

**Appendix 5**  
**The CALIFORNIA YOUTH TOBACCO SURVEY**  
**20-10024**

**Scope of Work Objectives and Activities**

The Proposer will develop and submit a Scope of Work (SOW) describing how they plan to execute each of the following Project Objectives for California YouthTobacco Survey. The Proposer may propose modified or additional activities. For each activity in the SOW, indicate what will be done, how much will be done (i.e. quantity with a numerical range), the percent deliverable that the activity reflects (percent deliverables must total 100%), start dates and end dates (Month Year), responsible parties for completing the activity (i.e. position titles), and tracking measures to verify completion.

This template provides the minimum required SOW activities.

<b>Objective 1. Submission of Sampling and Recruiting Plan</b>					
<b>Activity #</b>	<b>Activities</b>	<b>Percent Deliverable %</b>	<b>Start Date/End Date</b>	<b>Responsible Party</b>	<b>Tracking Measures</b>
1.1	Develop and submit to CDPH/CTCP for approval, a comprehensive Sampling and Recruiting plan which must include a detailed description of the following: <ul style="list-style-type: none"> <li>• Sample size               <ul style="list-style-type: none"> <li>- Annual sample size should be sufficient to allow analyses of critical subgroups, including race/ethnicity and sexual orientation/gender identity</li> </ul> </li> <li>• Sampling methodology               <ul style="list-style-type: none"> <li>- The survey is to be school-based, administered online, on school grounds, during normal school hours</li> </ul> </li> <li>• Sampling frame               <ul style="list-style-type: none"> <li>- The sample population is school-based and must consist of students in the 8<sup>th</sup>, 10<sup>th</sup>, and 12<sup>th</sup> grades, and currently enrolled in a public or private school in California, with separate sampling strata for public middle schools and private middle and high schools</li> <li>- The survey population must be a representative, probability sample of the California student population as reported</li> </ul> </li> </ul>		1/3/2021 – 2/28/2021		Draft Sampling and Recruiting Plan submitted to CDPH/CTCP  Final Sampling and Recruiting Plan submitted with feedback from CDPH/CTCP incorporated

	<p>by the California Department of Education (CDE) annual school enrollment</p> <ul style="list-style-type: none"> <li>- The survey population must be representative of California's racially, ethnically, culturally and geographically diverse student population. The sampling frame may include oversampling of rural or other hard-to-reach populations to ensure representativeness</li> <li>- In years 2 and 4, the sampling frame will be stratified by county and a probability sample of students from each county will be recruited and sampled.</li> </ul> <ul style="list-style-type: none"> <li>• Recruiting plan <ul style="list-style-type: none"> <li>- The recruiting plan must include detailed information on how schools will be contacted, recruited, and incentivized to participate</li> </ul> </li> </ul>				
1.2	Annually, update the Sampling and Recruiting Plan as needed or as directed by CTCP. Submit revised Sampling and Recruiting Plan to CTCP as requested.				<p>Draft updated Sampling and Recruiting Plan submitted to CDPH/CTCP</p> <p>Final updated Sampling and Recruiting Plan submitted with feedback from CDPH/CTCP incorporated</p>
1.3	Obtain institutional and State IRB approval for all project activities and update as needed.				Institution IRB approval letter and California's Office of Statewide

					<p>Health Planning and Development / Committee for the Protection of Human Subjects approval or exemption/ exclusion letter</p> <p>Updated IRB letter as needed</p>
<b>Objective 2. Survey Development and Consultation</b>					
<b>Activity #</b>	<b>Activities</b>	<b>Percent Deliverable %</b>	<b>Start Date/End Date</b>	<b>Responsible Party</b>	<b>Tracking Measures</b>
2.1	Attend (either in-person or by phone) an annual initial survey development meeting with CTCP staff.		1/3/2021-12/31/2025		Meeting agenda and minutes
2.2	Attend (either in person or by phone) survey development meetings 1 to 2 times per month with CTCP staff.		1/3/2021-12/31/2025		Meeting agenda and minutes
2.3	Conduct and submit to CDPH/CTCP an annual inventory of tobacco and marijuana measures from the existing CSTS survey instrument, current national youth tobacco survey instruments (at minimum, the National Youth Tobacco Survey and Monitoring the Future, Population Assessment of Tobacco and Health, Youth Risk Behavior Survey), and youth tobacco survey instruments from other states as available. Submit recommendations to CTCP as to the most appropriate or up-to-date survey measures for the CYTS survey.		1/3/2021-2/1/2021 1/3/2022-2/1/2022 1/3/2023-2/1/2023 1/3/2024-2/1/2024		Inventory of youth tobacco and marijuana measures
2.4	Develop and submit to CDPH/CTCP a CYTS survey instrument which incorporates the following:		3/1/2021-4/15/2021		Draft survey

	<ul style="list-style-type: none"> <li>• CTCP feedback on desired survey measures from the developed inventory in activity 2.3</li> <li>• An average survey duration of 20 minutes.</li> <li>• Measures of tobacco use including, but not limited to: <ul style="list-style-type: none"> <li>○ Ever and past-30 day use of tobacco cigarettes, big cigars, little cigars/cigarillos, hookah, smokeless tobacco (all forms);</li> <li>○ Ever and past 30 day use of e-cigarettes and other vaping products including nicotine, flavors, marijuana (THC and CBD);</li> <li>○ Ever and past 30 day use of smoked marijuana;</li> <li>○ Ever and past 30 day use of heat-not-burn tobacco products;</li> <li>○ Measures of dependency and susceptibility;</li> <li>○ Where tobacco and marijuana products are obtained</li> <li>○ Measures of exposure to secondhand tobacco smoke, marijuana smoke, and vaped aerosol (nicotine and marijuana);</li> <li>○ Measures of access to tobacco and marijuana products ;</li> <li>○ Frequency of use for all products;</li> <li>○ Reasons for use for all products;</li> <li>○ Cessation behaviors and quit attempts for all products;</li> <li>○ Perceptions of harm for all products;</li> <li>○ Exposure to anti-tobacco programs and messaging (e.g. California Department of Education Tobacco Use Prevention and Education programs)</li> <li>○ Exposure to tobacco and marijuana advertising</li> <li>○ Attitudes and social norms regarding tobacco and marijuana product use, as</li> </ul> </li> </ul>				<p>instrument submitted to CDPH/CTCP</p> <p>Final survey instrument submitted to CDPH/CTCP with feedback incorporated</p>
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	<p>well as emerging products.</p> <p>Survey questions may be added, removed, or amended at the discretion of CDPH/CTCP at any time.</p>				
2.5	Submit programmed online survey link to CDPH/CTCP for testing, review, and approval.		<p>5/25/2021-6/10/21</p> <p>5/25/2022-6/10/22</p> <p>5/25/2023-6/10/23</p> <p>5/25/2024-6/10/24</p>		Online survey link submitted to CDPH/CTCP for testing
2.6	Conduct pilot testing and survey measure validation and/or cognitive interviewing and submit a brief report to CDPH/CTCP with a summary of findings and recommendations.				Report of survey pilot testing and measure validation findings and recommendations
2.7	Submit the final survey instrument to CDPH/CTCP after review of pilot test results and survey measure validation.		8/20/21-9/1/21		Final survey instrument
<b>Objective 3. Recruitment and Survey Administration</b>					
<b>Activity #</b>	<b>Activities</b>	<b>Percent Deliverable %</b>	<b>Start Date/End Date</b>	<b>Responsible Party</b>	<b>Tracking Measures</b>
3.1	<p>Following the CDPH/CTCP approved Sampling and Recruiting Plan submitted as Objective 1, recruit high schools and middle schools to participate in the CYTS. Among the schools recruited:</p> <ul style="list-style-type: none"> <li>A proportion of schools must be private (non-public) schools. Private schools will be sampled using a simple random statewide sample and will be an independent sampling stratum. The proportion should be representative of the number of California middle and high school students who attend private schools;</li> </ul>		<p>6/1/2021-1/30/2022</p> <p>6/1/2022-1/30/2022</p> <p>6/1/2023-1/30/2024</p> <p>6/1/2024-1/30/2025</p>		Monthly written summary of the status of school recruitment progress.

	<ul style="list-style-type: none"> <li>• Among public schools, all school types will be included except juvenile court schools and special education only schools;</li> <li>• A random sample of students or classrooms will be surveyed in each school that agrees to participate.</li> </ul> <p>Provide monthly recruiting and survey administration updates in writing (via email or brief written reports of 2 pages or less) during the period from September to June, which include, at minimum:</p> <ul style="list-style-type: none"> <li>• Current number of schools being actively recruited (including by county, in years 2 and 4);</li> <li>• Current number of schools scheduled to take the survey</li> <li>• Current number of completes (by school and individual completed surveys); and</li> <li>• Any issues, barriers, or complications to recruiting and survey administration.</li> </ul>				
3.2	<p>Administer the online CYTS survey to schools that have agreed to participate</p> <p>During data collection period (September to March) provide monthly written updates to CDPH/CTCP on the progress of recruiting and survey administration.</p>		9/1/2021-6/30/2022 9/1/2022-6/30/2022 9/1/2023-6/30/2024 9/1/2024-6/30/2025		<p>Monthly written summary of survey administration progress (e.g. number of schools with scheduled survey dates, number of completed surveys)</p>
<b>Objective 4.</b>	<b>Data Management and Analysis</b>				
<b>Activity #</b>	<b>Activities</b>	<b>Percent Deliverable %</b>	<b>Start Date/End Date</b>	<b>Responsible Party</b>	<b>Tracking Measures</b>
4.1	Develop and submit to CDPH/CTCP for approval, a		1/3/21-3/30/21		Draft Sampling

	<p>Data Management and Analysis Plan. The plan must include, at minimum:</p> <ul style="list-style-type: none"> <li>• Detailed information regarding how the data will be stored;</li> <li>• Data security plan;</li> <li>• How the data will be de-identified and cleaned;</li> <li>• Detailed information on the calculation of sample weights, including all statistical code used to generate sample weights;</li> <li>• Detailed description of all statistical methods used to clean, transform, or recode variables including a plan for documenting and submitting to CTCP all statistical code (e.g. SASS, SPSS) used;</li> <li>• A detailed description of all statistical analyses to be performed in preparation for the final annual report, including a plan to document and submit to CDPH/CTCP all statistical code used;</li> <li>• A plan for the creation of a Public Use File (PUF), including the variables to be included in the PUF.</li> </ul>				<p>and Data Management and Sampling Plan submitted to CDPH/CTCP</p> <p>Final Data Management and Analysis Plan submitted with feedback from CDPH/CTCP incorporated</p>
4.2	<p>Create and submit to CDPH/CTCP annually a detailed technical report which includes, at minimum:</p> <ul style="list-style-type: none"> <li>• A detailed description of the sample;</li> <li>• A detailed description of the sample weights and calculations used to determine the sample weights;</li> <li>• A description of the instrument development, sampling methods, recruiting methods, survey administration methods, survey mode;</li> <li>• A list of all dataset variable names, labels, associated survey questions, and universe (skip logic);</li> <li>• Unweighted frequencies for each variable;</li> </ul>		<p>6/1/2022-6/15/2022 6/1/2023-6/15/2023 6/1/2024-6/15/2024 6/1/2025-6/15/2025</p>		<p>Draft CYTS Technical Report submitted to CDPH/CTCP for review</p> <p>Final CYTS Technical Report submitted with feedback from CDPH/CTCP incorporated</p>

	<ul style="list-style-type: none"> <li>• All recoded variables;</li> <li>• Sample code used to calculate tobacco and other substance use frequencies;</li> <li>• Main results presented in table format.</li> </ul>				
4.3	Submit to CDPH/CTCP for approval, a final, cleaned, and complete dataset in SAS to CTCP including: <ul style="list-style-type: none"> <li>• All recoded variables</li> <li>• Sample weights</li> </ul>		6/1/2022-6/15/2022 6/1/2023-6/15/2023 6/1/2024-6/15/2024 6/1/2025-6/15/2025		Cleaned data set in SAS  Revised data set in SAS as requested from CDPH/CTCP
4.4	Submit to CDPH/CTCP a final, cleaned and complete public use file (PUF) data set in SAS.		6/30/2022-7/15/2022 6/30/2023-7/15/2023 6/30/2024-7/15/2024 6/30/2025-7/15/2025		Cleaned PUF data set in SAS
4.5	Provide CTCP with all statistical code in SAS used to calculate tobacco and marijuana use prevalence estimates.		7/1/2022-7/15/2022 7/1/2023-7/15/2023 7/1/2024-7/15/2024 7/1/2025-7/15/2025		Statistical code provided to CDPH/CTCP in SAS
<b>Objective 5. Reporting and Dissemination</b>					
<b>Activity #</b>	<b>Activities</b>	<b>Percent Deliverable %</b>	<b>Start Date/End Date</b>	<b>Responsible Party</b>	<b>Tracking Measures</b>
5.1	Create and submit to CDPH/CTCP for review, an annual report on the results of the CYTS which is to include, at minimum: <ul style="list-style-type: none"> <li>• Prevalence of current use for all tobacco products and smoked or vaped marijuana products;</li> <li>• Prevalence of current tobacco or marijuana product use by demographic characteristics such as race/ethnicity, grade, gender identity, and sexual orientation, at minimum;</li> </ul>		Year 1: 09/2022  Year 2: 09/2023  Year 3: 09/2024  Year 4: 09/2025		Draft Annual Report submitted to CDPH/CTCP  Completed Final Annual Report in ADA format (Word and PDF) submitted with feedback from CDPH/CTCP



	<ul style="list-style-type: none"> <li>• Prevalence of susceptibility of tobacco and marijuana use;</li> <li>• Tobacco and marijuana dependence;</li> <li>• Exposure to secondhand smoke and secondhand vape aerosol;</li> <li>• Access to tobacco and marijuana;</li> <li>• Co-use and poly use of 2 or more tobacco products;</li> <li>• Co-use of tobacco and marijuana products;</li> <li>• Attitudes and social norms relating to tobacco and marijuana use</li> </ul> <p>CDPH/CTCP may request at any time additional analyses.</p> <p>The report is to be submitted in the following formats and is due on or before September 30 of each year following data collection:</p> <ul style="list-style-type: none"> <li>• Americans With Disabilities Act (ADA) compliant Microsoft Word document;</li> <li>• ADA compliant PDF, with attached ADA report.</li> </ul>				incorporated
5.2	<p>In project years 2 and 4, submit to CTCP 58 brief (2-4 pages) county-level reports, for each county in California. County level reports should present simple, primarily graphical tobacco and marijuana use estimates for youth in each county and must include at minimum:</p> <ul style="list-style-type: none"> <li>• Prevalence of current use for all tobacco products and smoked or vaped marijuana products;</li> <li>• Prevalence of current tobacco or marijuana product use by demographic characteristics</li> </ul>				

	such as race/ethnicity, grade, gender identity, and sexual orientation, as long as county-level sample sizes allow for sub-group analyses without compromising participant privacy and CDPH/CTCP data suppression guidelines				
5.3	Annually, present an informational webinar to CDPH/CTCP partners and stakeholders to coincide with the release of the Annual CYTS Report.		Year 1: 09/2022 Year 2: 09/2023 Year 3: 09/2024 Year 4: 09/2025		Webinar presentation
5.4	Prepare and submit for peer review publication at least 1 to two papers using CYTS data.		1/3/2021-12/31/2025		Final publication manuscripts
5.5	Submit to CTCP all in-press published manuscripts, presentations, or other public use of the CYTS data for the duration of the project.		All years		List of publications, presentations, and other public use of the CYTS data
<b>Objective 6. Communication</b>					
<b>Activity #</b>	<b>Activities</b>	<b>Percent Deliverable %</b>	<b>Start Date/End Date</b>	<b>Responsible Party</b>	<b>Tracking Measures</b>
6.1	Participate in monthly phone calls with CTCP Project Officer and/or additional CTCP staff to discuss project updates, progress, challenges, and any other issues as determined by Contractor or CTCP.		1/3/2021-12/31/2025		Meeting agenda and minutes
6.2	Participate in ad-hoc meetings with CTCP staff as requested by Contractor or CTCP.		1/3/2021-12/31/2025		Meeting agenda and minutes
6.3	Attend one annual teleconference, date to be determined by CDPH/CTCP, with CDPH/CTCP staff and the TNT Project Contractor to contribute to a		All Years		Meeting agenda and minutes

	discussion of the CDPH/CTCP youth tobacco surveillance program.				
6.4	<p>Submit six-month reports to CTCP no later than June 30. Progress reports must include:</p> <ul style="list-style-type: none"> <li>• The status of progress and accomplishments related to each SOW activity, including specific SOW deliverables due during the reporting period;</li> <li>• A description of steps remaining for each activity;</li> <li>• The expected date each step will be completed;</li> <li>• Any challenges or barriers to completion of SOW deliverables and the steps take to address or overcome these challenges.</li> </ul>		<ul style="list-style-type: none"> <li>• Year 1: 6/30/2021</li> <li>• Year 2: 6/30/2022</li> <li>• Year 3: 6/30/2023</li> <li>• Year 4: 6/30/2024</li> <li>• Year 5: 6/30/2025</li> </ul>		<p>First draft of project progress report delivered to CTCP for review and feedback</p> <p>Final progress report with feedback from CDPH/CTCP incorporated</p>
6.5	<p>Submit annual year-end reports to CTCP no later than December 30. The annual report should be an expansion of the six month report and must include, at minimum:</p> <ul style="list-style-type: none"> <li>• The status of progress and accomplishments related to each SOW activity, including specific SOW deliverables due during the reporting period;</li> <li>• A description of steps remaining for each activity;</li> <li>• The expected date each step will be completed;</li> <li>• Any challenges or barriers to completion of SOW deliverables and the steps take to address or overcome these challenges.</li> </ul>		<ul style="list-style-type: none"> <li>• Year 1: 12/30/2021</li> <li>• Year 2: 12/30/2022</li> <li>• Year 3: 12/30/2023</li> <li>• Year 4: 12/30/2024</li> <li>• Year 5: 12/30/2025</li> </ul>		<p>First draft of annual report delivered to CTCP for review and feedback</p> <p>Final annual report with feedback from CDPH/CTCP incorporated</p>
6.6	Attend at least 1-3 CDPH/CTCP meetings (e.g. Projects Meeting, Evaluation Task Force Meeting) as directed by CDPH/CTCP.				