Intervention Activities Sample Wizards

(For Statewide Projects, 2019)

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

Intervention Category	Activity Title	Activity Language
1- Coordination/ Collaboration Activities	Communications Planning	In collaboration with partners, 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.
1- Coordination/ Collaboration Activities	Enforcement Collaboration	Coordinate and collaborate with (insert names of groups) regarding implementation and enforcement of (describe type of policy) by participating in (describe coordination/collaboration methods, e.g., conference calls, local and regional coalition meetings, workgroup).
1- Coordination/ Collaboration Activities	Partners Activities	Weekly, log onto Partners to identify upcoming trainings, new information and advocacy campaign tools. Monthly, contribute a minimum of one post to InfoHub to share information and foster a learning and networking environment. Annually, write a minimum of one Spotlight On including significant steps taken, milestones achieved and barriers encountered at the completion of the campaign.
1- Coordination/ Collaboration Activities	Sharing Resources	Regularly participate in conference calls, webinars, and trainings regarding (state topic areas) hosted by California Tobacco Control Program (CTCP) and (name other organizations, e.g., California Youth Advocacy Network, Local Lead Agency Project Directors' Association).
1- Coordination/Collaboration Activities	Workgroup Recruitment and Maintenance	Recruit and maintain (insert # range) volunteers to help carry out project activities such as data collection, educational visits, public speaking and letter writing. (Insert name of group, e.g. workgroup, taskforce, committee, board, etc.) members will be recruited through (insert recruitment methods). Conduct (insert # range) meetings annually.

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1- Coordination/Collaboration Activities	Information Sharing	Annually, attend 6-10 Local Lead Agency (LLA) tobacco control coalition meetings to share project progress with partners, coordinate activities, ensure non duplication of efforts with other local assistance projects working in the county, and participate in the overall work of the LLA coalition.
1- Coordination/Collaboration Activities	Volunteer Recruitment	Recruit and maintain (insert # range) volunteer advisory committee members to help carry out project activities such as data collection, educational visits, public speaking and letter writing. Advisory committee members will be recruited through (insert recruitment methods). Conduct (insert # range) advisory committee meetings annually.
2- Community Education Activities	Annual Tobacco Events	Host (insert # range/time period) (World No Tobacco Day/Kick Butts Day/Great American Smokeout) event(s) lasting 2-4 hours in length and involving (insert # range) community members in tobacco control awareness promotion events.
2- Community Education Activities	Community Forum	Conduct (insert # range) community forums or town halls, approximately (insert # range) minutes in length, with participation by approximately (insert # range) individuals at each event. Participants will be (insert description of participants). The participants will be recruited through (insert recruitment methods such as existing relationships, educational presentations, social networking, etc.).The forums/town halls will discuss (insert topic areas). The purpose of the forums/town halls is to (insert purpose/outcomes).
2- Community Education Activities	Contact Lists	Create and maintain a list of (insert # range) contact information for (insert type of group, e.g., state and community public and private colleges). Email information, resources and offers of technical assistance 10-12 times annually using the contact information.
2- Community Education Activities	County/Program Social Media Posts	Post (weekly/monthly) updates to (insert name of) social media page to increase public health communication and engagement with the community members on tobacco control issues. This activity will share information with community partners regarding (insert topics). (This activity will be shared with Objectives # & #, but is only listed here to prevent duplicative reporting)
2- Community Education Activities	Directory	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.
2- Community Education Activities	Educational Events	Participate in (insert # range) community events, such as (insert examples of events) in targeted cities. Distribute information and educational materials regarding (insert topic area(s)). (Insert any additional activities to be conducted at events such as: promotion

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		of the California Smokers' Helpline, recruitment, surveys, contact information gathered, etc.)
2- Community Education Activities	Educational Meetings	Conduct (insert # range) educational visits approximately (insert time) minutes in length to (name organizations or types of people, e.g., policymakers, apartment managers) regarding (insert topic area). Distribute (insert # range) educational packets which include the following (describe or list materials).
2- Community Education Activities	Informational Workshops	Conduct (insert # range) informational workshops, approximately (insert time) minutes in length to (insert # range) attendees. The workshops will target (insert audiences) at venues such as (insert venue/location). The workshops will address issues such as (insert topic areas).
2- Community Education Activities	Newsletter	Create and distribute a newsletter (insert # range) times annually about (insert topics). Disseminate to (insert target groups, e.g., policymakers, coalition members, community organizations and the general public). Distribute to a contact list and/or at community events. (This activity will be shared with Objectives # & #, but is only listed here to prevent duplicative reporting).
2- Community Education Activities	Peer-to-Peer Educational Presentations	Prepare youth to educate (insert # range) of high school peers at (insert schools) about tobacco products, including flavors/menthol and new and emerging tobacco products such as electronic smoking devices (ESDs), through (insert presentation method, e.g. class presentations or school assemblies).
2- Community Education Activities	Policy-related educational meetings	Conduct (insert # range of presentations) for (length of time), to (insert # range) participants. Presentations will be made to community groups identified in the Midwest Academy Strategy Chart (MASC) development process as potential supporters regarding the following topics: (insert topic area) Request policy endorsement and letter of support from organization or group. Invite members to participate in policy activities such as (assist at community education booths, conduct surveys, provide testimony at policy meetings, etc.).
2- Community Education Activities	Policy-related educational meetings	Conduct (insert # range) educational sessions, for (length of time) each in length, for approximately (insert # range) key opinion leaders and community organizations about (insert tobacco control policy area, e.g., flavored tobacco products, e-cigarettes, secondhand smoke exposure in multi-unit housing).

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2- Community Education Activities	Tabling Event	Staff (insert # range) tables/booths annually at (insert sites) to educate about (insert topics). Take photos of people holding up a sign saying they support (insert topic). Obtain releases and use photos on Facebook, in advertising and other appropriate social media venues. Seek tie-in with events such as Earth Day, Great American Smokeout, and Kick Butts Day. Educational table/booth events will be approximately (insert time) in length.
2- Community Education Activities	Website (County/Program)	Maintain and update information on the (insert program or department name) site which will provide new information and resources such as (fill in online resources) for (identify target audiences). Review and update site information at least (insert # range) times annually. (This activity will be shared with Objective # & #, but is only listed here to prevent duplicative reporting).
2- Community Education Activities	Youth Spoken Word Poetry	Develop a youth coalition tobacco control "spoken word" poetry group of (insert # range) participants who will develop tobacco control poems using prevention-based words to encourage youth to be the next tobacco-free generation. Youth coalition members will be provided 60-120 minutes of poetry and tobacco control-related training and meet monthly to develop (insert # range) poems that can be used to educate the public about the dangers of tobacco use in our community.
2- Community Education Activities	Website (Coalition/Program)	Create/Maintain a website for (insert tobacco control coalition or a program name) as a central hub for networking, strategizing, and materials dissemination, which incorporates current information and resources including: (describe content, e.g., advocacy campaign tools and information; policy enforcement tips, model policies and policy databases for college communities; fact sheets on youth and young adult social norms and tobacco use; links to other tobacco control resources Statewide Projects; promotion of the California Smokers' Helpline (CSH), for youth and young adult advocates; and social media technology information, resources, and links (Facebook, Twitter, YouTube, blogs). The website will provide a menu/calendar of training and campaign opportunities. Review and update website information at least (insert range, e.g. a minimum of four times per year) times annually. (This activity will be shared with Objective # & #, but is only listed here to prevent duplicative reporting).

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3- Educational Materials Development	Create Materials	Develop (insert # range) of (insert material topic and item) that will be disseminated through/to/at (insert name of location or event) that can be (printed and/or downloaded). Target audiences will include (insert names of target audience). Develop in consultation with statewide grantees to adapt existing materials or develop new materials as appropriate. 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.
3- Educational Materials Development	Policy Packets	Develop and distribute (insert # range) educational packets about (insert topic area) using existing materials to include (insert types of materials, e.g., fact sheet, ChangeLab model policy, list of similar policies enacted, infographic). The target audience for the educational packet is (insert name of group or organizations, e.g., potential champions, elected officials, city and staff). Develop the educational packet in consultation with statewide grantees to adapt existing materials or develop new materials as appropriate.
3- Educational Materials Development	Policy-related materials	Create and revise as needed the (insert name of educational material) which will be used to educate (insert name of the type of policymakers, potential endorsers, media outlets). Include information such as (insert examples of content). Develop in consultation with statewide grantees to adapt existing materials or develop new materials as appropriate. Submit material(s) to Tobacco Education Clearinghouse of California (TECC) Material Submission page upon completion.
4- Incentives	Incentive Language	Distribute (Insert # range) incentive materials 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. The cost of incentives may not exceed $50 in value, per person, annually, shall not include merchandise cards that can be used to purchase tobacco or alcohol products, and will comply with all requirements in California Tobacco Control Program Policy Manual. The project will be responsible for the possession, security (e.g. will keep under lock and key), and accountability of the incentive materials. The project will prepare a log sheet that will track and identify each of the incentives, value, transfer date, and recipient.

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5- Policy Activities	Educational Meetings	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.
5- Policy Activities	Endorsements/Resolutions	Develop a sample (endorsement/resolution/letters of support) to address (fill in the public health problem) for inclusion in educational packets and at presentations. Obtain (insert # range) of (endorsement/resolution/letters of support) from (insert type of organizations, groups, and agencies) to demonstrate support for addressing (fill in the public health problem). Present (endorsement/resolution/letters of support) to policymakers (insert time or distribution method, e.g. at a city council meeting or in educational packets).
5- Policy Activities	Information and Education Days	Participate in the (insert years) Information and Education (I&E) Days at the State Capitol to educate policymakers about key tobacco control issues. Coordinate the participation of (insert participants e.g. coalition members, volunteers, partners) to annually visit key state elected officials in their District Offices.
5- Policy Activities	Midwest Academy Strategy Chart	Conduct one strategic planning session(s) for each jurisdiction the project is considering policy within, with community partners and stakeholders for 2-4 hours, to complete the Midwest Academy Strategy Chart (MASC) which will identify short, intermediate, and long term goals, organizational considerations, constituents, allies, opponents, targets, and tactics to create a plan for (insert goal/objective). Consult with the Center for Tobacco Policy and Organizing to prepare for and/or facilitate the strategic planning session(s). Update each MASC regularly throughout each policy campaign to adapt to new targets and tactics as they are revealed.
5- Policy Activities	Policy Development	In collaboration with ChangeLab Solutions and (insert stakeholders), create and/or update a model (legislated policy, voluntary policy, resolution) that addresses (insert topic that is relevant to the objective).
5- Policy Activities	Policy Presentation	Conduct (insert # range) in-person presentations of (insert # range) minutes to a total of (insert # range). Create a PowerPoint presentation targeting (e.g. policymakers) which will include (insert topics).

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5- Policy Activities	Policy Briefs	Research, write, produce (insert # range) scholarly policy briefs, white papers or 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).
5- Policy Activities	Policy Monitoring	Monitor and provide (insert # range) updates on significant local, statewide, federal and/or international tobacco-related policy developments when issues have a clear impact and significance to California tobacco control work. Topics may include (list subjects). Updates will be distributed to all 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).
6- Training/Technical Assistance Activities	Generic Data Collection Training	Conduct (insert # range), (insert length) hours of training to (insert # range) of youth and adults who will be collecting data using an agenda and training materials. Consult with the Tobacco Control Evaluation Center for training agendas and relevant information to consider for training. The training will include practicing the data collection, which will be done (insert data collection methods, e.g. online surveys, in-person survey, pen-to-paper, etc.)
6- Training/Technical Assistance Activities	YATPS Data Collection Training	Conduct a training for (insert # range) of young adults, lasting 60-90 minutes which will train them how to comply with the Young Adult Tobacco Purchase Survey (YATPS) protocol. The training will include didactic, practice in identifying tobacco products, asking to purchase tobacco products and conducting a transaction.
6- Training/Technical Assistance Activities	Coalition Issue Training	Conduct (insert # range), (insert length) trainings for approximately (insert # of participants) coalition members, community members, and collaborative partners to increase their knowledge on tobacco-related issues in the community. Training topics may include, but are not limited to: community organizing, current and emerging tobacco-related issues, media advocacy, health disparities, secondhand/thirdhand smoke, electronic smoking devices (ESDs) and how ESDs are being utilized to smoke marijuana, how tobacco companies target youth through storefront advertising, and the impact of drifting smoke in multi-unit housing.
6- Training/Technical Assistance Activities	Coalition Skill Training	Conduct (insert # range), (insert length) trainings for approximately (insert # of participants) coalition members and collaborative partners to increase their knowledge on skills needed to carry out the campaign tasks and tactics. Training topics may include, but are not limited to: community organizing, letter writing, meeting

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		facilitation, peer-to-peer training, public speaking and presentations, social media use, and spokesperson(s)/media interactions.
6- Training/Technical Assistance Activities	Conduct Leadership Training	Provide (insert # range) for (length of time) trainings annually for a minimum of (insert range of participants) participants, including (insert participants or groups) to increase diverse community members' leadership, capacity and skills to address tobacco control issues in their community such as (insert specific issues).
6- Training/Technical Assistance Activities	Conduct Training	Provide (insert # range) and (insert length of time) trainings annually for a minimum of (insert range of people and who will be trained) regarding (insert training topics). Training will be provided using the (insert method, e.g., in-person, webinar, Internet-based).
6- Training/Technical Assistance Activities	Policy Implementation	Provide (insert # range) hours of technical assistance to enforcement personnel, (e.g. code enforcement, fire department, health department, law enforcement, parks and recreation staff, etc.) to develop a public education awareness campaign and enforcement protocols once the policy has been approved.
6- Training/Technical Assistance Activities	Technical Assistance	Provide a minimum of (insert # range) instances of technical assistance (TA) which reflect approximately (fill in range of hours) on tobacco control issues including (list topics) to (identify target audiences). TA will be provided using (insert methods, e.g. in-person, over the phone, by email, etc.).
6- Training/Technical Assistance Activities	Youth Summit	Organize and facilitate (insert # range) youth summit events. The summit will be attended by (insert # range) students from various school districts in (insert county). Content for the summit will include (insert topics, e.g. youth development, tobacco control issues related to youth). Collaborate with (insert community partners) to plan, promote and implement the summit. A minimum of (insert # range) presentation of (insert length of time) related to tobacco control issues will be provided by staff and/or youth coalition members.
6- Training/Technical Assistance Activities	Market Services	Proactively market project services on monthly Proposition 99/56 calls, (insert # range) Partners outreach notes, email blasts, website, flyer distribution, staffing booths and/or participating at California Tobacco Control Program (CTCP) trainings and conferences, and other means as appropriate.

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6- Training/Technical Assistance Activities	Needs Assessment	Annually, conduct an online training and technical assistance (TA) needs assessment with other California Tobacco Control Program (CTCP) Statewide training and TA funded agencies to determine educational materials, training and TA needs, and preferred training and technical assistance methods. Seek input from CTCP and the Tobacco Control Evaluation Center (TCEC) on the development of the needs assessment survey tool.
7- Earned Media Activities	Earned Media Plan	Develop a minimum of (insert # range) earned media plan(s) per target jurisdiction that will include 3-5 activities, such as letters to the editor (LTEs), press releases, news releases, and/or media events, to promote support for (insert policy/issue). The details of the plan would be developed in conjunction with the Communications Plan utilizing examples from other CTCP-funded projects. Target media outlets will include (insert local media outlets).
7- Earned Media Activities	Evergreen Article	Develop (identify number) "evergreen" articles for drop into partner newsletter on the topic of (insert topic). Disseminate to (insert audience) and (insert the means of distribution) to encourage their use of the article.
7- Earned Media Activities	Generic Press Event	In coordination with (insert names of partners), plan and conduct at least (insert # range) newsworthy press event designed to educate the public on (insert topic). The activity will include local media outreach (including ethnic media) and may also include coordination of spokespersons and local tailoring of media materials, (e.g., a local press release, fact sheet, visuals, and/or talking points). (Insert # range) press packets will be prepared and will contain a description of the event or activity, a sample press release, and justification for (insert tobacco control related activity such as a policy or event) and supporting educational materials.
7- Earned Media Activities	Letters to the Editor/Editorials	Develop (insert # range) sample Letters to the Editor/Editorials (LTEs) and train (volunteers/coalition members) to tailor and submit to target media, such as (insert examples of newspapers).
7- Earned Media Activities	Press Releases	In coordination with the coalition, develop and submit a minimum of (insert # range) press releases to make announcements about (e.g. breaking news, newsworthy information, announcement of policy being pursued, etc.) on (insert topic).
7- Earned Media Activities	Radio Programming	Develop/Participate in (insert # range) of (length of time) radio talk show program(s) on (insert topics). Radio stations will be selected based upon target population(s). Consult with Rover library, statewide grantees, subject matter experts and/or the California Tobacco Control Program (CTCP) Media Unit on the format and content.

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8- Paid Media Activities	Print or Digital Advertising	(Customize/develop) and place (insert # range) print or digital advertisements (ads) about (insert topic) and place the ads on (insert publication or digital vendor names) that best reach the target audience for (insert length of time). Consumer testing of ad(s) developed by the project is required and described under the Evaluation Plan.
8- Paid Media Activities	Social Media	(Customize/develop) and place a minimum of (insert # range) social media campaigns (which consist of at least four (4) paid posts per month for the duration of the campaign) annually from California Tobacco Control Program (CTCP) (Partners' Media & Communications page), Tobacco Education Clearinghouse of California (TECC), or other organizations with consumer-tested materials, to educate about (describe issue, e.g., smoke-free outdoor dining). Customize materials as needed with local data and information. Social media campaign materials will include (describe content, e.g. links to credible organizations, news publications, or institutions, research, facts, photographs, videos, infographics). The content will be posted on (insert names of sites, e.g., Facebook, YouTube, Twitter, Instagram, Pinterest, Snapchat).
8- Paid Media Activities	Social Media	Develop and implement a tobacco control (insert program or coalition name) social media page on (insert names of social media sites) in collaboration with the coalition to increase public health communication and engagement with the community members on tobacco control issues. Post a minimum of 10 posts per month on a variety of tobacco control issues that are pertinent to the community. A minimum of 50 percent of the posts will be paid each month. (This activity will be shared with Objective # & #, but is only listed here to prevent duplicative reporting)

Evaluation Activities Sample Wizards

(For Statewide Projects, 2019)

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Evaluation Activity	Description	Response
Education/Participant Survey	Annual Coalition/Advisory Board Survey	Using the online Tobacco Control Evaluation Center's (TCEC) coalition survey, a census of all coalition/advisory board members will be completed annually to assess member diversity, functioning and satisfaction. Data will be analyzed using descriptive statistics such as percentages, frequencies and means. Results will be summarized and used to improve coalition functioning, meetings, trainings, and technical assistance services.
Education/Participant Survey	Generic Pre/Post Test for Training	A pre/post-test will be developed and administered to participants in the (insert name) training to assess changes in knowledge, confidence/preparation, intent to engage in advocacy activities to promote (describe topic). The survey will also capture information about training feedback and anticipated needs for additional advocacy support after the training. A pen-to-paper instrument will be used to collect the data. The pre-and post-test will be administered to a total of (insert # range) training participants. The survey results will be analyzed using descriptive statistics such as percentages, frequencies and means and summarized in a report.
Education/Participant Survey	Needs Assessment	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; youth and young adult involvement in tobacco control programs; educational materials; regional networking needs; and training needs). The survey results will be analyzed using descriptive statistics such as percentages, frequencies, and means. Both a qualitative and quantitative analysis of results will be used to summarize and report survey findings.

Evaluation Activity	Description	Response
Education/Participant Survey	Online Training and Technical Assistance Satisfaction Survey	An online training and technical assistance satisfaction survey and protocol will be developed in consultation with the Tobacco Control Evaluation Center (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 (insert # range) training participants and distributed (cite frequency). The survey results will be analyzed using descriptive statistics such as percentages, frequencies and means. Results will be summarized annually and used to improve training and technical assistance services, the website, and marketing of training and technical assistance services.
Final Evaluation Report	Generic Data Analysis Plan	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. (for Primary Objectives) In addition, at the completion of each policy campaign (pass or fail), an Interim Evaluation Report will be prepared and submitted to summarize the work completed in the completed target jurisdiction.

Evaluation Activity	Description	Response
Focus Group	Generic Focus Group Activity	Develop or adapt an existing focus group guide that will ask questions related to (insert topics). The focus group questions will be developed in consultation with the Tobacco Control Evaluation Center (TCEC) (or explain how it will be developed, e.g., adapt from previous work or obtain samples from other project directors). Conduct (insert # range/ minimum of two per testing period) focus groups with (insert type of group). Each focus group will include a purposive sample of (insert # range) people. Each focus group will be audio-taped and a transcription made, and an observer of the group will take notes of participant responses. An analysis of results will be prepared to summarize participant responses and compare themes and comments both within and across groups.
Key Informant Interview	General Key Informant Interview	Develop key informant interview questions including (insert topics), 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. Qualitative analysis of interview results will be used to summarize and report interview findings.
Media Activity Record	Generic Media Activity Record	Developing a tool in consultation with the Tobacco Control Evaluation Center (TCEC), create a record of earned media placement through online news, social media websites and blogs, area and local radio, area and local television, hard-copy community newspapers and newsletters will be tracked, including details of media placement, data, and coverage. Paid media will be tracked with a Media Tracking Form. A media content analysis will be conducted to evaluate the media effectiveness at delivering messaged, media 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.

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Observation Data	Outdoor Dining	An outdoor smoke-free dining data collection instrument and protocol will be developed in consultation with the Tobacco Control Evaluation Center (TCEC), pilot-tested, and revised as needed for field use. Conduct (insert # range) observations at restaurants with outdoor dining from a list of randomly selected restaurants known to have outdoor dining. The instrument will record observations of the outdoor dining patio environment including the presence of smokers, butt receptacles, smoke-free signage, restaurant type/characteristics, and servers' awareness of the current smoking policy.
Observation Data	Smoke-free Multi-Unit Housing	A smoke-free multi-unit housing (MUH) observation data collection instrument and protocol will be developed in consultation with the Tobacco Control Evaluation Center (TCEC). 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.

Evaluation Activity	Description	Response
Other	Educational Materials Consumer Testing	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 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 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.
Other	Generic Social Media Monitoring	On a monthly basis, track analytics/insights for (insert type of social media, e.g., Facebook, Twitter, Instagram) activity regarding the (insert topic) campaign. Analytics/insights tracking includes, but is not limited to, page or post views, likes/follows, reach, engagement, reactions, shares and/or clicks within page. Create a summary report each progress period to compare the previous six months of analytical data collected and summarize lessons learned regarding content, time of posts, organic versus paid posting benefits, and target audience engagement.
Other	Photovoice	A Photovoice project will be implemented. A purposive sample of (insert # range) participants from the (insert population) community will be recruited to attend (insert # range) meetings for goal setting, training, group interpretation of pictures and findings, development of the Photovoice exhibit, and facilitated discussion of next steps. Results will be presented to community members and policymakers to demonstrate the problem and impact of smoking and tobacco use in youth sensitive areas through a visual community lens.
Other	Policy Report	Develop data driven, objective rating criteria, rating rubric and metrics for a report about (insert topic) policies. Review the literature and obtain input from statewide grantees and subject matter experts in developing the rating rubric. Annually, rate

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		(insert name) policies. Develop a summary report and release report findings through an annual press release.
Other	Training and Technical Assistance Tracking Form	A Training Project Output Tracking Form developed in consultation with 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) will be used to record instances of technical assistance provided and materials provided. The form will track topics, mode of technical assistance, materials or resources provided, and information about the requestor (e.g., type of agency, contact information), total number served, and the unique number of people served.
Policy Record	Generic Policy Record	A public policy meeting observation form will be developed to document policymaker support/opposition, key issues raised by policymakers and staff, and other insights from public policy meetings. Tobacco control program project staff will observe and record this information during the meetings. In addition, official policy records such as city council agendas, meeting minutes, presentations, testimony, and policies enacted will be collected and coded to track: 1) support/opposition; 2) key issues that surface during the intervention, which could help shape changes to the intervention plan during the process; 3) the policy adoption process so that it can be described in the final evaluation report; and 4) to confirm adoption of a policy that meets the objective for this project.
Public Intercept Survey / Opinion Poll	Generic Public Intercept Survey	A public intercept survey and a protocol will be developed in consultation from the Tobacco Control Evaluation Center (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). 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

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		percentages to document support/opposition to policy strategies, knowledge, and demographic information provided by survey participants.