# Combined Scope of Work

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| **Procurement Name:** LLA 2022-2027 Comprehensive Tobacco Control Guidelines |
| **Contract Number:** CTCP-21-47 | **Contract Term:** 01/01/2022 - 06/30/2027 |
| **Agency Name:** Siskiyou County Department of Public Health | **Effective Date:** 01/01/2024 |
| **Project Name:** Siskiyou County Tobacco Education Project  | **Plan Version ID:** 4.0 |
| **Project Type:** Local Lead Agency | **Report Generated:** 01/07/2025 12:02 PM |

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| **Cessation Policy Support Activities** |
| **Intervention Activity Plan** |
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| **Activity C-1-1** |
| **Activity:** | Annually conduct an environmental scan to identify the availability of state and local tobacco cessation services available within Siskiyou County by means of an electronic survey, review of websites and phone calls. Gain permission to list tobacco cessation services and resources on the project's website and for Kick It California to provide a link to this information and for Quit Coaches to reference as appropriate when assisting the public. Summarize the services available, post on the program's website, and send the list and the program's website address to Kick It California cshoutreach@health.ucsd.edu by October 31 annually.  |
| **Copyright:** | No |
| **Program Deliverable Percentage:** | 2.00 % |
| **Start Date Period:** | 01/22-06/22  |
| **Completion Date Period:** | 01/27-06/27  |
| **Associated Objectives:** | * Objective 2: By June 30, 2027, at least two (2) jurisdictions in Siskiyou County (Yreka, Weed or Dunsmuir) will adopt and implement both 1) a policy that eliminates smoking (including burning or heating of tobacco and other plant products, natural or synthetic) in all outdoor recreational and non-recreational public places (including parks/beaches, sidewalks, dining, entryways, worksites, event sites, bike lanes/paths, alleys, and parking structures) without designated smoking areas or distances; and 2) a policy eliminating the sale and/or distribution of any mentholated cigarettes and other flavored tobacco products, and paraphernalia (e.g., smokeless tobacco products, dissolvable tobacco products, flavored premium cigars such as little cigars, cigarillos, hookah tobacco, e-cigarettes, e-hookah, wrappers). The policy will not criminalize the purchase, use, or possession of tobacco products by individuals.
* Objective 3: By June 30, 2027, By June 30, 2027, maintain a community coalition with a minimum three (3) diverse organizations in Siskiyou County, at least half of which will represent priority populations as defined by the Tobacco Education and Research Oversight Committee's Master Plan, that serves to participate in a minimum of six (6) coalition meetings (i.e. general meetings, committees) and four (4) non-meeting activities annually, to enable the coalition to effectively recruit new members and educate the public about tobacco control issues in the community.
* Objective 4: By June 30, 2027, build a youth coalition with a minimum of three (3) members. The youth coalition will be established with youth partners in a low-socioeconomic, rural community of Siskiyou County. Coalitions will host a minimum of four (4) coalition meetings (i.e. general meetings, committees) and two (2) non-meetings annually, to enable the coalition to effectively recruit new members and educate the public about tobacco control issues in the community.
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| **Tracking Measures:** |

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| **Measure** | **Submit** |
| Environmental Scan Summary | Yes |
| Verification of Submission to Kick It California | Yes |

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| **Responsible Parties:** |

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| **Responsible Party** | **Budget Type** |
| Project Director/ Project Coordinator | Budgeted |

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| **Activity C-6-2** |
| **Activity:** | Adapt cessation-related social media posts from the Centers for Disease Control and Prevention (CDC), California Tobacco Control Program (CTCP), Kick It California, or other CTCP partners and post a minimum of three (3) messages per month on social media platforms such as Facebook, Instagram, Twitter, YouTube or other appropriate site per year to motivate quitting and increase awareness about tobacco cessation support services. Coordinate placement with policy campaigns and events such as the Great American Smokeout, Take Down Tobacco Day, etc. |
| **Copyright:** | No |
| **Program Deliverable Percentage:** | 1.00 % |
| **Start Date Period:** | 01/22-06/22  |
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| **Tracking Measures:** |

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| **Measure** | **Submit** |
| Social Media Activity Log | Yes |

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| **Responsible Parties:** |

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| **Responsible Party** | **Budget Type** |
| Coalition and Community Engagement Coordinator/ Media Specialist | Budgeted |

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| **Activity C-7-3** |
| **Activity:** | Annually, participate in 1-3 community events such as the Great American Smokeout, Juneteenth Celebrations, Take Down Tobacco Day, World No Tobacco Day, Freedom from Smoking Day, Red Ribbon Week, New Year/Lunar New Year Celebrations, American Heart Month, and/or other local events to promote and support cessation services through educational outreach activities (e.g. participating in community events, making presentations to community groups). |
| **Copyright:** | No |
| **Program Deliverable Percentage:** | 2.00 % |
| **Start Date Period:** | 01/22-06/22  |
| **Completion Date Period:** | 01/27-06/27  |
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| **Tracking Measures:** |

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| **Measure** | **Submit** |
| Log - Events | Yes |

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| **Responsible Parties:** |

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| **Responsible Party** | **Budget Type** |
| Coalition Members | Non-Budgeted |
| Community Outreach Coordinator  | Budgeted |
| Project Director/ Project Coordinator | Budgeted |

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| **Activity C-8-4** |
| **Activity:** | Promote Kick It California cessation services, including telephone counseling, text, chat, Alexa skill, and website resources on program/coalition website, distribution to coalition, community partners, and healthcare providers.  |
| **Copyright:** | No |
| **Program Deliverable Percentage:** | 1.50 % |
| **Start Date Period:** | 01/22-06/22  |
| **Completion Date Period:** | 01/27-06/27  |
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| **Tracking Measures:** |

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| **Measure** | **Submit** |
| Log - Promotion | Yes |

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| **Responsible Parties:** |

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| **Responsible Party** | **Budget Type** |
| Coalition Members | Non-Budgeted |
| Community Outreach Coordinator  | Budgeted |
| Project Director/ Project Coordinator | Budgeted |

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| **Activity C-11-5** |
| **Activity:** | To inform staff and trainers about how to improve future trainings (or to improve future technical assistance (TA) or identify resource gaps), a post-training (or TA) assessment will be administered to participants of trainings on topics related to behavioral health and tobacco cessation. Using a pen and paper (or online) survey developed in consultation with TCEC participants at each event will be surveyed to understand training feedback, anticipated needs, changes in knowledge, comfort, confidence, preparation, and intent to engage in tobacco prevention activities (or satisfaction with services, participation levels, additional needs, and/or data collector readiness). Data will be analyzed using descriptive statistics and content analysis and results will be shared with participants, trainers, and staff to improve future trainings (or TA) and determine other training, education, or service needs. |
| **Copyright:** | No |
| **Program Deliverable Percentage:** | 1.00 % |
| **Start Date Period:** | 07/22-12/22  |
| **Completion Date Period:** | 01/27-06/27  |
| **Associated Objectives:** | * Objective 2: By June 30, 2027, at least two (2) jurisdictions in Siskiyou County (Yreka, Weed or Dunsmuir) will adopt and implement both 1) a policy that eliminates smoking (including burning or heating of tobacco and other plant products, natural or synthetic) in all outdoor recreational and non-recreational public places (including parks/beaches, sidewalks, dining, entryways, worksites, event sites, bike lanes/paths, alleys, and parking structures) without designated smoking areas or distances; and 2) a policy eliminating the sale and/or distribution of any mentholated cigarettes and other flavored tobacco products, and paraphernalia (e.g., smokeless tobacco products, dissolvable tobacco products, flavored premium cigars such as little cigars, cigarillos, hookah tobacco, e-cigarettes, e-hookah, wrappers). The policy will not criminalize the purchase, use, or possession of tobacco products by individuals.
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| **Tracking Measures:** |

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| **Measure** | **Submit** |
| Training Survey Instrument | Yes |
| Training Survey Summary Report | Yes |

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| **Responsible Parties:** |

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| **Responsible Party** | **Budget Type** |
| Coalition and Community Engagement Coordinator/ Media Specialist | Budgeted |
| External Evaluator/ Program Evaluator | Budgeted |
| Project Director/ Project Coordinator | Budgeted |

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| **Activity C-5-6** |
| **Activity:** | Collaborate with public health department programs (e.g. Oral Health, Maternal Child & Adolescent Health, Home Visitors, WIC etc.) and community partners (e.g. Family Resource Centers, Medical and Dental Providers, etc.) to integrate tobacco use identification and referral for Kick It California cessation services into program activities. Provide 3-5 hours of technical assistance, including presentations/trainings on Kick It California cessation services, referral process, etc. Provide Kick It California educational materials to providers (Ask, Advise, Refer guide) and program staff (e.g. rack cards, gold cards, etc.) for patient distribution.  |
| **Copyright:** | No |
| **Program Deliverable Percentage:** | 2.50 % |
| **Start Date Period:** | 07/22-12/22  |
| **Completion Date Period:** | 01/27-06/27  |
| **Associated Objectives:** | * Objective 2: By June 30, 2027, at least two (2) jurisdictions in Siskiyou County (Yreka, Weed or Dunsmuir) will adopt and implement both 1) a policy that eliminates smoking (including burning or heating of tobacco and other plant products, natural or synthetic) in all outdoor recreational and non-recreational public places (including parks/beaches, sidewalks, dining, entryways, worksites, event sites, bike lanes/paths, alleys, and parking structures) without designated smoking areas or distances; and 2) a policy eliminating the sale and/or distribution of any mentholated cigarettes and other flavored tobacco products, and paraphernalia (e.g., smokeless tobacco products, dissolvable tobacco products, flavored premium cigars such as little cigars, cigarillos, hookah tobacco, e-cigarettes, e-hookah, wrappers). The policy will not criminalize the purchase, use, or possession of tobacco products by individuals.
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| **Tracking Measures:** |

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| **Measure** | **Submit** |
| Log Technical Assistance | Yes |
| Presentation Outline | Yes |

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| **Responsible Parties:** |

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| **Responsible Party** | **Budget Type** |
| Coalition and Community Engagement Coordinator/ Media Specialist | Budgeted |
| Project Director/ Project Coordinator | Budgeted |

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| **Evaluation Activity Plan** |

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| **Media Activities** |
| **Intervention Activity Plan** |
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| **Activity M-1-1** |
| **Activity:** | In collaboration with the coalition and other funded partners within the targeted media market, complete the Communications Plan form in OTIS, which will identify communications objectives, target audiences, locations, messages, the communications tactics (paid advertising, earned media and social media) and key metrics for the media campaign. A completed Communications Plan must be entered into the OTIS Communications Plan form prior to 1.) requesting campaign assets from the Media Library like print, radio, or social media content, 2.) creating your own advertisements, and/or 3.) running paid media efforts. The paid media tracking form must be updated for each Communications Plan that dollars were spent. The published media summary will be uploaded into the OTIS Communications Plan as a supporting document after the media campaign is completed. |
| **Copyright:** | No |
| **Program Deliverable Percentage:** | 2.50 % |
| **Start Date Period:** | 01/22-06/22  |
| **Completion Date Period:** | 01/27-06/27  |
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| **Tracking Measures:** |

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| **Measure** | **Submit** |
| Communications Plan (In OTIS) | On File |

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| **Responsible Parties:** |

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| **Responsible Party** | **Budget Type** |
| Coalition and Community Engagement Coordinator/ Media Specialist | Budgeted |
| Coalition Members | Non-Budgeted |

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| **Activity M-5-2** |
| **Activity:** | Place 1-2 distinct anti-tobacco television (TV), digital, radio, print and/or outdoor advertising ads about the dangers of menthol and flavored tobacco products, smokefree outdoors (utilizing existing CTCP ads) and/or cessation (e.g. promote Kick it California). Provide paid placement of the ads to best reach the target audience. Complete a Communications Plan (M-1) to fully develop a campaign to launch with developed advertising. Note: All agency created materials will follow the consumer testing process with the Tobacco Education Clearinghouse of California (TECC). |
| **Copyright:** | Yes |
| **Program Deliverable Percentage:** | 2.50 % |
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| **Tracking Measures:** |

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| **Measure** | **Submit** |
| Consumer Testing Instrument | Yes |
| Consumer Testing Summary Report | Yes |
| Copies of Placed Ads | Yes |

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| **Responsible Parties:** |

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| **Responsible Party** | **Budget Type** |
| Coalition and Community Engagement Coordinator/ Media Specialist | Budgeted |
| Coalition Members | Non-Budgeted |

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| **Activity M-6-3** |
| **Activity:** | To inform the coalition and project staff about opportunities to engage the community and understand how tobacco control is being portrayed in local media, the Tobacco Control Evaluation Centers Media Activity Record tool will be used to track and assess media related to all objectives and jurisdictions in plan for Siskiyou County to build a formative understanding of how these issues intersect in local media. Research will be conducted using online news, social media websites and blogs, area and local radio, area and local television, hard-copy community newspapers and newsletters will be tracked, including details of media placement, date, and coverage. The number, type, reach, and sentiment (positive/negative/neutral) as well as any project messaging or response taken will be monitored and reported. Data will be used in real time to engage on relevant topics or correct misconceptions. Media Activity Records will be updated continuously so the project benefits from real-time awareness of the news cycle. At the end of each progress report period, data will be analyzed using descriptive statistics and content analysis to assess the media effectiveness at delivering messages, tone of media coverage, support and opposition for the issues and the need for further community education. |
| **Copyright:** | No |
| **Program Deliverable Percentage:** | 2.00 % |
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| **Completion Date Period:** | 01/27-06/27  |
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| **Tracking Measures:** |

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| **Measure** | **Submit** |
| Media Activity Record | Yes |
| Media Content Analysis | Yes |

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| **Responsible Parties:** |

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| **Responsible Party** | **Budget Type** |
| Coalition and Community Engagement Coordinator/ Media Specialist | Budgeted |
| External Evaluator/ Program Evaluator | Budgeted |
| Project Director/ Project Coordinator | Budgeted |

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| **Activity M-2-4** |
| **Activity:** | Maintain the Siskiyou County Tobacco Education Projects social media page on Facebook, in collaboration with the coalition, to increase public health communication and engagement with community members on tobacco control issues. Utilizing California Tobacco Control Program (CTCP) or statewide partner approved ads that are culturally- and linguistically tailored to the community on tobacco control issues such as dangers of flavored tobacco products, smokefree outdoors, and/or cessation. Post a minimum of ten (10) posts per month. |
| **Copyright:** | No |
| **Program Deliverable Percentage:** | 2.50 % |
| **Start Date Period:** | 01/22-06/22  |
| **Completion Date Period:** | 01/27-06/27  |
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| **Tracking Measures:** |

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| **Measure** | **Submit** |
| Social Media Activity Log | Yes |
| Social Media Site Analytics Summary | Yes |

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| **Responsible Parties:** |

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| **Responsible Party** | **Budget Type** |
| Coalition and Community Engagement Coordinator/ Media Specialist | Budgeted |

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| **Evaluation Activity Plan** |

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| **Objective 2** |
| **Objective Overview** |
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| **Objective:** | By June 30, 2027, at least two (2) jurisdictions in Siskiyou County (Yreka, Weed or Dunsmuir) will adopt and implement both 1) a policy that eliminates smoking (including burning or heating of tobacco and other plant products, natural or synthetic) in all outdoor recreational and non-recreational public places (including parks/beaches, sidewalks, dining, entryways, worksites, event sites, bike lanes/paths, alleys, and parking structures) without designated smoking areas or distances; and 2) a policy eliminating the sale and/or distribution of any mentholated cigarettes and other flavored tobacco products, and paraphernalia (e.g., smokeless tobacco products, dissolvable tobacco products, flavored premium cigars such as little cigars, cigarillos, hookah tobacco, e-cigarettes, e-hookah, wrappers). The policy will not criminalize the purchase, use, or possession of tobacco products by individuals.  |
| **Objective ID:** | 2 |
| **Primary Priority Area:** | (2) Reduce Exposure to Secondhand Smoke, Tobacco Smoke Residue, Tobacco Waste, and Other Tobacco Products |
| **Secondary Priority Area:** | (3) Reduce the Availability of Tobacco |
| **Is this a primary objective?** | Yes |
| **Evaluation Plan Type:** | Legislated Policy -- Adoption and Implementation |
| **Target Audience:** |

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| **Audience Group** |
|  Adults 18+  Elected Officials  Enforcement Agencies  Event Organizers  Parks and Recreation  Rural Populations  Tobacco Retailers  Tobacco Users  |
| **General Population Groups** |
|  Multi-ethnic  |

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| **Intervention Jurisdiction(s):** |  |

 |
| **Indicator(s)** |
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| --- |
| **Primary** |
| 2.2.35 | **Smokefree Outdoor Public Places**: The number of jurisdictions with a comprehensive policy eliminating smoking in outdoor recreational and non-recreational public places (including beaches, parks, sidewalks, dining, entryways, worksites, event sites, bike lanes/paths, alleys, and parking structures) without designated smoking areas or distances. (CORE) |
| **Secondary** |
| 3.2.9 | **Menthol and Other Flavored Tobacco Products**: The number of jurisdictions with a policy eliminating or restricting the sale and/or distribution of any mentholated cigarettes and other flavored tobacco products, and paraphernalia (e.g., smokeless tobacco products, dissolvable tobacco products, flavored premium cigars such as little cigars, cigarillos, hookah tobacco, e-cigarettes, e-hookah, wrappers). (CORE) |

 |
| **Intervention Topic(s)** |
| * Business Organizations/Associations
* Key Informant Interviews
* Law Enforcement Collaboration
* Observational Survey
* Parks and Recreation Collaboration
* Policy Record
* Public Intercept Surveys
* Volunteer Recruitment
 |
| **Intervention Activity Plan** |  |
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| **Activity 2-2-1** |
| **Activity:** | Conduct 4-6 community education events (e.g. forums, town halls, presentations) per jurisdiction to 2-10 participants. Presentations will be made to community groups identified in the Midwest Academy Strategy Chart (MASC) planning process as potential supporters for the objective. Provide a sample of and request a policy endorsement/letter of support from community group(s) at each presentation. |
| **Intervention Category:** | Community Education Activities |
| **Copyright:** | No |
| **Program Deliverable Percentage:** | 3.00 % |
| **Start Date Period:** | 07/22-12/22  |
| **Completion Date Period:** | 01/27-06/27  |
| **Tracking Measures:** |

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| --- | --- |
| **Measure** | **Submit** |
| Copy of Letter of Support/Endorsement | On File |
| Event Materials | Yes |
| Log - Recruitment | Yes |
| Sample Letter of Support or Endorsement | Yes |

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| **Responsible Parties:** |

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| --- | --- |
| **Responsible Party** | **Budget Type** |
| Coalition and Community Engagement Coordinator/ Media Specialist | Budgeted |
| Coalition Members | Non-Budgeted |
| Community Outreach Coordinator  | Budgeted |
| Project Director/ Project Coordinator | Budgeted |

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| **Activity 2-1-2** |
| **Activity:** | Recruit 2-4 community representatives per jurisdiction to become members of a speaker's bureau for the projects End Commercial Tobacco Campaign efforts that is culturally- and linguistically representative of the intervention community. Speakers will be tapped to provide public statements, presentations, interviews, op-eds, and/or letters to the editor, etc., to educate the public about tobacco control issues and promote endgame-related goals.  |
| **Intervention Category:** | Coordination/Collaboration Activities |
| **Copyright:** | No |
| **Program Deliverable Percentage:** | 2.00 % |
| **Start Date Period:** | 07/22-12/22  |
| **Completion Date Period:** | 01/27-06/27  |
| **Tracking Measures:** |

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| --- | --- |
| **Measure** | **Submit** |
| Log - Recruitment | Yes |
| Log - Speaker Bureau's Activities | Yes |

 |
| **Responsible Parties:** |

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| --- | --- |
| **Responsible Party** | **Budget Type** |
| Coalition and Community Engagement Coordinator/ Media Specialist | Budgeted |
| Coalition Members | Non-Budgeted |
| Extra Help- Administrative Assistant/Intern | Budgeted |
| Project Director/ Project Coordinator | Budgeted |

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| **Activity 2-1-3** |
| **Activity:** | Develop a public health pipeline (PHP) project that offers 1-2 work placement opportunities to college students from College of the Siskiyous or another school. As part of the PHP project, 1) establish the necessary agreements with participating school, 2) outline recruitment strategy plans, 3) create guidelines for developing personalized internship goals/objectives with a diverse pool of participants, and 4) establish reporting processes with participating schools. Provide $15.61-$18.97/hr., in an amount not to exceed $1,200.00 per semester for interns completing 60 hours of service.  |
| **Intervention Category:** | Coordination/Collaboration Activities |
| **Copyright:** | No |
| **Program Deliverable Percentage:** | 2.50 % |
| **Start Date Period:** | 01/22-06/22  |
| **Completion Date Period:** | 01/27-06/27  |
| **Tracking Measures:** |

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| --- | --- |
| **Measure** | **Submit** |
| Agreement with Participating School(s) | Yes |
| List of Participants | On File |

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| **Responsible Parties:** |

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| **Responsible Party** | **Budget Type** |
| Project Director/ Project Coordinator | Budgeted |

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| **Activity 2-4-4** |
| **Activity:** | Distribute 25-100 incentive materials to individuals who participate in the completion of tobacco control activities, such as completing public intercept surveys (PIS)/public opinion poll (POP) and data collection efforts related to the End Commercial Tobacco Campaign. Incentive materials (e.g. merchandise cards) are provided to program participants to motivate and/or reinforce positive behavior, participation, and/or involvement in tobacco control activities and require action on the part of the recipient to receive the incentive. The cost of incentives may not exceed $50 in value, per person, per year and shall not include merchandise cards that can be used to purchase tobacco, alcohol, and/or cannabis products. The project is responsible for the possession, security [e.g. will keep under lock and key], and accountability of the merchandise cards. The project will prepare a log sheet that will track and identify each of the merchandise cards, value, merchandise card transfer date, and recipient. At the conclusion of the agreement, surplus incentives must be returned to CTCP. |
| **Intervention Category:** | Incentives |
| **Copyright:** | No |
| **Program Deliverable Percentage:** | 0.00 % |
| **Start Date Period:** | 01/22-06/22  |
| **Completion Date Period:** | 01/27-06/27  |
| **Tracking Measures:** |

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| **Measure** | **Submit** |
| Log - Incentives | On File |

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| **Responsible Parties:** |

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| **Responsible Party** | **Budget Type** |
| Coalition and Community Engagement Coordinator/ Media Specialist | Budgeted |
| Project Director/ Project Coordinator | Budgeted |

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| **Activity 2-7-5** |
| **Activity:** | Within the first six months, conduct at least one (1) strategic planning session(s) for each jurisdiction the project is considering policy within, with community partners and stakeholders for 1-4 hours, to complete the Midwest Academy Strategy Chart (MASC) which will identify short, intermediate, and long-term goals, organizational considerations, constituents, allies, opponents, decision makers, and tactics. Consult with appropriate statewide partners and review existing trainings to prepare for and facilitate the strategic planning session(s). Update and submit each jurisdictions MASC regularly throughout each policy campaign to adapt to new information as it is revealed. |
| **Intervention Category:** | Policy Activities |
| **Copyright:** | No |
| **Program Deliverable Percentage:** | 3.00 % |
| **Start Date Period:** | 01/22-06/22  |
| **Completion Date Period:** | 01/27-06/27  |
| **Tracking Measures:** |

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| --- | --- |
| **Measure** | **Submit** |
| Meeting Materials | Yes |
| Updated MASC | Yes |

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| **Responsible Parties:** |

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| **Responsible Party** | **Budget Type** |
| Coalition and Community Engagement Coordinator/ Media Specialist | Budgeted |
| Coalition Members | Non-Budgeted |
| Project Director/ Project Coordinator | Budgeted |

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| **Activity 2-7-6** |
| **Activity:** | Facilitate participation of 1-4 coalition members, members of the public and stakeholders to present at meetings of decision makers, their staff, and other officials who weigh in on policy (e.g. city attorneys) in each jurisdiction to formally or informally educate them about tobacco policies, best practices in policy adoption, including conversations about equity in penalties, policy, and enforcement. Provide educational packets, presentation materials, model policy samples, and other resources as appropriate. Project staff will only present in public forums (e.g. city council, board of supervisor meetings) if invited to do so formally, in-writing, by decision makers offices. |
| **Intervention Category:** | Policy Activities |
| **Copyright:** | No |
| **Program Deliverable Percentage:** | 2.00 % |
| **Start Date Period:** | 01/22-06/22  |
| **Completion Date Period:** | 01/27-06/27  |
| **Tracking Measures:** |

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| --- | --- |
| **Measure** | **Submit** |
| Formal Requests to Speak (if any) | On File |
| Log - Presentations | Yes |
| Presentation Materials | Yes |

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| **Responsible Parties:** |

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| --- | --- |
| **Responsible Party** | **Budget Type** |
| Coalition and Community Engagement Coordinator/ Media Specialist | Budgeted |
| Coalition Members | Non-Budgeted |
| Extra Help- Administrative Assistant/Intern | Budgeted |
| Project Director/ Project Coordinator | Budgeted |

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| **Activity 2-11-7** |
| **Activity:** | Provide a minimum of 4-6 hours of technical assistance (TA) per jurisdiction on issues related to policy education, adoption, implementation and sustainability to community partners, decision makers, those who will be tasked with enforcement, etc. TA will be provided using various means including in-person, by phone/virtual meeting, email, etc. |
| **Intervention Category:** | Training/Technical Assistance Activities |
| **Copyright:** | No |
| **Program Deliverable Percentage:** | 2.50 % |
| **Start Date Period:** | 01/22-06/22  |
| **Completion Date Period:** | 01/27-06/27  |
| **Tracking Measures:** |

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| **Measure** | **Submit** |
| Log - Technical Assistance | Yes |

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| **Responsible Parties:** |

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| **Responsible Party** | **Budget Type** |
| Coalition Members | Non-Budgeted |
| Project Director/ Project Coordinator | Budgeted |

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| **Activity 2-3-8** |
| **Activity:** | In consultation with the California Tobacco Control Program (CTCP), statewide grantees and/or local partners, develop 3-5 new or existing materials on the End Commercial Tobacco Campaign related goals. Materials will include information related to smoke-free outdoor public places and menthol and flavored tobacco products, including current laws, model policy samples, dangers of flavored tobacco products, dangers of secondhand smoke exposure, and the American Lung Associations County Specific Scorecard on secondhand smoke protections and will be distributed to 5-10 decision makers and/or their staff during educational presentations. Consumer testing of materials is required and described in the Evaluation Plan. Once completed, market materials to appropriate audiences to facilitate distribution. Submit new or adapted material(s) to the Tobacco Education Clearinghouse of California (TECC) material Submission page (MatTrack) upon completion. |
| **Intervention Category:** | Educational Materials Development |
| **Copyright:** | No |
| **Program Deliverable Percentage:** | 2.50 % |
| **Start Date Period:** | 07/22-12/22  |
| **Completion Date Period:** | 01/27-06/27  |
| **Tracking Measures:** |

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| **Measure** | **Submit** |
| Consumer Testing Instrument | Yes |
| Consumer Testing Summary Report | Yes |
| Distribution Log | Yes |
| Sample of Educational Packet | Yes |

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| **Responsible Parties:** |

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| --- | --- |
| **Responsible Party** | **Budget Type** |
| Coalition Members | Non-Budgeted |
| Project Director/ Project Coordinator | Budgeted |

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| **Activity 2-1-9** |
| **Activity:** | Develop a workgroup of 3-6 members to create and implement a local plan to help small businesses transition away from tobacco product sales, foster small business economic development through partnerships with city, county, regional and/or tribal economic development programs and local Chambers of Commerce to collaborate on business-related workshops and consultation for small businesses that enables them to prosper without tobacco product sales (e.g., sponsor training and consultation on storefront improvement, store accessibility, using social media to promote small businesses, store website design, e-commerce for small businesses, and how to increase engagement with public health programs such as WIC, Cal Fresh). |
| **Intervention Category:** | Coordination/Collaboration Activities |
| **Copyright:** | No |
| **Program Deliverable Percentage:** | 2.00 % |
| **Start Date Period:** | 07/22-12/22  |
| **Completion Date Period:** | 01/27-06/27  |
| **Tracking Measures:** |

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| **Measure** | **Submit** |
| Local Business Plan | Yes |
| Log - Meetings | Yes |
| Meeting Materials | Yes |

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| **Responsible Parties:** |

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| **Responsible Party** | **Budget Type** |
| Coalition and Community Engagement Coordinator/ Media Specialist | Budgeted |
| Coalition Members | Non-Budgeted |
| Extra Help- Administrative Assistant/Intern | Budgeted |
| Project Director/ Project Coordinator | Budgeted |

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| **Activity 2-1-10** |
| **Activity:** | Coordinate and collaborate with local law enforcement/ enforcement agency to develop an implementation and enforcement plan for a menthol and flavors ban and/or smokefree outdoor, by participating in workgroups, conference calls, and local and regional coalition meetings. Ensure implementation plan is prepared ahead of policy adoption and is updated as needed. |
| **Intervention Category:** | Coordination/Collaboration Activities |
| **Copyright:** | No |
| **Program Deliverable Percentage:** | 2.50 % |
| **Start Date Period:** | 07/22-12/22  |
| **Completion Date Period:** | 01/27-06/27  |
| **Tracking Measures:** |

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| --- | --- |
| **Measure** | **Submit** |
| Implementation Plan | Yes |
| Log - Meetings | Yes |

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| **Responsible Parties:** |

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| **Responsible Party** | **Budget Type** |
| Coalition and Community Engagement Coordinator/ Media Specialist | Budgeted |
| Coalition Members | Non-Budgeted |
| Project Director/ Project Coordinator | Budgeted |

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| **Activity 2-2-12** |
| **Activity:** | Participate in 3-4 community events in Yreka and Weed to educate community members/members of the public on tobacco-related issues in the community (e.g. information and education on local ECTC information and data, harms of secondhand smoke exposure, dangers of flavored tobacco products, and promote Kick It California cessation services). Distribute information and educational materials.  |
| **Intervention Category:** | Community Education Activities |
| **Copyright:** | No |
| **Program Deliverable Percentage:** | 2.00 % |
| **Start Date Period:** | 01/23-06/23  |
| **Completion Date Period:** | 01/27-06/27  |
| **Tracking Measures:** |

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| --- | --- |
| **Measure** | **Submit** |
| Log - Event | Yes |
| Presentation Materials | Yes |

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| **Responsible Parties:** |

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| **Responsible Party** | **Budget Type** |
| Coalition and Community Engagement Coordinator/ Media Specialist | Budgeted |
| Coalition Members | Non-Budgeted |
| Project Director/ Project Coordinator | Budgeted |

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| **Activity 2-2-13** |
| **Activity:** | Provide educational visits to approximately 10-14 tobacco retailers in Yreka and Weed to provide education on tobacco control laws, including the Stop Access to Kids Enforcement (STAKE) Act and the proper posting of tobacco retail license.  |
| **Intervention Category:** | Community Education Activities |
| **Copyright:** | No |
| **Program Deliverable Percentage:** | 2.50 % |
| **Start Date Period:** | 01/23-06/23  |
| **Completion Date Period:** | 01/27-06/27  |
| **Tracking Measures:** |

|  |  |
| --- | --- |
| **Measure** | **Submit** |
| Log - Presentation | Yes |
| Presentation Materials | Yes |

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| **Responsible Parties:** |

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| **Responsible Party** | **Budget Type** |
| Coalition and Community Engagement Coordinator/ Media Specialist | Budgeted |
| Project Director/ Project Coordinator | Budgeted |

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| **Evaluation Activity Plan** |  |
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| **Activity 2-E-7** | **Education/Participant Survey** |
| **Evaluation Activity:** | To inform staff and trainers about how to improve future trainings (or to improve future technical assistance (TA) or identify resource gaps), a post-training (or TA) assessment will be administered to participants of Observation Data Collection Training. Using a pen and paper (or online) survey developed in consultation with TCEC, a census of 1-3 participants at each event will be surveyed to understand training feedback, anticipated needs, changes in knowledge, and data collector readiness. Data will be analyzed using descriptive statistics and content analysis and results will be shared with participants, trainers, and staff to improve future trainings (or TA) and determine other training, education, or service needs.  |
| **Purpose of Data Collection:** | Process  |
| **Waves of Data Collection:** | 1  |
| **Data Collection Period(s):** |   |
| Begin/End Periods - Wave 1: | 01/22-06/22 to 01/27-06/27  |
| **Data Collection Training:** | No  |
| **Copyright:** | No  |
| **Program Deliverable Percentage:** | 1.50 %  |
| **Tracking Measures:** |

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| --- | --- |
| **Measure** | **Submit** |
| Training Survey Instrument | Yes |
| Training Survey Summary Report | Yes |

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| **Responsible Parties:** |

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| --- | --- |
| **Responsible Party** | **Budget Type** |
| Coalition and Community Engagement Coordinator/ Media Specialist | Budgeted |
| Coalition Members | Non-Budgeted |
| External Evaluator/ Program Evaluator | Budgeted |
| Project Director/ Project Coordinator | Budgeted |

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| **Activity 2-E-8** | **Education/Participant Survey** |
| **Evaluation Activity:** | To inform the projects development of an educational material(s) conduct consumer testing which assesses the appropriateness and appeal of the content, logic, wording, design and/or takeaway message of the material/ instrument for decision makers. Using guidelines from the Tobacco Education Clearinghouse of California (TECC), develop the testing instrument and protocol (or explain how it will be developed or adapted from previous work or other sources), pilot test it, and revise as needed for field use. Conduct a minimum of two focus groups, 5-8 key informant interviews, or one intercept or online survey with 8-10 people and document participant reactions to the material/ instrument. Analyze and summarize participant responses for common themes in order to make recommendations for material/instrument revisions. Share results with project personnel and use to improve materials/instruments; final summary report must be submitted to MatTrack on TECCs website with material submissions.  |
| **Purpose of Data Collection:** | Process  |
| **Waves of Data Collection:** | 1  |
| **Data Collection Period(s):** |   |
| Begin/End Periods - Wave 1: | 01/22-06/22 to 01/27-06/27  |
| **Data Collection Training:** | No  |
| **Copyright:** | No  |
| **Program Deliverable Percentage:** | 2.50 %  |
| **Tracking Measures:** |

|  |  |
| --- | --- |
| **Measure** | **Submit** |
| Consumer Testing Instrument | Yes |
| Consumer Testing Summary Report | Yes |

 |
| **Responsible Parties:** |

|  |  |
| --- | --- |
| **Responsible Party** | **Budget Type** |
| Coalition and Community Engagement Coordinator/ Media Specialist | Budgeted |
| Coalition Members | Non-Budgeted |
| Project Director/ Project Coordinator | Budgeted |

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| **Activity 2-E-2** | **Key Informant Interview** |
| **Evaluation Activity:** | To inform project staff about the background, goals, and directions of target jurisdictions priorities for ending commercial tobacco, conduct interviews with decision makers (and/or their staff if unavailable). Develop a key informant interview guide using a minimum set of required questions from the Tobacco Control Evaluation Center, then pilot test and revise as needed. By June 2022, conduct 4-6 (per jurisdiction) telephone and/or in-person interviews to determine effective approaches/tactics, identify points of view, anticipate facilitators and barriers to adopting or implementing both 1) a policy that eliminates smoking (including burning or heating of tobacco and other plant products, natural or synthetic) in all outdoor recreational and non-recreational public places (including parks/beaches, sidewalks, dining, entryways, worksites, event sites, bike lanes/paths, alleys, and parking structures) without designated smoking areas or distances; and 2) a policy eliminating the sale and/or distribution of any mentholated cigarettes and other flavored tobacco products, and paraphernalia (e.g., smokeless tobacco products, dissolvable tobacco products, flavored premium cigars such as little cigars, cigarillos, hookah tobacco, e-cigarettes, e-hookah, wrappers). Each interview will be approximately 20-30 minutes in length. Qualitative analysis of interview results will be used to summarize and report interview findings. Findings will be shared with data sources, staff, and key partners in order to inform policy adoption and implementation efforts.  |
| **Purpose of Data Collection:** | Process  |
| **Waves of Data Collection:** | 1  |
| **Data Collection Period(s):** |   |
| Begin/End Periods - Wave 1: | 01/22-06/22 to 01/22-06/22  |
| **Data Collection Training:** | No  |
| **Copyright:** | No  |
| **Program Deliverable Percentage:** | 3.00 %  |
| **Tracking Measures:** |

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| --- | --- |
| **Measure** | **Submit** |
| End Commercial Tobacco Campaign KII Instrument | Yes |
| End Commercial Tobacco Campaign KII Summary Report | Yes |

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| **Responsible Parties:** |

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| --- | --- |
| **Responsible Party** | **Budget Type** |
| Coalition and Community Engagement Coordinator/ Media Specialist | Budgeted |
| Coalition Members | Non-Budgeted |
| External Evaluator/ Program Evaluator | Budgeted |
| Project Director/ Project Coordinator | Budgeted |

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| **Activity 2-E-4** | **Policy Record**  |
| **Evaluation Activity:** | To inform staff about policymaker support/opposition, key issues raised by policymakers and staff, and other insights from public policy meetings about 1) a policy that eliminates smoking (including burning or heating of tobacco and other plant products, natural or synthetic) in all outdoor recreational and non-recreational public places (including parks/beaches, sidewalks, dining, entryways, worksites, event sites, bike lanes/paths, alleys, and parking structures) without designated smoking areas or distances; and 2) a policy eliminating the sale and/or distribution of any mentholated cigarettes and other flavored tobacco products, and paraphernalia (e.g., smokeless tobacco products, dissolvable tobacco products, flavored premium cigars such as little cigars, cigarillos, hookah tobacco, e-cigarettes, e-hookah, wrappers), complete a comprehensive policy record review for each target jurisdiction. Policy record reviews should begin within the first six months during the period the project is engaged in the jurisdiction, updated regularly, and submitted with each progress report through policy adoption. Signed policies will be submitted in the progress report after a final vote has occurred.  |
| **Purpose of Data Collection:** | Process  |
| **Waves of Data Collection:** | 1  |
| **Data Collection Period(s):** |   |
| Begin/End Periods - Wave 1: | 01/22-06/22 to 01/27-06/27  |
| **Data Collection Training:** | No  |
| **Copyright:** | No  |
| **Program Deliverable Percentage:** | 3.00 %  |
| **Tracking Measures:** |

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| --- | --- |
| **Measure** | **Submit** |
| Decision Maker Background Summary | Yes |
| Document Review Summary | Yes |
| Signed Policy | Yes |

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| **Responsible Parties:** |

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| --- | --- |
| **Responsible Party** | **Budget Type** |
| Coalition and Community Engagement Coordinator/ Media Specialist | Budgeted |
| Coalition Members | Non-Budgeted |
| External Evaluator/ Program Evaluator | Budgeted |
| Project Director/ Project Coordinator | Budgeted |

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| **Activity 2-E-1** | **Public Opinion Survey** |
| **Evaluation Activity:** | To improve understanding of community knowledge, attitudes, and perceptions of ending commercial tobacco, a public opinion survey will be conducted with 40-60 citizens in each of the two targeted jurisdictions by December 2022. A convenience sample of the general public will be surveyed at a variety of Yreka and Weed locations and/or online using a mobile device or online survey. Develop a survey and protocol using a minimum set of required questions from the Tobacco Control Evaluation Center, then pilot test and revise as needed. Data will be analyzed using descriptive statistics and inferential statistics to document tobacco endgame knowledge, awareness, beliefs, and demographic information provided by survey participants. Results will be shared with program staff, data sources, and other stakeholders to inform next steps and improve interventions.  |
| **Purpose of Data Collection:** | Process  |
| **Waves of Data Collection:** | 1  |
| **Data Collection Period(s):** |   |
| Begin/End Periods - Wave 1: | 01/22-06/22 to 07/22-12/22  |
| **Data Collection Training:** | No  |
| **Copyright:** | No  |
| **Program Deliverable Percentage:** | 3.00 %  |
| **Tracking Measures:** |

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| --- | --- |
| **Measure** | **Submit** |
| POS Instrument and Protocol | Yes |
| POS Summary Report | Yes |
| Training Materials | Yes |

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| **Responsible Parties:** |

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| --- | --- |
| **Responsible Party** | **Budget Type** |
| Coalition and Community Engagement Coordinator/ Media Specialist | Budgeted |
| Coalition Members | Non-Budgeted |
| Community Outreach Coordinator  | Budgeted |
| External Evaluator/ Program Evaluator | Budgeted |
| Project Director/ Project Coordinator | Budgeted |

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| **Activity 2-E-6** | **Observation** |
| **Evaluation Activity:** | For the statewide End Commercial Tobacco Campaign, conduct three waves (in Spring 2022, Spring 2024, Spring 2026) of observations in outdoor spaces and tobacco retailers. Use a standardized data collection instrument and protocol from the California Tobacco Control Program (CTCP) using mobile devices. Descriptive statistics will be used to analyze and summarize the data. Findings will be disseminated to data sources, staff, and partners in printed materials and presentations and used to inform policy adoption and implementation efforts. Guidance for selecting communities sample sizes will be provided by CTCP.  |
| **Purpose of Data Collection:** | Both  |
| **Waves of Data Collection:** | 3  |
| **Data Collection Period(s):** |   |
| Begin/End Periods - Wave 1: | 01/22-06/22 to 07/22-12/22  |
| Begin/End Periods - Wave 2: | 01/24-06/24 to 01/24-06/24  |
| Begin/End Periods - Wave 3: | 01/26-06/26 to 01/26-06/26  |
| **Data Collection Training:** | Yes  |
| **Copyright:** | No  |
| **Program Deliverable Percentage:** | 3.00 %  |
| **Tracking Measures:** |

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| **Measure** | **Submit** |
| End Commercial Tobacco Campaign Observation Instrument and Protocol | Yes |
| End Commercial Tobacco Campaign Observation Summary Report | Yes |

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| **Responsible Parties:** |

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| **Responsible Party** | **Budget Type** |
| Coalition and Community Engagement Coordinator/ Media Specialist | Budgeted |
| Coalition Members | Non-Budgeted |
| Community Outreach Coordinator  | Budgeted |
| External Evaluator/ Program Evaluator | Budgeted |
| Project Director/ Project Coordinator | Budgeted |

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| **Activity 2-E-5** | **Final Evaluation Report** |
| **Data Analysis Plan:** | To document the projects organizational history, learn from past efforts, and share strategies with other projects, complete one final evaluation report. For this objective, Tell Your Story reporting guidelines from the Tobacco Control Evaluation Center (TCEC) will be used to write a report that documents what your project was trying to achieve, how the project went about it, what happened as a result, what the project would do differently next time. With the report, create a roadmap of your approach by describing tactics used and to what effect, support/opposition encountered, and how challenges and barriers were addressed. Explain how activities built upon each other and how evaluation supported or informed the work. State how you tailored strategies and approaches to your target audiences. Use content analysis, descriptive and inferential statistics, and data visualization to analyze and summarize findings. Identify and assess key activities that were crucial to the effort in the report conclusions. Draw specific, concrete recommendations for future work from report findings. Explain how evaluation results were shared with data sources and other stakeholders in appropriate formats. Complete an abstract for the report. Per LLA Extension Program Letter 24-01, submit a Brief Evaluation Report during the 1/1/25 6/30/25 reporting period and a Final Evaluation Report on June 30, 2027.  |
| **Methods to Disseminate Findings:** | Fact SheetsOther Print MaterialsPartnersPresentations |
| **Other Dissemination Methods:** |  |
| **Study Limitations or Challenges:** | Scheduling key informants could be a challenge.  |
| **Copyright:** | No  |
| **Program Deliverable Percentage:** | 4.00 %  |
| **Activity Start Date Period:** | 01/27-06/27  |
| **Activity Completion Date Period:** | 01/27-06/27  |
| **Tracking Measures:** |

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| **Measure** | **Submit** |
| Brief Evaluation Report | Yes |

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| **Responsible Parties:** |

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| **Responsible Party** | **Budget Type** |
| External Evaluator/ Program Evaluator | Budgeted |
| Project Director/ Project Coordinator | Budgeted |

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| **Narrative Summary** |  |
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| **Community Assessment Analysis:** | This project will primarily address the following priority populations: people experiencing low socioeconomic status and those living in rural areas. The project will primarily work in the following geographical communities: Yreka and Weed. Yreka is the primary target jurisdiction for the End Commercial Tobacco Campaign- Smokefree Outdoor Public Places (2.2.35) and Flavors/Menthol Sales Ban (3.2.9) due to its high retail density, large population, and lack of local tobacco control policies. Following the observation data collection, Weed will also serve as the primary jurisdiction due to high retail density and lack of tobacco control policies. Smoke-free outdoor efforts have already begun in the city of Weed, however, additional work is needed to increase the secondhand smoke protections for Siskiyou County residents. In addition to smoke-free outdoor polices, indicator 3.2.9 is a secondary indicator in the retail objective of the projects current plan. Unfortunately, the project has been unsuccessful in policy adoption and more work is needed in community education about the dangers of flavored tobacco products and youth use for the successful adoption of a city/county flavors ban. Efforts for indicator 3.2.9 will remain in Yreka and begin in Weed.In 2018, project staff conducted a Smoking in Public Places- Public Opinion Poll(POP) with fifty-five participants, and found that 86% of respondents believed that secondhand smoke was harmful to their health. Additionally, of those surveyed, 78% reported being bothered by secondhand smoke while attending a public event, eating at an outside dining area, visiting a community park/recreation area, and walking or working downtown. Furthermore, 62% stated they would be more inclined to frequent shops and/or restaurants downtown if a smoke-free policy was adopted in their city or county of residence; and 71% reported that they would be more inclined to attend community events/functions if a smoke-free policy was adopted in their city or county of residence. Key Informant Interviews (KII) with five decision makers (four city/county elected officials or city staff, and one health advocate) were also conducted and found that 100% of KII respondents stated that they knew that secondhand smoke was harmful to those exposed to it, however, only two respondents believe that secondhand smoke in outdoor public places was a problem for their city/county.Indicator 2.2.35 received a total score of 17 (43%) during the Communities of Excellence (CX) Needs Assessment process. Although this indicator received a high score, CX participants noted that Siskiyou County has very different political views and community readiness. Currently, there is only one comprehensive smoke-free outdoor policy in Siskiyou County.In a recent youth survey at a local high school, twelve students reported an issue with nicotine addiction and/or vaping use among peers. According to the Flavors Hook Kids website, 97% of kids who vape use flavors, and in the last two years, vaping has increased by 218% among middle schoolers and 135% among high schoolers (FlavorsHookKids.org, 2021). According to the 2019 Healthy Stores for a Healthy Community (HSHC) data, 96% of stores in Siskiyou County sell menthol cigarettes and/or a flavor variety that includes fruit/sweet, liquor, or mint products. In 2019, project staff conducted POPand KII with 65 community members, and 5 decision makers (3 policy makers, 2 health organization representatives). Of the POP participants, 59% were in favor of a law that bans the sale of flavored tobacco products, while only 1of the 3 policymakers were in favor of a flavor ban law.Indicator 3.2.9 received a total score of 8 (20%) during the CX Needs Assessment process. Currently, there is no policy adoption for this indicator.Pathfinder B1 is the ECTC selection for this plan. |
| **Major Intervention Activities:** | Intervention activities will primarily focus on increasing community education and awareness around smoke-free outdoor public places, and the dangers of flavored tobacco products. Project staff will conduct community education events, providing educational presentations to community groups identified in the Midwest Academy Strategy Chart (MASC). Once community groups have been identified as supporters for the objective, project staff will recruit 2-3 members of the community to form a speakers bureau. Speakers will provide public statements, presentations, and letters to the editor to educate the public about tobacco-control issues in the community and promote the end-game related goals of the project. There will be a heavy emphasis on community education related to the dangers of flavored tobacco products and youth use. Near the end of the campaign, project staff will facilitate the participation of youth and adult coalition members and/or members of the public to provide educational presentation at meeting of decision makers in the target jurisdiction, educating them on topics such as tobacco policies and best practices in policy adoption. Educational packets with supporting materials including model policy samples will be distributed to decision makers during educational presentations. Additionally, project staff will develop a workgroup of 3-6 members to create and implement a local plan to assist businesses in a tobacco-free transition while supporting economic development. Coordination and collaboration with retailers will be crucial in the success of this objective, and project staff intends to include those that will be most impacted by a policy change. Project staff will also collaborate with enforcement agencies to develop and implement an enforcement plan for both a smoke-free outdoor policy and a retail flavors ban. Project staff will educate and encourage a plan that will not criminalize the purchase, use, or possession of tobacco products by any individual. . In collaboration with statewide grantees such as The California Youth Advocacy Network (CYAN), Rural Initiatives Strengthening Equity (RISE), the Public Health Law Center, and the Smoking Cessation Leadership Center, technical assistance (TA) will be provided to jurisdictions concerning policy adoption and implementation such as providing additional educational presentations, promotion of cessation services/resources (Kick it California), and procurement of No Smoking signage by the Local Lead Agency (LLA). |
| **Theory of Change:** | A Social Norm Theory of Change strategy will be utilized in the adoption and implementation of a policy that eliminates smoking (including burning or heating of tobacco and other plant products, natural or synthetic) in all outdoor recreational and non-recreation public places. Project staff, in collaboration with coalition members, will strive to create a social norm change where tobacco use becomes unacceptable in all outdoor public places (including parks/beaches, sidewalks, dining, entryways, worksites, event sites, bike lanes/ paths, alleys, and parking structures). The social norm changes strategy is a comprehensive, equitable approach that effects the community in its entirety. Community education and data collection efforts will increase community awareness and identify community support around the issue. Project staff will train coalition members to provide educational presentations to decision makers, educating on the dangers of secondhand smoke exposure; the benefits of a smoke-free outdoor public places; other jurisdictions that have a similar policy in place; and present community support data. There is a neighboring city that has a comprehensive smoke-free outdoor policy, and project staff hope to use this momentum to create a social norm change for other Siskiyou County jurisdictions. The Community Organizing Theory of Change will be utilized in the adoption and implementation of a policy that eliminates the sale and/or distribution of any mentholated cigarettes and other flavored tobacco products, and paraphernalia. Project staff will use the community-driven approach to assist the community in the assessment, identification, and resolution of priority health and social problems around flavored tobacco products. Community awareness of the issue will increase through educational presentations to both decision makers and members of the community on the dangers of flavored tobacco products; flavored tobacco use impacting youth; other jurisdictions with similar policies in place; and local data around the issue.  |
| **Evaluation Summary Narrative:** | The evaluation design for this objective is non-experimental: process and outcome evaluation. The focus of this objective is the adoption and implementation of a legislative policy that eliminates smoking (including burning or heating of tobacco and other plant products, natural or synthetic) in all outdoor recreational and non-recreation public places without designated smoking areas or distances; and eliminates the sale and/or distribution of any mentholated cigarettes and other flavored tobacco products, and paraphernalia (e.g. smokeless tobacco products, dissolvable tobacco products, flavored premium cigars such as little cigars, cigarillos, hookah tobacco, e-cigarettes, e-hookah, and wrappers).A comprehensive policy record review will be conducted in the first six months of the work plan in the target jurisdiction to inform project staff about policymaker support/opposition and key issues raised by policy makers and/or staff. To document the extent of the tobacco-control problem, two waves of observational data will be collected in public places and tobacco retailers by project staff or coalition members, following a data collector training. Descriptive statistics will be used to analyze and summarize the data, and findings will be disseminated to project staff and collaborative partners for use in policy adoption and implementation efforts. Key Informant Interviews (KII) will be conducted to inform project staff about the background, goals, and direction of a community/organization. Qualitative analysis of interview results will be used to summarize and report findings, and findings will be shared with project staff and coalition members. Additional data collection will include Public Opinion Polls (POP) to inform staff of community knowledge, attitudes, and perceptions of ending commercial tobacco. Data will be analyzed using descriptive statistics and inferential statistics to document tobacco endgame knowledge, awareness, beliefs, and demographic information. Results from the survey will be shared with project staff, coalition members, and decision makers. A final evaluation report will be prepared and disseminated to Tobacco Education Council (TEC) coalition members, Siskiyou County Public Health Department, City Council, the Board of Supervisors, and the California Tobacco Control Program (CTCP). |

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| **Objective 3** |
| **Objective Overview** |
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| **Objective:** | By June 30, 2027, By June 30, 2027, maintain a community coalition with a minimum three (3) diverse organizations in Siskiyou County, at least half of which will represent priority populations as defined by the Tobacco Education and Research Oversight Committee's Master Plan, that serves to participate in a minimum of six (6) coalition meetings (i.e. general meetings, committees) and four (4) non-meeting activities annually, to enable the coalition to effectively recruit new members and educate the public about tobacco control issues in the community.  |
| **Objective ID:** | 3 |
| **Primary Asset:** | (2.5) **Community Engagement in Tobacco Control**: The degree our program has collaborative partnerships with diverse organizations and individuals in addition to CTCP and TUPE-funded organizations, to engage them to support tobacco control-related activities that focus on policy, system, and environmental change such as community assessments, data collection, education of community members and decision makers, and media events. |
| **Is this a primary objective?** | No |
| **Evaluation Plan Type:** | Other without Measurable Outcome |
| **Target Audience:** |

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| **Audience Group** |
|  Adults 18+  Coalitions  Rural Populations  |
| **General Population Groups** |
|  Multi-ethnic  |

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| **Intervention Jurisdiction(s):** |  |

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| **Intervention Topic(s)** |
| * Coalition Satisfaction Survey
* Data Collection Training
* Leadership Training
* Policy/System Change Training
* Priority Population Organizations Collaboration
* Spokespersons Training
* Volunteer Recruitment
 |
| **Intervention Activity Plan** |  |
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| **Activity 3-1-1** |
| **Activity:** | Annually, host six (6) general membership meetings for no less than three (3) voting members of the community coalition to participate in planning, data collection, educational visits, public speaking, letter writing, etc. The Local Lead Agency will serve as the backbone agency to the coalition, providing the community the space, knowledge, and resources to come together and support problem-solving efforts to advance tobacco control work, by assisting with meeting logistics, administrative needs, and note-keeping. |
| **Intervention Category:** | Coordination/Collaboration Activities |
| **Copyright:** | No |
| **Program Deliverable Percentage:** | 2.50 % |
| **Start Date Period:** | 01/22-06/22  |
| **Completion Date Period:** | 01/27-06/27  |
| **Tracking Measures:** |

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| --- | --- |
| **Measure** | **Submit** |
| Log - Meetings | Yes |
| Meeting Agendas | Yes |

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| **Responsible Parties:** |

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| **Responsible Party** | **Budget Type** |
| Coalition and Community Engagement Coordinator/ Media Specialist | Budgeted |
| Coalition Members | Non-Budgeted |
| Community Outreach Coordinator  | Budgeted |
| Project Director/ Project Coordinator | Budgeted |

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| **Activity 3-1-3** |
| **Activity:** | Weekly, log onto Partners to identify upcoming trainings, new information and advocacy campaign tools. Monthly, contribute a minimum of one post to InfoHub to share information or pose or respond to a question. Annually, write a minimum of one Spotlight On including significant steps taken, milestones achieved, and barriers encountered at the completion of the campaign.  |
| **Intervention Category:** | Coordination/Collaboration Activities |
| **Copyright:** | No |
| **Program Deliverable Percentage:** | 0.00 % |
| **Start Date Period:** | 01/22-06/22  |
| **Completion Date Period:** | 01/27-06/27  |
| **Tracking Measures:** |

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| --- | --- |
| **Measure** | **Submit** |
| Partners Six Month InfoHub Report | Yes |
| Partners Six Month Login Report | Yes |
| Spotlight On Submission(s) | Yes |

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| **Responsible Parties:** |

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| --- | --- |
| **Responsible Party** | **Budget Type** |
| Coalition and Community Engagement Coordinator/ Media Specialist | Budgeted |
| Community Outreach Coordinator  | Budgeted |
| Project Director/ Project Coordinator | Budgeted |

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| **Activity 3-11-4** |
| **Activity:** | Annually, conduct 1-2 trainings for approximately 4-6 adult coalition members and collaborative partners to increase their knowledge on skills needed to carry out campaign tasks and tactics. Training topics may include but are not limited to: current and emerging tobacco control issues in the community, community organizing, letter writing, meeting facilitation, peer-to-peer training, public speaking and presentations, social media use, media advocacy, and spokesperson(s)/media interactions.  |
| **Intervention Category:** | Training/Technical Assistance Activities |
| **Copyright:** | No |
| **Program Deliverable Percentage:** | 2.00 % |
| **Start Date Period:** | 01/22-06/22  |
| **Completion Date Period:** | 01/27-06/27  |
| **Tracking Measures:** |

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| --- | --- |
| **Measure** | **Submit** |
| Log - Trainings | Yes |
| Training Materials | Yes |

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| **Responsible Parties:** |

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| **Responsible Party** | **Budget Type** |
| Coalition and Community Engagement Coordinator/ Media Specialist | Budgeted |
| Coalition Members | Non-Budgeted |
| Extra Help- Administrative Assistant/Intern | Budgeted |

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| **Activity 3-1-6** |
| **Activity:** | Annually, recruit and maintain 2-3 adult volunteer coalition members to participate in the projects coalition activities, events, and meetings. Members will be recruited through community events and presentations to various key groups. Recruitment efforts will focus on individuals/organizations that represent or work with priority populations are part of the recruitment strategy. New members will participate in an orientation process. |
| **Intervention Category:** | Coordination/Collaboration Activities |
| **Copyright:** | No |
| **Program Deliverable Percentage:** | 2.00 % |
| **Start Date Period:** | 01/22-06/22  |
| **Completion Date Period:** | 01/27-06/27  |
| **Tracking Measures:** |

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| --- | --- |
| **Measure** | **Submit** |
| Log - Meetings | Yes |
| Orientation Process/Packet | Yes |

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| **Responsible Parties:** |

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| --- | --- |
| **Responsible Party** | **Budget Type** |
| Coalition and Community Engagement Coordinator/ Media Specialist | Budgeted |
| Coalition Members | Non-Budgeted |
| Community Outreach Coordinator  | Budgeted |
| Project Director/ Project Coordinator | Budgeted |

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| **Activity 3-1-8** |
| **Activity:** | Coordinate with adult community coalition members to review and revise (if necessary) the coalition's mission statement and operation guidelines (e.g. bylaws) to make sure they are compliant with the 2022-2025 Local Lead Agency (LLA) Guidelines, inclusive of the needs of targeted priority populations within the community, and in line with the goals and ambitions of the coalition.  |
| **Intervention Category:** | Coordination/Collaboration Activities |
| **Copyright:** | No |
| **Program Deliverable Percentage:** | 1.50 % |
| **Start Date Period:** | 01/22-06/22  |
| **Completion Date Period:** | 07/22-12/22  |
| **Tracking Measures:** |

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| **Measure** | **Submit** |
| Updated Guidelines & Mission Statement | Yes |

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| **Responsible Parties:** |

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| **Responsible Party** | **Budget Type** |
| Coalition and Community Engagement Coordinator/ Media Specialist | Budgeted |
| Coalition Members | Non-Budgeted |
| Project Director/ Project Coordinator | Budgeted |

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| **Activity 3-1-9** |
| **Activity:** | Customize and distribute an existing membership form to all new adult community coalition members upon joining the coalition, and to all existing coalition members annually. Each year, existing coalition members will be asked to complete a new form, indicate their skills, interests, and areas they wish to focus on (e.g. subcommittees, policy areas, leadership roles) as it applies to the goals of the respective coalition in the forthcoming year. |
| **Intervention Category:** | Coordination/Collaboration Activities |
| **Copyright:** | No |
| **Program Deliverable Percentage:** | 0.50 % |
| **Start Date Period:** | 01/22-06/22  |
| **Completion Date Period:** | 01/27-06/27  |
| **Tracking Measures:** |

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| **Measure** | **Submit** |
| Completed Membership Form | On File |
| Customized Membership Form | Yes |

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| **Responsible Parties:** |

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| **Responsible Party** | **Budget Type** |
| Coalition and Community Engagement Coordinator/ Media Specialist | Budgeted |
| Coalition Members | Non-Budgeted |

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| **Activity 3-7-10** |
| **Activity:** | Annually, 1-3 coalition members and/or staff will participate in Information and Education (I&E) Days at the State Capitol to educate policymakers about key tobacco control issues. |
| **Intervention Category:** | Policy Activities |
| **Copyright:** | No |
| **Program Deliverable Percentage:** | 0.00 % |
| **Start Date Period:** | 01/22-06/22  |
| **Completion Date Period:** | 01/27-06/27  |
| **Tracking Measures:** |

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| **Measure** | **Submit** |
| Attendance Records | On File |

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| **Responsible Parties:** |

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| **Responsible Party** | **Budget Type** |
| Coalition and Community Engagement Coordinator/ Media Specialist | Budgeted |
| Coalition Members | Non-Budgeted |
| Project Director/ Project Coordinator | Budgeted |

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| **Activity 3-1-12** |
| **Activity:** | Participate in activities for the statewide evaluation of funded priority population initiatives as needed. The evaluation may assess the strength of projects scope of work, changes in readiness for communities to address tobacco policy and system changes, capacity of funded agencies to build diverse partnerships and maintain them, etc. Participation may include completing surveys, interviews, sharing data, etc. |
| **Intervention Category:** | Coordination/Collaboration Activities |
| **Copyright:** | No |
| **Program Deliverable Percentage:** | 1.00 % |
| **Start Date Period:** | 07/24-12/24  |
| **Completion Date Period:** | 01/27-06/27  |
| **Tracking Measures:** |

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| **Measure** | **Submit** |
| Log - Participation | Yes |

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| **Responsible Parties:** |

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| **Responsible Party** | **Budget Type** |
| Coalition and Community Engagement Coordinator/ Media Specialist | Budgeted |
| Coalition Members | Non-Budgeted |
| Extra Help- Administrative Assistant/Intern | Budgeted |
| Project Director/ Project Coordinator | Budgeted |

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| **Evaluation Activity Plan** |  |
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| **Activity 3-E-3** | **Education/Participant Survey** |
| **Evaluation Activity:** | To inform staff and trainers about how to improve future trainings, a post-training assessment will be administered to participants of the adult coalition member trainings. Using a pen and paper (or online) survey developed in consultation with TCEC, a census of 4-6 participants at each event will be surveyed to understand training feedback, anticipated needs, changes in knowledge, comfort, confidence, preparation, and intent to engage in tobacco prevention activities. Data will be analyzed using descriptive statistics and content analysis and results will be shared with participants, trainers, and staff to improve future trainings and determine other training, education, or service needs.  |
| **Purpose of Data Collection:** | Process  |
| **Waves of Data Collection:** | 1  |
| **Data Collection Period(s):** |   |
| Begin/End Periods - Wave 1: | 01/22-06/22 to 01/27-06/27  |
| **Data Collection Training:** | No  |
| **Copyright:** | No  |
| **Program Deliverable Percentage:** | 2.00 %  |
| **Tracking Measures:** |

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| **Measure** | **Submit** |
| Training Survey Instrument | Yes |
| Training Survey Summary Report | Yes |

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| **Responsible Parties:** |

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| **Responsible Party** | **Budget Type** |
| Coalition and Community Engagement Coordinator/ Media Specialist | Budgeted |
| Coalition Members | Non-Budgeted |
| External Evaluator/ Program Evaluator | Budgeted |
| Project Director | Budgeted |

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| **Activity 3-E-6** | **Education/Participant Survey** |
| **Evaluation Activity:** | To inform staff and coalition members about how to improve adult coalition functioning, satisfaction, and diversity, the online TCEC coalition survey will be utilized. The survey link will be sent to a census of adult coalition members annually. Data will be analyzed using descriptive statistics and content analysis and results will be shared with coalition members and community outreach staff to strategize how to fill the gaps in training, opportunities, skill building, meetings, functioning, technical assistance, diversity, and representation. In addition, results from all waves will be compared to determine if/how the adult coalition has changed over time.  |
| **Purpose of Data Collection:** | Process  |
| **Waves of Data Collection:** | 5  |
| **Data Collection Period(s):** |   |
| Begin/End Periods - Wave 1: | 01/22-06/22 to 07/22-12/22  |
| Begin/End Periods - Wave 2: | 01/23-06/23 to 07/23-12/23  |
| Begin/End Periods - Wave 3: | 01/24-06/24 to 07/24-12/24  |
| Begin/End Periods - Wave 4: | 01/25-06/25 to 07/25-12/25  |
| Begin/End Periods - Wave 5: | 01/26-06/26 to 07/26-12/26  |
| **Data Collection Training:** | No  |
| **Copyright:** | No  |
| **Program Deliverable Percentage:** | 2.00 %  |
| **Tracking Measures:** |

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| **Measure** | **Submit** |
| Coalition Survey Instrument | Yes |
| Coalition Survey Summary Report | Yes |

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| **Responsible Parties:** |

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| **Responsible Party** | **Budget Type** |
| Coalition and Community Engagement Coordinator/ Media Specialist | Budgeted |
| Coalition Members | Non-Budgeted |
| External Evaluator/ Program Evaluator | Budgeted |

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| **Activity 3-E-1** | **Other**  |
| **Evaluation Activity:** | Develop an adult partner engagement tracking tool, referred to as the Member Participation Record (MPR). This instrument will be used to track and summarize diversity of partnerships and key partnership engagement in campaign activities, outreach efforts, meetings, and trainings. The MPR will identify the opportunities coalition members will have to participate in Activities in which Coalition Members are listed as responsible parties. The MPR will be updated regularly and will consist of the following fields for recording organization/individual member participation including, but not limited to: Event name, date, location, partner organization name(s), committee memberships, and description of activity(ies) and/or event(s), including a brief description of how members were participating (e.g. wrote an article for newsletter, conducted a presentation, participating in social media planning, etc.). This form will be regularly reviewed for patterns in participation by project staff and coalition members. The results from this MPR will help project staff to see if it is meeting its annual coalition recruitment and retention goals. Findings from the MPR will be shared with project staff and coalition members to guide campaign activities.  |
| **Purpose of Data Collection:** | Process  |
| **Waves of Data Collection:** | 9  |
| **Data Collection Period(s):** |   |
| Begin/End Periods - Wave 1: | 01/22-06/22 to 01/22-06/22  |
| Begin/End Periods - Wave 2: | 07/22-12/22 to 07/22-12/22  |
| Begin/End Periods - Wave 3: | 01/23-06/23 to 01/23-06/23  |
| Begin/End Periods - Wave 4: | 07/23-12/23 to 07/23-12/23  |
| Begin/End Periods - Wave 5: | 01/24-06/24 to 01/24-06/24  |
| Begin/End Periods - Wave 6: | 07/24-12/24 to 07/24-12/24  |
| Begin/End Periods - Wave 7: | 01/25-06/25 to 07/25-12/25  |
| Begin/End Periods - Wave 8: | 01/26-06/26 to 07/26-12/26  |
| Begin/End Periods - Wave 9: | 01/27-06/27 to 01/27-06/27  |
| **Data Collection Training:** | No  |
| **Copyright:** | No  |
| **Program Deliverable Percentage:** | 2.00 %  |
| **Tracking Measures:** |

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| --- | --- |
| **Measure** | **Submit** |
| Coalition Participation Tracking Form | Yes |
| Coalition Participation Tracking Instrument/Protocol | Yes |

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| **Responsible Parties:** |

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| --- | --- |
| **Responsible Party** | **Budget Type** |
| Coalition and Community Engagement Coordinator/ Media Specialist | Budgeted |
| External Evaluator/ Program Evaluator | Budgeted |
| Project Director/ Project Coordinator | Budgeted |

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| **Activity 3-E-5** | **Final Evaluation Report** |
| **Data Analysis Plan:** | To document the projects organizational history, learn from past efforts, and share strategies with other projects complete one brief evaluation report. For this objective, Tell Your Story reporting guidelines from the Tobacco Control Evaluation Center (TCEC) will be used to write a report that documents what the project was trying to achieve, how the project went about it, what happened as a result, what the project would do differently next time. With the report, create a roadmap of your approach by describing tactics used and to what effect, support/opposition encountered, and how challenges and barriers were addressed. Explain how activities built upon each other and how evaluation supported or informed the work. State how you tailored strategies and approaches to your target audiences. Use content analysis, descriptive and inferential statistics, and data visualization to analyze and summarize findings. Identify and assess key activities that were crucial to the effort in the report conclusions. Draw specific, concrete recommendations for future work from report findings. Explain how evaluation results were shared with data sources and other stakeholders in appropriate formats.  |
| **Methods to Disseminate Findings:** | Fact SheetsOther Print MaterialsPartnersPresentations |
| **Other Dissemination Methods:** |  |
| **Study Limitations or Challenges:** | Study challenges include difficulty in recruiting new coalition members  |
| **Copyright:** | No  |
| **Program Deliverable Percentage:** | 4.00 %  |
| **Activity Start Date Period:** | 01/27-06/27  |
| **Activity Completion Date Period:** | 01/27-06/27  |
| **Tracking Measures:** |

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| --- | --- |
| **Measure** | **Submit** |
| Brief Evaluation Report | Yes |

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| **Responsible Parties:** |

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| **Responsible Party** | **Budget Type** |
| External Evaluator/ Program Evaluator | Budgeted |
| Project Director/ Project Coordinator | Budgeted |

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| **Narrative Summary** |  |
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| **Community Assessment Analysis:** | This project will primarily address the following priority populations: people experiencing low socioeconomic status and those living in rural areas. This project will primarily work in the following geographical communities: Dunsmuir, Mt. Shasta, Weed, and Yreka. The project recognizes the significance that community engagement has on tobacco control efforts, so community engagement and coalition building will continue to be a priority in the upcoming plan as it has been in previous years. The project has developed many successful partnerships with community organizations and individuals over the years and hopes to continue receiving community participation in tobacco control efforts. The Tobacco Education Council (TEC) is a well-established coalition that has been functioning for many years (established in 1989) under existing by-lawsand holds a community champion as the coalition chair. TEC consists of engaged adult community members and agency representatives that are dedicated to decreasing the impact of tobacco use on Siskiyou County residents and promoting tobacco and nicotine-free lifestyles. Asset 2.5 was assessed by TEC members and received a rating of excellent (5), however, the group agreed that there could be improvements to certain aspects of coalition functioning. TEC members discussed the need to recruit additional members from diverse and/or from non-traditional partnerships to build and strengthen the existing coalitionand identify additional community champions to assist in community led policy change. |
| **Major Intervention Activities:** | Intervention activities will primarily focus on adult recruitment and engagement throughout the plan. Project staff, along with the Tobacco Education Council (TEC), will identify, recruit, and engage new community members from diverse or non-traditional partnerships to strengthen the existing coalition, and increase the community champions in local tobacco control. Project staff will continue to facilitate coalition meetings and outreach events, along with annual trainings to increase leadership skills and/or knowledge on tobacco-related issues in the community. Additionally, adult coalition members will be recruited to conduct educational presentations to decision makers highlighting tobacco control efforts in that community. |
| **Theory of Change:** | The Community Organizing Theory of Change will be utilized in community engagement efforts for the Siskiyou County Tobacco Education Project. As with previous plans, efforts will continue to strengthen and diversify coalition membership and collaborative partnerships, while striving for tobacco-free policy change throughout Siskiyou County. Adult coalition members, along with various community members, came together to complete the Communities of Excellent (CX) Needs Assessment for the 2022-2027Local Lead Agency (LLA) work plan, identifyingthe tobacco-related priorityareas in the community,and will collaborate once again in the planning, implementation, and evaluation of activities inthe new plan. As with the community organizing process, each coalition will identify the scope of the tobacco-related issue (common problem); assist in the planning and implementation of policy related activities including community outreach and media placements (identifying and mobilizing resources); and ultimately achieve a tobacco-free policy change (common goal). Coalition members will increase community awarenessof the issue by educating communities, including decision makers, on the dangers of tobacco use, and the benefits of tobacco-free policies. Adult coalition members will participate in community outreach events and educational presentations. Community members/ high school students will be educated on the coalitions mission and invited to join the respective coalition.  |
| **Evaluation Summary Narrative:** | The evaluation design for this objective is other without measurable outcome: process evaluation. The focus of this objective is community engagement with the maintenance of an adult coalition. Recruitment efforts will be tailored to developing diverse or non-traditional partnerships with individuals experiencing low socioeconomic status, those living in rural areas, or agency representatives from organizations that serve low socioeconomic individuals and/or rural communities. Coalition members will be engaged in at least two (2) activities per year that address local tobacco-control and/or health inequity issues. Numerous evaluation tools will be used to assess the effectiveness of each coalition. The data collected will be used to inform project staff and coalition members about how to improve adult and youth coalition functioning, satisfaction, and diversity. Data will be analyzed using descriptive statistics and content analysis and results will be shared with coalition members to strategize how to fill the gaps in training, opportunities, skill building, meetings, functioning, technical assistance, and representation. Results from all waves of the data collection will be compared to determine if the adult and youth coalitions have changed over time. Throughout the plan, project staff will provide coalition trainings for adult and youth, and those trainings will be followed up by a pen-to-paper or online post-training participant assessment. The data collected from the assessment will measure changes in participant knowledge, comfort, confidence, preparation, and intent to engage in tobacco control activities. Data will be analyzed using descriptive statistics and content analysis and results will be shared with staff and coalition members to improve future trainings and determine additional trainings, education, or service needs. A Member Participation Record (MRP) will be used to monitor diversity in membership/partnerships and engagement in tobacco control related activities such as outreach efforts, meeting attendance, and training participation. The results of the MRP will help project staff identify whether or not the project is meeting its annual recruitment goal of recruiting and training one (1) new adult coalition member. Evaluation findings will be summarized in a brief evaluation report and disseminated to Tobacco Education Council (TEC) coalition members and California Tobacco Control Program (CTCP). |

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| **Objective 4** |
| **Objective Overview** |
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| **Objective:** | By June 30, 2027, build a youth coalition with a minimum of three (3) members. The youth coalition will be established with youth partners in a low-socioeconomic, rural community of Siskiyou County. Coalitions will host a minimum of four (4) coalition meetings (i.e. general meetings, committees) and two (2) non-meetings annually, to enable the coalition to effectively recruit new members and educate the public about tobacco control issues in the community.  |
| **Objective ID:** | 4 |
| **Primary Asset:** | (2.4) **Youth Engagement in Tobacco Control**: The degree our program has participatory collaborative partnerships with diverse youth and youth-serving organizations, and engages them to support tobacco control-related activities that focus on policy, systems, and environmental changes. |
| **Is this a primary objective?** | No |
| **Evaluation Plan Type:** | Other without Measurable Outcome |
| **Target Audience:** |

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| **Audience Group** |
|  12-17 years  Coalitions  Rural Populations  |
| **General Population Groups** |
|  Multi-ethnic  |

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| **Intervention Jurisdiction(s):** | * Weed
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| **Intervention Topic(s)** |
| * Coalition Satisfaction Survey
* Leadership Training
* Policy/System Change Training
* Schools collaboration (K-12)
* Spokespersons Training
* Volunteer Recruitment
 |
| **Intervention Activity Plan** |  |
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| **Activity 4-1-1** |
| **Activity:** | Facilitate four (4) youth/young adult-led coalition meetings each year to support and maintain a coalition each school year and assist with leading activities in the projects scope of work. |
| **Intervention Category:** | Coordination/Collaboration Activities |
| **Copyright:** | No |
| **Program Deliverable Percentage:** | 1.50 % |
| **Start Date Period:** | 01/22-06/22  |
| **Completion Date Period:** | 01/27-06/27  |
| **Tracking Measures:** |

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| --- | --- |
| **Measure** | **Submit** |
| Log - Meetings | Yes |
| Meeting Materials | Yes |

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| **Responsible Parties:** |

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| --- | --- |
| **Responsible Party** | **Budget Type** |
| Coalition and Community Engagement Coordinator/ Media Specialist | Budgeted |
| Coalition Members | Non-Budgeted |
| Community Outreach Coordinator  | Budgeted |

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| **Activity 4-11-2** |
| **Activity:** | Annually, conduct 1-2 trainings for approximately 2-6 coalition members to increase their knowledge on skills needed to carry out campaign tasks and tactics. Training topics may include, but are not limited to: community organizing, letter writing, meeting facilitation, peer-to-peer training, public speaking and presentations, social media use, media advocacy, and spokesperson(s)/media interactions.  |
| **Intervention Category:** | Training/Technical Assistance Activities |
| **Copyright:** | No |
| **Program Deliverable Percentage:** | 2.00 % |
| **Start Date Period:** | 01/22-06/22  |
| **Completion Date Period:** | 01/27-06/27  |
| **Tracking Measures:** |

|  |  |
| --- | --- |
| **Measure** | **Submit** |
| Log - Trainings | Yes |
| Training Materials | Yes |

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| **Responsible Parties:** |

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| --- | --- |
| **Responsible Party** | **Budget Type** |
| Coalition and Community Engagement Coordinator/ Media Specialist | Budgeted |
| Coalition Members | Non-Budgeted |
| Community Outreach Coordinator  | Budgeted |

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| **Activity 4-1-3** |
| **Activity:** | Annually, conduct 1-2 outreach activities for youth/young adults, such as presentations, participation at community or school-hosted events, etc., to recruit 2-4 youth coalition members from local high school to participate in youth coalition activities and efforts. Youth can set up tables to promote the coalition at community/school events such as freshman orientation, back-to-school night, club-introductory days/weeks, or other recruitment events during or after school.  |
| **Intervention Category:** | Coordination/Collaboration Activities |
| **Copyright:** | No |
| **Program Deliverable Percentage:** | 1.50 % |
| **Start Date Period:** | 01/22-06/22  |
| **Completion Date Period:** | 01/27-06/27  |
| **Tracking Measures:** |

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| --- | --- |
| **Measure** | **Submit** |
| Log - Presentations | Yes |
| Presentation Materials | Yes |

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| **Responsible Parties:** |

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| --- | --- |
| **Responsible Party** | **Budget Type** |
| Coalition and Community Engagement Coordinator/ Media Specialist | Budgeted |
| Coalition Members | Non-Budgeted |
| Community Outreach Coordinator  | Budgeted |

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| **Activity 4-1-4** |
| **Activity:** | Customize and distribute an existing membership form to all new youth coalition members upon joining the respective coalition, and to all existing coalition members annually. Each year, existing coalition members will be asked to complete a new form, indicate their skills, interests, and areas they wish to focus on (e.g. subcommittees, policy areas, leadership role, etc.) as it applies to the goals of the coalition in the forthcoming year.  |
| **Intervention Category:** | Coordination/Collaboration Activities |
| **Copyright:** | No |
| **Program Deliverable Percentage:** | 0.50 % |
| **Start Date Period:** | 01/22-06/22  |
| **Completion Date Period:** | 01/27-06/27  |
| **Tracking Measures:** |

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| --- | --- |
| **Measure** | **Submit** |
| Completed Membership Form | On File |
| Customized Membership Form | Yes |

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| **Responsible Parties:** |

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| **Responsible Party** | **Budget Type** |
| Coalition and Community Engagement Coordinator/ Media Specialist | Budgeted |
| Coalition Members | Non-Budgeted |

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| **Activity 4-7-5** |
| **Activity:** | Annually, 2-4 youth and adult partners will participate in Youth Quest at the State Capitol to educate policymakers about key tobacco control issues.  |
| **Intervention Category:** | Policy Activities |
| **Copyright:** | No |
| **Program Deliverable Percentage:** | 0.00 % |
| **Start Date Period:** | 01/22-06/22  |
| **Completion Date Period:** | 01/27-06/27  |
| **Tracking Measures:** |

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| --- | --- |
| **Measure** | **Submit** |
| Attendance Records | On File |

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| **Responsible Parties:** |

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| **Responsible Party** | **Budget Type** |
| Coalition and Community Engagement Coordinator/ Media Specialist | Budgeted |
| Coalition Members | Non-Budgeted |

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| **Evaluation Activity Plan** |  |
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| **Activity 4-E-1** | **Education/Participant Survey** |
| **Evaluation Activity:** | To inform staff and trainers about how to improve future trainings, a post-training assessment will be administered to participants of the youth coalition member trainings. Using a pen and paper (or online) survey developed in consultation with TCEC, a census of 2-6 participants at each event will be surveyed to understand training feedback, anticipated needs, changes in knowledge, comfort, confidence, preparation, and intent to engage in tobacco prevention activities. Data will be analyzed using descriptive statistics and content analysis and results will be shared with participants, trainers, and staff to improve future trainings (or TA) and determine other training, education, or service needs.  |
| **Purpose of Data Collection:** | Process  |
| **Waves of Data Collection:** | 1  |
| **Data Collection Period(s):** |   |
| Begin/End Periods - Wave 1: | 01/22-06/22 to 01/27-06/27  |
| **Data Collection Training:** | No  |
| **Copyright:** | No  |
| **Program Deliverable Percentage:** | 1.00 %  |
| **Tracking Measures:** |

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| --- | --- |
| **Measure** | **Submit** |
| Training Survey Instrument | Yes |
| Training Survey Summary Report | Yes |

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| **Responsible Parties:** |

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| **Responsible Party** | **Budget Type** |
| Coalition and Community Engagement Coordinator/ Media Specialist | Budgeted |
| Coalition Members | Non-Budgeted |
| External Evaluator/ Program Evaluator | Budgeted |

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| **Activity 4-E-2** | **Education/Participant Survey** |
| **Evaluation Activity:** | To inform staff and coalition members about how to improve youth coalition functioning, satisfaction, and diversity, the online TCEC coalition survey will be utilized. The survey link will be sent to a census of youth coalition members annually. Data will be analyzed using descriptive statistics and content analysis and results will be shared with coalition members and community outreach staff to strategize how to fill the gaps in training, opportunities, skill building, meetings, functioning, technical assistance, diversity, and representation. In addition, results from all waves will be compared to determine if/how the coalition has changed over time.  |
| **Purpose of Data Collection:** | Process  |
| **Waves of Data Collection:** | 5  |
| **Data Collection Period(s):** |   |
| Begin/End Periods - Wave 1: | 01/22-06/22 to 07/22-12/22  |
| Begin/End Periods - Wave 2: | 01/23-06/23 to 07/23-12/23  |
| Begin/End Periods - Wave 3: | 01/24-06/24 to 07/24-12/24  |
| Begin/End Periods - Wave 4: | 01/25-06/25 to 07/25-12/25  |
| Begin/End Periods - Wave 5: | 01/26-06/26 to 07/26-12/26  |
| **Data Collection Training:** | No  |
| **Copyright:** | No  |
| **Program Deliverable Percentage:** | 1.00 %  |
| **Tracking Measures:** |

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| --- | --- |
| **Measure** | **Submit** |
| Coalition Survey Instrument | Yes |
| Coalition Survey Summary Report | Yes |

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| **Responsible Parties:** |

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| **Responsible Party** | **Budget Type** |
| Coalition and Community Engagement Coordinator/ Media Specialist | Budgeted |
| Coalition Members | Non-Budgeted |
| External Evaluator/ Program Evaluator | Budgeted |

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| **Activity 4-E-3** | **Other**  |
| **Evaluation Activity:** | Develop a youth partner engagement tracking tool, referred to as the Member Participation Record (MPR). This instrument will be used to track and summarize diversity of partnerships and key partnership engagement in campaign activities, outreach efforts, meetings, and trainings. The MPR will identify the opportunities coalition members will have to participate in activities where coalition members are listed as responsible parties. The MPR will be updated regularly and will consist of the following fields for recording organization/individual member participation including, but not limited to: event name, date, location, partner organization name(s), committee memberships, and description of activity(ies) and/or event(s), including a brief description of how members were participating (e.g. wrote an article for newsletter, conducted a presentation, participating in social media planning, etc.)  |
| **Purpose of Data Collection:** | Process  |
| **Waves of Data Collection:** | 9  |
| **Data Collection Period(s):** |   |
| Begin/End Periods - Wave 1: | 01/22-06/22 to 01/22-06/22  |
| Begin/End Periods - Wave 2: | 07/22-12/22 to 07/22-12/22  |
| Begin/End Periods - Wave 3: | 01/23-06/23 to 01/23-06/23  |
| Begin/End Periods - Wave 4: | 07/23-12/23 to 07/23-12/23  |
| Begin/End Periods - Wave 5: | 01/24-06/24 to 01/24-06/24  |
| Begin/End Periods - Wave 6: | 07/24-12/24 to 07/24-12/24  |
| Begin/End Periods - Wave 7: | 01/25-06/25 to 01/25-06/25  |
| Begin/End Periods - Wave 8: | 07/26-12/26 to 07/26-12/26  |
| Begin/End Periods - Wave 9: | 01/27-06/27 to 01/27-06/27  |
| **Data Collection Training:** | No  |
| **Copyright:** | No  |
| **Program Deliverable Percentage:** | 2.00 %  |
| **Tracking Measures:** |

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| **Measure** | **Submit** |
| Coalition Participation Tracking Form | Yes |
| Coalition Participation Tracking Instrument/Protocol | Yes |

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| **Responsible Parties:** |

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| **Responsible Party** | **Budget Type** |
| Coalition and Community Engagement Coordinator/ Media Specialist | Budgeted |
| External Evaluator/ Program Evaluator | Budgeted |

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| **Activity 4-E-4** | **Final Evaluation Report** |
| **Data Analysis Plan:** | To document the projects organizational history, learn from past efforts, and share strategies with other projects complete one brief evaluation report. For this objective, Tell Your Story reporting guidelines from the Tobacco Control Evaluation Center (TCEC) will be used to write a report that documents what the project was trying to achieve, how the project went about it, what happened as a result, what the project would do differently next time. With the report, create a roadmap of your approach by describing tactics used and to what effect, support/opposition encountered, and how challenges and barriers were addressed. Explain how activities built upon each other and how evaluation supported or informed the work. State how you tailored strategies and approaches to your target audiences. Use content analysis, descriptive and inferential statistics, and data visualization to analyze and summarize findings. Identify and assess key activities that were crucial to the effort in the report conclusions. Draw specific, concrete recommendations for future work from report findings. Explain how evaluation results were shared with data sources and other stakeholders in appropriate formats.  |
| **Methods to Disseminate Findings:** | Fact SheetsOther Print MaterialsPartnersPresentations |
| **Other Dissemination Methods:** |  |
| **Study Limitations or Challenges:** | Study challenges include difficulty in recruiting new coalition members  |
| **Copyright:** | No  |
| **Program Deliverable Percentage:** | 4.00 %  |
| **Activity Start Date Period:** | 01/25-06/25  |
| **Activity Completion Date Period:** | 01/27-06/27  |
| **Tracking Measures:** |

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| --- | --- |
| **Measure** | **Submit** |
| Brief Evaluation Report | Yes |

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| **Responsible Parties:** |

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| --- | --- |
| **Responsible Party** | **Budget Type** |
| External Evaluator/ Program Evaluator | Budgeted |
| Project Director/ Project Coordinator | Budgeted |

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| **Narrative Summary** |  |
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| --- | --- |
| **Community Assessment Analysis:** | This project will primarily address the following priority populations: people experiencing low socioeconomic status and those living in rural areas. This project will primarily work in the following geographical communities: Weed, and Yreka. The project recognizes the significance that community engagement has on tobacco control efforts, so community engagement and coalition building will continue to be a priority in the upcoming plan as it has been in previous years. The project has developed many successful partnerships with community organizations and individuals over the years and hopes to continue receiving community participation in tobacco control efforts.While adult community engagement continues to grow, the project has faced challenges in developing and maintaining youth engagement. The COVID-19 pandemic, like with many things, has adversely affected the project's ability to engage youth. The previously developed youth coalitions at Etna and Yreka High Schools have been dismembered since the start of the pandemic and project staff have found it increasingly difficult to engage youth during these unprecedented times. Project staff understands the significant impact that youth engagement has on system change, so youth engagement will be a key component of the new plan. Asset 2.4 received a rating of fair (2) through our Communities of Excellence (CX) Needs Assessment process based on previous efforts. CX participants agreed that more collaborative partnerships are needed amongst a more diverse group, and participation in more tobacco control activities that focus on policy, system, and environmental change are needed. Although our project has had some success engaging youth, there is currently no active youth coalition. However, project staff recently had the opportunity to meet with local high school students and gained some student interest in participating in a youth coalition in the following school year. Prior youth coalitions were relatively small in membership, and/or were only in existence for a short time before the start of the pandemic. Over the course of the last three-years, the active youth coalitions participated in a small number of community activities and had little to no engagement with decision makers. The project plans to work with local youth organizations, high school staff, and the Tobacco-Use Prevention Education (TUPE) program coordinator in recruiting and developing a strong youth coalition that will engage in tobacco control efforts throughout the community. |
| **Major Intervention Activities:** | Intervention activities will primarily focus on youth recruitment and engagement throughout the plan. Project staff will collaborate with local youth organizations, high school staff, and the Tobacco-Use Prevention Education (TUPE) program coordinator to recruit, engage, and re-establish a youth coalition. Project staff will utilize resources provided by the California Tobacco Control Program (CTCP) and funded partners, such as the California Youth Advocacy Network (CYAN) for recruiting and maintaining a youth coalition. Project staff will continue to facilitate coalition meetings and outreach events, along with annual trainings to increase leadership skills and/or knowledge on tobacco-related issues in the community. Once a youth coalition has been established, additional trainings will focus on educational presentations to decision makers. Youth coalition members will be recruited to conduct educational presentations to decision makers highlighting tobacco control efforts in that community. |
| **Theory of Change:** | The Community Organizing Theory of Change will be utilized in community engagement efforts for the Siskiyou County Tobacco Education Project. As with previous plans, efforts will continue to strengthen and diversify coalition membership and collaborative partnerships, while striving for tobacco-free policy change throughout Siskiyou County. Adult coalition members, along with various community members, came together to complete the Communities of Excellent (CX) Needs Assessment for the 2022-2027Local Lead Agency (LLA) work plan, identifyingthe tobacco-related priorityareas in the communityand will collaborate once again in the planning, implementation, and evaluation of activities inthe new plan. As with the community organizing process, each coalition will identify the scope of the tobacco-related issue (common problem); assist in the planning and implementation of policy related activities including community outreach and media placements (identifying and mobilizing resources); and ultimately achieve a tobacco-free policy change (common goal). Coalition members will increase community awarenessof the issue by educating communities, including decision makers, on the dangers of tobacco use, and the benefits of tobacco-free policies. Youth coalition members will participate in community outreach events and educational presentations. Community members/ high school students will be educated on the coalitions mission and invited to join the respective coalition.  |
| **Evaluation Summary Narrative:** | The evaluation design for this objective is other without measurable outcome: process evaluation. The focus of this objective is community engagement with the development of a youth coalition. Recruitment efforts will be tailored to developing diverse or non-traditional partnerships with individuals experiencing low socioeconomic status, those living in rural areas, or agency representatives from organizations that serve low socioeconomic individuals and/or rural communities. Coalition members will be engaged in at least two (2) activities per year that address local tobacco-control and/or health inequity issues. Numerous evaluation tools will be used to assess the effectiveness of the coalition. The data collected will be used to inform project staff and coalition members about how to improve youth coalition functioning, satisfaction, and diversity. Data will be analyzed using descriptive statistics and content analysis and results will be shared with coalition members to strategize how to fill the gaps in training, opportunities, skill building, meetings, functioning, technical assistance, and representation. Results from all waves of the data collection will be compared to determine if the youth coalition has changed over time. Throughout the plan, project staff will provide coalition trainings for youth, and those trainings will be followed up by a pen-to-paper or online post-training participant assessment. The data collected from the assessment will measure changes in participant knowledge, comfort, confidence, preparation, and intent to engage in tobacco control activities. Data will be analyzed using descriptive statistics and content analysis and results will be shared with staff and coalition members to improve future trainings and determine additional trainings, education, or service needs. A Member Participation Record (MRP) will be used to monitor diversity in membership/partnerships and engagement in tobacco control related activities such as outreach efforts, meeting attendance, and training participation. The results of the MRP will help project staff identify whether or not the project is meeting its annual recruitment goal of recruiting and training four (4) youth coalition members. Evaluation findings will be summarized in a brief evaluation report and disseminated to Tobacco Education Council (TEC) coalition members, participating high school administration, and California Tobacco Control Program (CTCP). |

 |