Prescribed Scope of Work

Procurement Name: CG # 22-10399 Statewide Coordinating Centers for Priority Populations
Contract Number: Will Be Assigned If Applicant Is Selected
Contract Term: 05/01/2023 – 06/30/2026
Agency Name: Will Be Populated By Applicant
Effective Date: 05/01/2023
Project Name: Will Be Populated By Applicant
Plan Version ID: 0.1
Project Type: Competitive Grantee
Report Generated:

Objective 1

Commented [LA1]: Objective 1 includes activities to support *internal* organizations already working with CTCP and their funded partners, including funded local lead agencies, competitive grantees, subcontractors, coalitions, and other statewide partners. The PPCC will serve as a technical expert on their primary population of focus.

The activities tied to this Objective are intentionally broad to address these audiences in a variety of creative ways.

Objective Overview

Objective: By June 30, 2026, the Statewide Priority Population Coordinating Center (PPCC) will implement a system to support California Tobacco Control Program (CTCP)-funded projects/partners by 1) Increasing coordination and connections; 2) Facilitating the exchange of resources and mutual support; 3) Brokering resources from CTCP, Statewide Technical Assistance (TA) Providers, national and other tobacco prevention entities; and 4) Providing leadership and advocacy training and support. Activities will enhance the capacity of CTCP-funded projects/partners to work and engage with community-based organizations, decision-makers, stakeholders, and local health organizations to promote social change aimed at preventing and reducing tobacco use among the priority population of focus. Eighty-five percent (85%) of CTCP-funded projects/partners will "Agree" or "Strongly Agree" that the PPCC was very helpful in supporting their project to achieve its policy and system objectives.

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.

Secondary Asset: (2.1) **Training and Skill Building:** The extent our program provides technical assistance and support to diverse community groups to enable them to effectively engage in tobacco control activities and activities to reduce tobacco-related social determinants of health.

Is this a primary objective? No

Evaluation Plan Type: Other without Measurable Outcome

Target Audience:

Audience Group
Advocates
Coalitions
Competitive Grantees
Elected Officials
Legislators/Policymakers
General Population Groups
Multi-ethnic

Intervention Jurisdiction(s): Statewide

Intervention Topic(s)

- Priority Population Organization Collaboration
- Cultural Competency Training

- Policy/System Change Training

Intervention Activity Plan

Activity 1.1.X

Activity:	Regularly connect with the California Tobacco Control Program (CTCP)-funded statewide projects, and other state, regional, and local partners to obtain information, training, and assistance regarding population priorities and capacity needs. Seek additional opportunities to collaborate with funded partners by attending meetings, trainings, conferences, webinars, participation in conference calls, and other opportunities as relevant to the scope of work.
Intervention Category:	Coordination/Collaboration Activities
Copyright:	No
Program Deliverable Percentage:	3.0%
Start Date Period:	05/23-6/23
Completion Date Period:	01/26-06/26
Tracking Measures:	**Measure** **Submit** Log – Collaboration Yes
Responsible Parties: Awardee to update during modification	**Responsible Party** **Budget Type** Program Director/Coordinator Budgeted

Activity 1.1.X

Activity:	Host or facilitate at least two (2) forums annually (in fiscal years 2, 3, and 4) for CTCP-funded projects, stakeholders, and community members to support network collaboration, intersectional work, and community engagement. Forum topics can include, but are not limited to tobacco prevention, education, and implementation strategies for the population of focus; current events/policies affecting the population of focus; and/or the intersection of tobacco prevention and education topics with other public health areas of focus (e.g., adverse childhood experiences, social justice and equity, environmental justice, etc.).
Intervention Category:	Coordination/Collaboration Activities
Copyright:	No
Program Deliverable Percentage:	6.0%
Start Date Period:	7/23-12/2023
Completion Date Period:	01/26-6/26
Tracking Measures:	**Measure** **Submit** Log - Collaboration Tracking Yes Event Materials Yes
Responsible Parties: Awardee to update	**Responsible Party** **Budget Type**

Commented [LA2]: This activity is written broadly to include PPCC collaboration with CTCP-funded partners as needed. Participation in activities conducted by other funded partners may be logged here

Commented [LA3]: The modification period occurs after an Applicant has been selected and before final grant approval. Minor edits and updates may be made during this period

Commented [LA4]: Forums are meeting places (virtual or in-person) where discussions are facilitated, and ideas and concepts are exchanged. This activity is a distinctly different format from other types of trainings and collaborations.

during modification	Program Director/Coordinator Budgeted

Activity 1.1.X

Activity:	Weekly, log onto Partners to identify upcoming trainings, new information and advocacy campaign tools. Monthly, contribute a minimum of four (4) posts to InfoHub to share information, pose and/or respond to questions. Annually, submit a minimum of one (1) Spotlight On article including significant steps taken, milestones achieved, and barriers encountered throughout the duration of the project term.
Intervention Category:	Coordination/Collaboration Activities
Copyright:	No
Program Deliverable Percentage:	2.0%
Start Date Period:	05/23-12/23
Completion Date Period:	01/26-06/26
Tracking Measures:	**Measure** **Submit** Partner Six-Month Login Report Yes InfoHub Login Report Yes Spotlight On Submission(s) Yes
Responsible Parties: Awardee to update during modification	**Responsible Party** **Budget Type** Program Director/Coordinator Budgeted

Commented [LA5]: Partners is a password-protected stakeholder website where funded projects can interact and share resources. The tracking measures for these activities are compiled by CTCP through project log-ins and use of the website. These documents are available on the website for the project to include in progress reports.

Activity 1.1.X

Activity:	Participate in activities for the statewide evaluation of funded priority population initiatives as needed. The evaluation may assess the strength of projects' scope of work, changes in readiness for communities to address tobacco policy and system changes, capacity of funded agencies to build diverse partnerships and maintain them, etc. Participation may include completing surveys, interviews, focus groups, sharing data, etc., as needed.
Intervention Category:	Coordination/Collaboration Activities
Copyright:	No
Program Deliverable Percentage:	2.0%
Start Date Period:	05/23-06/23
Completion Date Period:	01/26-6/26
Tracking Measures:	**Measure** **Submit** Log - Participation Yes
Responsible Parties: Awardee to update during modification	**Responsible Party** **Budget Type** Project Director/Coordinator Budgeted

Commented [LA6]: External evaluation to measure progress on accelerating and ultimately eliminating tobacco-related disparities in California is ongoing. PPCCs are required to participate in evaluation activities.

Activity 1.2.X	
Activity:	Develop and/or co-author at least nine (9) policy briefs, podcasts, abstracts, manuscripts, statewide presentations, and/or other reports on work completed by the project to enhance CTCP-funded partners' capacity to work and engage with populations.
Intervention Category:	Community Education Activities
Copyright:	No
Program Deliverable Percentage:	3.0%
Start Date Period:	05/23-12/23
Completion Date Period:	01/26-06/26
Tracking Measures:	**Measure** / **Submit** Log – Submissions/Publications: Yes Submission Verifications: Yes
Responsible Parties: Awardee to update during modification	**Responsible Party** / **Budget Type** Program Director/Coordinator: Budgeted

Commented [LA7]: Staff from CTCP statewide projects are expected to serve as state and national experts. This activity includes opportunities for the project to share their knowledge, resources, and findings with others in the tobacco prevention, public health, and social justice fields. This activity also prompts the project to report on conference and training travel included in the budget justification.

Activity 1.2.X	
Activity:	Create and maintain a listserv with contacts, including community-based organizations, local health organizations, and stakeholders within and serving the population of focus. Create and distribute an electronic newsletter to the listserv at least six (6) times per reporting period, which will include information such as upcoming events, community member spotlights, training opportunities, and local campaign updates.
Intervention Category:	Community Education Activities
Copyright:	No
Program Deliverable Percentage:	5.0%
Start Date Period:	05/23-06/23
Completion Date Period:	01/26-6/26
Tracking Measures:	**Measure** / **Submit** Analytics Summary: Yes Copy of Newsletters: Yes Listserv: On File
Responsible Parties: Awardee to update during modification	**Responsible Party** / **Budget Type** Project Director/Coordinator: Budgeted

Commented [LA8]: Newsletters are an efficient tool to share resources, updates, and training announcements with CTCP-funded projects and their wider community partners. Include budget justification for any type of software needed to assist with design, layout, and/or distribution of newsletters.

Activity 1.3.X

Commented [LA9]: "Educational materials" is a general term for a wide array of potential resources. Materials are typically a document that can be printed or distributed as a PDF file, and can range in length, design, and function.

This activity is distinctly different from the Objective 2 Educational Materials Development activity related to the Policy Platform and complementary materials.

Activity:	In consultation with appropriate CTCP-funded projects, develop at least 15 new educational materials regarding tobacco education and prevention, public health policy, system, and environmental change and/or culturally specific topics for the population of focus or adapt existing materials (e.g., translate existing material into new language and/or culturally adapt materials for the population of focus) that will be disseminated to CTCP-funded partners and their networks to be used to inform and educate community-based organizations, community members, stakeholders, and decision makers within the population of focus. New/updated materials must be consumer tested. Develop the testing instrument and protocol, pilot test it, and revise as needed for field use. Conduct surveys or interviews with a range of 5-10 people from the intended audience for the materials and document participant reactions and feedback for the material. Analyze and summarize participant responses for common themes to make recommendations for final material development. Once completed, market materials to appropriate audiences to facilitate distribution. Submit new or adapted material(s) to the Tobacco Education Clearinghouse of California (TECC) Material Submission page (MatTrack) upon completion.
Intervention Category:	Educational Materials Development
Copyright:	No
Program Deliverable Percentage:	9.0%
Start Date Period:	05/23-6/23
Completion Date Period:	01/23-06/26
Tracking Measures:	**Measure** — **Submit** Materials Developed — Yes MatTrack Submission Verification — Yes Consumer Testing Instrument — Yes Consumer Testing Summary Report — Yes
Responsible Parties: Awardee to update during modification	**Responsible Party** — **Budget Type** Program Director/Coordinator — Budgeted

Activity 1.11.X

Activity:	Conduct at least six (6) virtual or in-person trainings annually, approximately 1-2 hours in length for CTCP-funded projects, stakeholders, and community organizations serving the population of focus. Training topics can include but are not limited to engaging the population of focus; addressing social problems to help build equity and/or disrupt inequality; advancing endgame strategies; and/or practicing cultural humility within the population of focus. For trainings conducted in collaboration with another agency, the specific agenda items facilitated by the PPCC must be noted in the Training Agenda tracking measure. At least one (1) training must be open to all CTCP-funded projects annually.
Intervention Category:	Training/Technical Assistance
Copyright:	No

Commented [LA10]: Consumer testing is a necessary way to ensure the materials are appropriate for the intended audience. Materials developed are to support the work of CTCP-funded projects, coalitions, and community partners. Projects are to utilize TECC's *Consumer Testing: A How-To-Guide* to create instruments and methodology for testing materials.

Commented [LA11]: Funded projects will be provided with access and instructions for submitting materials to MatTrack.

Commented [LA12]: At least one training per year must be open to all CTCP-funded projects/staff. If the PPCC collaborates with or participates in another project's training (e.g. guest speaker, secondary co-host), it should be tracked under Collaboration Activities or Technical Assistance Activities, as appropriate.

Program Deliverable Percentage:	6.0%
Start Date Period:	05/23-6/23
Completion Date Period:	01/23-06/26
Tracking Measures:	**Measure** **Submit** Training Agenda Yes Training Materials Yes
Responsible Parties: Awardee to update during modification	**Responsible Party** **Budget Type** Program Director/Coordinator Budgeted

Activity 1.11.X	
Activity:	Provide at least 70 instances of technical assistance (TA) and services annually to CTCP-funded projects and partners on all aspects of tobacco education and prevention, public health policy, system, and environmental change and/or culturally specific topics regarding the population of focus. TA and resources will be provided proactively throughout the year and as requested by CTCP-funded projects. Topics will be tracked via the TA log to inform and shape training/affinity group call topics and the ongoing development of relevant tools and resources.
Intervention Category:	Training/Technical Assistance
Copyright:	No
Program Deliverable Percentage:	6.0%
Start Date Period:	05/23-06/23
Completion Date Period:	01/26-06/26
Tracking Measures:	**Measure** **Submit** Log – Technical Assistance Yes
Responsible Parties: Awardee to update during modification	**Responsible Party** **Budget Type** Program Director/Coordinator Budgeted

Commented [LA13]: Each "Instance" of TA is defined as fulfilling a TA request from beginning to end. The TA log includes information on the TA request, noting whether it was simple (e.g., responding to a request by email with resources) or complex (e.g., receiving a question via email, following up with a phone call, and sending notes and resources after a call), and documenting what was provided.

Activity 1.14.X	
Activity:	Develop and/or maintain a website for the PPCC as a central hub for networking, strategizing, and information dissemination, which incorporates current resources including advocacy campaign tools and information; policy enforcement, model policies and/or policy databases; fact sheets; cessation resources; links to partner websites and social media. The website will provide a menu/calendar of training and campaign opportunities. Review and update website information at least four (4) times per year.
Intervention Category:	Earned Media
Copyright:	No
Program Deliverable Percentage:	3.0%

Commented [LA14]: Each PPCC must have a centralized hub to post resources and contact information. The website must be updated quarterly at minimum, or more often if necessary.

Applicants may review current PPCC websites below. Depending on the Applicant selected, existing web addresses can be maintained or redirected to new websites.

AA/B: https://amplify.love/
AANHPI: https://appealforhealth.org/sparc/
Latino: https://healthcollaborative.org/hlcc/
LGBTQ+: https://californialgbtqhealth.org/about-us/we-breathe/
Rural: https://www.ca-rise.org/

Start Date Period:	7/23-12/23
Completion Date Period:	01/26-06/26
Tracking Measures:	**Measure** **Submit** Analytics Summary Yes Log - Website Updates Yes
Responsible Parties: Awardee to update during modification	**Responsible Party** **Budget Type** Project Director/Coordinator Budgeted

Activity 1.7.X

Activity:	Annually, send individuals to participate in Information and Education (I&E) Days at the State Capitol to educate policymakers about key tobacco control issues.
Intervention Category:	Coordination/Collaboration Activities
Copyright:	No
Program Deliverable Percentage:	2.0%
Start Date Period:	05/23-06/23
Completion Date Period:	01/26-6/26
Tracking Measures:	**Measure** **Submit** Log - Participation Yes
Responsible Parties: Awardee to update during modification	**Responsible Party** **Budget Type** Project Director/Coordinator Budgeted

Commented [LA15]: I&E Day attendance is required by the RFA. Travel to Sacramento each year must be included in the Budget. Staff and/or volunteers/CEAs (strongly encouraged!) may also attend the event or may do so on the project's behalf.

Evaluation Activity Plan	
Activity 1-E-1	**Education Participant Survey**
Evaluation Activity:	In coordination with the Tobacco Control Evaluation Center (TCEC), develop and administer a survey to CTCP-funded projects/partners to assess satisfaction with training and/or technical assistance, and confidence/preparation to initiate activities to reduce tobacco-related disparities among priority populations. A pen-to-paper or web-based instrument will be used to collect the data. The survey will be administered to a census of all training and technical assistance recipients. The survey results will be analyzed using descriptive statistics such as percentages, frequencies, and means. Analysis of survey results will be used by the project to identify areas of success and opportunities for training improvement.
Purpose of Data Collection:	Process
Waves of Data Collection:	1
Data Collection Period(s):	
Begin/End Periods - Wave 1:	05/23-6/23 to 01/26-06/26
Data Collection Training:	No
Copyright:	Yes
Program Deliverable Percentage:	2.0%
Tracking Measures:	**Measure** / **Submit** Survey Instrument / Yes Survey Summary / Yes
Responsible Parties: Awardee to update during modification	**Responsible Party** / **Budget Type** Project Director/Coordinator / Budgeted Evaluator / Budgeted

Activity 1-E-2	**Other**
Evaluation Activity:	Develop and administer one needs assessment to CTCP-funded projects to solicit feedback and recommendations to guide project activities on topics such as website content, educational materials needed, networking, and training needs. The survey will also assess what project leaders believe are the priorities and challenges within the population of focus regarding tobacco prevention, education, and policy. A pen-to-paper or web-based instrument will be used to collect the data. The survey results will be analyzed using descriptive statistics such as percentages, frequencies, and means.
Purpose of Data Collection:	Process
Waves of Data Collection:	1
Data Collection Period(s):	
Begin/End Periods – Wave 1:	05/23-06/23 to 01/26-06/24
Data Collection Training:	No
Copyright:	Yes
Program Deliverable Percentage:	2.0%

Commented [LA16]: This activity corresponds to the Activity "1-11-X" in this Prescribed Scope of Work. Following all trainings and technical assistance instances, participants must be sent a satisfaction survey to complete.

As noted in the Objective language, the goal of this activity includes achieving the following metric, which must be included in the survey:

"Eighty-Five percent (85%) of CTCP-funded projects/partners will "Agree" or "Strongly Agree" that the PPCC was very helpful in supporting their project to achieve its policy and system objectives."

Commented [LA17]: The needs assessment must be completed within the first 14 months of the project. PPCC's are expected to coordinate with other statewide partners on the timing of release for needs assessments, as responses tend to decrease when multiple assessments are in the field at once.

Tracking Measures:	**Measure** **Submit** Survey Instrument Yes Survey Summary Yes
Responsible Parties: Awardee to update during modification	**Responsible Party** **Budget Type** Project Director/Coordinator Budgeted Evaluator Budgeted
Activity 1-E-3	**Final Evaluation Report**
Evaluation Activity:	To document the project's organizational history, learn from past efforts, and share strategies with other projects, complete one (1) brief evaluation report (BER) using the Tell Your Story reporting guidelines from the Tobacco Control Evaluation Center (TCEC). The BER will document project goals, process, results and recommendations, and will include an abstract. The report will describe tactics used and to what effect, support/opposition encountered, and how challenges and barriers were addressed. Information will be included on how activities built upon each other, how evaluation supported or informed the work, and how strategies were tailored to reach target audiences. Content analysis, descriptive and inferential statistics, and data visualization will be used to analyze and summarize findings. The conclusion will identify and assess key activities that were crucial to the effort and specific, concrete recommendations for future work will be provided. Evaluation results will be shared with participants and other stakeholders as identified in the dissemination plan.
Methods to Disseminate Findings:	Other Print Materials Partners Presentations Website
Other Dissemination Methods: Awardee to update during modification	
Study Limitations or Challenges: Awardee to update during modification	Findings for the needs assessment may be limited by potentially low survey responses. Participation in the education participant survey is voluntary and may bias the result towards those who have highly positive or highly negative reporting.
Copyright:	Yes
Program Deliverable Percentage:	2.0%
Activity Start Date Period	05/23-06/23
Activity Completion Date Period	01/26-06/26
Tracking Measures:	**Measure** **Submit** Brief Evaluation Report Yes
Responsible Parties: Awardee to update during modification	**Responsible Party** **Budget Type** Project Director/Coordinator Budgeted Evaluator Budgeted

Commented [LA18]: The Brief Evaluation Report (BER) is a comprehensive review and analysis of all of the work the project completed to fulfill the Objective during the grant term, with future recommendations. The BER is submitted with the final progress report, due on June 30, 2026.

Narrative Summary	
Community Assessment Analysis:	Awardee to Provide with Application
Major Intervention Activities:	Awardee to Provide with Application
Theory of Change:	This objective aims to build capacity among CTCP-funded projects to advance momentum toward ending the tobacco epidemic in the state of California. The Communication Theory will serve as the overarching framework from which Priority Population Coordinating Centers (PPCCs) will engage and support CTCP-funded projects and their networks to create policy, systems, and environmental changes that advance health equity in population of focus (i.e., African American/Black; Asian American/Native Hawaiian/Pacific Islander; Latino; LGBTQ+; and Rural populations). The Communication Theory involves the process of understanding and sharing information to increase knowledge and awareness as well as strengthen organizational relations in the community. The activities outlined in this objective will strengthen collaboration and expand partnerships; increase awareness and provide context for tobacco prevention and education efforts; and establish PPCCs as a source and hub for accurate and culturally competent information that leads to consistent messaging for advocates throughout the state. Communication Theory elements and principles will provide the foundational approach for the PPCC to actively engage with CTCP-funded projects and their networks in the sharing of information and feedback that leads to a concerted movement to reduce tobacco-related disparities among the population of focus.
Evaluation Summary Narrative:	Awardee to Provide with Application

Commented [LA19]: This section defines the problem the Objective is trying to solve, as the Applicant understands it. This includes providing data to support the response.

This section must begin with the following two lines: "This project will primarily address the following priority population of focus: (*list the population of focus for this application*)." This project will primarily work in the following geographical communities: Statewide."

Commented [LA20]: Provide a concise summary of how the SOW intervention activities will be executed to achieve the Objective. Demonstrate a clear understanding of the Prescribed SOW, describe the sequence and frequency of activities, and note any planned tailoring for cultural competency.

Commented [LA21]: Provide a concise summary of how the evaluation activities will be used to improve or tailor the intervention activities for the population of focus. Describe the plan to disseminate evaluation findings to CTCP-funded partners, community organizations, and additional stakeholders. Include detailed information about the intended participants, the anticipated number of participants, and the frequency of evaluation activities.

Objective 2

Objective Overview

Objective: By June 30, 2026, the Statewide Priority Population Coordinating Center (PPCC) will develop and implement a Community Engagement Agreement process, a Leadership Development Program and a Public Health Pipeline Internship Program to enhance the capacity to participate in tobacco prevention work and advocate for social change aimed at preventing and reducing tobacco use among the population of focus.

Objective ID: 2

Primary Asset: (2.5) **Community Engagement In Tobacco Control:** The degree our program has collaborative partnerships with diverse organizations and individuals in addition to CTCP and TUPE-funded organizations, to engage them to support tobacco control-related activities that focus on policy, system, and environmental change such as community assessments, data collection, education of community members and decision makers, and media events.

Secondary Asset: (3.6) **Equity in Funding:** The degree to which culturally and ethnically diverse organizations are funded to implement community norm change-focused tobacco control efforts in the community, in proportion to community demographics.

Is this a primary objective? No

Evaluation Plan Type: Other without Measurable Outcome

Target Audience:

Audience Group

Advocates

Coalitions

Competitive Grantees

General Population Groups

Multi-ethnic

Intervention Jurisdiction(s): Statewide

Intervention Topic(s)

- Priority Population Organization Collaboration

Intervention Activity Plan

Activity 2.1.X

Activity:	Regularly connect with non-CTCP funded statewide projects from diverse sectors of the community (e.g., arts, music, and culture, community safety, economic development, environmental, faith-based, healthcare treatment, housing, government, labor, schools, tribes, social justice, and human rights, etc.) by attending meetings, trainings, conferences, webinars, and/or conference calls. Seek additional opportunities to collaborate with partners to provide information and education regarding tobacco-related disparities; the intersection of tobacco with other health-related and social issues; and community organizations' roles in the tobacco endgame movement.

Commented [LA22]: Objective 2 includes activities to support organizations *outside* of those already working with CTCP and their funded partners, but within the population of focus. The PPCC is to work toward broadening local and statewide partnerships to grow the tobacco endgame movement.

The activities tied to this Objective are intentionally broad to address these audiences in a variety of creative ways.

Commented [LA23R22]: Examples of external organization types may include the following:
Arts, Music, and Culture, Community Planning, Housing, Community Service, Labor/Unions, Economic Development, Environmental, Social Justice/Human Rights, Faith-based, and Youth Development/ Leadership organizations.

Commented [LA24]: This activity is written broadly to include PPCC collaboration with non-CTCP-funded partners as needed. Participation in community-based activities is essential to build relationships and to recruit new, diverse partnerships for the tobacco endgame.

Intervention Category:	Coordination/Collaboration Activities
Copyright:	No
Program Deliverable Percentage:	3.0%
Start Date Period:	05/23-06/23
Completion Date Period:	01/26-06/26
Tracking Measures:	**Measure** / **Submit** Log – Collaboration / Yes
Responsible Parties: Awardee to update during modification	**Responsible Party** / **Budget Type** Program Director/Coordinator / Budgeted

Activity 2.1.X

Activity:	Develop a public health pipeline (PHP) project that offers at least one (1) internship ~~at least one (1) internship~~ placement opportunity to students at local trade schools, colleges or universities. As part of the PHP project, 1) establish the necessary agreements with participating colleges/universities, 2) develop a strategic plan for the recruitment of diverse applicants, 3) create guidelines for developing personalized internship goals/objectives with a diverse pool of participants; and 4) establish reporting processes with participating schools. Provide compensation to participants in the form of salary, stipend or through subcontracting that will not exceed the amount per semester for the hours of service outlined in the budget justification.
Intervention Category:	Coordination/Collaboration Activities
Copyright:	No
Program Deliverable Percentage:	6.0%
Start Date Period:	7/23-12/2023
Completion Date Period:	01/26-06/26
Tracking Measures:	**Measure** / **Submit** Agreements with Participating Schools / Yes Recruitment Plans / Yes Internship Guidelines / Yes List of Participants / On File
Responsible Parties: Awardee to update during modification	**Responsible Party** / **Budget Type** Program Director/Coordinator / Budgeted Interns / Budgeted

Activity 2.2.X

Commented [LA25]: Diversifying the public health pipeline includes providing paid internships that contain service or experiential learning opportunities. This activity is in support of both the 2021-2022 TEROC Plan *Objective 2: Strengthen capacity for tobacco control*, and the US Dept. of Health and Human Services Healthy People 2030 plan.

Commented [LA26]: This activity provides the PPCC the opportunity to promote their funding opportunities, build relationships with external organizations, and recruit them to participate in the Leadership Development Program (LDP) and Capstone Project, in exchange for a CEA of up to $5000. PPCCs must fund at least five of these programs per year at an amount they feel is commensurate to the experience.

Activity:	Establish a Community Engagement Agreements (CEA) Program to develop new leaders in the tobacco movement and engage recipients in local tobacco work. The CEA Program will award funds of less than $5000 annually to at least five (5) local organizations per year serving the population of focus. Prepare a plan and process for disseminating to diverse organizations information about the funding opportunities, timelines, and guidelines. Coordinate with local tobacco prevention coalitions and partner organizations to recruit review panelists and develop a scoring tool with equity in mind. Hold an annual 30-90 minute informational meeting/bidders conference about the CEA Program approximately 2-3 weeks after the release of each CEA funding opportunity to explain the program to potential applicants and answer any questions.
Intervention Category:	Community Education Activities
Copyright:	No
Program Deliverable Percentage:	10.0%
Start Date Period:	07/23-12/23
Completion Date Period:	01/26-06/26
Tracking Measures:	**Measure** / **Submit** Log – Presentations / Yes Log - Recipients / Yes Recruitment Plan for Applicants / Yes
Responsible Parties: Awardee to update during modification	**Responsible Party** / **Budget Type** Program Director/Coordinator / Budgeted

Commented [LA27]: A CEA is a type of subcontract valued at less than $5,000. A CEA does not require a competitive bid process, but the primary awardees must be selected in a fair and unbiased manner to eliminate any real or perceived allegation of preference (e.g., favoritism, bias, or nepotism). Activities may include participation in data collection, educational outreach, material development, advocacy activities, and/or trainings. During the entire project term, a prime agency may not award a subcontractor a single or multiple CEA award(s) totaling $5000 or more. Community Engagement Agreement(s) to a single subcontractor totaling $5,000 or more require utilization of a competitive bid process.

Activity 2.2.X

Activity:	Conduct an annual (Fiscal Years 2, 3, and 4) Leadership Development Program (LDP) with the recruited CEA recipients (Activity 2.2.1). The leadership development program will focus on topics such as tobacco-related issues, health equity, policy, system and environmental change, campaign activities and tactics and the tobacco endgame movement. Each participant will develop or participate in a Capstone Project, a culminating experience, work product, or training to increase tobacco knowledge or participation in local tobacco policy efforts. The PPCC is welcome to invite participants from CTCP-funded projects to participate as well, but they may not be reimbursed for participation.
Intervention Category:	Community Education Activities
Copyright:	No
Program Deliverable Percentage:	10.0%
Start Date Period:	07/23-12/23
Completion Date Period:	01/26-06/26
Tracking Measures:	**Measure** / **Submit** Log - Trainings / Yes Log - Participating Organizations / Yes Training Materials / Yes Capstone Projects / Yes

Commented [LA28]: PPCCs will include CEA grantees in the LDP, as well as additional recruited participants. CEA participants will be connected to local and regional partners to complete "capstone" projects— to receive their CEA award, they must participate in a task that assists local communities. The PPCC has a wide berth to work with CEAs on a Capstone Project that would be appropriate for the CEA, as well as benefitting their local community's tobacco prevention and endgame programs.

Commented [LA29R28]: The LDP is to be primarily focused on external organizations, rather than CTCP-funded projects. Although this activity does not exclude the participation of CTCP funded projects if the PPCC feels they have capacity to include this audience, building connections to the required audience—diverse external organizations with potential interest in supporting the movement— is the primary goal.

Responsible Parties: Awardee to update during modification	**Responsible Party** / **Budget Type** Program Director/Coordinator — Budgeted CEA Recipients — Budgeted CTCP-funded Partners — Non-Budgeted

Activity 2.3.X

Activity:	Create a new or update the existing population policy platform. With input from the population of focus, complete at least one (1) update to the policy platform during the grant term to account for tobacco prevention campaigns, emerging products, and other tobacco industry developments. Develop at least two (2) resources or tools (e.g., fact sheet, infographic, implementation guide, resource guide, etc.) that will complement the platform and support implementation of the plan recommendations. Create an ongoing dissemination plan throughout the grant-term that includes a dissemination timeline, dissemination tools (i.e., email, website, webinar, etc.), dissemination partners, end users (i.e., target audiences), and dissemination analytics. New/updated materials must be consumer tested. Develop the testing instrument and protocol, pilot test it, and revise as needed for field use. Conduct surveys or interviews with a range of 5-10 people from the intended audience for the materials and document participant reactions and feedback for the material. Analyze and summarize participant responses for common themes to make recommendations for final material development. Once completed, market materials to appropriate audiences to facilitate distribution. Submit new or adapted material(s) to the Tobacco Education Clearinghouse of California (TECC) Material Submission page (MatTrack) upon completion.
Intervention Category:	Educational Materials Development
Copyright:	No
Program Deliverable Percentage:	6.0%
Start Date Period:	05/23-06/23
Completion Date Period:	01/26-06/26
Tracking Measures:	**Measure** / **Submit** Updated Policy Platform — Yes Complementary Materials — Yes Dissemination Plan — Yes MatTrack Submission Verification — Yes Consumer Testing Instrument — Yes Consumer Testing Summary Report — Yes
Responsible Parties: Awardee to update during modification	**Responsible Party** / **Budget Type** Program Director/Coordinator — Budgeted

Activity 2.11.X

Activity:	Provide at least 30 instances of technical assistance (TA) annually to CEA projects, PHP interns, LDP participants, and external partners on all aspects of tobacco prevention and education, and policy, system, and environmental change within the population of focus. As appropriate and following CTCP guidelines to avoid a conflict of interest, include general training on applying for funding from CTCP or other agencies. Trends will be

Commented [LA30]: Please Review Appendices 5, 6, 7, and 8 for the existing Priority Population Policy Platforms.

Commented [LA31]: Consumer testing is a necessary way to ensure the materials developed are appropriate and competent for the intended audience. Materials developed are to support the work of explaining and disseminating the policy platform, in addition to testing any major updates made. Projects are to utilize TECC's *Consumer Testing: A How-To-Guide* to create instruments and methodology for testing materials.

Commented [LA32]: Funded projects will be provided access and instructions to submit materials to MatTrack.

Commented [LA33]: Each "Instance" of TA is defined as fulfilling a TA request from beginning to end. The TA log includes information on the TA request, noting whether it was simple (e.g., responding to a request by email with resources) or complex (e.g., receiving a question via email, following up with a phone call, and sending notes and resources after a call), and documenting what was provided. TA audiences for this Objective include CEA, PHP, and LDP participants.

	tracked via the TA log to inform and shape training topics, webinars, and the ongoing development of relevant tools and resources.
Intervention Category:	Training/Technical Assistance
Copyright:	No
Program Deliverable Percentage:	6.0%
Start Date Period:	07/23-12/23
Completion Date Period:	01/26-06/26
Tracking Measures:	**Measure** / **Submit** Log – Technical Assistance / Yes
Responsible Parties: Awardee to update during modification	**Responsible Party** / **Budget Type** Program Director/Coordinator / Budgeted

Evaluation Activity Plan	
Activity 2-E-1	**Education Participant Survey**
Evaluation Activity:	A survey will be developed in consultation with the Tobacco Control Evaluation Center (TCEC) and administered to participants in the Leadership Academy to assess changes in knowledge, confidence/preparation, and intent to engage in advocacy activities to reduce tobacco-related disparities. The survey will also capture information about training feedback and anticipated needs for additional advocacy support after the training. A pen-to-paper or web-based instrument will be used to collect the data. The post-test will be administered to a census of all training participants. The survey results will be analyzed using descriptive statistics such as percentages, frequencies, and means. Analysis of survey results will be used by the project to identify areas of success and opportunities for training improvement.
Purpose of Data Collection:	Process
Waves of Data Collection:	1
Data Collection Period(s):	
Begin/End Periods - Wave 1:	07/23-12/23 to 01/26-06/26
Data Collection Training:	No
Copyright:	Yes
Program Deliverable Percentage:	2.0%
Tracking Measures:	**Measure** / **Submit** Survey Instrument / Yes Survey Summary / Yes
Responsible Parties: Awardee to update during modification	**Responsible Party** / **Budget Type** Project Director/Coordinator / Budgeted

	Evaluator Budgeted
Activity 2-E-3	**Key Informant Interviews**
Evaluation Activity:	To inform project staff about the successes and challenges of the internship program, conduct interviews with each intern prior to their completion of the program (i.e. exit interviews). In consultation with TCEC, develop an interview guide to explore topics such as increased self-efficacy to engage in the public health sector, challenges and successes of completing assignments, the value or utility of the skills gained, and whether they would recommend the internship program to other students. Conduct qualitative analysis of the interviews and use the qualitative analysis of interview results to debrief with project team members and identify tangible steps for improving future internship opportunities. Summarize and report interview findings annually and share results with interns, project staff, and the field via Partners.
Purpose of Data Collection:	Process
Waves of Data Collection:	1
Data Collection Period(s):	
Begin/End Periods – Wave 1:	7/23-12/23 to 01/26-06/26
Data Collection Training:	No
Copyright:	Yes
Program Deliverable Percentage:	2.0%
Tracking Measures:	**Measure** — **Submit** Interview Guide — Yes Interview Summary Results — Yes
Responsible Parties: Awardee to update during modification	**Responsible Party** — **Budget Type** Project Director/Coordinator — Budgeted Evaluator — Budgeted Interns — Budgeted
Activity 2-E-4	**Final Evaluation Report**
Data Analysis Plan:	To document the project's organizational history, learn from past efforts, and share strategies with other projects, complete one brief evaluation report (BER) using the Tell Your Story reporting guidelines from the Tobacco Control Evaluation Center (TCEC). The BER will document project goals, process, results and recommendations, and will include an abstract. The report will describe tactics used and to what effect, support/opposition encountered, and how challenges and barriers were addressed. Information will be included on how activities built upon each other, how evaluation supported or informed the work, and how strategies were tailored to reach target audiences. Content analysis, descriptive and inferential statistics, and data visualization will be used to analyze and summarize findings. The conclusion will identify and assess key activities that were crucial to the effort and specific, concrete recommendations for future work will be provided. Evaluation results will be shared with data sources, participants, and other stakeholders as identified in the dissemination plan.

Commented [LA34]: The Brief Evaluation Report (BER) is a comprehensive review and analysis of all of the work the project completed to fulfill the Objective during the grant term, with future recommendations. The BER is submitted with the final progress report, due on June 30, 2026.

Methods to Disseminate Findings:	Other Print Materials Partners Presentations Website
Other Dissemination Methods:	
Study Limitations or Challenges: Awardee to update during modification	Findings for Key Informant Interviews may be limited by the comfort level of participants to express both positive and negative experiences within the respective programs in an undisclosed format.
Copyright:	Yes
Program Deliverable Percentage:	2.0%
Activity Start Date Period	05/23-06/23
Activity Completion Date Period	01/26-06/26
Tracking Measures:	**Measure** — **Submit** Brief Evaluation Report — Yes
Responsible Parties: Awardee to update during modification	**Responsible Party** — **Budget Type** Project Director/Coordinator — Budgeted Evaluator — Budgeted

Narrative Summary

Community Assessment Analysis:	Awardee to Provide with Application
Major Intervention Activities:	Awardee to Provide with Application
Theory of Change:	Priority Populations Coordinating Centers (PPCCs) will be catalysts for community engagement in the tobacco endgame movement as this objective aims to engage and build the capacity of community-based organizations to advocate and effect change within their communities. The Community Organization Theory will serve as the overarching framework from which PPCCs will engage, empower, and support community-based organizations to advocate for social and environmental changes that reduce tobacco-related disparities among the populations of focus (i.e., African American/Black; Asian American/Native Hawaiian/Pacific Islander; Latino, LGBTQ+; and Rural populations). The Community Organizing Theory is a collaborative decision-making process that empowers communities to build support for policy and social change. The activities outlined in this objective will lead to understanding the root causes of community issues; attracting participation from diverse organizations; collaborative decision-making and problem solving; and developing and maintaining capacity and power to produce lasting change within the populations of focus. This objective and associated activities will support the ability of communities to mobilize and influence policymakers to make changes that will work toward ending the tobacco epidemic and advance health equity among the population of focus.
Evaluation Summary Narrative:	Awardee to Provide with Application

Commented [LA35]: This section defines the problem the Objective is trying to solve, as the Applicant understands it. This includes providing data to support the response.

This section must begin with the following two lines: "This project will primarily address the following priority population of focus: (*list the population of focus for this application*)." This project will primarily work in the following geographical communities: Statewide."

Commented [LA36]: Provide a concise summary of how the SOW intervention activities will be executed to achieve the Objective. Demonstrate a clear understanding of the Prescribed SOW, describe the sequence and frequency of activities, and note any planned tailoring for cultural competency.

Commented [LA37]: Provide a concise summary of how the evaluation activities will be used to improve or tailor the intervention activities for the population of focus. Describe the plan to disseminate evaluation findings to CTCP-funded partners, community organizations, and additional stakeholders. Include detailed information about the intended participants, the anticipated number of participants, and the frequency of evaluation activities.