Sample Scope of Work (SOW) for Statewide Applicants

Scope of Work: Objective 1

Procurement Name: 18-10414 Finishing the Fight
Contract Number: TBD
Contract Term: 07/01/2019 - 06/30/2024
Agency Name: Agency Name
Effective Date: 07/01/2019
Project Name: Agency's Project Name
Plan Version ID: 0.1
Project Type: Statewide
Report Generated: 11/09/2018 03:44 PM

Objective Overview

Objective: By June 30, 2024, create and/or modify a minimum of (insert #) of cultural and linguistically-appropriate educational materials (e.g. model policies, fact sheets, memos, white papers) that support tobacco control policy, systems, and environmental change work at the local levels and promote efforts to reach tobacco endgame goals. Materials will be marketed to the appropriate audiences through (insert tactics to share materials, e.g. website, emails, etc.).

Objective ID: 1

Primary Asset: (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.

Is this a primary objective? No

Evaluation Plan Type: Other without Measurable Outcome

Target Audience:

Audience Group

- Coalitions
- Elected Officials
- Government Agencies
- Health Professionals
- Tribes

General Population Groups

- Multi-ethnic

Intervention Topic(s)

- Facebook
- Focus Groups
- Newsletter Disseminated
- Website Maintained

Commented [CTCP1]: This Sample Scope of Work provides a brief look at the structure and interconnectivity of activities needed in an Applicant's Scope of Work using the tools provided to all Applicants in OTIS.

Commented [CTCP2]: This is an example of a SMART objective, once details are added to specify quantities and distribution methods.

Commented [CTCP3]: A list of potential Indicators and Assets projects can select to work on can be found in Appendix 5: *2016 Communities of Excellence Indicators and Assets List. Required Assets* are listed in Table 1. of the RFA.

Commented [CTCP4]: Primary objectives are not required for RFA 18-10414.

Commented [CTCP5]: Most Asset Objectives will be listed as "Other without Measurable Outcome".

Commented [CTCP6]: The audience groups listed here **should only be selected** in an Applicant's scope of work if your workplan specifically identifies an intervention that is specific to the audience.

Commented [CTCP7]: Population groups should only be selected if you have specific interventions for these populations. For example, if you produce or translate a material in to Spanish language, the target population for that material would be the Hispanic/Latino population.

Multi-ethnic covers all population groups.

Commented [CTCP8]: "Intervention Topics" are search terms used in OTIS. Only select intervention topics that are specifically listed in your plan.

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Intervention Activity Plan

Activity ID	
Activity:	Conduct (insert # range) informational workshops, approximately (insert time) in length to (insert # range) attendees. The workshops will target (insert audiences) at venues such as (insert venue/location), and will promote materials/resources developed about (insert possible issues). The workshops will address issues such as (insert topic areas).
Intervention Category:	Community Education Activities
Copyright:	No
Program Deliverable Percentage:	1.00 %
Start Date Period:	07/19-12/19
Completion Date Period:	01/24-06/24
Tracking Measures:	**Measure** / **Submit** Log of Workshops / Yes Presentation Materials / Yes
Responsible Parties:	**Responsible Party** / **Budget Type** Regional Coordinator 1 / Budgeted Regional Coordinator 2 / Budgeted

Activity ID	
Activity:	Create and distribute a newsletter (insert # range) times annually about (insert topics). Disseminate to database maintained by project. Submit a log of newsletters sent annually that includes information such as the content covered in each newsletter, educational materials/trainings promoted, and total audience reached (including received and open rates) for each publication.
Intervention Category:	Community Education Activities
Copyright:	Yes
Program Deliverable Percentage:	1.00 %
Start Date Period:	07/19-12/19
Completion Date Period:	01/24-06/24
Tracking Measures:	**Measure** / **Submit** Copies of Newsletters / Yes Log of Newsletters Sent / Yes Database / On File
Responsible Parties:	**Responsible Party** / **Budget Type** Communications Director / Budgeted Regional Coordinator 1 / Budgeted Regional Coordinator 2 / Budgeted

Commented [CTCP9]: Activity ID numbers will populate after your application has been submitted into OTIS.

Commented [CTCP10]: Generic OTIS Wizards look like this. The space between parentheses is meant for Applicants to delete and replace with the missing information that personalizes application. Additional activities should be added beyond these sample activities.

Commented [CTCP11]: Start and end dates for activities can range between the start and end dates of the contract. However, they can and often should be shorter. Applicants should pick reasonable timeframes to complete work, while also demonstrating a clear roadmap for what work will be complete by when.

For example, a formative activity, such as developing a fact sheet, would happen prior to providing a training for which the fact sheet is a necessary or helpful resource to include.

However, most formative activities do not need to be listed in the SOW. For example, completing a PowerPoint for a presentation and giving that presentation are one activity.

Commented [CTCP12]: Original materials produced by CTCP contracts are subject to copyright by the California Department of Public Health. See *Appendix 17, Local Lead Agency and Competitive Grantee Policy Manual*, Chapter 303.6 for more information.

Commented [CTCP13]: For any activities with a deliverable higher than 0%, a tracking measure must be submitted to verify work.

Commented [CTCP14]: "On file" is a required document that is not submitted into OTIS, but remains on file with the project and should be delivered to CTCP if requested. On File deliverables are commonly those that contain personal data and contact information for people engaged with project activities.

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Activity ID	
Activity:	Maintain information on the (insert website/program name) website/webpage which will provide new information and promote educational materials and resources such as (fill in materials/resources) for (identify target audiences). Review and update website information at least (insert # range/minimum) times annually.
Intervention Category:	Community Education Activities
Copyright:	No
Program Deliverable Percentage:	1.00 %
Start Date Period:	07/19-12/19
Completion Date Period:	01/24-06/24
Tracking Measures:	**Measure** / **Submit** Screenshots/Log of Updates / Yes
Responsible Parties:	**Responsible Party** / **Budget Type** Communications Director / Budgeted Senior Program Coordinator / Budgeted

Commented [CTCP15]: This grant lasts for five years, and many activities will exist for the duration of the grant period. For activities like this one, we recommend setting robust annual goals to be met. This helps to show that the project is pacing out its work over time in a sensible manner.

Activity ID	
Activity:	Create and revise as needed (insert # range) of (insert name of educational material) which will be used to educate (insert audience or intended use of material). All materials should be consumer tested (testing is described in the evaluation plan) on (insert topics). Include information such as (insert examples of content). Materials will be produced in (insert languages). 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:	1.00 %
Start Date Period:	07/19-12/19
Completion Date Period:	01/24-06/24
Tracking Measures:	**Measure** / **Submit** Educational Fact Sheet(s) / Yes Verification of Submission to TECC / Yes
Responsible Parties:	**Responsible Party** / **Budget Type** Communications Director / Budgeted Project Director / Budgeted

Commented [CTCP16]: This objective, per the language above, is heavily focused on creating educational materials. These materials could range from printed material, infographics, webpages, digital materials, and more. While one activity is listed here as a sample, projects are welcome to use and adapt the same wizard more than once if necessary to provide a complete picture of the work the project plans to do.

To think about how to diversify this specific activity, consider the many Target Audiences that the project may need to create materials for.

Commented [CTCP17]: CTCP projects submit all materials, original and finalized formats, to the Tobacco Education Clearinghouse of California (TECC) via their website.
TECC then provides projects with a submission notice, which needs to be attached as a tracking measure to material development activities.

Activity ID	
Activity:	Develop (insert # range) success stories that will provide details on the efforts of local tobacco control campaigns, highlighting resources used, stakeholders involved, timeline, opposition, and lessons learned. Partner with local coalitions, community-based organizations, and other stakeholders involved in the policy process to develop these case studies. Materials will be distributed to community members, voluntary health organizations, coalitions, local health departments, community-based organizations, and

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	other interested parties via a combination of online (email, website) and, when appropriate, hard copy distribution (mail, in-person meetings, conferences). 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:	1.00 %
Start Date Period:	07/19-12/19
Completion Date Period:	01/24-06/24
Tracking Measures:	**Measure** / **Submit** Case Studies / Yes Verification of Submission to TECC / Yes
Responsible Parties:	**Responsible Party** / **Budget Type** Communications Director / Budgeted Project Director / Budgeted

Activity ID	
Activity:	Research, write, and produce (insert # range) scholarly policy briefs/white papers/model policies/summaries that are approximately (insert # range) pages in length that may include the following topics: (identify topics). Distribute to California Tobacco Control Program (CTCP)-funded projects, tobacco control advocates, voluntary health organizations and other interested parties via (describe distribution methods; e.g. Partners Updates, newsletters, website).
Intervention Category:	Policy Activities
Copyright:	No
Program Deliverable Percentage:	1.00 %
Start Date Period:	07/19-12/19
Completion Date Period:	01/24-06/24
Tracking Measures:	**Measure** / **Submit** Brief/Paper/Policy/Summary Published / Yes Proof of Distribution / Yes
Responsible Parties:	**Responsible Party** / **Budget Type** Communications Director / Budgeted Project Director / Budgeted

Activity ID	
Activity:	Work with Advisory Board Members to provide (insert # range) trainings annually for (insert # range of) people who will be trained) regarding topics related to the promotion and use of (insert educational materials developed). Training will be provided using the (insert method, e.g., in-person, webinar, Internet-based).
Intervention Category:	Training/Technical Assistance Activities

Commented [CTCP18]: This activity is an example of a Recommended Work Element from Page 10 of RFA 18-10414.

Commented [CTCP19]: Projects should ensure all materials and resources they develop are both useful and easily accessible by the projects these grants will serve. Applicants should describe how they intend to test their materials, and reference any corresponding evaluation activities that will support intervention activities in the activity language (e.g. Consumer testing of the website/material is described in the Evaluation Plan).

Commented [CTCP20]: These activities may need to be broken down into individual activities (if appropriate to the funding category) by Applicants depending on the amount of work proposed.

Commented [CTCP21]: These are other types of educational materials, that may be policy specific (hence, they can be labeled a policy activity), if appropriate to the Applicant's proposed work.

Commented [CTCP22]: Because some materials the Applicant may develop should be tools for communities (e.g. model policies, 5-step guides, etc.), the Applicant should strongly consider how it will utilize the materials it creates and appropriately train audiences about the materials' content and uses.

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Copyright:	No
Program Deliverable Percentage:	1.00 %
Start Date Period:	07/19-12/19
Completion Date Period:	01/24-06/24
Tracking Measures:	**Measure** / **Submit** Log of Trainings (type/participants) / Yes Training Materials / Yes
Responsible Parties:	**Responsible Party** / **Budget Type** Communications Director / Budgeted Project Director / Budgeted Advisory Board Members / Non-Budgeted

Evaluation Activity Plan

Evaluation Activity 4-E-	**Public Intercept Survey / Opinion Poll**
Evaluation Activity:	A public opinion poll and a protocol will be developed in consultation from 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). The survey instrument will be used to collect data about community knowledge, attitudes, and perceptions regarding (insert topics) to inform educational material development. Surveys will be collected from (describe target audience) through face-to-face interactions using (insert polling method, e.g. pen-to-paper, phone, online, etc.); (insert # range) surveys will be completed. (Insert explanation for how data collectors will be trained, e.g. a data collection training by staff, through a subcontract with a polling company that trains staff internally, etc.). 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 Opinion Polling data will be analyzed by calculating frequencies and percentages to document support/opposition to policy strategies, knowledge, and demographic information provided by survey participants. Within six months of completing the poll, project will present findings to CTCP. Data will be used to create or inform development of educational materials.
Is this data being collected for Process Evaluation or Outcome Evaluation purposes?:	Process
How many waves of data collection will occur?:	2
Data Collection Period(s):	
Begin/End Periods - Wave 1:	07/19-12/19 to 01/20-06/20
Begin/End Periods - Wave 2:	07/23-12/23 to 01/24-06/24
Data Collection Training - Will data collectors be trained to help implement this evaluation activity?:	No
Copyright:	Yes

Commented [CTCP23]: Responsible Parties must match position titles listed in the Applicant's budget. However, if an application proposes a workgroup or advisory board to assist the Applicant with its work, those unfunded community members can also be listed as Non-Budgeted Responsible Parties in the SOW.*

*All activities must have a minimum of one Budgeted Responsible Party listed. Non-Budgeted Responsible Parties are optional.

Commented [CTCP24]: Applicants are strongly encouraged to contact TCEC for assistance and advice when formulating an evaluation plan for each objective. Learn more about TCEC at http://tobaccoeval.ucdavis.edu/index.html.

Commented [CTCP25]: Activities which are similar, but intend to create comparison between the first and second data collections typically require Begin/End Periods of Waves. A wave is repeated data collection on the same topic(s) and the same population(s). Waves of data collection are used to measure change over time. In this example, in addition to be analyzed on its own merits, polling data collected in 2023-2024 that informs the project's work should also be compared to the previous set of data collected in 2019-2020, to look for themes, patterns, and other valuable details about how opinions shift.

For each wave, a new set of deliverables (data results/summary report) is required.

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Program Deliverable Percentage:	2.00 %
Tracking Measures:	**Measure** / **Submit** Public Polling Data (Raw) Results / Yes Public Polling Data Summary Report / Yes Public Polling Instrument / Yes
Responsible Parties:	**Responsible Party** / **Budget Type** Project Director / Budgeted External Evaluator / Budgeted Polling Subcontractor / Budgeted
Evaluation Activity 4-E-	**Education/Participant Survey**
Evaluation Activity:	An online training satisfaction survey and protocol 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). It will consist of (insert #) of open- and closed-ended questions. The survey will measure the satisfaction of training and technical assistance users. It will be disseminated to a census of training participants. The survey results will be analyzed using descriptive statistics such as percentages, frequencies and means. The survey will be issued at (insert #) of trainings annually, and the results will be summarized in the progress report following each training to improve training and technical assistance services.
Is this data being collected for Process Evaluation or Outcome Evaluation purposes?:	Process
How many waves of data collection will occur?:	1
Data Collection Period(s):	
Begin/End Periods - Wave 1:	07/19-12/19 to 01/24-06/24
Data Collection Training - Will data collectors be trained to help implement this evaluation activity?:	No
Copyright:	Yes
Program Deliverable Percentage:	1.50 %
Tracking Measures:	**Measure** / **Submit** Survey Instrument / Yes Survey Summary and Analysis / Yes
Responsible Parties:	**Responsible Party** / **Budget Type** Project Director / Budgeted External Evaluator / Budgeted
Evaluation Activity 4-E-	**Education/Participant Survey**

Commented [CTCP26]: Raw results include the data as it was originally captured, without analysis.

Commented [CTCP27]: A summary report both summarizes the data collected, analyses its meaning, and determines a next course of action with the data (e.g. come to conclusions, makes recommendations for further study or use, etc.).

Commented [CTCP28]: This survey is directly related to training activities listed in the intervention plan. The survey would be provided to participants in those trainings, therefore, the numeric quantity of trainings provided per year in the activity above should match the survey description.

Commented [CTCP29]: Because trainings are likely to take place during every progress report period, this survey is one continuous wave of data collection for the entire timeframe of the project.

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Evaluation Activity:	Annually conduct a web-based needs assessment survey of (insert #) 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; educational materials; regional networking and/or training needs). The survey results will be analyzed using descriptive statistics such as percentages, frequencies, and means. Both a qualitative and quantitative analysis of results will be used to summarize and report survey findings.
Is this data being collected for Process Evaluation or Outcome Evaluation purposes?:	Process
How many waves of data collection will occur?:	5
Data Collection Period(s):	
Begin/End Periods - Wave 1:	07/19-12/19 to 01/20-06/20
Begin/End Periods - Wave 2:	07/20-12/20 to 01/21-06/21
Begin/End Periods - Wave 3:	07/21-12/21 to 01/22-06/22
Begin/End Periods - Wave 4:	07/22-12/22 to 01/23-06/23
Begin/End Periods - Wave 5:	07/23-06/23 to 01/24-06/24
Data Collection Training - Will data collectors be trained to help implement this evaluation activity?:	No
Copyright:	Yes
Program Deliverable Percentage:	1.50 %
Tracking Measures:	**Measure** / **Submit** Needs Assessment Instrument / Yes Needs Assessment Summary Report / Yes
Responsible Parties:	**Responsible Party** / **Budget Type** Regional Coordinator 1 / Budgeted External Evaluator / Budgeted
Evaluation Activity 4-E-	**Other**
Evaluation Activity:	Conduct consumer testing to assess feedback on the look, feel, content, language, approach, and action steps in the educational material. Develop the consumer testing instrument using guidelines from the Tobacco Education Clearinghouse of

Commented [CTCP30]: Statewide Coordinating Centers typically perform annual needs assessment surveys to gauge the success of their work thusfar and the needs of the populations they survey for the year to come.

Commented [CTCP31]: All original materials created for public consumption by CTCP projects require a form of consumer testing. TECC prepared a guide regarding Consumer Testing to inform this work, and it is available for Applicants' reference on their website.

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	California (TECC) (or explain how it will be developed, e.g., adapt from previous work or obtain samples from other project directors; using other guidelines). Conduct a minimum of [select: two focus groups, one intercept surveys, one online survey] with (select audience: youth OR adults) to assess the appropriateness of educational materials developed to promote the (name of campaign or topic). Each [select: focus group, intercept survey, online survey] will include purposive sample of at least seven (7) people total. For each [select: focus groups, intercept surveys, online surveys] a record will be made of participant responses. A summary report will detail participant responses to materials, make recommendations for revisions, and/or provide suggestions for the educational materials.
Is this data being collected for Process Evaluation or Outcome Evaluation purposes?:	Process
How many waves of data collection will occur?:	1
Data Collection Period(s):	
Begin/End Periods - Wave 1:	07/19-12/19 to 01/24-06/24
Data Collection Training - Will data collectors be trained to help implement this evaluation activity?:	No
Copyright:	Yes
Program Deliverable Percentage:	1.00 %
Tracking Measures:	**Measure** / **Submit** Consumer Testing Instrument / Yes Testing Summary and Analysis / Yes
Responsible Parties:	**Responsible Party** / **Budget Type** Project Director / Budgeted External Evaluator / Budgeted
Evaluation Activity 4-E-	**Other**
Evaluation Activity:	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.
Is this data being collected for Process Evaluation or Outcome Evaluation purposes?:	Process
How many waves of data collection will occur?:	1

Commented [CTCP32]: This activity is connected to the social media activity in the intervention plan.

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Data Collection Period(s):	
Begin/End Periods - Wave 1:	01/19-06/19 to 01/24-06/24
Data Collection Training - Will data collectors be trained to help implement this evaluation activity?:	No
Copyright:	Yes
Program Deliverable Percentage:	1.50 %
Tracking Measures:	**Measure** / **Submit** (Insert Social Media Site's) Monthly Reports: Yes Insights/Analytics Summary Report: Yes
Responsible Parties:	**Responsible Party** / **Budget Type** Communications Director: Budgeted External Evaluator: Budgeted
Evaluation Activity 4-E-	**Final Evaluation Report**
Data Analysis Plan:	To conclude this activity, the project will prepare a Brief Evaluation Report. Descriptive statistics and qualitative analyses will be used to analyze and summarize findings from (list evaluation activities in this objective).Common themes, avenues of support, and barriers to work, such as (insert descriptions such as support/opposition, challenges/barriers, health/business) will be identified and summarized for the entire objective, using the Tobacco Control Evaluation Center's (TCEC) Tell Your Story guidelines. 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 environmental change sought in objective language). Conclusions and recommendations for future work in the evaluation report will be based on evaluation results and findings.
Methods to Disseminate Findings:	Fact Sheets Partners Website
Other Dissemination Methods:	Project's Advisory Board Meeting, American Public Health Association's Annual Meeting in 2025.
Study Limitations or Challenges:	*(This is where you describe any challenges or barriers you expect you might encounter when it comes to completing this objective, and the evaluation activities within it.)*
Copyright:	Yes
Program Deliverable Percentage:	2.50 %
Activity Start Date Period:	01/24-06/24
Activity Completion Date Period:	01/24-06/24

Commented [CTCP33]: Every objective is required to have a Final or Brief Evaluation Report completed, to be submitted by the project in the last progress report.

For RFA 18-10414, no primary objectives are required, therefore, Applicants only need to include Brief Evaluation Reports for each of their objectives.

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Tracking Measures:	**Measure**	**Submit**
	Brief Evaluation Report	Yes
Responsible Parties:	**Responsible Party**	**Budget Type**
	Project Director	Budgeted
	External Evaluator	Budgeted

Narrative Summary

Community Assessment Analysis: This project will primarily address the following priority population(s) of focus: (list the populations).

This project will primarily work in the following geographical communities: Statewide

The Community Assessment Analysis provides justification to support the population(s) of focus, the geographic area(s) of focus, and the proposed objectives and activities that address tobacco related disparities in the group(s) identified. Demonstrating the need for the intervention may come from community needs assessment findings; local, state or national data that describe the problem to be addressed; and a summary of evidence-based literature and/or community-defined evidence regarding programs and policies which support the proposed intervention. If your project has worked on a similar objective in the past, describe the scope and outcome of the effort, explain why additional work is needed or why this attempt will be more successful. To cite data or literature, please state the author, publication title, and year, (e.g., (Mamudu, et.al, Public Health Management & Practice, 2016).

Major Intervention Activities: In a narrative format, provide a concise summary of the intervention activities to be implemented, and how these activities will move the objective forward. Describe the sequence of community engagement, community organizing, education, outreach, training, policy, paid and earned media activities that will be implemented to achieve the objective. Explain how members of the community will be engaged and how activities will be tailored to the community and the population(s) of focus.

Theory of Change: Describe the underlying rationale for the proposed intervention, either using a formal theory of change or in your own words, explain how and why you think the proposed activities will lead to the desired change described in the objective. Public health frequently relies on formal theories of change; however, it is also acceptable to describe the underlying rationale for the intervention in your own words.

- **What is a theory of change?** The underpinning of most effective public health interventions is a theory of change. The theory of change provides an explanation of how and why the proposed intervention will result in the desired change. It communicates that the activities and messages are more than an assortment of messages and activities selected because they are fun or popular with the coalition. The theory of change communicates that a rationale links the activities and supports that collectively these will result in the desired change.
- **What are examples of a theory of change?** Theories of change that focus at the community level and help to explain why community education, media, and partnership development lead to

Commented [CTCP34]: The following narratives are instructions listed in OTIS. Projects are required to briefly provide an overview and justification for their workplan in this section. Not only is this section scored in the Application's overall review, but it is the best way for the Applicant to relay their vision for their Application to reviewers.

Commented [CTCP35]: All Community Assessment Analysis sections are required to start with these two lines, to be completed by the Applicant, as relevant to the Objective.

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the adoption of policies in communities or organizations include: *Social Norm Change, Community Organizing, and Community Readiness* theories. Additional theories of change are found in: Theory at a Glance: A Guide for Health Promotion Practice. It is a free resource developed by the National Cancer Institute for public health practitioners. This document concisely summarizes the most commonly used theories, such as the diffusions of innovation theory, the health belief model, and social cognitive theory and it explains how to incorporate theory into program planning, implementation, and evaluation.

Evaluation Summary Narrative: The Evaluation Summary is a summary of the evaluation design, outcome and process evaluation activities to be conducted, a description of how process evaluation activities will be used to improve or tailor the intervention, and a description of the plan to disseminate evaluation findings to others. In a narrative format, briefly provide the following information:

1. **What will be accomplished?** Describe what will be accomplished as a result of the intervention: How will the community or people in the community be different (e.g., smoke-free multi-unit housing policy adopted, health care providers will use electronic health records to make referrals to the California Smokers' Helpline)?
2. **Evaluation Plan Type:** State the evaluation plan type (e.g., "policy adoption," "individual behavior change").
3. **Outcome Data Collection:** If your scope of work includes the collection of outcome data, describe:
    1. Design type (experimental, quasi-experimental, or non-experimental);
    2. The intervention and control group(s) (if any) e.g., communities, stores, health care providers) and the number and location (city or neighborhood) of each group;
    3. When measurements will be performed (e.g., post-test only, pre- and post- test);
    4. How data will be collected (e.g., document review, observation); and
    5. The sampling plan (e.g., simple random sampling, convenience sampling).
4. **Process Data Collection:** Describe the process evaluation activities that will be conducted (e.g., public opinion surveys, focus groups, key informant interviews, media tracking, policy tracking). Include information about who the participants are, the number anticipated to participate in the process evaluation activities, and the frequency of the process evaluation activities.
5. **How do evaluation activities support interventions?** Where applicable, explain how specific evaluation activities support particular intervention activities or will be used to help improve or tailor the intervention. For example: *"A youth tobacco purchase survey will be conducted at baseline to illustrate the need for a tobacco retail license (TRL) policy and enforcement and the data will be used in community education activities; public opinion surveys will be used to demonstrate support for TRL; key informant interviews will be used to develop talking points aimed at policy leaders."*
6. **How will evaluation findings be disseminated?** Describe how and to whom evaluation findings will be disseminated.