Sample Scope of Work and Evaluation Plan

Note: This document shows sample intervention activities and evaluation activities for one objective. Applicants are required to develop a minimum of three objectives with program deliverable percentages that total 100%. Please refer to the Request For Application (RFA) for further instructions.

Scope of Work: Objective ID

Procurement Name: CG 17-10569 Regional Disparities Initiative
Contract Number:
Agency Name: Test Agency
Project Name: Project Test
Project Type: CG: General

Contract Term: 05/01/2018 - 04/30/2023
Effective Date: 05/01/2018
Plan Version ID: 1.0
Report Generated: 09/01/2017 07:43 AM

Objective Overview

Objective: By April 30, 2023, By June 30, 2021, at least one (1) jurisdiction in Purple County (e.g. Magenta City or Violet City) will adopt and implement a policy designating 100% of individual units (including balconies and patios) in multi-unit housing (MUH) complexes (with two or more attached units) and areas at least 30 feet from doors, windows, patios and balconies, as smoke-free.

Objective ID: Not Yet Assigned

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

Is this a primary objective? Yes

Evaluation Plan Type: Legislated Policy– Adoption Only

Target Audience:

Audience Group

- Adults 18 years and older

General Population Groups

- Hispanic/Latino

Indicator(s)

Primary

2.2.13 **Smoke-free Multi-Unit Housing:** The number of jurisdictions covered by a public policy that prohibits smoking in the individual units of multi-unit housing including balconies and patios. (CORE)

Intervention Topic(s)

- Billboard Advertising
- Facebook
- Housing Organization Collaboration
- Key Informant Interviews
- Letters to the Editor
- Midwest Academy Strategy Chart
- Newspaper Advertising
- Petitions Collected
- Policy/System Change Training
- Public Intercept Surveys
- Radio Advertising
- Resolution Campaign
- Twitter

Commented [CTCP1]: At least one objective should focus on policy, system, or environmental change outcome, and the objective language should clearly define who or what is expected to change, how much change is expected to occur and when the change is expected to occur. Do not use ranges in objectives (i.e., do not state 5-10). The objective is to identify the minimum amount of change expected. It should be ambitious, but attainable as well.

Commented [CTCP2]: The Evaluation Plan type must be consistent with the Outcome described in the objective.

Commented [CTCP3]: The audiences identified must also appear in the description of scope of work activities.

Commented [CTCP4]: The Indicator(s) or Assets selected must be consistent with your objective. You may only select 2 Indicators or 2 Assets per objective. OTIS does not allow you to mix an Indicator and an Asset.

Commented [CTCP5]: The topics are used for search purposes in OTIS. All topics listed here must also be found in the scope of work.

- Website Advertising
- Website Maintained

Intervention Activity Plan

Activity ID	
Activity:	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.
Intervention Category:	Coordination/Collaboration Activities
Copyright:	No
Program Deliverable Percentage:	0.00 %
Start Date Period:	05/18-12/18
Completion Date Period:	01/23-07/23
Tracking Measures:	**Measure** **Submit** Communications Plan Yes
Responsible Parties:	**Responsible Party** **Budget Type** Project Director Budgeted

Activity ID	
Activity:	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).
Intervention Category:	Coordination/Collaboration Activities
Copyright:	No
Program Deliverable Percentage:	0.00 %
Start Date Period:	05/18-12/18
Completion Date Period:	01/23-07/23
Tracking Measures:	**Measure** **Submit** Collaboration Records On File
Responsible Parties:	**Responsible Party** **Budget Type** Project Director Budgeted

Activity ID	
Activity:	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).
Intervention Category:	Coordination/Collaboration Activities

Commented [CTCP6]: The Intervention Activity Plan is to lay out a series of activities that will lead to completion of the objective. Activities should describe target audiences, the type of activity, how much work will be done, and where activities will occur. Activities should demonstrate an understanding of the role the community norms have in influencing change regarding tobacco use.

Commented [CTCP7]: Spell out all acronyms the first time they are used in each objective. You must even spell out things such as California Department of Public Health (CDPH), and California Tobacco Control Program (CTCP) the first time they are used in each separate objective.

Commented [CTCP8]: No percent deliverable is assigned to Coordination/Collaboration activities that do not result in a specific measurable outcome.

Commented [CTCP9]: For any activity that a percent deliverable is greater than 0% is assigned, you must indicate that the Tracking Measure will be submitted. Do not identify more than 2 Tracking Measures per activity.

Commented [CTCP10]: Plan should include coordination and collaboration activity with other CTCP-funded local or statewide tobacco control partners (i.e., Local Lead Agencies, Statewide Grantees, Local Grantees, California Department of Education Tobacco Use Prevention Education Programs (TUPE), and with other organizations and agencies that successfully work with identified community(ies) of focus and reduce inequities).

Copyright:	No
Program Deliverable Percentage:	0.00 %
Start Date Period:	05/18-12/18
Completion Date Period:	01/23-07/23
Tracking Measures:	**Measure** **Submit** Attendance Records On File

Activity ID	
Activity:	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).
Intervention Category:	Community Education Activities
Copyright:	No
Program Deliverable Percentage:	1.50 %
Start Date Period:	05/18-12/18
Completion Date Period:	01/19-06/19
Tracking Measures:	**Measure** **Submit** Forum Agenda Yes Presentation(s) Materials Yes
Responsible Parties:	**Responsible Party** **Budget Type** Project Director Budgeted

Activity ID	
Activity:	Create and maintain a directory for (insert description, e.g., smoke-free apartments, smoke-free public and private colleges, smoke-free restaurants, parks, beaches, etc.). Update directory quarterly and post updates on project website.
Intervention Category:	Community Education Activities
Copyright:	No
Program Deliverable Percentage:	0.50 %
Start Date Period:	05/18-12/18
Completion Date Period:	01/19-06/19
Tracking Measures:	**Measure** **Submit** Directory Yes Screenshot of Project Website Yes
Responsible Parties:	**Responsible Party** **Budget Type** Project Director Budgeted

Activity ID

Commented [CTCP11]: The titles used for Budgeted Responsible Parties must match the Personnel titles in the Budget.

Commented [CTCP12]: An Activity ID is a number assigned to each activity in the Intervention and Evaluation Plan after the Plan is submitted to OTIS. The number assigned is related to the order in which the activities were entered into OTIS. The number is used as a reference. It is not used for identifying the sequence in which activities are completed.

Activity:	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.).
Intervention Category:	Community Education Activities
Copyright:	No
Program Deliverable Percentage:	1.00 %
Start Date Period:	05/18-12/18
Completion Date Period:	05/18-12/18
Tracking Measures:	**Measure** / **Submit** Copies of Letters of Support/ Endorsements — Yes Presentation Log — Yes Presentation(s) Materials — Yes
Responsible Parties:	**Responsible Party** / **Budget Type** Project Director — Budgeted

Commented [CTCP13]: Quantify the number of times a presentation or training will be conducted, the approximate length of the presentations, and the approximate number of people to be reached. Ranges may be used in describing activities (i.e., 1-3). The lower number is the minimum number that is expected to be completed.

Commented [CTCP14]: Deliverables are tangible milestones that result from the completion of numerous "input" activities (i.e., planning, coordination & collaboration, supervision, etc.). Networking and coordination and collaboration activities generally are not assigned a Program Deliverable Percentage because they are considered to be "input" activities that are performed to produce a tangible work product. The personnel and budget effort related to collaborative activities that focus on the networking and planning towards a tangible deliverable should be rolled up into and distributed across tangible performance-based milestones, such as training, educational materials development, media activities, etc.

Activity ID	
Activity:	Post 1-4 testimonial image posts per month during the campaign on (county/coalition) social media page(s) that promote local residents, staff and/or owners feelings about living with strong smoke-free policies or highlight the issues that exist when smoking is allowed, to share their stories with the general public and generate interest in this issue.
Intervention Category:	Community Education Activities
Copyright:	No
Program Deliverable Percentage:	0.50 %
Start Date Period:	01/19-06/19
Completion Date Period:	07/19-12/19
Tracking Measures:	**Measure** / **Submit** Copies of images created — Yes Screenshots of posts — Yes

Activity ID	
Activity:	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.
Intervention Category:	Community Education Activities
Copyright:	No
Program Deliverable Percentage:	0.50 %
Start Date Period:	05/18-12/18

Completion Date Period:	01/20-06/20
Tracking Measures:	**Measure** **Submit** Event Log Yes Photos of Events Yes
Responsible Parties:	**Responsible Party Budget Type** Project Director Budgeted

Activity ID	
Activity:	Develop (insert # range) of smoke-free housing (insert 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. Consumer testing of materials is required and described in the Evaluation Plan. Once completed, market materials to appropriate audiences to facilitate distribution. Submit material(s) to Tobacco Education Clearinghouse of California (TECC) Material Submission page upon completion.
Intervention Category:	Educational Materials Development
Copyright:	Yes
Program Deliverable Percentage:	0.50 %
Start Date Period:	05/18-12/18
Completion Date Period:	01/19-06/19
Tracking Measures:	**Measure** **Submit** Created Materials Yes Verification of Submission to TECC Yes
Responsible Parties:	**Responsible Party Budget Type** Project Director Budgeted

Activity ID	
Activity:	Develop and distribute (insert # range) educational packets about smoke-free multi-unit housing 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.
Intervention Category:	Educational Materials Development
Copyright:	No
Program Deliverable Percentage:	0.50 %
Start Date Period:	05/18-12/18
Completion Date Period:	01/19-06/19
Tracking Measures:	**Measure** **Submit** Distribution Log Yes List of Packet Contents Yes

Activity ID	
Activity:	Distribute (Insert # range) Incentive Mateirals to (individual type/group) who participate in the completion of (type of activities) about (topic area). 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 Material. The cost of the Incentive Material may not exceed $50 in value, per person, annually, and shall not include merchandise 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 merchandise cards. The project will prepare a log sheet that will track and identify each of the merchandise cards, value, transfer date, and recipient.
Intervention Category:	Incentive Materials
Copyright:	No
Program Deliverable Percentage:	0.00 %
Start Date Period:	05/18-12/18
Completion Date Period:	01/23-04/30/23
Tracking Measures:	**Measure** **Submit** Incentive Materials Distribution Log On File
Responsible Parties:	**Responsible Party** **Budget Type** Project Director Budgeted

Commented [CTCP15]: Include only one Incentive Materials activity per objective. The single activity is to capture all use of Incentive Materials for the objective. Review appendices on TCFOR regarding what constitutes an Incentive Material and related restrictions.

Activity ID	
Activity:	Meet with and informally educate at least (fill in numerical range) policymakers 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 e-mail and provide additional resources upon request.
Intervention Category:	Policy Activities
Copyright:	No
Program Deliverable Percentage:	1.00 %
Start Date Period:	01/19-06/19
Completion Date Period:	01/20-06/20
Tracking Measures:	**Measure** **Submit** Meeting Log Yes Materials Provided Yes
Responsible Parties:	**Responsible Party** **Budget Type** Project Director Budgeted

Activity ID	
Activity:	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).
Intervention Category:	Policy Activities
Copyright:	No
Program Deliverable Percentage:	0.50 %
Start Date Period:	05/18-12/18
Completion Date Period:	05/18-12/18
Tracking Measures:	**Measure** **Submit** Sample Resolution/Endorsement Language Yes
Responsible Parties:	**Responsible Party Budget Type** Project Director Budgeted

Activity ID	
Activity:	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.
Intervention Category:	Policy Activities
Copyright:	No
Program Deliverable Percentage:	1.00 %
Start Date Period:	05/18-12/18
Completion Date Period:	05/18-12/18
Tracking Measures:	**Measure** **Submit** Completed/ Updated Midwest Academy Strategy Chart Strategy Session(s) Agenda Yes

Commented [CTCP16]: Each policy objective should include an activity to conduct a strategic planning session utilizing the Midwest Academy Strategy Chart within the first six (6) months of the project.

Activity ID

Activity:	In collaboration with ChangeLab Solutions and (insert stakeholders), create and/or update a model legislated policy that addresses smoke-free multi-unit housing.
Intervention Category:	Policy Activities
Copyright:	No
Program Deliverable Percentage:	0.50 %
Start Date Period:	01/19-06/19
Completion Date Period:	01/19-06/19

Activity ID	
Activity:	Facilitate participation of (insert # range) of coalition members of the public and stakeholders representing (list the types of representation) to present at meetings of policymakers (in target jurisdictions) to educate them about smoke-free multi-unit housing. Project staff will only present if invited to do so formally by policymakers.
Intervention Category:	Policy Activities
Copyright:	No
Program Deliverable Percentage:	1.00 %
Start Date Period:	01/19-06/19
Completion Date Period:	01/20-06/20

Activity ID	
Activity:	Conduct 2-4, 60-90 minute trainings for approximately (insert # of participants), coalition members, community members, and collaborative partners to increase their knowledge on tobacco-related issues in the community. Training topics may include, but are not limited to secondhand/thirdhand smoke, the impact of drifting smoke in multi-unit housing and how to discuss smoke-free housing with the public.
Intervention Category:	Training/Technical Assistance Activities
Copyright:	No
Program Deliverable Percentage:	1.50 %
Start Date Period:	05/18-12/18
Completion Date Period:	01/19-06/19

Activity ID	
Activity:	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.)
Intervention Category:	Training/Technical Assistance Activities
Copyright:	No
Program Deliverable Percentage:	0.50 %
Start Date Period:	01/19-06/19
Completion Date Period:	06/19-12/19

Activity ID	
Activity:	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 smoke-free multi-unit housing policy has been approved.
Intervention Category:	Training/Technical Assistance Activities
Copyright:	No
Program Deliverable Percentage:	1.00 %
Start Date Period:	06/20-12/20
Completion Date Period:	01/23-04/23

Activity ID	
Activity:	Provide a minimum of (insert # range) instances of technical assistance (TA) which reflect approximately (fill in range of hours) on smoke-free multi-unit housing for residents, staff and others invested in this issue. TA will be provided using (insert methods, e.g. in-person, over the phone, by email, etc.).
Intervention Category:	Training/Technical Assistance Activities
Copyright:	No
Program Deliverable Percentage:	0.50 %
Start Date Period:	06/20-12/20
Completion Date Period:	01/23-04/23

Activity ID	
Activity:	(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.
Intervention Category:	Paid Media Activities
Copyright:	No
Program Deliverable Percentage:	1.50 %
Start Date Period:	01/19-06/19
Completion Date Period:	06/21-12/21

Activity ID	
Activity:	(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 smoke-free multi-unit housing). 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).

Intervention Category:	Paid Media Activities
Copyright:	No
Program Deliverable Percentage:	1.00 %
Start Date Period:	05/18-12/18
Completion Date Period:	06/21-12/21

Activity ID	
Activity:	Develop (insert # range) sample articles for publishing with partner media to create awareness of smoke-free multi-unit housing issues, such as secondhand/thirdhand tobacco smoke, and the impact of drifting smoke in multi-unit housing. Articles will be submitted to local publications, including (insert example publications).
Intervention Category:	Earned Media Activities
Copyright:	No
Program Deliverable Percentage:	0.50 %
Start Date Period:	05/18-12/18
Completion Date Period:	06/19-12/19

Activity ID	
Activity:	Develop (insert # range) sample Letters to the Editor/Editorials about smoke-free multi-unit housing and work with volunteers to tailor and submit to target media, such as (insert examples of newspapers).
Intervention Category:	Earned Media Activities
Copyright:	No
Program Deliverable Percentage:	0.50 %
Start Date Period:	05/18-12/18
Completion Date Period:	06/19-12/19

Activity ID	
Activity:	Develop/Participate in (insert # range) of (length of time) radio talk show program(s) on smoke-free multi-unit housing. 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.
Intervention Category:	Earned Media Activities
Copyright:	No
Program Deliverable Percentage:	0.50 %
Start Date Period:	06/19-12/19
Completion Date Period:	06/21-12/21

Evaluation Activity Plan

Evaluation Activity ID	**Final Evaluation Report**
Type of analysis:	Descriptive statistics such as percentages, frequencies and means will be used to analyze findings from the following evaluation activities Key Informant Interviews,

Commented [CTCP17]: The Evaluation Plan includes evaluation activities to measure the extent the objective was achieved, the impact of the intervention, and the formative evaluation activities such as Key Informant Interviews and a Focus Group to help inform and develop Intervention Activities.

Commented [CTCP18]: If this is your primary objective you will submit a Final Evaluation Report, if it is not a primary objective you will submit a Brief Evaluation Report at the end of your project.

If your primary objective has a goal of more than one (1) jurisdiction, an interim brief evaluation report must be completed for each community that adopts and implements a policy, or defeats a policy and ends a campaign to summarize the work completed in each community, evaluation challenges, barriers and lessons learned.

	Focus Groups, Media Activity Records, Observation Data, Policy Record and Public Intercept 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). 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: Key Informant Interviews, Media Activity Records, Policy Record and Public Intercept Surveys. 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 smoke-free multi-unit housing policy on the community. Conclusions and recommendations in the evaluation report will be based on evaluation results and findings.
Methods to disseminate findings:	A copy of this report will be disseminated to community members, coalition members, and apartment complexes.
Study limitations or challenges:	If no cities adopt a MUH policy within the time period of this project, the extent of data collection and ability to describe how the objective was met will be limited. The process the project undertook and the reasons why they were not successful would be the focus.
Copyright:	No
Program Percentage Deliverable:	2.00 %
Period evaluation report to be submitted:	01/23-04/23
Tracking Measures:	**Measure** / **Submit** Final Evaluation Report / Yes
Responsible Parties:	**Responsible Party** / **Budget Type** Project Director / Budgeted Evaluator / Budgeted
Evaluation Activity ID	**Education/Participant Survey**
Description of the instrument to be used or developed:	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.
Sample size:	20
Data collection method:	Pen-to-paper
Method to analyze findings:	Pre and post surveys will be scored by analyzed participants response and scoring each question. A quantitative and qualitative analysis will be conducted to analyze the success of the trainings provided to participants.
Copyright:	No
Program Percentage Deliverable:	1.00 %

Period evaluation activity will be conducted:	05/18-12/18 06/19/-12/19
Period results will be analyzed and disseminated:	01/20-06/20 01/20-06/20
Tracking Measures:	**Measure** / **Submit** Summary of Results / Yes Survey Instrument / Yes
Responsible Parties:	**Responsible Party** / **Budget Type** Project Director / Budgeted Evaluator / Budgeted
Evaluation Activity ID	**Focus Group**
Discussion Topic or purpose of 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.
Number of times focus group will be conducted:	1
Sample size :	10
Criteria for selecting focus group participants:	Coalition members, youth participants, community members will be selected from the community.
Method to analyze findings:	Process
Copyright:	No
Program Percentage Deliverable:	2.00 %
Period to be conducted:	06/18-12/18
Period results will be analyzed and disseminated:	01/19-06/19
Tracking Measures:	**Measure** / **Submit** Focus Group Guide with Protocol and Questions / Yes Summary Report of Findings from Focus Group / Yes
Responsible Parties:	**Responsible Party** / **Budget Type** Project Director / Budgeted Evaluator / Budgeted
Evaluation Activity ID	**Key Informant Interview**

Commented [CTCP19]: A focus group is required for any project that produces their own educational material or advertising. They must be tested with your target audience.

Commented [CTCP20]: Key Informant Interviews are used for formative development of the intervention. These should be conducted within the first six (6) months of the project prior to the Midwest Academy Strategy Chart Session.

Description of the instrument to be used or developed:	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.
Sample size:	10
Will follow-up interviews be conducted:	Yes
Description of key informants:	Multi-unit and public housing tenant, owners, managers, and city council members. Two waves of five informants will be used.
Data collection method:	Face-to-face
Method to analyze findings:	First wage: A qualitative analysis will be conduced to determine the potential barriers/challenges to the policy adoption. Second wave: A qualitative analysis will be conducted to determine factors that contributed to the successful/unsuccessful adoption of the policy, solutions to barriers and challenges, and recommendations for future interventions.
Copyright:	No
Program Percentage Deliverable:	1.50 %
Period to be conducted:	05/18-12/18
Period results will be analyzed and disseminated:	01/19-06/19
Tracking Measures:	**Measure** / **Submit** Key Informant Interview Instrument / Yes Key Informant Summary Report / Yes
Responsible Parties:	**Responsible Party** / **Budget Type** Project Director / Budgeted Evaluator / Budgeted
Evaluation Activity ID	**Media Activity Record**
Description of the topic or type of records:	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, 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.
How the records will advance the objective:	A media content analysis will be conducted to evaluate the earned media pieces and paid media pieces' effectiveness at delivering/disseminating the message, their accuracy and neutrality of facts, and to gauge the level of public support.
Program Percentage Deliverable:	1.00 %
Period evaluation activity will be conducted:	01/19-06/19 01/23-04/21

Commented [CTCP21]: Media record activities are required evaluation activities for any objectives with paid or earned media in them.

Tracking Measures:	**Measure** / **Submit** Media Activity Record / Yes Media Tracking Form / Yes
Responsible Parties:	**Responsible Party** / **Budget Type** Project Director / Budgeted Evaluator / Budgeted
Evaluation Activity ID	**Observation Data**
Description of the instrument to be used or developed:	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 no-smoking 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 presence of smoker and tobacco litter than may have changed following the policy adoption.
Sample size:	100
Data collection method:	Pen-to-paper
Method to analyze findings:	Process
Copyright:	No
Program Percentage Deliverable:	2.00 %
Period evaluation activity will be conducted:	05/18-12/18 06/22-12/22
Period results will be analyzed and disseminated:	01/19-06/19 01/23-04/23
Tracking Measures:	**Measure** / **Submit** Observation Data Form / Yes Observation Summary Report / Yes
Responsible Parties:	**Responsible Party** / **Budget Type** Project Director / Budgeted Evaluator / Budgeted
Evaluation Activity ID	**Policy Record**
Description of the topic/records:	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)

Commented [CTCP22]: This is required for all policy objectives. A policy tracking record should look for any existing policies already in place and document them.

	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.
How the records will advance the objective:	Previous City Council records will allow us to understand the level or support (before policy adoption) among council members and address concerns that have been previously expressed. Current City Council records will allow us to determine the reasons for passing or not passing a smoke-free policy after the intervention.
Method to analyze findings:	The comments and vote of the City Council will be analyzed to tailor the intervention and examine the intervention's success.
Program Percentage Deliverable:	1.00 %
Period evaluation activity will be conducted:	01/19-06/19
Tracking Measures:	**Measure** / **Submit** Public Policy Meeting Observation Form / Yes Signed Policy / Yes
Responsible Parties:	**Responsible Party** / **Budget Type** Project Director / Budgeted Evaluator / Budgeted
Evaluation Activity ID	**Public Intercept Survey / Opinion Poll**
Description of the instrument to be used or developed:	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.
Sample size:	450
Will follow-up polls be conducted:	No
Data collection method:	Pen-to-paper
Method to analyze findings:	We will tabulate the frequency of each question. Cross-tabulating certain questions if we observe some interesting distribution in one-way frequency tables. We will summarize the findings to show whether the renters support the smoke-free policy. The results will help us to show the extent of public support to decision makers.
Copyright:	No
Program Percentage Deliverable:	1.00 %
Period evaluation activity will be conducted:	01/19-06/19
Period results will be analyzed and disseminated:	06/19-12/19
Tracking Measures:	**Measure** / **Submit** Polling/Survey Instrument / Yes

	Polling/Survey Summary Report	Yes
Responsible Parties:	**Responsible Party**	**Budget Type**
	Project Director	Budgeted
	Evaluator	Budgeted
Evaluation Activity ID	**Other**	
Description of the topic or type of records:	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.	
Program Percentage Deliverable:	0.50 %	
Period evaluation activity will be conducted:	06/19-12/19 06/20-12/20 06/21-12/21	
Tracking Measures:	**Measure**	**Submit**
	Survey Instrument	Yes
	Survey Summary Report	Yes
Responsible Parties:	**Responsible Party**	**Budget Type**
	Project Director	Budgeted
	Evaluator	Budgeted

Narrative Summary