2016 Communities of Excellence Indicators and Assets List

Communities of Excellence Indicators

Priority Area: Limit Tobacco Promoting Influences (1) Tobacco Marketing and Deglamorization Indicators (.1)	
Definition: These indicators address: 1) advertising and marketing tactics used to promote the use of tobacco products including electronic smoking devices (ESD), 2) the glamorization of tobacco (including ESD) through entertainment and social media venues, 3) the public image of tobacco (including ESD) companies, and 4) other environmental factors and industry influences that promote or decrease tobacco product use (including ESD). Objectives based on these indicators may address voluntary or legislated policy change, policy implementation, or resolutions, as appropriate for the indicator (e.g., for some indicators a voluntary policy may be the only legally viable option).	
1.1.1	**Store Interior Marketing:** The number of jurisdictions with a policy banning or restricting time, place, and manner, in-store tobacco product (including ESD) advertising, promotions, or product displays (e.g., "power walls") consistent with the First Amendment and federal law
1.1.2	**Content Neutral Signage Restriction:** The number of jurisdictions with a policy restricting outdoor window signage or other exterior signage such as hanging signs, wall signs attached to the outside of the building, or sidewalk signs consistent with the First Amendment and federal law.
1.1.3	**Media Outlet Advertising Policies:** The proportion of print and digital media outlets (e.g., magazines, newspapers, social media) that have adopted a voluntary policy to refuse tobacco product (including ESD) advertising.
1.1.4	Retired
1.1.5	**Enforcement of the MSA/STMSA/Federal Tobacco Marketing Restrictions:** The number and type of violations by tobacco manufacturers or retailers for advertising, sponsorship, promotional, or other marketing requirements identified in the Master Settlement Agreement (MSA), the Smokeless Tobacco Master Settlement Agreement (STMSA), or federal law.
1.1.6	**Sponsorship:** The number of jurisdictions with a policy banning or restricting time, place, and manner of tobacco (including ESD) company sponsorship and marketing at public, entertainment, and sporting venues (e.g., county fair, rodeo, motor sports, sporting events, parade, concert, museum, dance, festival, business forum) consistent with the First Amendment and federal law.

	Priority Area: Limit Tobacco Promoting Influences (1) Tobacco Marketing and Deglamorization Indicators (.1)
1.1.7	**Adult-Only Facility Marketing:** The number of jurisdictions with a policy banning or restricting time, place, and manner of tobacco (including ESD) product marketing and sponsorship at adult-only facilities (e.g., bars and night clubs) consistent with the First Amendment and federal law.
1.1.8	**College/Trade School Marketing:** The number of colleges, universities, trade/technical schools with a policy restricting tobacco (including ESD) company product marketing and sponsorship consistent with the First Amendment and federal law.
1.1.9	**Corporate Giving:** The number of professional groups, community groups, and institutions (e.g., education, research, public health, women's, cultural, entertainment, fraternity/sorority groups, social service) with a voluntary policy that prohibits partnering with and acceptance of funds from both tobacco/ESD companies for any purpose.
1.1.10	**Political Contributions:** The number of elected officials or political caucuses that have signed a voluntary pledge to refuse tobacco and ESD company contributions.
1.1.11	**Smoking in the Movies:** The number of elected officials, parent organizations, health groups, entertainment entities or other groups that have adopted resolutions and voluntary policies that support: 1) an "R" rating for movies that depict smoking, 2) certifying no payments for depicting tobacco use, 3) an end to the depiction of tobacco brands, 4) requiring the placement of strong anti-smoking ads prior to airing any film with any tobacco presence, and 5) limiting government supported movie subsidies to tobacco-free movies.
1.1.12	**Candy Tobacco Look-Alike Products:** The number of jurisdictions with a policy prohibiting the sale of edible products packaged to resemble tobacco products (e.g., candy cigarettes, bubble gum cigars, chewing gum).
1.1.13	**Anti-Industry Media Coverage:** The number and quality of news media stories, blogs, or social media efforts highlighting the harmful impact of tobacco and ESD industry practices and/or political lobbying on health and/or the environment.
1.1.14	Retired
1.1.15	Retired
1.1.16	Retired
1.1.17	**Anti-tobacco Advertising Placement:** The number of jurisdictions covered by a public policy that mandates a 1:1 or 3:1 placement of anti-tobacco advertising in prime retail locations to counter pro-tobacco and ESD advertisements, buydowns or other promotional offers consistent with the First Amendment and federal law.
1.1.18	Retired and replaced with 1.1.2
1.1.19	**Point-of-Sale Graphic Health Warning Signs About Tobacco Use:** The number of jurisdictions with a policy requiring tobacco retailers to display graphic health warning signs that raise awareness about risks of tobacco use consistent with the First Amendment and federal law.

Priority Area: Limit Tobacco Promoting Influences (1)
Economic Indicators (.2)

Definition: These indicators address financial incentives and disincentives to reduce tobacco and/or electronic smoking devices (ESD) industry influences and promote non-tobacco use norms.

Outcome objectives based on these indicators may address voluntary or legislated policy change, policy implementation, or resolutions, as appropriate for the indicator (e.g., for some indicators a voluntary policy may be the only legally viable option).

1.2.1 **Divestment of Stocks:** The number of public (e.g., county, city or tribal government, public university) and private institutions (e.g., union, private university) with a policy divesting and prohibiting reinvestment in tobacco or ESD stock.

1.2.2 **Health Insurance Discounts for Non-tobacco Users:** The number of public and private employers that offer discounted health insurance premiums to non-tobacco users.

1.2.3 Retired

1.2.4 **Disposal Program for Toxic Products:** The number of jurisdictions with a policy establishing an end product producer requirement on tobacco products, retailers, distributors or manufacturers, with funds dedicated for environmental mitigation and tobacco control efforts, in a manner consistent with the requirements of the California Constitution and California law.

1.2.5 **Conflict of Interest:** The number of public (e.g., county, city or tribal government, public university) or privately funded agencies with a voluntary policy or contract language prohibiting awardees from accepting funding from tobacco (including ESD) companies during the grant/contract period.

1.2.6 **Minimum Retail Price:** The number of jurisdictions with a policy setting a minimum retail sale price for tobacco products or banning, or constraining tobacco industry promotional practices such as buydowns, multi-pack offers, and discounts, consistent with the First Amendment and federal law.

1.2.7 **Minimum Package/Volume Size:** The number of jurisdictions with a policy establishing a minimum package or volume size for tobacco and/or that eliminates the sale and distribution of individual or small unit packages of tobacco products.

1.2.8 **Healthy Community Incentives:** The number of jurisdictions offering incentives in the form of financial aid, tax credits, a lower local tobacco retail license fee, technical assistance (e.g., business planning) or other tangible goods and services in exchange for adopting meaningful and sustainable health promoting practices (e.g., healthy retail programs, building smoke-free multi-unit housing) that support tobacco free living and non-nicotine dependence.

1.2.9 **American Indian Commercial Tobacco Excise Tax**: The number of American Indian tribal governments with a tribal excise tax on commercial tobacco products (including ESD) designating a portion of the revenue for a comprehensive tobacco control program to prevent and reduce commercial tobacco use.

Note: This indicator is tribal government specific as tribal governments are sovereign nations and have authority to enact tobacco taxes or enter into agreements with the State to collect state tobacco taxes.

Priority Area: Limit Tobacco Promoting Influences (1) School and Community-based Prevention Indicators (.3)	
Definition: These indicators address the availability and provision of tobacco use prevention education that impacts youths in school and youth serving programs, such as the Scouts or 4-H.	
1.3.1	Retired
1.3.2	Retired
1.3.3	Retired
1.3.4	Retired

Priority Area: Limit Tobacco Promoting Influences (1) Physical Environment Indicators (.4)	
Definition: These indicators address the integration of tobacco-free living elements into community planning, economic development, and redevelopment.	
1.4.1	Retired
1.4.2	Retired
1.4.3	**General Plan:** The number of jurisdictions that include tobacco-free living health promotion elements in the General Plan.

Priority Area: Limit Tobacco Promoting Influences (1) Global Movement Indicators (.5)	
Definition: These indicators address countering the national and international promotion and distribution of tobacco and electronic smoking device (ESD) products and in other states and countries. Outcome objectives based on these indicators may address voluntary or legislated policy change, policy implementation, or resolutions, as appropriate for the indicator (e.g., for some indicators a voluntary policy may be the only legally viable option).	
1.5.1	**International Marketing Accountability:** The number of local resolutions in support of policies to hold U.S. tobacco (including ESD) companies accountable for consistent marketing and product distribution standards across their U.S. and international business operations.
1.5.2	Retired
1.5.3	Retired
1.5.4	Retired

Priority Area: Reduce Exposure to Secondhand Smoke, Tobacco Smoke Residue, Tobacco Waste, and Other Tobacco Products (2) Policy Indicators (.2)	
Definition: These indicators address the impact of tobacco use on people, other living organisms, and the physical environment resulting from exposure to: 1) secondhand smoke, 2) tobacco smoke residue, 3) tobacco waste, and 4) tobacco products. Outcome objectives based on these indicators may address voluntary or legislated policy change, policy implementation, or resolutions, as appropriate for the indicator (e.g., for some indicators a voluntary policy may be the only legally viable option).	
2.2.1	**Household Smoking:** The proportion of households with a voluntary policy that does not permit smoking in the home (e.g., single dwelling house, mobile home, apartment, condominium, boat).
2.2.2	Retired
2.2.3	**American Indian Smoke-free Worksites (Non-Gaming Worksites):** The number of American Indian tribal governments with a policy prohibiting smoking of commercial tobacco products (including ESD) within indoor worksites on tribal lands, not including casino/leisure complexes. Note: This indicator is not intended to apply to ceremonial, religious or sacred use of tobacco products.
2.2.4	**Labor Code Section 6404.5 Exemptions:** The number of jurisdictions with a policy prohibiting indoor worksite smoking in those areas that are exempted by the state smoke-free workplace law (e.g., tobacco shops and private smokers' lounges, 20% of hotel guest rooms, cabs of motor trucks or tractor trucks, theatrical production sites, and long-term health care facilities).
2.2.5	Retired
2.2.6	**Smoke-free Outdoor Dining/Bars/Service Areas:** The number of jurisdictions with a policy designating the outdoor dining, beverage, and service areas of restaurants, bars, nightclubs, and mobile catering businesses as smoke-free.
2.2.7	**Smoke-free Outdoor Worksites:** The number of jurisdictions with a policy designating outdoor worksite premises as smoke-free (e.g., agricultural worksites, construction sites, logging operations, fishing operations). Note: Do not use this indicator for the following types of worksites: outdoor dining areas (2.2.6), non-recreational outdoor public areas (2.2.9), health care campuses (2.2.10), outdoor recreational areas (2.2.16), K-12 schools (2.2.17), faith community campuses (2.2.20), and commercial or non-profit child care facility premises (2.2.27).
2.2.8	**Smoke-free Entryways:** The number of jurisdictions with a policy prohibiting smoking within 20 feet or more of all entryways, windows, vents, and openings of public and private worksites.

Priority Area: Reduce Exposure to Secondhand Smoke, Tobacco Smoke Residue, Tobacco Waste, and Other Tobacco Products (2) Policy Indicators (.2)	
2.2.9	**Smoke-free Outdoor Non-recreational Public Areas:** The number of jurisdictions with a policy prohibiting smoking on the premise of outdoor non-recreational public areas (e.g., walkways, streets, plazas, college/trade school campuses, shopping centers, transit stops, farmers' markets, swap meets). Note: Do not use this indicator, if the outdoor non-recreational public area is one of the following areas: health care campus (2.2.10), K-12 school (2.2.17), faith community campus (2.2.20), and commercial or non-profit child care facility premise (2.2.27).
2.2.10	**Smoke-free Health Care Campuses:** The number of jurisdictions with a policy prohibiting smoking indoors and outdoors, at all times, on the premises of licensed health care and/or assisted living facilities at all times, (e.g., hospitals, other acute health care facilities, drug and rehab facilities, mental health facilities, adult day care or residential facilities, social rehabilitation facilities, adult group homes, assisted living facilities, skilled nursing facilities, doctors' offices).
2.2.11	Retired
2.2.12	Retired
2.2.13	**Smoke-free Multi-Unit Housing**: The number of jurisdictions with a policy prohibiting smoking in the individual units of multi-unit housing including balconies and patios.
2.2.14	Retired
2.2.15	Retired
2.2.16	**Smoke-free Outdoor Recreational Areas:** The number of jurisdictions with a policy prohibiting smoking on the premise of outdoor recreational facilities and venues including their parking lots, (e.g., amusement parks, beaches, fairgrounds, parks, parades, piers, playgrounds, sporting venues, tot lots, zoos.)
2.2.17	**Tobacco-free Schools:** The number of public and private kindergarten, elementary, middle, high schools, including charter schools that designate their campuses as tobacco-free inside and outside at all times.
2.2.18	**Smoke-free Licensed Home Childcare and Foster Homes:** The number of jurisdictions with a policy prohibiting smoking and the use of tobacco products on the premise of licensed home childcare and foster homes, inside and outside, at all times.
2.2.19	Retired
2.2.20	**Smoke-free Faith Community Campuses:** The number of faith community organizations (e.g., churches, synagogues, mosques, temples) with a voluntary policy designating outdoor areas as smoke-free except when tobacco is used for ceremonial or religious purposes.
2.2.21	Retired

Priority Area: Reduce Exposure to Secondhand Smoke, Tobacco Smoke Residue, Tobacco Waste, and Other Tobacco Products (2) Policy Indicators (.2)	
2.2.22	**Tobacco Control Elements in Building Codes/General Plans/Permitting Process:** The number of jurisdictions that use building codes, housing or other general plan elements, Housing and Urban Development consolidated plans, permitting processes, etc. to increase the amount of smoke-free indoor or outdoor areas in multi-unit housing.
2.2.23	**Multi-Unit Housing Smoking Disclosure:** The number of jurisdictions with a policy requiring multi-unit housing complexes to disclose the location of smoking and nonsmoking units, the smoking history of a unit, and/or require rental vacancy listings to include a category for smoking and nonsmoking units.
2.2.24	**Secondhand Smoke Designated as a Nuisance:** The number of jurisdictions with a policy declaring non-consensual exposure to secondhand smoke as a nuisance.
2.2.25	**American Indian Smoke-free Gaming:** The number of American Indian/tribal owned casino/leisure complexes with a policy prohibiting smoking of commercial tobacco products, including ESD, within all indoor areas of casino/leisure complexes. Note: This indicator is not intended to apply to ceremonial, religious or sacred use of tobacco products.
2.2.26	**Smoke-free Common Areas of Multi-Unit Housing:** The number of jurisdictions with a policy designating common indoor (e.g., laundry room, hallways, stairways, and lobby), outdoor areas (e.g., playground, swimming pool area, entrances), and 20 feet or more from entryways, windows, vents, and openings of multi-unit housing complexes as smoke-free.
2.2.27	**Smoke-free Licensed Day and Residential Care:** The number of jurisdictions with a policy prohibiting smoking and the use of tobacco products on the premise of commercial and non-profit licensed childcare centers and children's residential facilities (e.g., crisis nurseries, youth group homes, transitional living centers), inside and outside, at all times.
2.2.28	**Smokeless Tobacco Use:** The number of jurisdictions with a policy prohibiting the use of smokeless tobacco products that are ingested through oral or nasal mucosa (e.g., chew, snuff, snus, dissolvable tobacco products) in places where smoking is otherwise prohibited.
2.2.29	**Tobacco Litter:** The number of jurisdictions with a policy to reduce tobacco litter in public places (e.g., parks, playgrounds, beaches) and water systems.
2.2.30	**Tobacco Product Litter Audit:** The number of jurisdictions with a policy requiring a tobacco product litter cost assessment.
2.2.31	Retired

Priority Area: Reduce Exposure to Secondhand Smoke, Tobacco Smoke Residue, Tobacco Waste, and Other Tobacco Products (2) Policy Indicators (.2)	
2.2.32	**Smoke-free Multi-Unit Housing Incentives:** The number of jurisdictions that implement a program offering incentives to encourage private adoption of smoke-free multi-unit housing through such means as tax incentives (e.g., income tax credit, property tax credit), technical assistance/signage assistance/free advertising) that includes a formal application review and monitoring process.
2.2.33	**Smoking Definition:** The number of jurisdictions with a policy defining "smoking" to include the burning or heating of tobacco products, other plant products and other natural or synthetic products.

Priority Area: Reduce the Availability of Tobacco (3) Policy Indicators (.2)	
Definition: These indicators address the sale, distribution, sampling, or furnishing of tobacco products and electronic smoking devices (ESD). Outcome objectives based on these indicators may address voluntary or legislated policy change, policy implementation, or resolutions, as appropriate for the indicator (e.g., for some indicators a voluntary policy may be the only legally viable option).	
3.2.1	**Tobacco Retail Licensing:** The number of jurisdictions with a policy requiring retailers that sell, give or furnish tobacco (including ESD) products to be licensed and to designate a portion of the license fee for enforcement.
3.2.2	**Tobacco Retailer Density/Zoning:** The number of jurisdictions with a policy restricting the number, location, and/or density of tobacco (including ESD) retail outlets through use of any of the following means: conditional use permits, zoning, tobacco retail permits or licenses, or direct regulation.
3.2.3	**Self Service Displays:** The number of jurisdictions with a policy prohibiting the sale of tobacco (including ESD) products through self-service displays and requiring them to be in a locked or covered case.
3.2.4	**Tobacco Industry Sampling, Coupons/Discounts/Gifts:** The number of jurisdictions with a policy restricting the distribution of free or low-cost tobacco (including ESD) products, and/or restricting the distribution and/or redemption of coupons, coupon offers, gift certificates, gift cards, rebate offers or other similar offers for tobacco and ESD products consistent with the First Amendment and federal law.
3.2.5	Retired
3.2.6	Retired
3.2.7	**Tobacco-free Pharmacies and Health Care Providers:** The number of jurisdictions with a policy eliminating the sale and distribution of tobacco (including ESD) products from places where pharmacy and/or other health care services are provided by a licensed health care professional (e.g., hospital, vision screening, blood pressure screening).
3.2.8	Retired

Priority Area: Reduce the Availability of Tobacco (3) Policy Indicators (.2)	
3.2.9	**Menthol and Other Flavored Tobacco Products:** The number of jurisdictions with a policy restricting or prohibiting the sale and/or distribution of any mentholated cigarettes and other flavored tobacco (including ESD) products, and paraphernalia (e.g., smokeless tobacco products, dissolvable tobacco products, flavored premium cigars such as little cigars, cigarillos, hookah tobacco, e-cigarettes, e-hookah, wrappers).
3.2.10	Retired
3.2.11	**Electronic Smoking Device Sales:** The number of jurisdictions with a policy prohibiting the sale or distribution of any ESDs including electronic cigarettes, electronic pipes, electronic cigars, and electronic hookahs.
3.2.12	**Tobacco Product Definition:** The number of jurisdictions with a policy defining "tobacco product" to include cigarettes, smokeless tobacco, cigars, pipe tobacco, hookah tobacco, any product containing nicotine or any product used to introduce nicotine into the body, including but not limited to such things as dissolvable tobacco products and any ESD, whether or not it delivers nicotine (e.g., cigarettes, electronic pipes, electronic cigars, electronic hookah, vaping pens, mods, tanks), but excluding products specifically approved by the FDA for use in treating nicotine or tobacco dependence. ESDs do not include any battery or battery charger when sold separately.
3.2.14	**Healthy Retail Standards:** The number of jurisdictions with a healthy retail recognition program that includes defined standards and criteria incorporating two or more community partners (e.g., Nutrition, Alcohol Prevention, Tobacco Control, Women/Infants/Children Program, Sexually Transmitted Disease Prevention, etc.).
3.2.16	**American Indian Tobacco 21:** The number of American Indian tribal governments with a policy designating the legal minimum age of commercial tobacco sales on tribal lands to be 21 years of age. (Note: This indicator is tribal government specific as tribal governments are sovereign nations and have authority to enact age of tobacco sale laws or enter into agreements with the State to comply with the State's tobacco age-of-sale law.)
3.2.17	**No Sale of Tobacco Products:** The number of jurisdictions with a policy prohibiting the sale and distribution of any tobacco products (including ESD).
3.2.18	**Tobacco Only Store Sales:** The number of jurisdictions with a policy restricting the sale of all tobacco products to tobacco-only stores.
3.2.19	**Adult Only Venue Tobacco Sales:** The number of jurisdictions with a policy restricting the sale of tobacco (including ESD) products to adult-only venues not accessible to persons under 21 years of age.

Priority Area: Reduce the Availability of Tobacco (3)
Behavior Indicators (.3)

Definition: These indicators address the sale, distribution, sampling, or furnishing of tobacco products and other nicotine containing products that are not specifically approved by the Food and Drug Administration (FDA) as a treatment for nicotine or tobacco dependence (e.g., social sources of tobacco, shoulder tapping).

3.3.1 Retired

Priority Area: Promote Tobacco Cessation (4)
Cessation Service Indicators (.1)

Definition: These indicators address the direct provision of culturally and linguistically appropriate cessation services and nicotine replacement therapy distribution which is not provided as part of a health insurance benefit.

4.1.1 **Tobacco Cessation Services:** The extent to which evidence-based and culturally and linguistically appropriate behavior modification-based tobacco cessation services are available in the community.

4.1.2 Retired

4.1.3 **Cessation Pharmacotherapy:** The extent to which evidence-based free or low cost pharmacological quitting aids are available to tobacco users who are not eligible for a cessation pharmacological benefit through a government or employer subsidized health insurance plan.

4.1.4 **Cessation Assessment and Referral Systems:** The extent to which health care, social service, housing, and education agencies systematically refer patients and clients to accessible, evidence-based tobacco cessation programs such as the California Smokers' Helpline.

Priority Area: Promote Tobacco Cessation (4)
Policy Indicators (.2)

Definition: These indicators address the availability of behavior modification and cessation pharmacotherapy services provided through health care plans, the health care system, and employers.

4.2.1 **Health Insurance Coverage for Cessation Benefits:** The extent to which health insurance plans provide comprehensive coverage of tobacco dependence treatments with few or no barriers to access, consistent with the U.S. Public Health Service Clinical Practice Guidelines, *Treating Tobacco Use and Dependence* (2008 Update).

4.2.2 **Health Care System Tobacco User Identification and Treatment Systems:** The number of health care clinics that implement a tobacco user identification system, provide education, resources, and feedback to promote provider intervention, and dedicate staff to provide cessation treatment, consistent with the U.S. Public Health Service Clinical Practice Guidelines, *Treating Tobacco Use and Dependence* (2008 Update).

4.2.3 Moved. See indicator 2.2.28

Priority Area: Promote Tobacco Cessation (4) Policy Indicators (.2)	
4.2.4	**Behavioral Health Cessation Treatment Programs:** The number of alcohol and drug treatment programs, mental health treatment programs, migrant clinics, and other health or social service agencies that have systematically implemented evidence-based tobacco cessation treatment, consistent with the U.S. Public Health Service Clinical Practice Guidelines, *Treating Tobacco Use and Dependence* (2008 Update).
4.2.5	**Employer-based Cessation Programs:** The number of employers that have adopted a comprehensive plan to promote tobacco cessation among their employees, including covering multiple evidence-based treatments, promoting awareness of these benefits and of the importance of quitting, and providing financial incentives for employees' use of cessation services.
4.2.6	**Hospital-based Cessation Treatment and Follow-up:** The number of hospitals that have implemented the 2012 Joint Commission Tobacco Treatment Measures, including screening inpatients for tobacco use, providing evidence-based cessation treatment during the hospital stay and a discharge, and assessing tobacco use status post- discharge.
4.2.7	**Electronic Medical Records:** The number of health care practices and systems that have implemented tobacco use assessment and cessation referral to the California Smokers' Helpline or other cessation provider into their electronic medical record (EMR) systems that follow Certified Electronic Health Record Technology (CEHRT) standards as defined by the Office of the National Coordinator for Health Information Technology (i.e., EMR use achieves significant improvements in care).
4.2.8	**Nicotine Addiction Treatment Incorporated into Health Care Professional Curricula:** The number of medical, nursing, dental, pharmacy, and other allied health professional schools that provide training on the treatment of nicotine or tobacco dependence in their curricula including the history of the tobacco epidemic and the role of the tobacco industry.

Communities of Excellence Assets

Tobacco Control Funding Assets (1)	
Definition: These assets address the availability of funding to support tobacco control efforts.	
1.1	**Tobacco Control Funding:** The local jurisdiction's annual per capita funding dedicated to tobacco control for both community and school programs, from various sources, including tobacco taxes (e.g., Proposition 99 and Proposition 10), Master Settlement Agreement, and other public or private sources is $6.54 to $9.15, consistent with the *Centers for Disease Control and Prevention Best Practices*, 2014 recommendations for California.
1.2	**Master Settlement Agreement (MSA) Funding:** The amount of MSA funds that are appropriated for the purpose of tobacco control activities.
1.3	**Proposition 10 Funding:** The amount of local Proposition 10 funds that are appropriated for cessation and secondhand smoke education targeting pregnant women and families with young children.
1.4	**Affordable Care Act Community Health Needs Assessment Participation:** The number of local tobacco control advocates who actively participate in the Community Health Needs Assessment which is required to be conducted by non-profit hospitals every three years pursuant to the Affordable Care Act* for the purpose of promoting the inclusion of indicators and interventions that support tobacco-free living (e.g., physical environment and housing improvements, economic development, community support, leadership development, coalition development, community health improvement and advocacy, workforce development, other community development activities to build health and safety). *SEC. 9097: Additional Requirements for Charitable Hospitals and as defined in Internal Revenue Service, Schedule H instructions (Form 990), 2011.

Social Capital Assets (2)	
Definition: These assets address the extent to which people and organizations work collaboratively in an atmosphere of trust to accomplish goals of mutual interest.	
2.1	**Training and Skill Building:** The extent our program provides technical assistance and support to diverse community groups to enable them to effectively engage in tobacco control activities and activities to reduce tobacco-related social determinants of health.
2.2	**Coalition/Advisory Committee Satisfaction:** The extent of satisfaction among coalition or advisory committee members with program planning, involvement of the community, implementation activities, quality of services, and progress made by the project.
2.3	**Key Opinion Leader Support:** The extent of support among local key opinion leaders for tobacco related community norm change strategies.

Social Capital Assets (2)	
2.4	**Youth Engagement in Tobacco Control:** The degree our program has participatory collaborative partnerships with diverse youth and youth serving organizations and mobilizes their involvement in community assessments; development, implementation, and evaluation of interventions to support tobacco control-related policy, environmental, and system change; and engages them in activities that address tobacco-related determinants of health.
2.5	**Adult Engagement in Tobacco Control:** The degree our program has participatory collaborative partnerships with diverse adults and non-Prop 99 funded adult serving organizations and mobilizes their involvement in community assessments; development, implementation, and evaluation of interventions to support tobacco control-related policy, environmental, and system change; and engages them in activities that address tobacco-related determinants of health.
2.6	Retired and integrated with 2.5
2.7	Retired and integrated with 2.5

Cultural Diversity and Cultural Competency (3)	
Definition: These assets address behaviors, attitudes, and policies that enable effective work in cross-cultural situations within the work environment and community. Culture refers to patterns of human behavior that include the languages, thoughts, communications, actions, customs, beliefs, values, and institutions of racial, ethnic, religious, sexual orientation, or social groups. Competency refers to having the capacity to function effectively as an individual or organization within the context of the cultural beliefs, behaviors, and needs presented by consumers and the community.	
3.1	**Coalition/Advisory Committee Diversity:** The degree our program engages a coalition or advisory committee in designing and implementing tobacco control activities that includes diversity across race/ethnicity, culture, sexual orientation, geography, and non-traditional partners (e.g., housing, employee development, law enforcement, parks and recreation, environmental groups).
3.2	Retired
3.3	**Cultural Competence Assessment:** The degree our program conducts organizational cultural competence assessments.
3.4	**Tailored Educational and Outreach Materials:** The degree our program makes culturally appropriate educational, outreach and media materials easily available and appropriate for the languages and literacy levels of commonly encountered groups in the service area.
3.5	Retired
3.6	**Equity in Funding:** The degree to which culturally and ethnically diverse organizations are funded to implement community norm change-focused tobacco control efforts in the community, in proportion to community demographics.
3.7	Retired