	Non-Budgeted
	Health Educator	Budgeted
	Project Director	Budgeted

Activity 1-1-10		
Activity:	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 campaign and identify possible collaborations around the retail environment.	
Intervention Category:	Coordination/Collaboration Activities	
Copyright:	No	
Program Deliverable Percentage:	0.00 %	
Start Date Period:	07/17-12/17	
Completion Date Period:	01/18-06/18	
Tracking Measures:	Measure	Submit
	Meeting Log and Notes	On File
Responsible Parties:	Responsible Party	Budget Type
	Health Educator	Budgeted
	Project Director	Budgeted

Activity 1-3-11		
Activity:	Create and/or revise a 1-2 page fact sheet to share current Nevada County data on flavored OTP and electronic smoking devices (ESD) available for sale in local stores. Collect and adapt, if appropriate, sample materials from the Tobacco Education Clearinghouse of California (TCEC) and the Partners website. Data from the 2016 HSHC observation will be highlighted. This fact sheet will be shared with community members, policymakers, coalition members, community partners, schools, law enforcement, and others.	
Intervention Category:	Educational Materials Development	
Copyright:	Yes	
Program Deliverable Percentage:	1.00 %	
Start Date Period:	07/17-12/17	
Completion Date Period:	01/18-06/18	
Tracking Measures:	Measure	Submit
	Fact Sheets	Yes
Responsible Parties:	Responsible Party	Budget Type
	Health Educator	Budgeted
	Project Director	Budgeted

Activity 1-7-12		
Activity:	Coalition members and key supporters with support from staff will conduct 1-2, 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.	
Intervention Category:	Policy Activities	

Copyright:	No								
Program Deliverable Percentage:	2.00 %								
Start Date Period:	07/17-12/17								
Completion Date Period:	01/18-06/18								
Tracking Measures:	<table border="1"> <thead> <tr> <th>Measure</th> <th>Submit</th> </tr> </thead> <tbody> <tr> <td>City Council Agenda</td> <td>Yes</td> </tr> <tr> <td>Presentation Outline</td> <td>Yes</td> </tr> </tbody> </table>	Measure	Submit	City Council Agenda	Yes	Presentation Outline	Yes		
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Presentation Outline	Yes								
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Responsible Party	Budget Type								
Coalition member	Non-Budgeted								
Health Educator	Budgeted								
Project Director	Budgeted								

Activity 1-11-13									
Activity:	Conduct 1-2, 60-90 minute trainings for 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.								
Intervention Category:	Training/Technical Assistance Activities								
Copyright:	No								
Program Deliverable Percentage:	2.00 %								
Start Date Period:	07/17-12/17								
Completion Date Period:	01/18-06/18								
Tracking Measures:	<table border="1"> <thead> <tr> <th>Measure</th> <th>Submit</th> </tr> </thead> <tbody> <tr> <td>Sign In Sheet</td> <td>On File</td> </tr> <tr> <td>Training Agenda</td> <td>Yes</td> </tr> <tr> <td>Training Materials/ Presentations</td> <td>Yes</td> </tr> </tbody> </table>	Measure	Submit	Sign In Sheet	On File	Training Agenda	Yes	Training Materials/ Presentations	Yes
Measure	Submit								
Sign In Sheet	On File								
Training Agenda	Yes								
Training Materials/ Presentations	Yes								
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Responsible Party	Budget Type								
Health Education Coordinator	Budgeted								
Project Director	Budgeted								

Activity 1-4-15					
Activity:	Provide 10-20 gift cards that will be distributed to youth and adult coalition members who participate in key informant interviews and public opinion poll data collection, educational booth tabling events and trainings. Behavioral Modification Materials (BMMs) 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 BMM. The cost of the BMM may not exceed \$50 in value, per person, per year, and shall not include gift cards that can be used to purchase tobacco or alcohol products. The project will be responsible for the possession, security (e.g. will keep under lock and key), and accountability of the gift cards. The project will prepare a log sheet that will track and identify each of the gift cards, value, gift card transfer date, and recipient.				
Intervention Category:	Behavior Modification Materials				
Copyright:	No				
Program Deliverable Percentage:	0.00 %				
Start Date Period:	07/17-12/17				
Completion Date Period:	01/18-06/18				
Tracking Measures:	<table border="1"> <thead> <tr> <th>Measure</th> <th>Submit</th> </tr> </thead> <tbody> <tr> <td>Log Tracking Sheet</td> <td>Yes</td> </tr> </tbody> </table>	Measure	Submit	Log Tracking Sheet	Yes
Measure	Submit				
Log Tracking Sheet	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> </tbody> </table>	Responsible Party	Budget Type	Project Director	Budgeted
Responsible Party	Budget Type				
Project Director	Budgeted				

Activity 1-14-16	
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Activity:	Work with Youth Coalition members to develop, focus group test, and place at least 2, 60-90 second public service announcements (PSAs) to educate and promote the amending of the TRL to reduce youth access to tobacco. PSA's will air on local radio stations such as KVMR, or KNCO.	
Intervention Category:	Earned Media Activities	
Copyright:	No	
Program Deliverable Percentage:	2.00 %	
Start Date Period:	07/17-12/17	
Completion Date Period:	01/18-06/18	
Tracking Measures:	Measure	Submit
	PSA Recording	Yes
Responsible Parties:	Responsible Party	Budget Type
	Coalition member	Non-Budgeted
	Health Education Coordinator	Budgeted
	Webmaster	Budgeted

Activity 1-11-17		
Activity:	Provide 1-2, 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.	
Intervention Category:	Training/Technical Assistance Activities	
Copyright:	No	
Program Deliverable Percentage:	2.00 %	
Start Date Period:	07/17-12/17	
Completion Date Period:	01/18-06/18	
Tracking Measures:	Measure	Submit
	Agenda of Training	Yes
	Sign-In sheet	On File
Responsible Parties:	Responsible Party	Budget Type
	Evaluator	Budgeted
	Project Director	Budgeted

Activity 1-3-18		
Activity:	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.	
Intervention Category:	Educational Materials Development	
Copyright:	No	
Program Deliverable Percentage:	2.00 %	
Start Date Period:	07/17-12/17	
Completion Date Period:	01/18-06/18	
Tracking Measures:	Measure	Submit
	Copy of Talking Points	Yes
Responsible Parties:	Responsible Party	Budget Type
	Health Educator	Budgeted
	Project Director	Budgeted

Activity 1-2-19		
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Activity:	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.										
Intervention Category:	Community Education Activities										
Copyright:	No										
Program Deliverable Percentage:	2.00 %										
Start Date Period:	07/17-12/17										
Completion Date Period:	01/18-06/18										
Tracking Measures:	<table border="1"> <thead> <tr> <th>Measure</th> <th>Submit</th> </tr> </thead> <tbody> <tr> <td>Social Media Log</td> <td>Yes</td> </tr> </tbody> </table>	Measure	Submit	Social Media Log	Yes						
Measure	Submit										
Social Media Log	Yes										
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Responsible Party	Budget Type										
Coalition member	Non-Budgeted										
Health Educator	Budgeted										
Project Director	Budgeted										
Webmaster	Budgeted										

Activity 1-1-20									
Activity:	In collaboration with the youth coalition, hold a meeting 1-2 hours in length, 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.								
Intervention Category:	Coordination/Collaboration Activities								
Copyright:	No								
Program Deliverable Percentage:	1.00 %								
Start Date Period:	07/17-12/17								
Completion Date Period:	07/17-12/17								
Tracking Measures:	<table border="1"> <thead> <tr> <th>Measure</th> <th>Submit</th> </tr> </thead> <tbody> <tr> <td>Communications Plan</td> <td>Yes</td> </tr> </tbody> </table>	Measure	Submit	Communications Plan	Yes				
Measure	Submit								
Communications Plan	Yes								
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Responsible Party	Budget Type								
Coalition member	Non-Budgeted								
Health Education Coordinator	Budgeted								
Health Educator	Budgeted								

Evaluation Activity Plan

Evaluation Activity 1-E-5	Education/Participant Survey
Evaluation Activity:	Tobacco Control Staff will conduct a post-survey after the spokesperson training 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 pen-to-paper and/or Survey Monkey. The results will be used to improve the future trainings and will inform the brief evaluation report. A survey instruments will be developed and/or revised by the evaluator. A possible limitation is respondent bias. Participants may want to please the training leader and may give a more favorable rating as a result.
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:	1.00 %								
Tracking Measures:	<table border="1"> <thead> <tr> <th>Measure</th> <th>Submit</th> </tr> </thead> <tbody> <tr> <td>Copy of Survey Instrument</td> <td>Yes</td> </tr> <tr> <td>Summary of Key Findings</td> <td>Yes</td> </tr> </tbody> </table>	Measure	Submit	Copy of Survey Instrument	Yes	Summary of Key Findings	Yes		
Measure	Submit								
Copy of Survey Instrument	Yes								
Summary of Key Findings	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>Health Educator</td> <td>Budgeted</td> </tr> </tbody> </table>	Responsible Party	Budget Type	Project Director	Budgeted	Evaluator	Budgeted	Health Educator	Budgeted
Responsible Party	Budget Type								
Project Director	Budgeted								
Evaluator	Budgeted								
Health Educator	Budgeted								
Evaluation Activity 1-E-7	Education/Participant Survey								
Evaluation Activity:	Tobacco Control Staff will conduct a post-survey after the data collection training 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 pen-to-paper and/or Survey Monkey. The results will be used to improve the future trainings and will inform the brief evaluation report. A survey instruments will be developed and/or revised by the evaluator. A possible limitation is respondent bias. Participants may want to please the training leader and may give a more favorable rating as a result.								
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Data Collection Training - Will data collectors be trained to help implement this evaluation activity?:	No								
Copyright:	No								
Program Deliverable Percentage:	1.00 %								
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Measure	Submit								
Copy of Survey Instrument	Yes								
Summary of Key Findings	Yes								
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Responsible Party	Budget Type								
Project Director	Budgeted								
Evaluator	Budgeted								
Health Educator	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 peer groups such young adults, parents, and working class, 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 audio-taped 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 01/18-06/18	
Data Collection Training - Will data collectors be trained to help implement this evaluation activity?:	No	
Copyright:	No	
Program Deliverable Percentage:	2.00 %	
Tracking Measures:	Measure	Submit
	Focus Group Questions	Yes
	Summarized Results of Focus Groups	Yes
Responsible Parties:	Responsible Party	Budget Type
	Project Director	Budgeted
	Evaluator	Budgeted
Evaluation Activity 1-E-1	Key Informant Interview	
Evaluation Activity:	Conduct at least 4 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 collection will occur?:	1	
Data Collection Period(s):		
Begin/End Periods - Wave 1:	07/17-12/17 to 07/17-12/17	
Data Collection Training - Will data collectors be trained to help implement this evaluation activity?:	No	
Copyright:	No	
Program Deliverable Percentage:	4.00 %	

Tracking Measures:	Measure Key Informant Interview Results	Submit Yes
Responsible Parties:	Responsible Party Project Director Coalition member Health Educator	Budget Type Budgeted Non-Budgeted Budgeted
Evaluation Activity 1-E-4	Media Activity Record	
Evaluation Activity:	A media record analysis tool will be developed by adapting a tool from previous work and obtaining samples from the Tobacco Control Evaluation Center. Paid media, press releases, news articles, editorials and letters to the editor regarding the smoke-free policy adoption efforts will be collected, quantified, and analyzed to determine coverage, support and opposition for the subject and the need for further community education. A media content analysis will be conducted to evaluate 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:	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:	2.00 %	
Tracking Measures:	Measure Media Content Analysis Media Pieces	Submit Yes Yes
Responsible Parties:	Responsible Party Project Director Evaluator	Budget Type Budgeted 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 01/18-06/18										
Data Collection Training - Will data collectors be trained to help implement this evaluation activity?:	No										
Copyright:	No										
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										
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> </tbody> </table>	Responsible Party	Budget Type	Project Director	Budgeted	Evaluator	Budgeted				
Responsible Party	Budget Type										
Project Director	Budgeted										
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 07/17-12/17										
Data Collection Training - Will data collectors be trained to help implement this evaluation activity?:	Yes										
Copyright:	No										
Program Deliverable Percentage:	3.00 %										
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										
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>Coalition member</td> <td>Non-Budgeted</td> </tr> <tr> <td>Evaluator</td> <td>Budgeted</td> </tr> <tr> <td>Health Educator</td> <td>Budgeted</td> </tr> </tbody> </table>	Responsible Party	Budget Type	Project Director	Budgeted	Coalition member	Non-Budgeted	Evaluator	Budgeted	Health Educator	Budgeted
Responsible Party	Budget Type										
Project Director	Budgeted										
Coalition member	Non-Budgeted										
Evaluator	Budgeted										
Health Educator	Budgeted										
Evaluation Activity 1-E-3	Final Evaluation Report										
Data Analysis Plan:	The Brief Evaluation Report (BER) 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:	Comfort level of individuals conducting data collection efforts.	
Copyright:	No	
Program Deliverable Percentage:	3.00 %	
Activity Start Date Period:	07/17-12/17	
Activity Completion Date Period:	01/18-06/18	
Tracking Measures:	Measure	Submit
	Brief Evaluation Report	Yes
Responsible Parties:	Responsible Party	Budget Type
	Project Director	Budgeted
	Evaluator	Budgeted

Narrative Summary

<p>Community Assessment Analysis: Our project will focus primarily on rural and low-income residents. The project will focus on the geographic areas of Grass Valley. During the 2016 Communities of Excellence (CX) Needs Assessment process, Tobacco Prevention Coalition members and program staff identified Indicators 1.2.7- Minimum Package Size and 3.2.12 Tobacco Product Definition both as high priorities for Nevada County. Local retail data revealed in a second wave of surveying in a three year period that 75% of tobacco retailers surveyed sell cigarillos/little cigars as singles. During the retail data collection training and CX discussion, coalition members said that they were unaware of the proliferation of these products, especially the flavored varieties. They mentioned that the packaging on these products looks very similar to candy wrappers and must be very appealing to youth. The adult and youth coalition members attending the CX meeting believe that with the recent success of amending the TRL in Nevada City to include both Tobacco Product Definition and Minimum Package Size that continuing onto Grass Valley would be integral and effective in eliminating loopholes. They felt that this approach would have a significant impact on access, particularly youth access, and therefore use. In addition, there was a consensus that we would find the community receptive to this type of work. Coalition members and staff felt that a ban on flavored tobacco products would be more effective at limiting the sale of these products, but felt that such a policy would gain very little public or political support at this time. Coalition members noted that continued focus on educating the community about the issue, especially appeal and marketing of these products to youth is important. They also noted that the TRL passed because it was promoted as a way to limit youth access to tobacco. Thus, they felt strongly that this campaign needs to be presented in the same light in order to gain the support of local lawmakers in Grass Valley.</p> <p>Major Intervention Activities: Intervention activities will focus on raising public awareness and building community and local law maker support. Staff will initially work to train youth and adult coalition members around the issue of flavored tobacco products, tobacco product and smoking definitions and minimum packaging restrictions. Staff and coalition members will attend community events to raise awareness of the issues and work collaboratively with key partners for additional support. Staff and coalition members will also meet with the Grass Valley Police Chief and City Council members in the targeted jurisdiction to discuss the benefits of amending the TRL to include a</p>
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minimum packaging restriction and tobacco product definition in order to build support for the policy. Staff will also submit press releases to local media and speak on at least 1 local radio station about the campaign. Educational presentations to local organizations focused on adolescent health and youth development will help to build partnerships with key stakeholder groups, which according to the theory will increase the likelihood of success. Representatives from these organizations will be asked to participate on the adult coalition and demonstrate their support to local lawmakers and key decision-makers. Staff will also use media advocacy such as (Facebook and Instagram) in a social media campaign to raise public awareness around the issue and help set the agenda for community members and local decision makers. Strategic planning with youth and adult coalition members will allow the group to identify internal and external assets and ways in which capacity can be built to address the issues.

Theory of Change: The Community Organizing for Social Change theory is being used in the development and implementation of this objective. Since youth are the primary target of little cigars and cigarillos, staff will work to empower youth to take action on the issues through education, community engagement, and training on policy change and community impact. The work will focus on both leadership development with the youth, as well as policy change at the community level. The lens will be participatory rather than top-down, building both engagement and skills in the youth participating in the efforts. The goal of this approach is to catalyze the power of community members, primarily youth in this case, to work collectively to make the change they want to see in their community. Staff will serve as community educators and organizers, facilitating and supporting this process.

Evaluation Summary Narrative: The plan type is adoption only and therefore includes only process evaluation activities. This being the primary objective, program staff felt that this may be a lofty goal to expect the policy to be adopted and implemented in a one-year grant cycle, but with the recent adoption in the neighboring city it also seems conducive to keep the momentum moving forward on the issue. Staff also felt that by selecting to work on adoption only, more focus can be placed on process evaluation activities, which will help to inform future efforts around this indicator. Process evaluation activities specific to the indicator will help determine the level of awareness and support among community members and local decision-makers.

A public opinion poll, developed in consultation with TCEC, will be administered to community members face-to-face using paper, pencil and/or a handheld device. Frequencies and percentages will be calculated to determine the level of public awareness around little cigars and flavored tobacco products and support for a minimum packaging restriction policy. Staff will use the survey results to guide program planning and implementation. Questions will be used to gauge awareness and support/opposition of key decision-makers in targeted jurisdiction. The public intercept survey; key informant interview survey(s) and media record will be newly developed or enhanced from existing versions in collaboration with TCEC. Trainings will be held with coalition members regarding the public opinion poll data collection efforts. The public intercept survey will consist of closed and open-ended questions. Data will be analyzed using descriptive statistics for questions with numerical values and content analysis to summarize information and identify common themes. Key informant interviews will be analyzed via content analysis to summarize information and common themes. The media record will measure the importance/public attention placed on the issue of selected objectives and the need to inform intervention strategies, and help guide local advocacy efforts.

Challenges/limitations that may surface in the process of implementing this evaluation plan include the degree of familiarity and comfort of data collectors. A data collection training will allow data collectors to gain and practice the skills needed to successfully conduct intercept surveys. 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 and key stakeholders.

Objective 2

Objective Overview

Objective: By June 30, 2018, 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, farmers' markets).

Objective ID: 2

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

Is this a primary objective? No

Evaluation Plan Type: Legislated Policy ♦ Adoption Only

Target Audience: Audience Group
<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
General Population Groups
<ul style="list-style-type: none"> • Hispanic/Latino • White, Non-Hispanic
Indicator(s)
<p>Primary</p> <p>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).</p> <p>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)</p>
Intervention Topic(s)
<ul style="list-style-type: none"> • 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 Activity Plan

Activity 2-1-1		
Activity:	Coordinate and collaborate with statewide tobacco control projects to obtain information, materials and technical assistance on smoke free outdoor policies. This collaboration will include work 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.	
Intervention Category:	Coordination/Collaboration Activities	
Copyright:	No	
Program Deliverable Percentage:	0.00 %	
Start Date Period:	07/17-12/17	
Completion Date Period:	01/18-06/18	
Tracking Measures:	Measure	Submit
	Log of Communication and Webinars	On File
Responsible Parties:	Responsible Party	Budget Type
	Health Education Coordinator	Budgeted
	Health Educator	Budgeted

		Project Director	Budgeted
Activity 2-2-2			
Activity:	Conduct 2-3 presentations for 15-30 minutes, 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 second hand smoke for all residents and visitors.		
Intervention Category:	Community Education Activities		
Copyright:	No		
Program Deliverable Percentage:	2.00 %		
Start Date Period:	07/17-12/17		
Completion Date Period:	01/18-06/18		
Tracking Measures:	Measure	Submit	
	Meeting Log and Notes	Yes	
	Presentation Slides	Yes	
Responsible Parties:	Responsible Party	Budget Type	
	Coalition member	Non-Budgeted	
	Health Education Coordinator	Budgeted	
	Project Director	Budgeted	

Activity 2-14-3			
Activity:	Write and submit 2-3 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 policies for smoke-free outdoor, non-recreational public areas such as shopping centers plaza and/or streets. The Smokers Helpline will also be promoted.		
Intervention Category:	Earned Media Activities		
Copyright:	No		
Program Deliverable Percentage:	2.50 %		
Start Date Period:	07/17-12/17		
Completion Date Period:	01/18-06/18		
Tracking Measures:	Measure	Submit	
	Submitted Articles	Yes	
Responsible Parties:	Responsible Party	Budget Type	
	Coalition member	Non-Budgeted	
	Health Education Coordinator	Budgeted	
	Project Director	Budgeted	

Activity 2-14-4			
Activity:	Develop and create at least one (30-60) public service announcement (PSA) to generate support for smoke-free outdoor, non-recreational areas. The Tobacco Education Clearinghouse of California (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.		
Intervention Category:	Earned Media Activities		
Copyright:	No		
Program Deliverable Percentage:	2.00 %		
Start Date Period:	07/17-12/17		
Completion Date Period:	01/18-06/18		
Tracking Measures:	Measure	Submit	

	PSA Recording or Video	Yes
	PSA Script	Yes
Responsible Parties:	Responsible Party	Budget Type
	Health Education Coordinator	Budgeted
	Project Director	Budgeted
	Webmaster	Budgeted

Activity 2-7-5		
Activity:	Conduct 12-4 hour, strategic planning session with coalition members and community partners to complete the Midwest Academy Strategy Chart 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.	
Intervention Category:	Policy Activities	
Copyright:	No	
Program Deliverable Percentage:	2.00 %	
Start Date Period:	07/17-12/17	
Completion Date Period:	01/18-06/18	
Tracking Measures:	Measure	Submit
	Completed Midwest Academy Strategy chart	Yes
	Sign in Sheet	On File
Responsible Parties:	Responsible Party	Budget Type
	Health Education Coordinator	Budgeted
	Project Director	Budgeted

Activity 2-7-6		
Activity:	Present 2-3 times for 10-15 minutes to the Truckee Downtown Merchants Association 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.	
Intervention Category:	Policy Activities	
Copyright:	No	
Program Deliverable Percentage:	2.00 %	
Start Date Period:	07/17-12/17	
Completion Date Period:	01/18-06/18	
Tracking Measures:	Measure	Submit
	Agenda	Yes
	Presentation Outline	Yes
Responsible Parties:	Responsible Party	Budget Type
	Coalition member	Non-Budgeted
	Health Education Coordinator	Budgeted
	Project Director	Budgeted

Activity 2-11-7		
Activity:	Provide 1-2, 60-90 minute trainings to coalition members about the problem and health concerns regarding exposure to secondhand smoke and arousal from ESD's to prepare them to present to Truckee Town Council and/or Truckee Downtown Merchant Association. Food will be provided at training.	
Intervention Category:	Training/Technical Assistance Activities	
Copyright:	No	
Program Deliverable Percentage:	2.50 %	
Start Date Period:	07/17-12/17	

Completion Date Period:	01/18-06/18	
Tracking Measures:	Measure	Submit
	Agenda of Training	Yes
	Presentation materials/outline	Yes
	Sign in Sheet log	On File
Responsible Parties:	Responsible Party	Budget Type
	Health Education Coordinator	Budgeted
	Project Director	Budgeted
	Webmaster	Budgeted

Activity 2-3-8		
Activity:	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, liter and successful policies adopted other jurisdictions in California. Packets will be distributed during educational meetings and presentations for elected officials, key supporters and community groups.	
Intervention Category:	Educational Materials Development	
Copyright:	No	
Program Deliverable Percentage:	3.00 %	
Start Date Period:	07/17-12/17	
Completion Date Period:	01/18-06/18	
Tracking Measures:	Measure	Submit
	Distribution Log	Yes
	Educational Packet	Yes
Responsible Parties:	Responsible Party	Budget Type
	Coalition member	Non-Budgeted
	Health Education Coordinator	Budgeted
	Project Director	Budgeted

Activity 2-4-9		
Activity:	Provide 10-20 gift cards to youth and adult coalition members who participate in key informant interviews, educational presentations to town council and/or Truckee Downtown Merchants Association and trainings. Behavioral Modification Materials (BMMs) 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 BMM. The cost of the BMM may not exceed \$50 in value, per person, per year, and shall not include gift cards that can be used to purchase tobacco or alcohol products. The project will be responsible for the possession, security (e.g. will keep under lock and key), and accountability of the gift cards. The project will prepare a log sheet that will track and identify each of the gift cards, value, gift card transfer date, and recipient.	
Intervention Category:	Behavior Modification Materials	
Copyright:	No	
Program Deliverable Percentage:	0.00 %	
Start Date Period:	07/17-12/17	
Completion Date Period:	01/18-06/18	
Tracking Measures:	Measure	Submit
	Log Tracking Sheet	On File
Responsible Parties:	Responsible Party	Budget Type
	Health Education Coordinator	Budgeted
	Project Director	Budgeted

Activity 2-11-11

Activity:	Provide at least one 60-90 minute data collection training for 4-6 adult and youth coalition members regarding public intercept surveys and key informant interviews.	
Intervention Category:	Training/Technical Assistance Activities	
Copyright:	No	
Program Deliverable Percentage:	1.50 %	
Start Date Period:	07/17-12/17	
Completion Date Period:	01/18-06/18	
Tracking Measures:	Measure	Submit
	Agenda of Training	Yes
	Sign-in Sheet of Training	On File
Responsible Parties:	Responsible Party	Budget Type
	Health Education Coordinator	Budgeted

Activity 2-3-12		
Activity:	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.	
Intervention Category:	Educational Materials Development	
Copyright:	No	
Program Deliverable Percentage:	2.00 %	
Start Date Period:	07/17-12/17	
Completion Date Period:	01/18-06/18	
Tracking Measures:	Measure	Submit
	Copy of Talking Points	Yes
Responsible Parties:	Responsible Party	Budget Type
	Health Education Coordinator	Budgeted
	Project Director	Budgeted

Evaluation Activity Plan

Evaluation Activity 2-E-3	Key Informant Interview
Evaluation Activity:	Conduct 3 to 4 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 project directors.
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:	2.50 %	
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:	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:	2.00 %	
Tracking Measures:	Measure	Submit
	Articles Submitted	On File
	Media Content Analysis	Yes
Responsible Parties:	Responsible Party	Budget Type
	Evaluator	Budgeted
	Health Education Coordinator	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 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	Process	

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 01/18-06/18								
Data Collection Training - Will data collectors be trained to help implement this evaluation activity?:	No								
Copyright:	No								
Program Deliverable Percentage:	1.00 %								
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Policy Record Analysis	Yes								
Signed Policy	Yes								
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Responsible Party	Budget Type								
Project Director	Budgeted								
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 project directors. The survey instrument will be used to collect data about community knowledge, attitudes, and perceptions regarding second-hand smoke and tobacco-free non-recreational area's 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 50-70 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 01/18-06/18								
Data Collection Training - Will data collectors be trained to help implement this evaluation activity?:	Yes								
Copyright:	No								
Program Deliverable Percentage:	3.00 %								
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Measure	Submit								
Cleaned Survey Results	Yes								
Data Collection Tool	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>Health Education Coordinator</td> <td>Budgeted</td> </tr> </tbody> </table>	Responsible Party	Budget Type	Project Director	Budgeted	Evaluator	Budgeted	Health Education Coordinator	Budgeted
Responsible Party	Budget Type								
Project Director	Budgeted								
Evaluator	Budgeted								
Health Education Coordinator	Budgeted								

Evaluation Activity 2-E-4	Final Evaluation Report	
Data Analysis Plan:	In 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:	3.00 %	
Activity Start Date Period:	07/17-12/17	
Activity Completion Date Period:	01/18-06/18	
Tracking Measures:	Measure Brief Evaluation Report	Submit Yes
Responsible Parties:	Responsible Party Project Director Evaluator	Budget Type Budgeted Budgeted

Narrative Summary

<p>Community Assessment Analysis: Our project will focus primarily on rural and low-income residents. The project will focus on the geographic areas of Truckee. During the 2016 Communities of Excellence (CX) Needs Assessment, staff and community members identified Indicator 2.2.9 as a good area for the tobacco prevention program to focus its efforts. The Tobacco Prevention Coalition acknowledged that many public areas in the downtown of two of three incorporated areas are already smoke-free, but feel that there is additional work that could be done on this front. They were unsure on local stakeholder buy-in, due to the fact that a few years prior the Tobacco Use Prevention team attempted to get a Tobacco Retail License (TRL) adopted and it was voted down by the town council as they felt the business owner guidelines in the town were not applicable to require a TRL. Currently, members and staff felt that there was room for the Tobacco Use Prevention team to work on education around these issues that may be seen as a whole health approach for the community. One area that the coalition members identified as a potential problem was enforcement of the policy once it is adopted. The CX group also felt that people are aware of the harmful effects of secondhand smoke, which will makes it easier to build support for smoke-free policies. Recently, the downtown historic areas in both Nevada City and Grass Valley adopted and implemented 100% smoke-free policies. Thus, with the current momentum and awareness around this issue, there may be a greater likelihood that the proposed policy will be adopted by the Town of Truckee. The program has identified three key supporters, Truckee Donner Recreation and Park District, Tahoe Forest Health System, and Sierra College.</p> <p>Major Intervention Activities: Intervention activities will focus on raising public awareness and building community and local lawmaker support. Staff will initially work to train youth and adult coalition members around the</p>
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issue of secondhand smoke and other tobacco products that are harmful to youth, and why creating smoke-free environments can reduce chronic diseases. Staff and coalition members will attend community events to raise awareness of the issues and work collaboratively with key partners for additional support. Staff and coalition members will also meet with the police chief and town council members in the targeted jurisdiction to discuss the benefits of creating a tobacco-free downtown, walkways, shopping plazas and street fairs. Staff will also submit 1-2 opinion editorials to local media about the campaign.

Theory of Change: The Ecological Perspective will be applied to focus and organize this work for this objective. This intervention will not address all levels of this theory, but the Ecological Perspective will inform our overall approach. As the work is likely to continue into the future on this objective, the Ecological Perspective's full lens can be utilized in the future. This theory acknowledges the importance of the interaction between a multiple tiers of our environment's system and the interdependence across those factors. The work in this year's plan will focus on the higher level tiers, while acknowledging the multiple levels of influence, including social norms and individual behavior. This theory will inform the framing of the media engagement, as well as the conversations with key stakeholders, particularly around problem definition, community norms and reciprocal causation.

Evaluation Summary Narrative: The plan type is "adoption only" and therefore includes only process evaluation activities. Staff also felt that by selecting to work on exploration and planning, more focus can be placed on process evaluation activities, which will help to inform future efforts around this indicator. Process evaluation activities specific to the indicator will help determine the level of awareness and support among community members and local decision-makers.

Evaluation data collection will consist of 1) a public opinion survey, 2) key informant interviews, and 3) a media record. A public opinion survey, developed collaboratively by staff and coalition members, as well as in consultation with TCEC, will be administered to community members a link to an on-line survey or a handheld device. Frequencies and percentages will be calculated to determine the level of public awareness and interest around secondhand smoke in non-recreational public areas. Staff will use the survey results to guide program planning, future campaign organization and implementation. Survey design will be focused on collecting data that will allow us to gauge awareness and support/opposition of key decision-makers and community at large in targeted jurisdiction. The public intercept survey, key informant interview(s), and media record will be newly developed or enhanced from existing versions in collaboration with TCEC. Trainings will be held with coalition members regarding the evaluation data collection efforts. The public intercept survey will consist of closed and open-ended questions. Data will be analyzed using descriptive statistics for questions with numerical values and content analysis to summarize information and identify common themes. Key informant interviews will be analyzed via content analysis to summarize information and common themes. The media record will measure the importance/public attention placed on the issue of selected objectives and the need to inform intervention strategies, and help guide local advocacy efforts.

Challenges/limitations that may surface in the process of implementing this evaluation plan include the degree of familiarity and comfort of data collectors. 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 and key stakeholders, and be leveraged to support the community organizing for social change work.

Objective 3

Objective Overview

Objective: By June 30, 2018, at least 5 Nevada County youth coalition members will be recruited, educated, sustained and trained as leaders and spokespersons to implement program objectives and advance tobacco control efforts; and at least 50% will participate in a minimum of 3 community engagement activities such as conducting observations, public opinion surveys, collecting endorsements and making presentations to the community and decision makers.

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.

Is this a primary objective? No

Evaluation Plan Type: Other with Measurable Outcome

Target Audience: Audience Group

- 13-17 years
- Coalitions
- College Students/faculty/staff
- Low SES
- Rural Populations
- Schools (K-12)

General Population Groups

- Multi-ethnic

Intervention Topic(s)

- 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 Activity Plan

Activity 3-11-1									
Activity:	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.								
Intervention Category:	Training/Technical Assistance Activities								
Copyright:	No								
Program Deliverable Percentage:	2.50 %								
Start Date Period:	07/17-12/17								
Completion Date Period:	01/18-06/18								
Tracking Measures:	<table border="1"> <thead> <tr> <th>Measure</th> <th>Submit</th> </tr> </thead> <tbody> <tr> <td>Agenda of Trainings</td> <td>Yes</td> </tr> <tr> <td>Sign in Sheet</td> <td>On File</td> </tr> </tbody> </table>	Measure	Submit	Agenda of Trainings	Yes	Sign in Sheet	On File		
Measure	Submit								
Agenda of Trainings	Yes								
Sign in Sheet	On File								
Responsible Parties:	<table border="1"> <thead> <tr> <th>Responsible Party</th> <th>Budget Type</th> </tr> </thead> <tbody> <tr> <td>Health Education Coordinator</td> <td>Budgeted</td> </tr> <tr> <td>Project Director</td> <td>Budgeted</td> </tr> <tr> <td>Webmaster</td> <td>Budgeted</td> </tr> </tbody> </table>	Responsible Party	Budget Type	Health Education Coordinator	Budgeted	Project Director	Budgeted	Webmaster	Budgeted
Responsible Party	Budget Type								
Health Education Coordinator	Budgeted								
Project Director	Budgeted								
Webmaster	Budgeted								

Activity 3-3-2	
Activity:	Disseminate 15-20 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 and a coalition time-line of activities for the year.
Intervention Category:	Educational Materials Development
Copyright:	No
Program Deliverable Percentage:	2.50 %
Start Date Period:	07/17-12/17

Completion Date Period:	01/18-06/18	
Tracking Measures:	Measure	Submit
	Copy of Orientation Packet	Yes
	Distribution Log	On File
Responsible Parties:	Responsible Party	Budget Type
	Health Education Coordinator	Budgeted
	Health Educator	Budgeted
	Project Director	Budgeted

Activity 3-11-3		
Activity:	Recruit, plan, coordinate and transport 3-6 youth coalition members to participate in 1-2 tobacco trainings and/or leadership conferences such as Youth Quest, Information and Education (I & E) days, Reach for the Future or/other tobacco related conferences. Coalition members will meet with state legislators and educate them on local tobacco prevention efforts.	
Intervention Category:	Training/Technical Assistance Activities	
Copyright:	No	
Program Deliverable Percentage:	0.00 %	
Start Date Period:	07/17-12/17	
Completion Date Period:	01/18-06/18	
Tracking Measures:	Measure	Submit
	Agenda of Training	Yes
	Materials Distributed to Legislator	On File
Responsible Parties:	Responsible Party	Budget Type
	Health Education Coordinator	Budgeted
	Health Educator	Budgeted
	Project Director	Budgeted

Activity 3-1-4		
Activity:	Collaborate and coordinate with partners such as Nevada County Superintendent of Schools and Drug and Alcohol prevention to plan, prepare and participate together in youth coalition meetings and advocacy activities.	
Intervention Category:	Coordination/Collaboration Activities	
Copyright:	No	
Program Deliverable Percentage:	0.00 %	
Start Date Period:	07/17-12/17	
Completion Date Period:	01/18-06/18	
Tracking Measures:	Measure	Submit
	Email Coorespondence and Meeting Minutes	On File
Responsible Parties:	Responsible Party	Budget Type
	Health Education Coordinator	Budgeted
	Project Director	Budgeted

Activity 3-11-5		
Activity:	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) and/or letter writing for press releases.	
Intervention Category:	Training/Technical Assistance Activities	
Copyright:	No	
Program Deliverable Percentage:	3.00 %	

Start Date Period:	07/17-12/17	
Completion Date Period:	01/18-06/18	
Tracking Measures:	Measure	Submit
	Agenda of Training	Yes
	Sign-In Sheets	On File
	Training Materials	Yes
Responsible Parties:	Responsible Party	Budget Type
	Health Education Coordinator	Budgeted
	Health Educator	Budgeted
	Project Director	Budgeted
	Webmaster	Budgeted

Activity 3-4-6		
Activity:	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.	
Intervention Category:	Behavior Modification Materials	
Copyright:	No	
Program Deliverable Percentage:	0.00 %	
Start Date Period:	07/17-12/17	
Completion Date Period:	01/18-06/18	
Tracking Measures:	Measure	Submit
	Copies of Certificates	On File
	Letters of Recommendation	On File
Responsible Parties:	Responsible Party	Budget Type
	Project Director	Budgeted

Activity 3-1-9		
Activity:	Conduct 10-15 (30-60 minute) youth coalition meetings each year with 5-10 youth participants. Meeting will engage youth in planning and leadership activities. Program may conduct one additional celebratory meeting of 1.5-2 hours for the group at the end of the school year. These meetings will require additional coordination and planning for appropriate meeting location, activities, awards, and transportation of students.	
Intervention Category:	Coordination/Collaboration Activities	
Copyright:	No	
Program Deliverable Percentage:	2.50 %	
Start Date Period:	07/17-12/17	
Completion Date Period:	01/18-06/18	
Tracking Measures:	Measure	Submit
	Agendas	Yes
	Youth Participation Tracking Record	On File
Responsible Parties:	Responsible Party	Budget Type
	Health Education Coordinator	Budgeted
	Health Educator	Budgeted
	Project Director	Budgeted

Activity 3-1-10		
Activity:	The Local Lead Agency (LLA) in Nevada County will utilize the first and second FY 2017/18 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 LLA	

	Guidelines requirements and aligns with the California Tobacco Control Program (CTCP) Policy Manual.	
Intervention Category:	Coordination/Collaboration Activities	
Copyright:	No	
Program Deliverable Percentage:	0.00 %	
Start Date Period:	07/17-12/17	
Completion Date Period:	01/18-06/18	
Tracking Measures:	Measure	Submit
	Three Year Tobacco Control Plan	Yes
Responsible Parties:	Responsible Party	Budget Type
	Evaluator	Budgeted
	Health Education Coordinator	Budgeted
	Health Educator	Budgeted
	Project Director	Budgeted
	Webmaster	Budgeted

Activity 3-3-11		
Activity:	Youth members develop new bylaws and mission state for the coalition. Technical assistance from the California Youth Advocacy Network (CYAN), or CTCP will be utilized and samples will be obtained from other LLA's and coalitions. Bylaws will be distributed in orientation packets, and referred to during coalition meetings.	
Intervention Category:	Educational Materials Development	
Copyright:	No	
Program Deliverable Percentage:	1.50 %	
Start Date Period:	07/17-12/17	
Completion Date Period:	01/18-06/18	
Tracking Measures:	Measure	Submit
	Coalition Bylaws and Mission Statement	Yes
Responsible Parties:	Responsible Party	Budget Type
	Health Educator	Budgeted
	Project Director	Budgeted

Activity 3-1-12		
Activity:	In collaboration with the school counselors, teachers and club advisors, staff will recruit 5-10 youth to become youth coalition members. Recruitment methods will include the following; personal invites being send to junior high members transitioning to high school, as well as referrals of students received by teachers and counselors. 3-4, 30 minute orientation presentations will be given by current youth coalition members and staff.	
Intervention Category:	Coordination/Collaboration Activities	
Copyright:	No	
Program Deliverable Percentage:	0.00 %	
Start Date Period:	07/17-12/17	
Completion Date Period:	01/18-06/18	
Tracking Measures:	Measure	Submit
	Copy of Recruitment letter	Yes
	Log of orientation presentations and attendance	On File
Responsible Parties:	Responsible Party	Budget Type
	Coalition member	Non-Budgeted
	Health Education Coordinator	Budgeted
	Project Director	Budgeted

Evaluation Activity Plan

Evaluation Activity 3-E-1	Education/Participant Survey	
Evaluation Activity:	Using an online survey, Evaluator will update the previous coalition satisfaction survey to reflect current objectives. The Tobacco Control Evaluation Center (TCEC) will be used as a resource in creating the coalition satisfaction survey. All coalition members will be surveyed every 12 months. Results will be summarized and used to improve Coalition functioning, meetings, trainings, and technical assistance 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:	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
	Compiled Results of Survey	Yes
	Copy of Survey	Yes
Responsible Parties:	Responsible Party	Budget Type
	Project Director	Budgeted
	Evaluator	Budgeted
Evaluation Activity 3-E-2	Focus Group	
Evaluation Activity:	Focus Group will be conducted 1 time during the 12 month period, 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?:	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:	2.50 %	
Tracking Measures:	Measure	Submit
	Focus Group Questions	Yes
	Focus Group Results	Yes
Responsible Parties:	Responsible Party	Budget Type
	Project Director	Budgeted
	Evaluator	Budgeted
Evaluation Activity 3-E-4	Other	
Evaluation Activity:	A record review form will be developed to track participation at meetings, trainings, and community engagement opportunities. A summary of youth engagement with the community and attendance information will be provided.	
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:	1.00 %	
Tracking Measures:	Measure	Submit
	Summary of Youth Engagement and Participation	Yes
Responsible Parties:	Responsible Party	Budget Type
	Project Director	Budgeted
	Evaluator	Budgeted
Evaluation Activity 3-E-3	Final Evaluation Report	
Data Analysis Plan:	<p>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 Brief Evaluation Report 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</p>	

	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:	2.50 %	
Activity Start Date Period:	07/17-12/17	
Activity Completion Date Period:	01/18-06/18	
Tracking Measures:	Measure	Submit
	Brief Evaluation Report	Yes
Responsible Parties:	Responsible Party	Budget Type
	Project Director	Budgeted
	Evaluator	Budgeted

Narrative Summary

Community Assessment Analysis: The project will focus on youth and young adults aged 11-19. The project will focus in western Nevada county. During the Communities of Excellence (CX) Needs Assessment process, youth and adult coalition members rated Asset 2.4 and 2.5 as Excellent (5). Nevada County's tobacco youth and adult coalition has been in existence for over 15 years and has a history of engaging youth on a variety of projects, from smoke-free parks to Tobacco Retail Licensing (TRL). In the past few years, the Tobacco Project Director has begun to merge the adult and youth coalitions together, as this was a recommendation by the active members, youth and adults of the coalition. Although the program currently maintains a highly active and engaged tobacco coalition, during the CX process it was strongly noted by youth and adult coalition members that the program will need to recruit all new members for the coalition. Everyone felt that it is very important for the program to continue involving youth as they and their peers are the ones being targeted to be the next generation of tobacco users. Youth have a strong connection to what the new and upcoming trends in tobacco use and or resilience to these products are. It is important that we continue to recruit a diverse group of community members in tobacco prevention efforts.

Major Intervention Activities: Intervention activities will focus on expansion and recruitment, of youth and in community-based tobacco prevention and advocacy efforts. Staff will coordinate with schools and community groups to recruit new members and hold regular coalition meetings with youth. Recruitment materials, including flyers and brochures, and new member orientation packets will be developed and disseminated. Trainings for recruited coalition members will focus on a variety of skill and capacity building activities such as (spokesperson, media relations, letter writing, PSA creation, and social media advocacy.

Theory of Change: A Community Organizing Theory of Change is being used in the development and implementation of this objective. Youth, the population most targeted by the tobacco industry, will be empowered along with key-adult community members to build youth and adult partnerships, in order to take action in their communities by advocating for tobacco policies and social norm changes that reduce youth tobacco use and minimize youth access to tobacco products. Staff will provide youth with education and resources that will enable them to identify tobacco related issues in their schools and communities. Trainings will provide youth with the skills they need to take action and build peer and public support.

Evaluation Summary Narrative: Evaluation activities will include an annual participant satisfaction survey, a focus group with participating youth and adult coalition members, and a comprehensive tracking log of youth involvement. This survey will compile a complete analysis report and provide local recommendations for current and future efforts. Focus group questions will focus on a variety of topics, including quality of 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 4-6 coalition members to participate in the focus group. The youth coalition attendance and participation records will be analyzed to determine attendance/participation patterns and changes in attendance/participation rates. A summary of the attendance information and participation in Youth Opposing the Use of Tobacco for Health (Y.O.U.T.H) coalition activities will be provided along with an analysis of youth engagement in project activities. 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.