

Combined Scope of Work

Procurement Name: CG 20-10282 211 Call Center Tobacco Cessation Referral Projects
Contract Number: **Contract Term:** 03/01/2021-02/28/2026
Agency Name: **Effective Date:** 03/01/2021
Project Name: **Plan Version ID:**
Project Type: CG: General **Report Generated:**

Objective 1

Objective Overview

Objective: By February 28, 2026, identify and proactively refer all eligible callers to the California Smokers' Helpline (CSH) (number of callers) for free cessation counseling utilizing a standardized and secure assessment and referral protocol.

Objective ID: 1

Primary Priority Area: (4) Promote Tobacco Cessation

Is this a primary objective? No

Evaluation Plan Type: Other without measurable outcome

Target Audience: **Audience Group**

- Adults 18 years and older

General Population Groups

- Multi-ethnic

Indicator(s)

Primary

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

Intervention Topic(s)

- Promote California Smokers' Helpline
- Social Service Organization Collaboration

Intervention Activity Plan

Activity

Activity: Incorporate the CSH standard brief smoking/vaping assessment and cessation referral protocol (up to 7 questions) into existing information and referral workflow and data management infrastructure. Ensure that the new integration cessation referral mechanism is secure, protects the personal information of the referred individual, and aligns with the CSH protocol. Ensure that the data management system modifications will result in full compliance with project guidelines.

Intervention Category: Coordination/Collaboration Activities

Copyright: No

Program Deliverable Percentage:	5.00 %	
Start Date Period:	03/21-12/21	
Completion Date Period:	01/22-06/22	
Tracking Measures:	Measure	Submit
	Screening Questions	Yes
	Protocol	Yes
Responsible Parties:	Responsible Party Budget Type	
	Project Coordinator Budgeted	

Activity		
Activity:	Maintain the CSH standard brief smoking/vaping assessment and cessation referral protocol within existing information and referral workflow and data management infrastructure. Ensure that the data management system modifications continually result in full compliance with project guidelines.	
Intervention Category:	Coordination/Collaboration Activities	
Copyright:	No	
Program Deliverable Percentage:	5.00 %	
Start Date Period:	01/22-06/22	
Completion Date Period:	07/25-02/26	
Tracking Measures:	Measure	Submit
	Protocol Maintenance Plan	Yes
	Updated Protocol	Yes
Responsible Parties:	Responsible Party Budget Type	
	Project Coordinator Budgeted	

Activity		
Activity:	Using the standardized smoking/vaping assessment, identify eligible callers from the call center catchment area who use tobacco products or their non-tobacco product using proxies, and refer those interested in receiving support for quitting to the CSH.	
Intervention Category:	Coordination/Collaboration Activities	
Copyright:	No	
Program Deliverable Percentage:	65.00 %	
Start Date Period:	03/21-12/21	
Completion Date Period:	07/25-02/26	
Tracking Measures:	Measure	Submit

	Deidentified Referral Log	Yes
Responsible Parties:	Responsible Party	Budget Type
	Project Coordinator	Budgeted
	Call Center Staff	Non-Budgeted
	Volunteers	Non-Budgeted
Activity		
Activity:	Promote CSH cessation resources through 1-2 channels per month in order to promote the project with diverse community members. Promotion and distribution channels may include community events, community organization partners, the 211 Call Center website, social media platforms, e-mail distribution, and community newsletter articles.	
Intervention Category:	Community Education Activities	
Copyright:	No	
Program Deliverable Percentage:	10.00 %	
Start Date Period:	03/21-12/21	
Completion Date Period:	07/25-02/26	
Tracking Measures:	Measure	Submit
	Outreach/Event Log	Yes
	Copies of articles/posts/emails	Yes
Responsible Parties:	Responsible Party	Budget Type
	Project Coordinator	Budgeted
	Call Center Staff	Non-Budgeted
	Volunteers	Non-Budgeted
Activity		
Activity:	Train staff to integrate the smoking/vaping assessment and cessation referral process into the 211 Center protocols and procedures through 1-2, 30-60 minute on-site trainings and/or webinars.	
Intervention Category:	Community Education Activities	
Copyright:	No	
Program Deliverable Percentage:	1.00 %	
Start Date Period:	03/21-12/21	
Completion Date Period:	01/22-06/22	
Tracking Measures:	Measure	Submit
	Training Log	Yes
Responsible Parties:	Responsible Party	Budget Type
	Project Coordinator	Budgeted
	Call Center Staff	Non-Budgeted
	Volunteers	Non-Budgeted

Activity										
Activity:	Participate in 2-4, 30-60 minute on-site trainings and/or webinars per year provided by the CSH to assist with onboarding, screening, referrals, data collection and reporting.									
Intervention Category:	Community Education Activities									
Copyright:	No									
Program Deliverable Percentage:	4.00 %									
Start Date Period:	01/22-06/22									
Completion Date Period:	07/25-02/26									
Tracking Measures:	<table border="1"> <thead> <tr> <th>Measure</th> <th>Submit</th> </tr> </thead> <tbody> <tr> <td>Training Log</td> <td>Yes</td> </tr> </tbody> </table>		Measure	Submit	Training Log	Yes				
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Training Log	Yes									
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Responsible Party	Budget Type									
Project Coordinator	Budgeted									
Call Center Staff	Non-Budgeted									
Volunteers	Non-Budgeted									

Activity										
Activity:	Provide staff and/or volunteers with 2-5 brief (5-10 minute) on-the-job trainings (individual or group) as needed (at least one per month) to ensure smooth and consistent implementation of the project.									
Intervention Category:	Training and Technical Assistance Activities									
Copyright:	No									
Program Deliverable Percentage:	5.00 %									
Start Date Period:	03/21-12/21									
Completion Date Period:	07/25-02/26									
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Evaluation Activity Plan	
Evaluation Activity X-E-X	Final Evaluation Report
Data Analysis Plan:	<i>Evaluation Reporting:</i> Submit a monthly standard report using the template provided by CTCP with the invoice that describes the number of referrals. Submit a Brief Evaluation Report at the end of the project term describing what was done, how much was done, challenges, successes, and recommendations
Methods to Disseminate Findings:	Other

Other Dissemination Methods:	Progress Reports	
Study Limitations or Challenges:	It will be a challenge to maintain a high referral rates.	
Copyright:	Yes	
Program Deliverable Percentage:	4.0 %	
Activity Start Date Period:	3/21-12/21	
Activity Completion Date Period:	07/25-02/26	
Tracking Measures:	Measure Brief evaluation report	Submit Yes
Responsible Parties:	Responsible Party Project Coordinator	Budget Type Budgeted
Evaluation Activity X-E-X		
Data Analysis Plan:	Other Participate in overall project evaluation activities conducted by the CSH that seeks to assess the effectiveness of using 211 Call Centers to recruit and refer tobacco users to the CSH who will enroll in cessation services, implementation facilitators and barriers, and the merit of continuing and expanding this intervention. The evaluation may include: providing feedback on training and onboarding materials, participating in a minimum of 4 key informant interviews regarding implementation and maintenance of the project, participating in an annual survey assessing needs and/or rating satisfaction with participation in the CSH referral program project, and providing de-identified demographic data on referrals as requested	
Methods to Disseminate Findings:	Other	
Other Dissemination Methods:	Progress Reports	
Study Limitations or Challenges:		
Copyright:	No	
Program Deliverable Percentage:	1.0 %	
Activity Start Date Period:	3/21-12/21	
Activity Completion Date Period:	07/25-02/26	
Tracking Measures:	Measure Collaboration report	Submit Yes
Responsible Parties:	Responsible Party Project Coordinator	Budget Type Budgeted
Narrative Summary		

Community Assessment Analysis:	Information not Needed
Major Intervention Activities:	<p>This project seeks to increase the number of callers to the California Smokers' Helpline for free cessation counseling by conducting screening of 211 callers to determine eligibility, and referring to CSH for follow up. Promotion of the CSH will also be done at community events and through social media.</p> <p>The project will collaborate with the California Smokers' Helpline for training and technical assistance, and to evaluate the project by providing data and participating in surveys and key informant interviews.</p>
Theory of Change:	<p>The 211 Call Center Tobacco Cessation Referral intervention incorporates several theories of change. Helpline counseling has been proven through randomized, controlled trials to be effective in helping tobacco users quit. The counseling protocol combines principles of Cognitive Behavioral Therapy and Motivational Interviewing.</p> <p>Another theoretical foundation for this project is the Theory of Planned Behavior and related Theory of Reasoned Action, which note that behavioral intention is influenced by a person's attitude toward performing a behavior, and their perceived behavioral control.</p> <p>Finally, this intervention incorporates Stages of Change Theory, which recognizes that quitting tobacco use and other addictions is a process, not an event. Posing questions regarding intentions to quit and then referring callers for proactive contact by the Helpline may help transition clients from the stages of precontemplation to contemplation, decision, and action.</p>
Evaluation Summary Narrative:	A Brief Evaluation Report will be prepared which describes the number of callers referred to the California Smokers' Helpline. Additional process and outcome evaluation of this project will be conducted by the California Smokers' Helpline.