Intervention Activities Sample Wizards

(Updated for 2017-2021 LLA Plans)

Instructions: The following sample "wizard" language can be inserted by clicking on the OTIS Mascot Pup when creating new activities in your scope of work. Once the new wizard activity is open, fill in the blanks to customize each activity to your objective and needs.

Intervention Category	Description	Recommended Language	Recommended Tracking Measure	Which Type(s) of Procurements
Behavior Modification Materials	BMM Language	Distribute (Insert # range) Behavior Modification Materials (BMMs) to (individual type/group) who participate in the completion of (type of activities) about (topic area). BMMs (e.g. gift 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 BMM. The cost of the BMM may not exceed $50 in value, per person, annually, and shall not include gift cards that can be used to purchase tobacco or alcohol products. The project will be responsible for the possession, security (e.g. will keep under lock and key), and accountability of the gift cards. The project will prepare a log sheet that will track and identify each of the gift cards, value, gift card transfer date, and recipient.	• BMM Distribution Log (on file) • (0% Deliverable)	Statewide, Local Lead Agency, CG: General
Community Education Activities	Annual Tobacco Events	Host (insert # range / one annual) (World No Tobacco Day / Kick Butts Day / Great American Smokeout) event(s) (to be decided by youth), lasting 2-4 hours in length and involving 75-100 community youth in tobacco control awareness promotion events.	• Event Flyers/Promotion Materials • Photos of Event	Statewide, Local Lead Agency, CG: General, Media

Community Education Activities	Community Forum	Conduct (insert # range) community forums or town halls, approximately (insert # range) minutes in length, with participation by approximately (insert # range) individuals at each event. Participants will be (insert description of participants). The participants will be recruited through (insert recruitment methods such as existing relationships, educational presentations, social networking, etc.). The forums/town halls will discuss (insert topic areas). The purpose of the forums/town halls is to (insert purpose/outcomes).	• Forum Agenda • Presentation(s) Materials	Statewide, Local Lead Agency, CG: General

Community Education Activities	County/Program Social Media Posts	Post (weekly/monthly) updates to (insert name of) social media page to increase public health communication and engagement with the community members on tobacco control issues. This activity will share information with community partners regarding (insert topics). (This activity will be shared with Objective # & #, but is only listed here to prevent duplicative reporting.)	☐ Log of Submitted Posts (or Screenshots)	Local Lead Agency, CG: General
Community Education Activities	Directory	Create and maintain a directory for (insert description, e.g., smokefree apartments, smoke-free public and private colleges, smoke-free restaurants, parks, beaches, etc.). Update directory quarterly and post updates on project website.	☐ Directory ☐ Screenshot of Project Website	Statewide, Local Lead Agency, CG: General
Community Education Activities	Educational events	Participate in (insert # range) community events, such as (insert examples of events) in targeted cities. Distribute information and educational materials regarding (insert topic area(s)). (Insert any additional activities to be conducted at events such as promotion of the California Smokers' Helpline, recruitment, surveys, petitions, etc.)	☐ Event Log ☐ Photos of Participation at Events	Statewide, Local Lead Agency, CG: General
Community Education Activities	Educational Meetings	Conduct (insert # range) educational visits approximately (insert time) minutes in length to (name organizations or types of people, e.g., policymakers, apartment managers) regarding (insert topic area). Distribute (insert # range) educational packets which include the following (describe or list materials).	☐ Meeting Log ☐ List of Packet Materials	Statewide, Local Lead Agency, CG: General

Community Education Activities	Informational Workshops	Conduct (insert # range) informational workshops, approximately (insert time) minutes in length to (insert # range) attendees. The workshops will target (insert audiences) at venues such as (insert venue/location). The workshops will address issues such as (insert topic areas).	☐ Workshop Agenda ☐ Presentation(s) Materials	Statewide, Local Lead Agency, CG: General
Community Education Activities	Listserv	Create and maintain a listserv of (insert # range) contact information for (insert type of group, e.g., state and community public and private colleges). Email information, resources and offers of technical assistance 10-12 times annually through the listserv.	☐ Listserv (on file) ☐ Copy of Communications Sent	Statewide, Local Lead Agency, CG: General

Community Education Activities	Newsletter	Create and distribute a newsletter (insert # range) times annually about (insert topics). Disseminate to (insert target groups, e.g., policymakers, coalition members, community organizations and the general public). Distribute to a listserv and/or at community events. (This activity will be shared with Objective # & #, but is only listed here to prevent duplicative reporting).	☐ Copies of Newsletters	Statewide, Local Lead Agency, CG: General
Community Education Activities	Peer-to-Peer Educational Presentations	Prepare youth coalition members to educate (insert # range) of high school peers at (insert schools) about tobacco products, including flavors/menthol and new and emerging tobacco products such as electronic smoking devices (ESDs), through 20-30-minute class presentations or school assemblies.	☐ Presentation Log ☐ Presentation(s) Materials	Statewide, Local Lead Agency, CG: General

Community Education Activities	Policy-related educational meetings	Conduct (insert # range of presentations) for (length of time), to (insert # range) participants. Presentations will be made to community groups identified in the Midwest Academy Strategy Chart (MASC) development process as potential supporters regarding the following topics: (insert topic area) Request policy endorsement and letter of support from organization or group. Invite members to participate in policy activities such as (assist at community education booths, distribute petitions, conduct surveys, provide testimony at policy meetings, etc.).	☐ Presentation Log ☐ Presentation(s) Materials ☐ Copies of Letters of Support/Endorsements	Statewide, Local Lead Agency, CG: General
Community Education Activities	Policy-related educational meetings	Conduct (insert # range) educational sessions, for (length of time) each in length, for approximately (insert # range) key opinion leaders and community organizations about (insert tobacco control policy area, e.g., flavored tobacco products, e-cigarettes, secondhand smoke exposure in multi-unit housing).	☐ Sessions Log ☐ Presentation Materials	Statewide, Local Lead Agency, CG: General
Community Education Activities	Tabling Event	Staff (insert # range) tables/booths annually at (insert sites) to educate about (insert topics). Take photos of people holding up a sign saying they support (insert topic). Obtain releases and use photos on Facebook, in advertising and other appropriate social media venues. Seek tie-in with events such as Earth Day, Great American Smokeout, and Kick Butts Day. Educational table/booth events will be approximately (insert time) in length.	☐ Event Log ☐ Photos of Events	Statewide, Local Lead Agency, CG: General

Community Education Activities	Website (Coalition/ Program)	Create/Maintain a website for (insert tobacco control coalition or a program name) as a central hub for networking, strategizing, and materials dissemination, which incorporates current information and resources including: (describe content, e.g., advocacy campaign tools and information; policy enforcement tips, model policies and policy databases for college communities; fact sheets on youth and young adult social norms and tobacco use; links to other tobacco control resources Statewide Projects; promotion of the California Smokers' Helpline (CSH), for youth and young adult advocates; and social media technology information, resources, and links (Facebook, Twitter, YouTube, blogs). The website will provide a menu/calendar of training and campaign opportunities. Review and update website information at least (insert range, e.g. a minimum of four times per year) times annually. (This activity will be shared with Objective # & #, but is only listed here to prevent duplicative reporting).	☐	Screenshot of Website Updates	Statewide, Local Lead Agency
Community Education Activities	Website (County/ Program)	Maintain and update information on the (insert tobacco control program or health department name) website/webpage which will provide new information and resources such as (fill in online resources) for (identify target audiences). Review and update website information at least (insert range, e.g. a minimum of four times per year) times annually. (This activity will be shared with Objective # & #, but is only listed here to prevent duplicative reporting).	☐	Screenshot of Website Updates	Local Lead Agency, CG: General
Community Education Activities	Youth Spoken Word Poetry	Develop a youth coalition tobacco control "spoken word" poetry group of (insert # range) participants who will develop tobacco control poems using prevention-based words to encourage youth to be the next tobacco-free generation. Youth coalition members will be provided 60-120 minutes of poetry and tobacco control-related training and meet monthly to develop (insert # range) poems that can be used to educate the public about the dangers of tobacco use in our community.	☐	Videos of Poetry Performances (can be linked in narrative updates if file size is too large)	Statewide, Local Lead Agency, CG: General

Coordination/ Collaboration Activities	Communications Planning	In collaboration with the coalition, hold one (1) meeting 1-2 hours in length to complete the Communications Plan template which will identify communications objectives, target audiences, locations, messages, the communications tactics—paid advertising, earned media and social media and key metrics for the objective that utilize media. Update annually and submit to the California Tobacco Control Program's (CTCP) Media Unit via Partners in addition to the July-December progress report.	☐	Communications Plan	Statewide, Local Lead Agency, CG: General
Coordination/ Collaboration Activities	Enforcement Collaboration	Coordinate and collaborate with (insert names of groups) regarding implementation and enforcement of (describe type of policy) by participating in (describe coordination/collaboration methods, e.g., conference calls, local and regional coalition meetings, workgroup).	☐	Collaboration Records (on file)	Statewide, Local Lead Agency, CG: General
Coordination/ Collaboration Activities	Formative Research	Contact the ROVER library and conduct a literature review for any recent information about (insert topic).	☐	Literature Review	Statewide, Local Lead Agency, CG: General
Coordination/ Collaboration Activities	HSHC Volunteer Recruitment	Conduct 3-4, 30-45 minute presentations to (insert # range) attendees from public health programs and community organizations, including Alcohol and Drug Prevention, Nutrition, Chronic Disease, Sexually Transmitted Diseases Control, Black Infant Health, Diabetes, Environmental Health, Violence Prevention, Behavioral Health, Problem Gambling, Built Environment, and Food Security to educate them about the Healthy Stores for a Healthy Community (HSHC) Campaign and to recruit a diverse group of (insert # range) partners to assist with HSHC data collection and training activities. Coordinate regular meetings among recruited partners to develop and strategize around training and implementation of joint activities.	☐ ☐	Presentation Log Presentation Materials	Local Lead Agency

Coordination/ Collaboration Activities	Information Sharing	Regularly contact California Tobacco Control Program (CTCP)-funded Statewide Projects, such as (insert agency names) to obtain information and technical assistance regarding (name topics).	☐	Communication Records (on file)	Statewide, Local Lead Agency, CG: General

Coordination/ Collaboration Activities	Law Enforcement Roundtables	Conduct a minimum of (insert # range) for (length of time) law enforcement roundtables with (enter # range) law enforcement personnel and project staff at venues such as (insert venue or location). Law enforcement personnel may include (list possible agencies). Roundtable(s) will identify best practices, challenges, and possible solutions pertaining to the enforcement of local and/or state tobacco control laws.	☐ ☐	Roundtable Agenda Presentations	Local Lead Agency, CG: General
Coordination/ Collaboration Activities	Participation in HSHC Trainings Activity	Participate in required HSHC trainings and webinars provided by the California Tobacco Control Program (CTCP) including: store observation data collection training, HSHC data analysis training, and HSHC key informant interview and public intercept survey training, HSHC media event training, and HSHC spokesperson training.	☐ ☐	Attendance Records (on file) (0% Deliverable)	Local Lead Agency
Coordination/ Collaboration Activities	Partners Participation	Weekly, log onto Partners to identify upcoming trainings, new information and advocacy campaign tools. Monthly, contribute a minimum of one post to InfoHub to share information and foster a learning and networking environment. Annually, write a minimum of one Spotlight On including significant steps taken, milestones achieved and barriers encountered at the completion of the campaign.	☐ ☐	Copies/Screenshots of Posts Copy of Partners' Six-Month Log-in Report	Statewide, Local Lead Agency, CG: General
Coordination/ Collaboration Activities	Recruitment for YATPS	In collaboration with the youth coalition and the local health department, recruit (insert # range) young adults ages 18-19 years old to conduct an annual Young Adult Tobacco Purchase Survey (YATPS). Recruitment methods will include the following: (describe how you will recruit young adults).	☐	Log of recruitment methods	Local Lead Agency, CG: General
Coordination/ Collaboration Activities	Resources	Collaborate with (fill in project/agency names) to identify resources to help develop (insert product) for use by (insert target audience).	☐ ☐	Collaboration Records (on file) (0% Deliverable)	Statewide, Local Lead Agency, CG: General

Coordination/ Collaboration Activities	Sharing Resources	Regularly participate in conference calls, webinars, and trainings regarding (state topic areas) hosted by California Tobacco Control Program (CTCP) and (name other organizations, e.g., California Youth Advocacy Network, Local Lead Agency Project Directors' Association).	☐ ☐	Attendance Records (on file) (0% Deliverable)	Statewide, Local Lead Agency, CG: General

Coordination/ Collaboration Activities	Sharing Resources	Meet with (insert # range of individuals or agencies) partners, such as (insert names) to update them on (insert topic). Ask partners to make materials available upon request to their target audiences.	☐ ☐	Coordination Records (on file) (0% Deliverable)	Statewide, Local Lead Agency, CG: General
Coordination/ Collaboration Activities	BOE Coordination	Work with local law enforcement agencies to obtain the Board of Equalization's (BOE) list of tobacco retailers to conduct (insert activities list is needed for).	☐	BOE List	Local Lead Agency, CG: General
Coordination/ Collaboration Activities	Volunteer Recruitment	Annually recruit and maintain (insert # range) volunteer coalition members to participate in coalition planning, data collection, educational visits, public speaking and letter writing and more. Coalition members will be recruited through (insert recruitment methods). Conduct (insert # range) of coalition meetings each year.	☐ ☐	Recruitment Tracking Form Recruitment Summary (Annually)	Local Lead Agency
Earned Media Activities	Evergreen Article	Develop (identify number) "evergreen" articles for drop into partner newsletter on the topic of (insert topic). Disseminate to (insert audience) and (insert the means of distribution) to encourage their use of the article.	☐ ☐	Evergreen Article Distribution Log	Statewide, Local Lead Agency, CG: General

Earned Media Activities	Generic Press Event	In coordination with (insert names of partners), plan and conduct at least (insert # range) newsworthy press event designed to educate the public on (insert topic). The activity will include local media outreach (including ethnic media) and may also include coordination of spokespersons and local tailoring of media materials, (e.g., a local press release, fact sheet, visuals, and/or talking points). (Insert # range) press packets will be prepared and will contain a description of the event or activity, a sample press release, and justification for (insert tobacco control related activity such as a policy or event) and supporting educational materials.	☐ Press Packet Contents ☐ Photos of Events ☐ Copies of News Stories Published (or log of links to story)	Statewide, Local Lead Agency, CG: General
Earned Media Activities	HSHC Press Event	In coordination the California Tobacco Control Program (CTCP) and other local lead agencies (LLAs) in the region, plan and conduct one regional press event or a strategic media activity that is designed to generate news coverage about Healthy Stores for a Healthy Community (HSHC) local survey results, which will be released simultaneously across the state. This may include obtaining a location for the press event and coordinating event logistics. Any press event conducted will be held in a media-friendly location (e.g., convenient to news outlets, media-worthy/interesting location, etc.). Media activities include coordination of local spokespersons, developing spokesperson materials (e.g., notes, remarks), arranging visuals and props, tailoring sample media materials and local press release provided by CTCP, outreach to local media outlets directly or arranged by CTCP media contractor, coordination and distribution of press packets, and use of a centralized HSHC website hosted by CTCP.	☐ Press Packet Contents ☐ Photos of Events ☐ Copies of News Stories Published (or log of links to story)	Local Lead Agency
Earned Media Activities	Letters to the Editor/Editorials	Develop (insert # range) sample Letters to the Editor/Editorials and work with volunteers to tailor and submit to target media, such as (insert examples of newspapers).	☐ Copy of Work Submitted to Publication ☐ Copy of Work Published	Statewide, Local Lead Agency, CG: General

Earned Media Activities	Photovoice Promotion	Use a completed Photovoice (i.e. participatory photograph) project with (insert participants e.g. youth coalition members, young adults, volunteers) on (insert topic) in (insert community name(s)) to present finished project to key stakeholders and display at the following location(s): (insert locations, e.g. name school, county building, library, Court House, Back to School Night).	☐ Pictures of Photo Exhibit ☐ Photovoice Presentation(s)	Statewide, Local Lead Agency, CG: General
Earned Media Activities	Press Releases	In coordination with the coalition, develop and submit a minimum of (insert # range) press releases to make announcements about (e.g. breaking news, newsworthy information, announcement of policy being pursued, etc.) on (insert topic).	☐ Press Release ☐ Copies of News Stories Published (or log of links to story)	Statewide, Local Lead Agency, CG: General
Earned Media Activities	Radio Programming	Develop/Participate in (insert # range) of (length of time) radio talk show program(s) on (insert topics). Radio stations will be selected based upon target population(s). Consult with Rover library, statewide grantees, subject matter experts and/or the California Tobacco Control Program (CTCP) Media Unit on the format and content.	☐ Radio Programming Schedule ☐ Copy of Talking Points	Statewide, Local Lead Agency, CG: General
Educational Materials Development	Create Materials	Develop (insert # range) of (insert material topic and item) that will be disseminated through/to/at (insert name of location or event) that can be (printed and/or downloaded). Target audiences will include (insert names of target audience). Develop in consultation with statewide grantees to adapt existing materials or develop new materials as appropriate. Review the materials for cultural and language appropriateness with (insert # range) members of the target audience (insert target audience e.g., Student Affairs, Campus Police, Student Body, and Campus Health Center). Once completed, market materials to appropriate audiences to facilitate distribution. Consumer testing of materials is described in the Evaluation Plan. Submit material(s) to Tobacco Education Clearinghouse of California (TECC) Material Submission page upon completion.	☐ Created Materials ☐ Verification of Submission to TECC	Statewide, Local Lead Agency, CG: General

Educational Materials Development	Policy Packets	Develop and distribute (insert # range) educational packets about (insert topic area) using existing materials to include (insert types of materials, e.g., fact sheet, ChangeLab model policy, list of similar policies enacted, infographic). The target audience for the educational packet is (insert name of group or organizations, e.g., potential champions, elected officials, city and staff). Develop the educational packet in consultation with statewide grantees to adapt existing materials or develop new materials as appropriate.	☐ List of Packet Contents ☐ Distribution Log	Statewide, Local Lead Agency, CG: General
Educational Materials Development	Policy-related materials	Create and revise as needed the (insert name of educational material) which will be used to educate (insert name of the type of policy makers, potential endorsers, media outlets). Include information such as (insert examples of content). Develop in consultation with statewide grantees to adapt existing materials or develop new materials as appropriate. Submit material(s) to Tobacco Education Clearinghouse of California (TECC) Material Submission page upon completion.	☐ Completed Materials ☐ Verification of Submission to TECC	Statewide, Local Lead Agency, CG: General
Paid Media Activities	Generic Customizing Paid Media Advertising	Customize (insert # range of distinct ads) existing anti-tobacco television (TV), digital, radio, print and/or outdoor advertising ads developed by CDPH or other state and federal agencies about (insert topic) and provide paid placement of the ads to best reach the target audience. A Communications Plan will be prepared detailing specific ads and placement in coordination with the CTCP Media Unit.	☐ Ad Airing/ Placement Schedule Log ☐ of ads customized and used	Local Lead Agency, CG: General
Paid Media Activities	Generic Developing Paid Media Advertising	Develop (insert # range of distinct ads) anti-tobacco television (TV), digital, radio, print and/or outdoor advertising ads about (insert topic) and provide paid placement of the ads to best reach the target audience. A Communications Plan will be prepared detailing specific ads and placement in coordination with the CTCP Media Unit. Consumer testing of the advertisement(s) is described in the Evaluation Plan.	☐ Ad Airing/ Placement Schedule ☐ Ads developed (or log of links to view advertising online)	Local Lead Agency, CG: General

Paid Media Activities	Outdoor/ Alternative Advertising	(Customize/develop) and place (insert # range) outdoor (e.g., billboards, transit, mall, movie theater) advertisements (ads) about (insert topic) in key locations that best reach the target audience for (insert length of time). Consumer testing of ads developed by the project is required and described under the Evaluation Plan.	☐ Ad Placement Log/Schedule ☐ Photos of Ads	Statewide, Local Lead Agency, CG: General
Paid Media Activities	Print or Digital Advertising	(Customize/develop) and place (insert # range) print or digital advertisements (ads) about (insert topic) and place the ads on (insert publication or digital vendor names) that best reach the target audience for (insert length of time). Consumer testing of ad(s) developed by the project is required and described under the Evaluation Plan.	☐ Ad Placement Log ☐ Copies/Screenshots of Ads	Statewide, Local Lead Agency, CG: General
Paid Media Activities	Radio Advertising	(Customize/develop) and place (insert # range) radio advertisements (ads) in (insert languages) about (insert topic) and place the ads on the following radio stations or with digital radio vendors (e.g. Pandora, Spotify, iHeart) (insert radio station/digital radio vendor names) that best reach the target audience for (insert length of time). Consumer testing of ads developed by the project is required and described under the Evaluation Plan.	☐ Ad Airing/ Placement Schedule ☐ Transcript or Copy of ads	Statewide, Local Lead Agency, CG: General
Paid Media Activities	Social Media	(Customize/develop) and place a minimum of (insert # range) social media campaigns (which consist of at least four (4) paid posts per month for the duration of the campaign) annually from California Tobacco Control Program (CTCP) (Partners' Media & Communications page), Tobacco Education Clearinghouse of California (TECC), or other organizations with consumer-tested materials, to educate about (describe issue, e.g., smoke-free outdoor	☐ Log of Posts per site ☐ Screenshots of Ads	Statewide, Local Lead Agency, CG: General

		dining). Customize materials as needed with local data and information. Social media campaign materials will include (describe content, e.g. links to credible organizations, news publications, or institutions, research, facts, photographs, videos, infographics). The content will be posted on (insert names of sites, e.g., Facebook, YouTube, Twitter, Instagram, Pinterest, Snapchat).		
Paid Media Activities	Social Media	Develop and implement a tobacco control (insert program or coalition name) social media page on (insert names of social media sites) in collaboration with the coalition to increase public health communication and engagement with the community members on tobacco control issues. Post a minimum of 10 posts per month on a variety of tobacco control issues that are pertinent to the community. A minimum of 50 percent of the posts will be paid each month. (This activity will be shared with Objective # & #, but is only listed here to prevent duplicative reporting).	• Log of Posts per site • Screenshots of Ads (Include Link to Social Media Page in Report)	Statewide, Local Lead Agency, CG: General
Paid Media Activities	Television Advertising	(Customize/develop) and place a minimum of (insert # range) Television (TV) or digital video advertisements (ads) about (insert topic) and place the ads on TV stations (broadcast and/or cable) or digital vendors that best reach the target audience for (insert length of time). Consumer testing of ad(s) developed by the project is required and described under the Evaluation Plan.	• Ad Airing/ Placement Schedule • Developed Ad(s) (or log of links to ads online) **OR** Log of Customized Ads	Statewide, Local Lead Agency, CG: General
Policy Activities	Educational Meetings	Meet with and informally educate at least (fill in numerical range) policy makers or their staff from (list types of organizations, agencies or groups) in the communities of (list communities) for at least (insert # range) minutes. Educational materials will include information such as (list topics). Staff will follow-up via phone or email and provide additional resources upon request.	• Meeting Log • Materials Provided	Statewide, Local Lead Agency, CG: General

Policy Activities	Endorsements/ Resolutions	Develop a sample (endorsement/resolution/letters of support) to address (fill in the public health problem) for inclusion in educational packets and at presentations. Obtain (insert # range) of (endorsement/resolution/letters of support) from (insert type of organizations, groups, and agencies) to demonstrate support for addressing (fill in the public health problem). Present (endorsement/resolution/letters of support) to policymakers (insert time or distribution method, e.g. at a city council meeting or in educational packets).	☐ Sample Resolution/ Endorsement Language	Statewide, Local Lead Agency, CG: General
Policy Activities	Information and Education Days	Participate in the (insert years) Information and Education (I&E) Days at the State Capitol to educate policymakers about key tobacco control issues. Coordinate the participation of (insert participants e.g. coalition members, volunteers, partners) to annually visit key state elected officials in their District Offices.	☐ Attendance Records (on file) ☐ (0% Deliverable)	Statewide, Local Lead Agency, CG: General
Policy Activities	Midwest Academy Strategy Chart	Conduct one strategic planning session(s) for each jurisdiction the project is considering policy within, with community partners and stakeholders for 2-4 hours, to complete the Midwest Academy Strategy Chart (MASC) which will identify short, intermediate, and long term goals, organizational considerations, constituents, allies, opponents, targets, and tactics to create a plan for (insert goal/objective). Consult with the Center for Tobacco Policy and Organizing to prepare for and/or facilitate the strategic planning session(s). Update each MASC regularly throughout each policy campaign to adapt to new targets and tactics as they are revealed.	☐ Completed/ Updated Midwest Academy Strategy Chart ☐ Strategy Session(s) Agenda	Statewide, Local Lead Agency, CG: General
Policy Activities	Partners	Project staff will post a minimum of 12 times annually on Partners' InfoHub, sharing information about the challenges and successes related to (insert topic areas).	☐ Screenshots of Posts on InfoHub	Statewide, Local Lead Agency, CG: General
Policy Activities	Petition	Develop a sample petition to collect names and addresses of supporters of (insert issue) at (insert events where petitions will be gathered). Collect a minimum of (insert # range) of petitions and (insert use for petitions, e.g. to build a mailing list, distribute to target policymakers to demonstrate support, etc.)	☐ Copy of Petition ☐ Log of Events Attended for Signature Gathering ☐ Signature List (on file)	Local Lead Agency, CG: General

Policy Activities	Policy Development	In collaboration with ChangeLab Solutions and (insert stakeholders), create and/or update a model (legislated policy, voluntary policy, resolution) that addresses (insert topic that is relevant to the objective).	☐	Model Policy	Statewide, Local Lead Agency, CG: General
Policy Activities	Policy Presentation	Conduct (insert # range) in-person presentations of (insert # range) minutes to a total of (insert # range). Create an educational PowerPoint presentation targeting (e.g. policymakers) which will include (insert topics).	☐ ☐	Presentation Log Presentation Materials	Statewide, Local Lead Agency, CG: General
Policy Activities	Public Engagement	Facilitate participation of (insert # range) of coalition members, members of the public and stakeholders representing (list types of representation) to present at meetings of policymakers (in target jurisdictions) to educate them about (describe the content or topic(s) of the education). Project staff will only present if invited to do so formally by policymakers.	☐	Presentation/ Materials Used	Local Lead Agency, CG: General
Policy Activities	Updating Smoking/ Tobacco Definitions (Required Language)	"Smoking" will be defined to mean inhaling, exhaling, burning, or carrying any lighted, heated, or ignited cigar, cigarette, cigarillo, pipe, hookah, electronic smoking device or any plant product intended for human inhalation, whether the item is natural or synthetic and whether or not it contains nicotine. The definition of a "tobacco product" will be updated to include any product containing, made, or derived from tobacco or nicotine, or any electronic smoking device whether or not it contains nicotine. "Electronic smoking device" will be defined to mean an electronic device that can be used to deliver an inhaled dose of nicotine, or any other substances, including any component, part, or accessory of such a device, whether or not sold separately. The definition of "tobacco paraphernalia" will be updated to mean any item designed for the consumption, use, or preparation of tobacco products.	☐ ☐	No tracking measure necessary (0% Deliverable)	Statewide, Local Lead Agency, CG: General, CG: Non-Prop 99

Policy Activities	YouthQuest	Recruit youth to attend the California Youth Advocacy Network's (CYAN) annual YouthQuest, where youth will educate policymakers about key tobacco control issues. Coordinate the participation of youth, chaperones and travel to the Capitol in Sacramento for the event.	☐ Attendance Records (on file) ☐ (0% Deliverable)	Statewide, Local Lead Agency, CG: General
School Activities	School-based Activity	Recruit (insert # range) students from (insert groups/student clubs within school settings) to participate in trainings, meetings, data collection, and tobacco control education. Recruitment will take place at (insert pre-approved school event).	☐ Recruitment Log	Local Lead Agency, CG: General

School Activities	School-based Activity	Organize and conduct (insert # range) meetings annually at (insert campus/school) with (insert meeting participants, e.g. teachers during in-services, parent/teacher meetings, school board meetings, etc.). The meetings will serve as vehicles for increasing students' knowledge on emerging tobacco control topics, including (insert topics).	☐ Meeting Agenda	Local Lead Agency, CG: General
School Activities	School-based Activity	Conduct (insert # range) interactive educational tabling at (insert name of the school-sponsored events). Participants at the event(s) will be asked to complete (insert activity, e.g. a public intercept survey, petition, etc.) and be educated about (name topic). Tabling events will be approximately (insert time) in length.	☐ Event Log ☐ Photos of Event	Statewide, Local Lead Agency, CG: General
Training/ Technical Assistance Activities	Coalition Issue Training	Conduct (insert # range), (insert length) trainings for approximately (insert # of participants) coalition members, community members, and collaborative partners to increase their knowledge on tobaccorelated issues in the community. Training topics may include, but are not limited to: community organizing, current and emerging tobacco-related issues, media advocacy, health disparities, secondhand/thirdhand smoke, electronic smoking devices (ESDs) and how ESDs are being utilized to smoke marijuana, how tobacco companies target youth through storefront advertising, and the impact of drifting smoke in multi-unit housing.	☐ Training Agenda ☐ Training Materials	Statewide, Local Lead Agency, CG: General

Training/ Technical Assistance Activities	Coalition Skill Training	Conduct (insert # range), (insert length) trainings for approximately (insert # of participants) coalition members and collaborative partners to increase their knowledge on skills needed to carry out the 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, and spokesperson(s)/media interactions.	☐ Training Agenda ☐ Training Materials	Statewide, Local Lead Agency, CG: General
Training/ Technical Assistance Activities	Conduct Leadership Training	Provide (insert # range) for (length of time) trainings annually for a minimum of (insert range of participants) participants, including (insert participants or groups) to increase diverse community members' leadership, capacity and skills to address tobacco control issues in their community such as (insert specific issues).	☐ Training Agenda ☐ Training Materials	Statewide, Local Lead Agency, CG: General

Training/ Technical Assistance Activities	Conduct Training	Provide (insert # range) and (insert length of time) trainings annually for a minimum of (insert range of people and who will be trained) regarding (insert training topics). Training will be provided using the (insert method, e.g., in-person, webinar, Internet-based).	☐ Training Agenda ☐ Training Materials	Statewide, Local Lead Agency, CG: General
Training/ Technical Assistance Activities	Generic Data Collection Training	Conduct (insert # range), (insert length) hours of training to (insert # range) of youth and adults who will be collecting data using an agenda and training materials. Consult with the Tobacco Control Evaluation Center for training agendas and relevant information to consider for training. The training will include practicing the data collection, which will be done (insert data collection methods, e.g. online surveys, in-person survey, pen-to-paper, etc.)	☐ Training Agenda ☐ Training Materials	Statewide, Local Lead Agency, CG: General, CG: NonProp 99, Media, Evaluation
Training/ Technical Assistance Activities	HSHC Data Collection Training	Conduct (insert # range), 6-8 hours of training to (insert # range) of youth and adults who will be collecting data using an agenda and training materials provided by the California Tobacco Control Program (CTCP), the Tobacco Control Evaluation Center (TCEC), Stanford University and others. The training will include hands on practice with electronic handheld devices.	☐ Training Agenda ☐ Training Materials	Local Lead Agency

Training/ Technical Assistance Activities	HSHC Media Spokesperson Training	Provide logistical support to coordinate 1-3 local trainings, 1-2 hours in length, for coalition, youth and spokespeople on the HSHC media event, including helping to identify space, recruit spokespersons, and promoting the event. Trainers will be provided by the California Tobacco Control Program (CTCP). These trainings will help build capacity of coalition members and spokespersons and will cover topics such as public speaking techniques, media landscape, social media, talking points, and the use of press conference materials provided by CTCP.	☐ Training Agenda ☐ Training Materials	Local Lead Agency
Training/ Technical Assistance Activities	Policy Implementation	Provide (insert # range) hours of technical assistance (TA) to enforcement personnel, (e.g. code enforcement, fire department, health department, law enforcement, parks and recreation staff, etc.) to development a public education awareness campaign and enforcement protocols once the policy has been approved.	☐ TA Log	Statewide, Local Lead Agency, CG: General
Training/ Technical Assistance Activities	Technical Assistance	Provide a minimum of (insert # range) instances of technical assistance (TA) which reflect approximately (fill in range of hours) on tobacco control issues including (list topics) to (identify target audiences). TA will be provided using (insert methods, e.g. in-person, over the phone, by email, etc.).	☐ TA Log	Statewide, Local Lead Agency, CG: General
Training/Technical Assistance Activities	YATPS Data Collection Training	Conduct training for (insert # range) of young adults, lasting 60-90 minutes which will train them how to comply with the Young Adult Tobacco Purchase Survey (YATPS) protocol. The training will include didactic, practice in identifying tobacco products, asking to purchase tobacco products and conducting a transaction.	☐ Training Agenda ☐ Training Protocol ☐ Training Materials	Statewide, Local Lead Agency, CG: General, CG: Non-Prop 99

Training/ Technical Assistance Activities	Youth Summit	Organize and facilitate (insert # range) youth summit events. The summit will be attended by (insert # range) students from various school districts in (insert county). Content for the summit will include (insert topics, e.g. youth development, tobacco control issues related to youth). Collaborate with (insert community partners) to plan, promote and implement the summit. A minimum of (insert # range) presentation of (insert length of time) related to tobacco control issues will be provided by staff and/or youth coalition members.	☐ Summit Agenda ☐ Summit Materials ☐ Presentations	Statewide, Local Lead Agency, CG: General

Updated: 8.21.17

<u>Evaluation</u> Activities Sample Wizards

(Updated for 2017-2021 LLA Plans)

Instructions: The following sample "wizard" language can be inserted by clicking on the OTIS Mascot Pup when creating new activities in your scope of work. Once the new wizard activity is open, fill in the blanks to customize each activity to your objective and needs, including the appropriate sample sizes.

Evaluation Category	Description	Recommended Language	Recommended Tracking Measure	Which Type(s) of Procurements
Education/ Participant Survey	Annual Coalition Survey	Using the online Tobacco Control Evaluation Center's (TCEC) coalition survey, a census of all coalition members will be completed annually to assess member diversity, functioning and satisfaction. Data will be analyzed using descriptive statistics such as percentages, frequencies and means will be used to analyze findings. Results will be summarized and used to improve coalition functioning, meetings, trainings, and technical assistance services.	• Survey Instrument • Summary Report of Key Findings	Statewide, Local Lead Agency, CG: General, Evaluation

Education/ Participant Survey	Generic Pre/Post Test for Training	A pre/post-test will be developed and administered to participants in the (insert name) training to assess changes in knowledge, confidence/preparation, intent to engage in advocacy activities to promote (describe topic). The survey will also capture information about training feedback and anticipated needs for additional advocacy support after the training. A pen-to-paper instrument will be used to collect the data. The pre-and post-test will be administered to a total of (insert # range) training participants. The survey results will be analyzed using descriptive statistics such as percentages, frequencies and means will be used to analyze findings.	• Survey Instrument • Survey Summary Report	Statewide, Local Lead Agency, CG: General, Media, Evaluation

Education/ Participant Survey	Needs Assessment	Annually conduct a web-based needs assessment survey of (insert number) partners including (insert type of groups, e.g., local campaign partners; youth, college personnel, advisory committee members, youth, and young adults). The needs assessment will solicit feedback and suggestions for (insert description, e.g., project activities, campaigns, websites content and navigation; youth and young adult involvement in tobacco control programs; educational materials; regional networking needs; and training needs). The survey results will be analyzed using descriptive statistics such as percentages, frequencies and means will be used to analyze findings. Analysis of survey results will guide project activities.	▯ Survey Instrument ▯ Needs Assessment Summary Report	Statewide, Local Lead Agency, CG: General, Media, Evaluation

Education/ Participant Survey	Online Training and Technical Assistance Satisfaction Survey	An online training and technical assistance satisfaction survey and protocol will be developed in consultation with the Tobacco Control Evaluation Center (or explain how it will be developed, e.g., adapt from previous work or obtain samples from other project directors). It will consist of 5-10 open and closed-ended answers. The survey will measure the satisfaction of training and technical assistance users. It will be disseminated to a census of (insert # range) training participants and distributed (cite frequency). The survey results will be analyzed using descriptive statistics such as percentages, frequencies and means will be used to analyze findings. Results will be summarized annually and used to improve training and technical assistance services, the website, and marketing of training and technical assistance services.	☐ Survey Instrument ☐ Survey Summary Report	Statewide, Local Lead Agency, CG: General, CG: NonProp 99, Media, Evaluation
Education/ Participant Survey	Statewide Survey Customization Subcontract	Subcontract with the (insert name of subcontractor) to conduct an (expanded/oversample/census) survey in (insert year) of (insert surveillance audience e.g. people, people who smoke, retailers, schools) in (county/city) through the (insert name of survey). (Insert name of survey) is a (insert	☐ Survey Instrument ☐ Survey Results	Local Lead Agency
		description of survey). LLA will receive (insert the terms of the agreement with the subcontractor, e.g. county-specific questions on the survey, an additional sample size, etc.). Subcontractor will provide county-specific results and (subcontractor/LLA Evaluator) will prepare a (county/city)specific analysis report of the results to submit to CTCP. (Insert details of the data analysis).	☐ Survey Analysis Summary Report	

Final Evaluation Report	Generic Data Analysis Plan	Descriptive statistics such as percentages, frequencies and means will be used to analyze findings from the following evaluation activities (insert evaluation activity names, e.g., Participant Surveys, Public Intercept Surveys, and Observation Surveys). Advanced data analysis will be performed using data collected from the following evaluation activities: (insert evaluation activity names, e.g., Outcome Data, Public Intercept Surveys). Comparisons will include: (insert a description of comparisons, e.g., store type, area demographics, smoking status, etc.). The Public Intercept Surveys will be analyzed by calculating frequencies and percentages to document support/opposition to policy strategies, knowledge, and demographic information provided by survey participants. Common themes such as (insert descriptions such as support/opposition, challenges/barriers, health/business) will be identified and summarized from the following evaluation activities (insert names of evaluation activities, e.g., Key Informant Interviews, Focus Groups, Media Activity Records, Policy Record). Overall, the data collected will be used to identify the importance/public attention placed on the issue; inform intervention strategies, and media messaging; guide and target educational efforts, and understand the impact of the intervention on (insert description of the policy, system or	☐ Final Evaluation Report (for Primary Objectives ☐ *OR* Brief Evaluation Report (for Non-Primary Objectives)	Statewide, Local Lead Agency, CG: General, CG: Non-Prop 99
		environmental change sought, e.g., decreased tobacco sales to minors, decreased secondhand smoke exposure, decreased number of cigarettes smoked per day, decreased tobacco butt litter, etc.). Conclusions and recommendations in the evaluation report will be based on evaluation results and findings.		

Focus Group	Educational Material Feedback Focus Group	Develop a focus group guide to assess feedback on the look and feel of educational material regarding the content, language, approach, and appropriateness of the action steps in the educational materials. The focus group guide will be developed in consultation with the Tobacco Control Evaluation Center (or explain how it will be developed, e.g., adapt from previous work or obtain samples from other project directors). Conduct (insert a range) focus groups with (identify groups of participants) to assess the appropriateness of educational materials developed to promote the (name of campaign or topic). Each focus group will include purposive sample of (insert # range / minimum of two per testing period) people. Each focus group will be audio-taped and a transcription made, and an observer of the group will take notes of participant responses. A report will summarize participant responses to materials and make recommendations for revisions and/or new materials.	☐ ☐	Focus Group Guide Focus Group Summary Report	Statewide, Local Lead Agency, CG: General, CG: NonProp 99, Evaluation
Focus Group	Generic Focus Group Activity	Develop or adapt an existing focus group guide that will ask questions related to (insert topics). The focus group questions will be developed in consultation with the Tobacco Control Evaluation Center (or explain how it will be developed, e.g., adapt from previous work or obtain samples from other project directors). Conduct (insert # range/minimum of two per testing period) focus groups with (insert type of group). Each focus group will include a purposive sample of (insert # range) people. Each focus group will be audio-taped and a transcription made, and an observer of the group will take notes of participant responses. A report will summarize participant responses and compare themes and comments both within and across groups.	☐ ☐	Focus Group Guide Focus Group Summary Report	Statewide, Local Lead Agency, CG: General, CG: NonProp 99, Evaluation

Key Informant Interview	General Key Informant Interview	Develop key informant interview questions including (insert topics). The key informant interview questions will be developed in consultation with the Tobacco Control Evaluation Center (TCEC) (or explain how it will be developed, e.g., adapt from previous work or obtain samples from other project directors). Conduct (insert # range) telephone and/or in-person interviews with (insert types of people or organizations) to determine facilitators and barriers to implementing a (insert type of policy) policy in (list targeted jurisdiction(s)). Each interview will be approximately (insert # range) minutes in length.	☐ ☐	Key Informant Interview Instrument Key Informant Summary Report	Statewide, Local Lead Agency, CG: General, CG: NonProp 99, Media, Evaluation
Key Informant Interview	HSHC Key Informant Interviews	Utilizing and/or adapting a survey instrument developed by Tobacco Control Evaluation Center (TCEC), conduct 5 -20 Key Informant Interview surveys using face-to-face or telephone, with a diverse group of people such as retailers and key decision makers (city council members, city managers, city commissioners, city attorneys, city administrators, city clerks, etc.) to follow-up on current knowledge and attitudes regarding the tobacco retail environment and other topics relevant to the Healthy Stores for a Healthy Community (HSHC) campaign. Qualitative analysis of interview results will be used to summarize and report interview findings. The results will be shared with project staff and coalition members and help guide campaign interventions.	☐ ☐	Key Informant Interview Instrument Key Informant Summary Report	Statewide, Local Lead Agency, CG: General, CG: Non-Prop 99, Media
Media Activity Record	Generic Media Activity Record	A media record analysis tool will be developed in consultation with the Tobacco Control Evaluation Center (or explain how it will be developed, e.g., adapt from previous work or obtain samples from other project directors). Paid media, press releases, news articles, editorials and letters to the editor regarding (insert subject) will be collected,	☐ ☐	Media Tracking Form (required for paid media activities) Media Activity Record	Statewide, Local Lead Agency, CG: General, CG: NonProp 99, Media, Evaluation

		quantified, and analyzed to determine coverage, support and opposition for the subject and the need for further community education. The number, length, placement, slant (positive/negative/neutral) and amount of exposure to audiences will be monitored and reported.		(required for any media activities)	
Media Activity Record	HSHC Media Activity Record	Using a tool developed by the Tobacco Control Evaluation Center (TCEC), Local Lead Agency (LLA) staff will perform a record of earned media placement through online news, social media websites and blogs, area and local radio, area and local television, hard-copy community newspapers and newsletters will be tracked, including details of media placement, data, and coverage. Paid media will be similarly tracked. A media content analysis will be conducted to evaluate the earned media pieces' effectiveness at delivering/disseminating the message, their accuracy and neutrality of facts, and to gauge the level of public support for Healthy Stores for a Healthy Community (HSHC) campaign strategies.	☐	Media Activity Record	Statewide, Local Lead Agency, Media
Observation Data	HSHC Observation Data	Observation data will be collected in tobacco retail stores using electronic handheld devices, and a survey instrument developed by CTCP. The LLA will complete the core HSHC observation survey and may complete additional modules based on priorities and resources available. Completion of the core survey will take approximately 20 minutes. The number of stores to be surveyed (insert # range) is based on cohort sample provided by CTCP. See Guidelines Appendix 6, Table A. Store Ranges - Store Observation Data Surveys and insert the correct sample size for your LLA. With technical assistance by Tobacco Control Evaluation Center (TCEC), as needed, the LLA will review and perform initial cleaning of survey data. CTCP will coordinate remaining data cleaning and analysis and provide results to LLA's to support their HSHC intervention activities, CX Needs	☐ ☐ ☐	Observation Data Instrument Observational Survey Dataset Baseline and Post-Implementation (if applicable) Summary Report	Local Lead Agency

		Assessment and Media Release. *OPTIONAL* More advanced analyses will be done by the LLA (e.g., comparing results by store type or area demographics, looking at change over time, etc.) and be based on training provided via the HSHC Advanced Data Analysis Webinar. Provide stipends (e.g., $5 - $10 per completed store survey, or an organizational stipend for providing and coordinating youth volunteers) or gift cards for youth and adult volunteers who participate in local data collection effort including training and completion of data collection forms.			
Observation Data	Outdoor Dining	An outdoor smoke-free dining data collection instrument and protocol will be developed in consultation with the Tobacco Control Evaluation Center (TCEC), pilot-tested, and revised as needed for field use. Conduct (insert # range) observations at restaurants with outdoor dining from a list of randomly selected restaurants known to have outdoor dining. The instrument will record observations of the outdoor dining patio environment including the presence of smokers, butt receptacles, smoke-free signage, restaurant type/characteristics, and servers' awareness of the current smoking policy.	☐ Observation Data Instrument ☐ Observational Survey Dataset ☐ Baseline and Post-Implementation (if applicable) Summary Report	Statewide, Local Lead Agency, CG: General, CG: Non-Prop 99
Observation Data	Smoke free Parks with Intervention and Control Groups	A smoke-free park data collection instrument will be developed in consultation with the Tobacco Control Evaluation Center, pilot tested, and revised as needed for field use. Conduct a baseline smoke-free parks survey (presmoke-free park policy adoption) and two-post policy adoption follow-up observation surveys in the intervention and control group parks. Data will be collected at (insert # range) intervention parks and (insert # range) control parks. The intervention and control parks in each sample will be matched for similar characteristics of size, features, type of neighborhood/users. Data will consistently be collected at a	☐ Observation Instrument ☐ Observational Survey Dataset ☐ Baseline and Post-Implementation (if applicable) Summary Report	Statewide, Local Lead Agency, CG: General, CG: Non-Prop 99

		playground area, near the restrooms, and near an athletic field for each intervention and control park. During the term of the project, follow-up data will be collected twice for a total of three waves of data collection. The observation form will collect data about the amount of visible no-smoking signage, the number of people smoking, and the amount of cigarette-related litter, the date and time of observations. The pre-adoption results will be compared to the postadoption results to determine the implementation of smokefree policy in outdoor areas by (name communities). The intervention/control group data will illustrate the impact of smoke-free policy adoption and implementation on public outdoor areas.		
Observation Data	Smoke-free Multi-Unit Housing	A smoke-free multi-unit housing (MUH) observation data collection instrument and protocol will be developed in consultation with the Tobacco Control Evaluation Center. The instrument will collect data about the presence of nosmoking signs (yes/no), observance of smokers (yes/no), tobacco litter on the premises (yes/no, location), the number of butt receptacles and comments. The sample will consist of a purposive sample of (insert # range) of MUH housing complexes having at least # units. A pre/post policy adoption design will be used. Pre-policy observation findings will be used to demonstrate the problem of smoking, secondhand smoke, and tobacco-related litter in local MUH settings to decision makers, MUH tenants and MUH owners/managers. MUH management approval will be gained before observations are conducted. Once a policy is adopted, sufficient time will be allowed for implementation and enforcement activities before post-policy adoption observations are conducted. Post-policy observations will be conducted at the same complexes where the pre-policy data collection occurred. Observing the same complexes enables us to measure any changes in the number of signs, the	☐ Observation Data Form ☐ Observational Survey Dataset ☐ Baseline and Post-Implementation (if applicable) Summary Report	Statewide, Local Lead Agency, CG: General, CG: Non-Prop 99

		presence of smoker and tobacco litter than may have changed following the policy adoption.			
Other	Air Quality Monitoring	TSI SidePak particle monitors will be used to perform particle monitoring at (insert name of facility type) pre- and postsmoking-restriction policy adoption. In conjunction with the SidePak monitoring, an observational count of people smoking during the time of the monitoring will be conducted. A data tracking spreadsheet will be developed to record smoking data. Monitoring will be conducted at a minimum of (insert # range) facilities and at least # different locations within the facility. Air sampling locations will remain constant during the pre- and post-testing phases. A purposive sample will be used.	☐ ☐	Data Tracking Spreadsheet Air Quality Monitoring Summary Report	Statewide, Local Lead Agency, CG: General, CG: NonProp 99, Evaluation
Other	California Smokers' Helpline Call Monitoring	On an annual basis, records from the California Smokers' Helpline will be obtained and reviewed for the number of callers from (insert name) County and the referral source. The number of calls from each referral source will be charted and compared to intervention activities. A Summary Report will be created to highlight any relationship between promotional activities and the number of calls.	☐ ☐	List of Callers (on file) Call Monitoring Summary Report	Statewide, Local Lead Agency, CG: General, CG: NonProp 99, Media, Evaluation
Other	Coalition Asset Mapping	The Tobacco Control Evaluation Center's (TCEC) Asset Mapping Tool will be used to uncover assets and needs in our community; two asset mapping sessions will be facilitated with a purposive sample of (insert # range) community members. This information will be used to strengthen the coalition, leverage support for tobacco control program initiatives, help coalition members get to know one another, partner organizations, create lasting working relationships, and facilitate creation of new partnerships.	☐ ☐	Asset Mapping Tool Asset Mapping Summary Report	Statewide, Local Lead Agency, CG: General, CG: NonProp 99, Media, Evaluation

Other	Generic Social Media Monitoring	On a monthly basis, track analytics/insights for (insert type of social media, e.g., Facebook, Twitter, Instagram) activity regarding the (insert topic) campaign. Analytics/insights tracking includes, but is not limited to, page or post views, likes/follows, reach, engagement, reactions, shares and/or clicks within page. Create a Summary Report each progress period to compare the previous six months of analytical data collected and summarize lessons learned regarding content, time of posts, organic versus paid posting benefits, and target audience engagement.	☐ Copy of Analytics Report ☐ Analytics Summary report	Statewide, Local Lead Agency, CG: General, CG: NonProp 99, Media, Evaluation
Other	Photovoice	A Photovoice project will be implemented. A purposive sample of (insert # range) participants from the (insert population) community will be recruited to attend (insert # range) meetings for goal setting, training, group interpretation of pictures and findings, development of the Photovoice exhibit, and facilitated discussion of next steps. Results will be presented to community members and policymakers to demonstrate the problem and impact of smoking and tobacco use in youth sensitive areas through a visual community lens.	☐ Photovoice Exhibit ☐ Photovoice Summary Report	Statewide, Local Lead Agency, CG: General, CG: NonProp 99, Media, Evaluation
Other	Policy Report	Develop data driven, objective rating criteria, rating rubric and metrics for a report about (insert topic) policies. Review the literature and obtain input from statewide grantees and subject matter experts in developing the rating rubric. Annually, rate (insert name) policies. Develop a Summary Report and release report findings through an annual press release.	☐ Ratings Rubric ☐ Policy Summary Report	Statewide, Local Lead Agency, CG: General
Other	Training and Technical Assistance Tracking Form	A Training Project Output Tracking Form developed in consultation with Tobacco Control Evaluation Center (or explain how it will be developed, e.g., adapt from previous work or obtain samples from other project directors) will be used to record instances of technical assistance provided and materials provided. The form will track topics, mode of	☐ Tracking Form	Statewide, Local Lead Agency, CG: General, CG: NonProp 99, Media, Evaluation

		technical assistance, materials or resources provided, and information about the requestor (e.g., type of agency, contact information), total number served, and the unique number of people served.		
Other	Statewide Evaluation	Participate in the statewide evaluation of the Regional Initiative to Mobilize Communities to Reduce Tobacco-Related Disparities among African American/Black; Asian/Pacific Islander, Hispanic/Latino; and LGBTQ Populations. This may include participating in written surveys, Key Informant Interviews, focus groups, and other evaluation activities that are led by an external CDPH/CTCP evaluator.		Statewide, Regions
Policy Record	Generic Policy Record	A public policy meeting observation form will be developed to document policymaker support/opposition, key issues raised by policymakers and staff, and other insights from public policy meetings. Tobacco control program project staff will observe and record this information during the meetings. In addition, official policy records such as city council agendas, meeting minutes, presentations, testimony, and policies enacted will be collected and coded to track: 1) support/opposition; 2) key issues that surface during the intervention, which could help shape changes to the intervention plan during the process; 3) the policy adoption process so that it can be described in the final evaluation report; and 4) to confirm adoption of a policy that meets the objective for this project.	☐ Public Policy Meeting Observation Form ☐ Public Policy Records Tracking Form ☐ Signed Policy	Statewide, Local Lead Agency, CG: General, CG: NonProp 99, Evaluation

Policy Record	HSHC Policy Record	A public policy meeting observation form will be developed to document policymaker support/opposition, key issues raised by policymakers and their staff, and other insights from public policy meetings and participation in/comments on the Healthy Stores for a Healthy Community (HSHC) campaign. Tobacco control program project staff will observe and record this information during the meetings. In addition, official policy records such as city council agendas, meeting minutes, presentations, testimony, and policies enacted will be collected and coded to track: 1) support/opposition; 2) key issues that surface during the intervention, which could help shape changes to the intervention plan during the process; 3) the policy adoption process so that it can be described in the final evaluation report; and 4) to confirm adoption of a policy that meets the objective for this project. Documentation of the signed policy will also be included.	☐ Public Policy Meeting Observation Form ☐ Public Policy Records Tracking Form ☐ Signed Policy	Local Lead Agency
Public Intercept Survey / Opinion Poll	Generic Public Intercept Survey	A public intercept survey and a protocol will be developed in consultation from the Tobacco Control Evaluation Center (or explain how it will be developed, e.g., adapt from previous work or obtain samples from other project directors). The survey instrument will be used to collect data about community knowledge, attitudes, and perceptions regarding (insert topics). Surveys will be collected from (describe target audience) through face-to-face interactions using an electronic device; (insert # range) surveys will be completed. A convenience sample will be used. Data will be collected from the following locations: (insert types of locations where data will be collected). The Public Intercept Surveys will be analyzed by calculating frequencies and percentages to document support/opposition to policy strategies, knowledge, and demographic information provided by survey participants.	☐ Polling/Survey Instrument ☐ Polling/Survey Summary Report	Statewide, Local Lead Agency, CG: General, CG: NonProp 99, Evaluation

Public Intercept Survey / Opinion Poll	HSHC Public Intercept Survey	Utilizing a survey instrument developed by Tobacco Control Evaluation Center (TCEC), use electronic handheld devices to collect follow-up data of knowledge, attitudes, and perception of the community, regarding the retail environment. The sample size will be (insert # range) and is based on the one recommended by CTCP. (See Guidelines Appendix 6, Table B. LLA HSHC Public Intercept Survey Suggested Sample Sizes and insert the appropriate sample size for your LLA). Frequencies and percentages will be calculated to document support/opposition to policy strategies for the HSHC campaign, knowledge, and demographic information provided by survey participants. The results will be shared with project staff and coalition members and help guide campaign interventions.	☐ Polling/Survey Instrument ☐ Polling/Survey Summary Report	Local Lead Agency
Tobacco Purchase Survey	Young Adult Tobacco Purchase Survey	The California Tobacco Control Program's Young Adult Tobacco Purchase Survey (YATPS) will be used. Onsite inspections will be conducted to assess illegal sales to young adults, aged 18-19 years old, and compliance with other local and state retail laws (e.g., posting age-of-sale warning sign, self-service display). The survey will be conducted using a (describe the sampling methodology, e.g., census/purposive/random/convenience sample) in the following communities (insert names of communities). (Insert # range) tobacco retailers will be included in each wave of the survey. Tobacco retailers will be selected from a list of licensed tobacco retailers provided by (name source).	☐ YATPS Instrument ☐ YATPS Dataset ☐ YATPS Summary Report	Statewide, Local Lead Agency, CG: General, CG: Non-Prop 99, Media