OBJECTIVES and ACTIVITIES	Copyright ©	Percent Deliverable %	Start Date / End Date	Responsible Party	Tracking Measures
1. By January 31, 2018, develop survey instruments, sampling plans, survey protocols, and obtain Institional Review Board (IRB) approvals for the Flavors Campaign Evaluation Observational Retail Survey and Flavors Campaign Youth Survey.					
1. Obtain approval or waiver from IRB for store observations and youth survey.					
2. Review survey instruments for similar data collection efforts in California or other states, and develop new survey instruments in consultation with the California Department of Public Health, California Tobacco Control Program (CDPH/CTCP).					
3. Program the retail survey for electronic data collection on handheld devices. Conduct pilot testing in the field.					
4. Develop sampling plans for both surveys in consultation with CDPH/CTCP, to compare responses for youth who live in jurisdictions with a policy restricting flavored product sales and those that do not, and comparing results for stores in jurisdictions with a flavors policy and stores in jurisdictions without a flavors policy.					
2. By June 30, 2018, complete data collection at approximately 300 tobacco retailers (150 in each group) for the Flavors Campaign Evaluation Retail Survey.					
1. Draw sample of stores in all California jurisdictions					

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that have adopted a policy restricting flavored tobacco product sales, and in matched jurisdictions that do not have a flavored tobacco policy.					
2. Recruit approximately four data collectors to conduct approximately six hours of instruction, in-person field practice, and follow-up conference calls.					
3. Develop a data collection instruction manual, field test survey, and create presentation to instruct data collectors.					
4. Assess flavored tobacco product availability and marketing in stores and on storefronts. Conduct reliability checks by revisiting approximately ten percent (10%) of stores.					
5. Review surveys weekly for completeness and provide summary report of store disposition (attempts, refusals, completes).					
3. By December 31, 2018, complete online data collection from approximately 2000-3000 youth and young adults for the Flavors Campaign Youth Survey (1000-1500 in each group).					
1. Recruit youth and young adults from target jurisdictions to participate in online survey.					
2. Program online survey questions and conduct pilot test to obtain administration time, optimize wording and question order, and improve clarity. Refine as needed in collaboration with CDPH/CTCP.					

OBJECTIVES and ACTIVITIES	Copyright ©	Percent Deliverable %	Start Date / End Date	Responsible Party	Tracking Measures
3. Collect survey responses, regularly monitor completed surveys for quality and completeness.					
4. By March 31, 2019, complete data analysis and write a brief final report for the Flavors Campaign Evaluation surveys.					
1. Develop user documentation for entered and computed variables for both survey datasets. Run data edit checks for cleaning.					
2. In consultation with CDPH/CTCP, develop analysis plans for both surveys, including appropriate statistical tests.					
3. Complete data analysis, comparing responses in group who live in jurisdictions with a policy restricting flavored product sales and those that do not, and comparing results for stores in jurisdictions with a flavors policy and stores in jurisdictions without a flavors policy.					
4. Write brief final report summarizing key findings of both surveys for Flavors Campaign Evaluation. CDPH/CTCP will review and approve the final report.					
5. Provide CDPH/CTCP with a final copy of both survey instruments, data collection protocols, and complete datasets.					
6. Attend 1-2 CDPH/CTCP conferences, such as the Project Director's Meeting, o present results of flavors campaign study.			8/2018 - 3/2019		

5. By March 31, 2018, develop a statewide survey instrument, sampling plan, survey protocols, and IRB approval for the 2018 California Tobacco Retail Surveillance Study (CTRSS).					
1. Review and revise 2017 study protocol and observation form, including feedback from CDPH/CTCP. Compare instrument with similar monitoring efforts in other states. Program the revised instrument for electronic data collection on handheld devices.					Final revised data collection instrument and summary of additions/deletions and revisions
2. Obtain approval or waiver from IRB for store observations.					IRB protocol and decision letter
3. Compare 2017 store sample with current Board of Equalization licensing list to identify which stores are no longer licensed to sell tobacco or no longer in business. Develop a sampling plan for selecting replacement stores in consultation with CDPH/CTCP.					Report of attrition from previous sample and instructions for selecting replacement stores
6. By June 30, 2018, complete data collection at approximately 1,000 tobacco retailers throughout California for the California Tobacco Retail Surveillance Study (CTRSS).					
1. Develop a data collection instruction manual, field test survey, and create presentation to instruct data collectors. CDPH/CTCP will review and approve the instruction manual.					Data collection instruction manual; presentation materials
2. Create a sample of approximately 1,000 unique stores and approximately ten percent (10%) repeated observations for coding fidelity (approximately 1,100 total store visits). Telephone					List of stores in sample

sample to confirm that the store is still in business, verify tobacco sales, address, and cross street of operation. Add replacement stores as needed.					
3. Recruit approximately ten (10) data collectors to conduct approximately eight (8) hours of instruction, in-person field practice, and follow-up conference calls.					
4. Assess in-store and store-front tobacco advertising and promotions, evaluate availability of tobacco products, and collect price data for selected products in 1,000 retail stores. Conduct reliability checks by revisiting approximately ten percent (10%) of the stores within the surveyed counties.					
5. Conduct conference calls with data collection staff twice during the first week of field work.					
6. Review surveys weekly for completeness and provide summary report of store disposition (attempts, refusals, completes).					Completion rate summary
7. By August 31, 2018, prepare data for cross-sectional and longitudinal analyses with covariates that describe neighborhood demographics for the CTRSS.					
1. Develop user documentation for entered and computed variables. Run data edit checks for cleaning and examining inter-rater reliability.					Reliability assessment summary report
2. Obtain data and conduct spatial analyses using GIS tools to describe 2018 store sample and characterize store neighborhoods within surveyed counties by demographics. Define, assess and compute proximity of stores to schools. Create merged dataset for cross-sectional analysis of 2018					Store neighborhood demographics and proximity to schools summary table

data.					
3. Develop and submit analysis plan to CDPH/CTCP for review and approval.					Analysis plan document
8. By October 31, 2018, complete cross-sectional and longitudinal analyses for the CTRSS.					
1. Complete cross-sectional analysis including ad and product characteristics, location by store type, and association of the store with census data and other neighborhood characteristics.					Cross-sectional data tables
2. Create merged dataset for longitudinal analysis of 2008-2018 data, including GIS variables. Conduct longitudinal analyses of changes over time in the type of tobacco marketing and product availability. Examine whether any time trends systematically vary across stores, and quantify correlates of change. Use multilevel models to incorporate census and other neighborhood-level correlates of change.					Longitudinal data tables
9. By December 31, 2018, deliver final report, data sets and final documentation to CDPH/CTCP for the CTRSS. Disseminate the CTRSS data and findings to survey stakeholders.					
1. Prepare and submit a draft executive summary and technical evaluation report (approx. 12-20 pages) on tobacco retail surveillance including results of cross-sectional and longitudinal analyses for CDPH/CTCP to review. Report must include title page, abstract, introduction, methods, results, discussion, limitations, references, and appendices with all tables and figures.					Draft report and appendices

2. Prepare final executive summary and technical report based on feedback from CDPH/CTCP.					Final report and appendices
3. Disseminate CTRSS findings through CDPH/CTCP Partners website to county health departments and other tobacco control partners to inform tobacco control interventions in the retail environment.					
4. Conduct instructional webinar for local agencies on interpretation of CTRSS results for use in intervention planning at the local level.					
5. Provide CDPH/CTCP with a final copy of the store observation instrument, protocol, and complete dataset.					Instrument, protocol, Statistical Analysis Software (SAS) dataset and user documentation, including codebooks
10. By April 30, 2020, develop survey tool(s) and protocol for local data collection in tobacco retail stores, teach data collectors, analyze statewide evaluation data, and disseminate findings for the California Tobacco Control Program (CTCP) Healthy Stores for a Healthy Community (HSHC) campaign.					
1. Obtain Institutional Review Board (IRB) approval or waiver for secondary analysis of HSHC data.					
2. Review and revise modular survey instrument for comprehensive data collection for HSHC evaluation with feedback from CDPH/CTCP, incorporating current and expectation of future trends. Conduct pilot testing in the field with staff and youth.					Final survey instrument
3. Review and revise study protocol, data collection instruction manual, and materials for instructing local agencies how to collect data. Review HSHC training materials for integration across product categories.					Final study protocol; Final instruction manual for survey tools

4. Produce store observation training video for use by local lead agency at local trainings. Create "how to use" documentation for local agency trainers.					Final video files "How to Use" documentation
5. Participate in 8-12 HSHC Workgroup conference calls or meetings annually.					
6. Attend 2-day seminar in Sacramento for data collectors from local agencies. Lead sessions on data collection for core survey and all optional modules. Provide 10-12 hours of instruction.			2/2019 – 3/2019		Presentation materials
7. Develop a quiz with interactive questions for implementation during HSHC training, and program the quiz for real-time feedback from meeting participants. Create instructions for local agencies to use the quiz at local trainings.					Files and instructions for interactive quiz
8. Conduct 2-4 post-seminar webinars for local agencies and provide ongoing communication in collaboration with the Tobacco Control Evaluation Center (TCEC) to address local agencies' questions.			2/2019 – 5/2019		Presentation materials
9. Conduct analyses to obtain data relevant to the Communities of Excellence (CX) Needs Assessment, both at the statewide and county/local lead agency jurisdiction level.			7/2019 - 9/2019		Statistical Analysis Software (SAS) dataset and user documentation, including codebooks, analysis plan, and results tables
10. Conduct 1-2, 60- to 90-minute data analysis instruction webinar(s) for local agencies.			8/2019 - 10/2019		
11. Conduct cross-sectional analyses of key items on core survey for HSHC campaign evaluation and media release.			10/2019 – 2/2020		Data tables
12. Prepare and submit manuscript of HSHC survey results for journal publication in consultation with			12/2019 – 4/2020		Final Report

CTCP.					
13. Attend 1-2 CTCP conferences, such as the Project Directors Meeting, to share HSHC-related findings.			2/2020 - 12/2020		
14. Collaborate with the Rover Library to produce 1-2 Podcasts or Policy Briefs about tobacco marketing in California.					
11. By March 31, 2020, develop a statewide survey instrument, sampling plan, survey protocols, and IRB approval for the 2020 California Tobacco Retail Surveillance Study (CTRSS).					
1. Review and revise 2018 study protocol and observation form, including feedback from CDPH/CTCP. Compare instrument with similar monitoring efforts in other states. Program the revised paper-and-pencil instrument for electronic data collection on handheld devices.					Final revised data collection instrument and summary of additions/deletions and revisions
2. Obtain approval or waiver from IRB for store observations.					IRB protocol and decision letter
3. Compare 2018 store sample with current Board of Equalization licensing list to identify which stores are no longer licensed to sell tobacco or no longer in business. Develop a sampling plan for selecting replacement stores in consultation with CDPH/CTCP.					Report of attrition from previous sample and instructions for selecting replacement stores
12. By June 30, 2020, complete data collection at approximately 1,000 tobacco retailers throughout California for the 2020 California Tobacco Retail Surveillance Study (CTRSS).					
1. Develop a data collection instruction manual, field					Data collection instruction manual; presentation materials

test survey, and create presentation to instruct data collectors. CTCP will review and approve the instruction manual.					
2. Create a sample of approximately 1,000 unique stores and approximately ten percent (10%) repeated observations for coding fidelity (approximately 1,100 total store visits). Telephone sample to confirm that the store is still in business, verify tobacco sales, address, and cross street of operation. Add replacement stores as needed.					List of stores in sample
3. Recruit approximately ten (10) data collectors to conduct approximately eight (8) hours of instruction, in-person field practice, and follow-up conference calls.					
4. Assess in-store and store-front tobacco advertising and promotions, and collect price data by cigarette brand in the 600 retail stores. Evaluate availability of other tobacco products. Conduct reliability checks by revisiting approximately ten percent (10%) of the stores within the surveyed counties.					
5. Conduct conference calls with data collection staff twice during the first week of field work.					
6. Review surveys weekly for completeness and provide summary report of store disposition (attempts, refusals, completes).					Completion rate summary
13. By August 31, 2020, prepare data for cross-sectional and longitudinal analyses with covariates that describe neighborhood demographics for the 2020 CTRSS.					
1. Develop user documentation for entered and computed variables. Run data edit checks for					Reliability assessment summary report

cleaning and examining inter-rater reliability.					
2. Obtain data and conduct spatial analyses using GIS tools to describe 2020 store sample and characterize store neighborhoods within surveyed counties by demographics. Define, assess and compute proximity of stores to schools. Create merged dataset for cross-sectional analysis of 2017 data.					Store neighborhood demographics and proximity to schools summary table
4. Develop and submit analysis plan to CDPH/CTCP for review and approval.					Analysis plan document
14. By October 31, 2020, complete cross-sectional and longitudinal analyses for the 2020 CTRSS.					
1. Complete cross-sectional analysis including ad and product characteristics, location by store type, and association of the store with census data and other neighborhood characteristics.					Cross-sectional data tables
2. Create merged dataset for longitudinal analysis of 2008-2017 data, including GIS variables. Conduct longitudinal analyses of changes over time in the type of tobacco marketing and product availability. Examine whether any time trends systematically vary across stores, and quantify correlates of change. Use multilevel models to incorporate census and other neighborhood-level correlates of change.					Longitudinal data tables
15. By December 31, 2020, deliver final report, data sets and final documentation to CDPH/CTCP for the 2020 CTRSS. Disseminate the 2020 CTRSS data and findings to survey stakeholders.					

1. Prepare and submit a draft executive summary and technical evaluation report (approx. 12-20 pages) on tobacco retail surveillance including results of cross-sectional and longitudinal analyses for CTCP to review. Report must include title page, abstract, introduction, methods, results, discussion, limitations, references, and appendices with all tables and figures.					Draft report and appendices
2. Prepare final executive summary and technical report based on feedback from CTCP.					Final report and appendices
3. Disseminate CTRSS findings through CTCP Partners website to county health departments and other tobacco control partners to inform tobacco control interventions in the retail environment.					
4. Conduct instructional webinar for local agencies on interpretation of CTRSS results for use in intervention planning at the local level.					
5. Provide CTCP with a final copy of the store observation instrument, protocol, and complete dataset.					Instrument, protocol, Statistical Analysis Software (SAS) dataset and user documentation, including codebooks
16. By December 31, 2020, develop and maintain an online tool to map tobacco retailers using Geographic Information Systems (GIS). The tool will generate state and local-level maps displaying tobacco retailer density and tobacco retailers near schools, and will include layers related to relevant demographic variables. The tool will enable easy color printing of maps for local lead agency use for HSHC media release and other activities.			10/2017 – 12/2020		Online web tool Example maps Tables summarizing results for analyses by proximity to schools and by neighborhood demographics.
1. Map tobacco retailers and school boundaries on online, interactive mapping tool. In consultation with					

CDPH/CTCP, identify 10-15 layers with demographic or other relevant information to be developed and added to mapping tool.				
2. Conduct 2-3 listening sessions with likely users of the tool, including local lead agency staff or other public health professionals. Solicit feedback to improve ease of use and to add content important to users.				
3. Enable 2-3 high-quality maps per local lead agency to be color printed for CX Needs Assessments and HSHC media release, showing tobacco retailer density and other layers at the county and city levels.		6/2019		
4. Maintain website by updating data at regular intervals and responding to user feedback.				