Prescribed Scope of Work

Combined Scope of Work

Procurement Name: CG # 22-10403 Empowering Local Communities to End the Tobacco Epidemic
Contract Number: Will Be Assigned If Applicant Is Selected
Contract Term: 05/01/2023 – 06/30/2025
Agency Name: To Be Populated By Applicant
Effective Date: 05/01/2023
Project Name: To Be Populated By Applicant
Plan Version ID: 0.1
Project Type: Competitive Grantee
Report Generated:

Objective 1 – Asset Objective (Required)

Objective Overview

Objective: By June 30, 2025, partner with at least [X] organizations representing or serving the population of focus to work on and contribute to the project's tobacco control policy campaign(s). Organizations will represent diverse sectors of the community (e.g., business, environment, faith, health, housing, labor, social justice, youth, etc.) and activities should support building partnerships to grow the tobacco endgame movement.

Objective ID: 1

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: (2.4) **Youth Engagement in Tobacco Control:** The degree our program has participatory collaborative partnerships with diverse youth and youth-serving organizations, and engages them to support tobacco control-related activities that focus on policy, systems, and environmental changes.

Is this a primary objective? No

Evaluation Plan Type: Other without Measurable Outcome

Target Audience:

Audience Group

- Adults 18 years and older
- Advocates

General Population Groups

- Multi-ethnic

Intervention Jurisdiction(s): Applicant to Provide

Intervention Topic(s)

- Cultural Competency Training
- Key Informant Interviews
- Leadership Training
- Newsletter Disseminated
- Policy/System Change Training

Commented [A1]: Activities for each Objective will be pre-populated in OTIS. Each Objective includes a robust complement of broadly defined supporting activities that the project may adapt. Applicants have the option to remove some activities if appropriate and provide justification in the Narrative Summary section for that Objective. Applicants should edit the fields that state Applicant to Provide and/or contain [BRACKETED LANGUAGE]. For pre-populated fields that state Applicant to Update, please make changes commensurate with the activity range. Applicants are strongly discouraged from adding additional Activities.

Commented [A2]: Objective 1 is the required Asset Objective, and the purpose is to recruit and engage diverse partner organizations to support the policy campaigns described in the other Objective(s).

Commented [A3]: The quantity selected here should be robust enough to support the Scope of Work activities workload and the proposed budget for 26 months. This number should not be a range.

Commented [A4]: The intent of this secondary Asset is to encourage projects to recruit and partner with youth-serving organizations in addition to community partners. If the project wishes to organize youth/youth-aged groups directly, the project should highlight their ability, skills, and capacity to work with youth (ages 12-17) in the Applicant Capability section and tailor the Narratives to indicate such work.

Commented [A5]: Applicants should update the General Population Groups field by selecting the population(s) of focus with whom they intend to work.

Commented [A6]: Once Intervention and Evaluation Activities for the objective are finalized, complete/update this section by selecting Intervention Topics most relevant to the Scope of Work.

Prescribed Scope of Work

- Priority Population Organizations Collaboration
- Schools Collaboration (colleges & universities)
- Spokespersons Training
- Volunteer Recruitment

Intervention Activity Plan

Activity 1.1.X (REQUIRED)	
Activity:	Participate in regular calls with CTCP (e.g., monthly partners call, communities of practice) and funded technical assistance (TA) providers as appropriate to the scope of work. Connect with and collaborate with partners, access colleagues and statewide technical assistance support for engaging diverse communities, obtain other examples of ongoing work and resources to use to support the project's efforts.
Intervention Category:	Coordination/Collaboration Activities
Copyright:	No
Program Deliverable Percentage:	Applicant to Update
Start Date Period:	Applicant to Update
Completion Date Period:	Applicant to Update
Tracking Measures:	**Measure** **Submit** Log – Meetings Yes
Responsible Parties: Applicant to Provide	**Responsible Party Budget Type**

Activity 1.1.X (REQUIRED)	
Activity:	Regularly attend and participate in the [INSERT CITY/COUNTY(s) PROJECT WORKS IN] coalition meetings and facilitate participation of the project's volunteers to attend local meetings and participate in coalition and related community activities. Local Lead Agencies (LLA) serve as the Backbone Agency to coalitions, and the project will consult with the LLA coalition on its scope of work and act as a partner to coalitions and other community organizations connected to the jurisdictions within this workplan to build goodwill, knowledge, connections, and reciprocity within the community to support this project's work.
Intervention Category:	Coordination/Collaboration Activities
Copyright:	No
Program Deliverable Percentage:	Applicant to Update
Start Date Period:	Applicant to Update
Completion Date Period:	Applicant to Update
Tracking Measures:	**Measure** **Submit** Log – Meetings Yes
Responsible Parties: Applicant to Provide	**Responsible Party Budget Type**

Commented [A7]: This activity is written broadly to include collaboration with CTCP-funded partners as needed. Participation in partner activities, phone calls/meetings, and technical assistance opportunities conducted by other funded partners may be logged here.

Commented [A8]: Program Deliverables must equal to 100% for the entire Scope of Work, which includes the Intervention Plans, Evaluation Plans, Media Activities, and Policy Cessation Support Activities.

Applicants must adjust percentages in activities to total to 100% if a policy objective and/or activities are deleted.

Commented [A9]: Date Periods are delineated by progress report periods (e.g., every 6 months). Select the Start Date and Completion Date Periods during which each activity will likely begin and end. Many activities will extend for the length of the grant (e.g., Collaboration Activities, Policy Record Reviews, etc.) when there is ongoing work. For some activities, specific Date Periods are pre-filled. Those dates are intentional and should not be changed by the Applicant.

Commented [A10]: Responsible Parties must be selected to indicate the primary and secondary staff members responsible for completing that activity.

Commented [A11]: This activity broadly speaks to getting credit for collaborating with local community partners, including tobacco control coalitions, that relate to the scope of work. It intends to capture all broad collaborative efforts to build support and participation in the project's work.

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Activity 1.1.X	
Activity:	Develop a public health pipeline (PHP) project that offers [# RANGE] internship placement opportunities to college students at [LIST SCHOOLS or UNIVERSITIES]. As part of the PHP project, 1) establish the necessary agreements with participating colleges/universities, 2) outline recruitment strategy plans, 3) create guidelines for developing personalized internship goals/objectives with a diverse pool of participants; and 4) establish reporting processes with participating schools, and 5) develop tasks/procedures to support each internship experience. Provide [INSERT SALARY RANGE], in an amount not to exceed [INSERT DOLLAR AMOUNT] per semester for interns completing [# RANGE] hours of service.
Intervention Category:	Coordination/Collaboration Activities
Copyright:	No
Program Deliverable Percentage:	Applicant to Update
Start Date Period:	Applicant to Update
Completion Date Period:	Applicant to Update
Tracking Measures:	**Measure** / **Submit** List of Participants / On File Recruitment Materials / Yes
Responsible Parties: Applicant to Provide	**Responsible Party Budget Type**

Commented [A12]: 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.

Although a paid internship is a requirement of this grant, this activity is not required.

Activity 1.1.X	
Activity:	Establish a Community Engagement Agreements (CEA) Program. The CEA Program will award funds of less than $5000 annually to [# RANGE] local organizations serving [DESCRIBE POPULATION(S) OF FOCUS] whose projects support the objective. Prepare a plan and process for disseminating information to diverse organizations with information about the funding opportunities, timelines, and guidelines. Coordinate with partner organizations to recruit review panelists and develop a scoring tool with equity in mind. Hold an annual informational meeting/bidders conference about the CEA Program approximately 2-3 weeks after the release of each CEA request for applications (RFA) to explain the program to potential applicants and answer any questions.
Intervention Category:	Coordination/Collaboration Activities
Copyright:	No
Program Deliverable Percentage:	Applicant to Update
Start Date Period:	Applicant to Update
Completion Date Period:	Applicant to Update
Tracking Measures:	**Measure** / **Submit** Log – Presentations / Yes Recruitment Plan for Applicants / Yes Scoring Tool / On File

Commented [A13]: 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 $5,000 or more. Community Engagement Agreement(s) to a single subcontractor totaling $5,000 or more require utilization of a competitive bid process.

If CEAs are not included in the Applicant's budget, this activity should be deleted from the Scope of Work.

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Responsible Parties: Applicant to Provide	**Responsible Party Budget Type**

Activity 1.1.X (REQUIRED)

Activity:	Weekly, project staff will log onto Partners to identify upcoming trainings, new information and advocacy campaign tools. Monthly, project staff will contribute a minimum of one post to InfoHub to share information or pose or respond to a question. Annually, project staff will write a minimum of one Spotlight On including significant steps taken, milestones achieved, and barriers encountered at the completion of the campaign.
Intervention Category:	Coordination/Collaboration Activities
Copyright:	No
Program Deliverable Percentage:	Applicant to Update
Start Date Period:	Applicant to Update
Completion Date Period:	Applicant to Update
Tracking Measures:	**Measure** / **Submit** Partners Six Month Login Report / Yes Partners Six Month InfoHub Report / Yes Spotlight On Submission(s) / Yes
Responsible Parties: Applicant to Provide	**Responsible Party Budget Type**

Commented [A14]: 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 logins and use of the website. These documents are available on the website for the project to include in progress reports.

Activity 1.1.X (REQUIRED)

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, sharing data, etc., as needed.
Intervention Category:	Coordination/Collaboration Activities
Copyright:	No
Program Deliverable Percentage:	Applicant to Update
Start Date Period:	05/23 – 12/23
Completion Date Period:	01/25 – 06/25
Tracking Measures:	**Measure** / **Submit** Log - Participation / Yes
Responsible Parties: Applicant to Provide	**Responsible Party Budget Type**

Commented [A15]: External evaluation to measure progress on accelerating and ultimately eliminating tobacco-related disparities in California is ongoing. Funded projects are required to participate in evaluation activities.

Activity:	Host one event annually with a local spin to participate in a tobacco advocate day (e.g. Great American Smokeout, Take Down Tobacco Day, World No Tobacco Day, No Menthol Sunday). Produce a plan for activities to host in coordination

Prescribed Scope of Work

	with the event (in-person and/or virtual), how the event will be promoted, and what the outcome of the event will be (e.g. commitments to make a quit plan; recruitment/participation of youth in a national effort, social media communications, etc.).
Intervention Category:	Community Education Activities
Copyright:	No
Program Deliverable Percentage:	Applicant to Update
Start Date Period:	Applicant to Update
Completion Date Period:	Applicant to Update
Tracking Measures:	**Measure** **Submit** Event Materials Yes Photos/Documentation of Event Participation Yes
Responsible Parties: Applicant to Provide	**Responsible Party Budget Type**

Activity 1.2.X

Activity:	Create and distribute an electronic newsletter [# RANGE] times annually, which will include topics such as [INSERT TOBACCO-SPECIFIC INFORMATION AND ENGAGEMENT OPPORTUNITIES.]. Disseminate to the project's listserv, which includes [INSERT DESCRIPTION OF AUDIENCE].
Intervention Category:	Community Education Activities
Copyright:	No
Program Deliverable Percentage:	Applicant to Update
Start Date Period:	Applicant to Update
Completion Date Period:	Applicant to Update
Tracking Measures:	**Measure** **Submit** Copies of Newsletters Yes Listserv On File
Responsible Parties: Applicant to Provide	**Responsible Party Budget Type**

Commented [A16]: 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 1.7.X (REQUIRED)

Activity:	Annually, [# RANGE] volunteers and staff will participate in Information and Education (I&E) Days at the State Capitol to educate policymakers about key tobacco control issues.
Intervention Category:	Policy Activities
Copyright:	No
Program Deliverable Percentage:	Applicant to Update
Start Date Period:	01/24-06/24

Commented [A17]: I&E Days 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.

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Completion Date Period:	01/25-06/25
Tracking Measures:	**Measure** **Submit** Attendance Records On File
Responsible Parties: Applicant to Provide	**Responsible Party Budget Type**

Activity 1.11.X	
Activity:	Conduct [# RANGE] trainings annually for approximately [# RANGE] volunteers and organizational partners to increase their knowledge on broad skills needed to carry out campaign tasks and tactics. Training topics may include, but are not limited to: community organizing, letter writing, meeting facilitation, peer-to-peer training, public speaking and presentations, social media use, media advocacy, and spokesperson(s)/media interactions.
Intervention Category:	Training/Technical Assistance Activities
Copyright:	No
Program Deliverable Percentage:	Applicant to Update
Start Date Period:	Applicant to Update
Completion Date Period:	Applicant to Update
Tracking Measures:	**Measure** **Submit** Training Materials Yes Log - Trainings Yes
Responsible Parties: Applicant to Provide	**Responsible Party Budget Type**

Commented [A18]: The training activity should focus on increasing general knowledge (e.g., tobacco industry tactics) and skill-based capacity (e.g., spokesperson, facilitator, presenter) of organizational partners and volunteers. Specialized topic trainings (e.g., tobacco products, the tobacco retail environment, second- and thirdhand smoke, tobacco product waste, etc.), will be reported in the training activity(ies) in the policy objective(s).

Evaluation Activity Plan	
Activity 1-E-X	**Education/Participant Survey**
Evaluation Activity:	To inform staff and trainers about how to improve future trainings, a post-training (or TA) assessment will be administered to participants of [INSERT TRAININGS AND/OR ACTIVITY #S]. Using a pen and paper (or online) survey developed in consultation with TCEC, a census of [# RANGE] participants at each event will be surveyed to understand training feedback, anticipated needs, changes in knowledge, comfort, confidence, preparation, and intent to engage in tobacco prevention activities (or satisfaction with services, participation levels, additional needs, and/or data collector readiness). Data will be analyzed using descriptive statistics and content analysis and results will be shared with participants, trainers, and staff to improve future trainings (or TA) and determine other training, education, or service needs.
Purpose of Data Collection:	Process
Waves of Data Collection:	1
Data Collection Period(s):	
Begin/End Periods – Wave 1:	Applicant to Update
Data Collection Training:	Applicant to Update

Commented [A19]: Pre- and/or post-training surveys do not impact your Evaluation Plan Type.

Prescribed Scope of Work

Copyright:	Yes
Program Deliverable Percentage:	Applicant to Update
Tracking Measures:	**Measure** / **Submit** Training Survey Instrument: Yes Training Survey Summary Report: Yes
Responsible Parties: Applicant to Provide	**Responsible Party** / **Budget Type**
Activity 1-E-X	**Key Informant Interview**
Evaluation Activity:	To inform project staff about the experience of individuals or organizations receiving a CEA, conduct interviews with each CEA recipient prior to their completion of the program. In consultation with TCEC, develop an interview guide to explore topics such as the application/negotiation process, working collaboratively with the project, challenges and successes of carrying out the work, the value and utility of the collaboration, and recommendations for future improvements. 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 CEA experiences. Summarize and report interview findings annually and share results with CEAs, project staff, and the field via Partners.
Purpose of Data Collection:	Process
Waves of Data Collection:	Applicant to Update
Data Collection Period(s):	
Begin/End Periods - Wave 1:	Applicant to Update
Data Collection Training:	Applicant to Update
Copyright:	Yes
Program Deliverable Percentage:	Applicant to Update
Tracking Measures:	**Measure** / **Submit** Survey Instrument: Yes Survey Summary Report: Yes
Responsible Parties: Applicant to Provide	**Responsible Party** / **Budget Type**
Activity 1-E-X (REQUIRED)	**Other**
Evaluation Activity:	Develop a partner engagement tracking tool, referred to as the Member Participation Record (MPR), to track and summarize diversity of partnerships and key partnership engagement in campaign and project activities, outreach efforts, meetings, and trainings. The MPR will identify the opportunities volunteers will have to participate in Activities [LIST ACTIVITY NUMBERS IN THE SOW WHERE VOLUNTEERS ARE LISTED AS RESPONSIBLE PARTIES]. The MPR will be updated regularly and will consist of the following fields for recording organization/individual member participation which may include, but are not limited to: Partner/Volunteer ID, event name, date, location, partner organization name(s),

Commented [A20]: This activity corresponds to the Intervention Activity for CEAs above (Establish a Community Engagement Agreements Program). If CEAs will not be included in the Scope of Work or Budget, please delete this activity.

Commented [A21]: This Activity tracks partnership engagement over time, measuring progress toward meeting the Objective.

Prescribed Scope of Work

	and description of activity(ies) and/or event(s), including a brief description of how members were participating (e.g. wrote an article for newsletter, conducted a presentation, participating in social media planning, etc.). This form will be regularly reviewed for patterns in participation by project staff. Findings from the MPR will be shared with project staff and volunteers to guide campaign activities.
Purpose of Data Collection:	Process
Waves of Data Collection:	1
Data Collection Period(s):	
Begin/End Periods – Wave 1:	Applicant to Update
Data Collection Training:	Applicant to Update
Copyright:	Yes
Program Deliverable Percentage:	Applicant to Update
Tracking Measures:	**Measure** **Submit** Participation Tracking Form Yes
Responsible Parties: Applicant to Provide	**Responsible Party** **Budget Type**

Activity 1-E-X (REQUIRED)	**Evaluation Report**
Evaluation Activity:	To document the project's organizational history, learn from past efforts, and share strategies with other projects, complete one brief evaluation report. For this objective, *Tell Your Story* reporting guidelines from the Tobacco Control Evaluation Center (TCEC) will be used to write a report that documents what the project was trying to achieve, how the project went about it, what happened as a result, and what the project would do differently next time. With the report, create a roadmap of your approach by describing tactics used and to what effect, support/opposition encountered, and how challenges and barriers were addressed. Explain how activities built upon each other and how evaluation supported or informed the work. State how you tailored strategies and approaches to your target audiences. Use content analysis, descriptive and inferential statistics, and data visualization to analyze and summarize findings. Identify and assess key activities that were crucial to the effort in the report conclusions. Draw specific, concrete recommendations for future work from report findings. Explain how evaluation results were shared with data sources and other stakeholders in appropriate formats.
Methods to Disseminate Findings:	Applicant to Provide
Other Dissemination Methods:	Applicant to Provide
Study Limitations or Challenges:	Applicant to Provide
Copyright:	Yes
Program Deliverable Percentage:	Applicant to Update

Commented [A22]: The required Brief Evaluation Report (BER) is a comprehensive review and analysis of all 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, 2025 and may not be deleted from the SOW.

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Activity Start Date Period:	01/25 – 06/25
Activity Completion Date Period:	01/25 – 06/25
Tracking Measures:	**Measure** **Submit** Brief Evaluation Report (BER) Yes
Responsible Parties: Applicant to Provide	**Responsible Party** **Budget Type**

Narrative Summary

Community Assessment Analysis:	Applicant to Provide
Major Intervention Activities:	Applicant to Provide
Theory of Change:	The theory of change for our asset-driven work is "building a movement." The aim is to bring individuals and organizations, outside of traditional public health circles who have our common interests and goals, together to work through issues, engage in decision-making processes with our project, build solidarity and trust among people, and build skills and leaders in the group. A group like this can tackle many problems successfully, including support for our other policy, systems, and environmental change goals. Movement-building focuses on supporting communities to find their own path and build their own skills to address a cause or an injustice. In this case, we will work together with partners to expose the Tobacco Industry's continued manipulative and predatory tobacco marketing tactics aimed toward specific communities and to garner support from these communities to end the tobacco epidemic.
Evaluation Summary Narrative:	Applicant to Provide

Objective A Secondhand Smoke Policy Objective Option (select A and/or B)

Objective Overview:

Objective:	By June 30, 2025, at least [INSERT #] jurisdiction(s) in [INSERT JURISDICTIONS] will adopt and implement both 1) a policy that prohibits smoking and vaping of all products from multi-unit housing of two or more units (market-rate, public, and subsidized), including 25 feet from all doors, windows, patios, and balconies, and emphasizes a graduated enforcement process; and 2) a policy that eliminates smoking (including burning or heating of tobacco and other plant products, natural or synthetic) in all outdoor recreational and non-recreational public places (including parks/beaches, sidewalks, dining, entryways, worksites, event sites, bike lanes/paths, alleys, and parking structures) without designated smoking areas or distances. The policy will exclude any provision that criminalizes a person for the use or possession of tobacco products.
Objective ID:	1
Primary Priority Area:	(2) Reduce Exposure to Secondhand Smoke, Tobacco Smoke Residue, Tobacco Waste, and Other Tobacco Products
Secondary Priority Area:	(2) Reduce Exposure to Secondhand Smoke, Tobacco Smoke Residue, Tobacco Waste, and Other Tobacco Products

Commented [A23]: The Community Assessment Analysis 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(s) of focus for this application*)." This project will primarily work in the following geographical communities: (*list the jurisdiction(s) of focus for this application)*."

Commented [A24]: 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. If any intervention activities have been deleted, provide justification here.

Commented [A25]: 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. If any evaluation activities were deleted, provide justification here.

Commented [A26]: One Policy Objective is required. Applicants may select Objective A Secondhand Smoke Policy, and/or Objective B Tobacco Retail Availability.

Prescribed Scope of Work

Is this a primary objective? Yes

Evaluation Plan Type: Legislated Policy – Adoption and Implementation

Target Audience: **Audience Group**

- Adults 18 years and older
- Advocates
- Coalitions
- Elected Officials
- Enforcement Agencies
- Multi-Unit Housing Owners/Managers
- Multi-Unit Housing Residents

General Population Groups

- Multi-ethnic

Intervention Jurisdiction(s): Applicant to Provide

Indicator(s)

Primary

2.2.35 **Smokefree Outdoor Public Places**: The number of jurisdictions with a comprehensive policy eliminating smoking in outdoor recreational and non-recreational public places (including beaches, parks, sidewalks, dining, entryways, worksites, event sites, bike lanes/paths, alleys, and parking structures) without designated smoking areas or distances.

Secondary

2.2.13 **Smokefree Multi-Unit Housing**: The number of jurisdictions with a policy prohibiting smoking in the individual units of multi-unit housing including balconies and patios.

Intervention Topic(s)

- Endorsements Collected
- Key Informant Interviews
- Materials Development
- Materials Testing
- Observational Survey
- Policy Record
- Policy/System Change Training
- Priority Population Organizations Collaboration
- Public Intercept Surveys

Intervention Activity Plan

Activity X.2.X

Activity:	[CONDUCT/ATTEND] [# RANGE] community engagement events or meetings. Participants will be [INSERT DESCRIPTION OF PARTICIPANTS]. Participants will be [INSERT RECRUITMENT METHODS OR AUDIENCES such as existing relationships, partner organization's followers, social media networks, etc.]. Participants will be asked to [INSERT INTENDED ACTIONS OR ACTIVITIES FOR PARTICIPANTS].

Commented [A27]: Objectives that include pre- and post-policy data collection will be Legislated Policy – Adoption and Implementation. If tailoring evaluation activities to only collect pre-policy data (e.g. most KIIs) or only post-policy data (e.g. Observation data six months post-policy), this should be adjusted. See the "PROCESS vs. OUTCOME EVALUATION" section of the California Tobacco Evaluation Guide for additional guidance.

Commented [A28]: Applicants should update the General Population Groups field by selecting the priority population(s) of focus with whom they intend to work.

Commented [A29]: This activity is broadly written to accommodate any community education activities, adaptable to the needs of the community.

Prescribed Scope of Work

Intervention Category:	Community Education Activities
Copyright:	No
Program Deliverable Percentage:	Applicant to Update
Start Date Period:	Applicant to Update
Completion Date Period:	Applicant to Update
Tracking Measures:	**Measure** / **Submit** Event Materials / Yes Log – Recruitment / Yes Sign-in Sheet / On File
Responsible Parties: Applicant to Provide	**Responsible Party** / **Budget Type**

Activity X.2.X

Activity:	Conduct [# RANGE] educational presentations to [# RANGE] participants. Presentations will be made to community groups identified in the Midwest Academy Strategy Chart (MASC) planning process as potential supporters for the objective. Provide a sample and request letter of support or other specific action from community group(s) at each presentation.
Intervention Category:	Community Education Activities
Copyright:	No
Program Deliverable Percentage:	Applicant to Update
Start Date Period:	Applicant to Update
Completion Date Period:	Applicant to Update
Tracking Measures:	**Measure** / **Submit** Log - Presentations / Yes Presentation Materials / Yes Sample Letter of Support or Endorsement / Yes Copy of Endorsements/Letter of Support / On File
Responsible Parties: Applicant to Provide	**Responsible Party** / **Budget Type**

Commented [A30]: Once the MASC is completed, this activity will guide outreach to identified community partners and include the tactics selected by the community that the project will carry out elsewhere in this objective. The end product should 1) be a living campaign plan, updated as often as necessary; and 2) guide work the funded project will do throughout this plan. Activities are written broadly in this SOW to accommodate what the community needs most from funded projects.

Activity X.3.X

Activity:	In consultation with statewide grantees and local partners, [DEVELOP/UPDATE/ADAPT] [# RANGE] new [INSERT MATERIAL TOPIC AND ITEM] or adapt existing materials [DESCRIBE ADAPTATION, e.g. translate existing material into new language, format an urban-themed material for a rural population] that will be disseminated by [DESCRIBE DISSEMINATION]. Chosen audiences will include [INSERT AUDIENCES] and consumer testing with these audiences is required. Develop the testing instrument and protocol, pilot test it, and revise as needed for field use. Conduct a minimum of [METHOD + SAMPLE

Commented [A31]: Before including this activity, review the library of existing educational materials at www.TECC.org. Only retain this activity if new materials will be created and consumer tested.

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	SIZE. CHOOSE FROM: TWO FOCUS GROUPS WITH 5-10 PEOPLE EACH, 5-8 KEY INFORMANT INTERVIEWS, OR ONE INTERCEPT OR ONLINE SURVEY WITH 8-10 PARTICIPANTS, SPECIFY SAMPLE SIZE CHARACTERISTICS] 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:	Yes
Program Deliverable Percentage:	Applicant to Update
Start Date Period:	Applicant to Update
Completion Date Period:	Applicant to Update
Tracking Measures:	**Measure** / **Submit** Materials Developed / Yes MatTrack Submission Verification / Yes Consumer Testing Instrument / Yes Consumer Testing Summary Report / Yes
Responsible Parties: Applicant to Provide	**Responsible Party** **Budget Type**

Activity X.7.X (REQUIRED)

Activity:	Conduct at least [INSERT #] strategic planning session(s) for each jurisdiction the project is considering policy work within, with community partners and stakeholders for 3-6 hours, to complete the Midwest Academy Strategy Chart (MASC) which will identify short, intermediate, and long-term goals, organizational considerations, constituents, allies, opponents, decision makers, and tactics to create a plan for [INSERT GOAL/OBJECTIVE]. Consult with appropriate statewide partners and review existing trainings to prepare for and facilitate the strategic planning session(s). Update and submit each jurisdiction's MASC regularly throughout each policy campaign to adapt to new information as it is revealed.
Intervention Category:	Policy Activities
Copyright:	No
Program Deliverable Percentage:	Applicant to Update
Start Date Period:	Applicant to Update
Completion Date Period:	Applicant to Update
Tracking Measures:	**Measure** / **Submit** Updated MASC / Yes Meeting Materials / Yes
Responsible Parties:	**Responsible Party** **Budget Type**

Commented [A32]: All Scopes of Work are supported by a detailed MASC that identifies the most useful tactics as determined by the community. The MASC should be updated regularly and submitted throughout the duration of the grant.

If an Applicant has already worked in the community/ies proposed and has an existing MASC, an updated chart must still be submitted in the first six month progress report and subsequently with any updates.

Prescribed Scope of Work

Applicant to Provide	
Activity X.7.X (REQUIRED)	
Activity:	Prior to the policy adoption, develop a Policy Implementation Plan to facilitate compliance with the new policy(s) for each jurisdiction. Coordinate and collaborate with [INSERT NAMES OF GROUPS] to develop an implementation and enforcement plan for [DESCRIBE TYPE OF POLICY IN OBJECTIVE] by participating in [DESCRIBE COORDINATION/ COLLABORATION METHODS, E.G., CONFERENCE CALLS, LOCAL AND REGIONAL COALITION MEETINGS, WORKGROUP]. Ensure the implementation plan is prepared ahead of policy adoption and is updated as needed.
Intervention Category:	Policy Activities
Copyright:	No
Program Deliverable Percentage:	Applicant to Update
Start Date Period:	Applicant to Update
Completion Date Period:	Applicant to Update
Tracking Measures:	**Measure** **Submit** Policy Implementation Plan Yes
Responsible Parties: Applicant to Provide	**Responsible Party** **Budget Type**

Activity X.7.X	
Activity:	Facilitate participation of [# RANGE] of volunteers, members of the public, and stakeholders representing [LIST TYPES OF REPRESENTATION] to present at meetings of decision makers in each chosen jurisdiction to educate them about [DESCRIBE THE CONTENT OR TOPIC(S) OF THE EDUCATION]. Project staff will only present in public forums (e.g., city council, board of supervisor meetings) if invited to do so formally, in-writing, by decision makers' offices.
Intervention Category:	Policy Activities
Copyright:	No
Program Deliverable Percentage:	Applicant to Update
Start Date Period:	Applicant to Update
Completion Date Period:	Applicant to Update
Tracking Measures:	**Measure** **Submit** Log – Meetings Yes Formal Requests to Speak (if any) On File
Responsible Parties: Applicant to Provide	**Responsible Party** **Budget Type**

Activity X.11.X	
Activity:	Conduct [# RANGE] trainings for approximately [# RANGE] coalition members and collaborative partners to increase their knowledge on tobacco-related issues in the

Commented [A33]: A Policy Implementation Plan should be completed early in the campaign cycle to consider best practices and identify and prevent inequities in the policy adopted.

Commented [A34]: This activity is to organize community members to participate.

Funded project staff may only testify in public hearings if requested to do so, in-writing, and they may not advocate for a yes or no vote on a policy.

Commented [A35]: The training activity in this Policy Objective is to focus on specific subject matter areas related to secondhand smoke. The training activity in the Asset Objective focuses on increasing capacity and knowledge of organizational partners and volunteers on more general skill-based training topics.

Prescribed Scope of Work

	community. Training topics may include, but are not limited to: topics and talking points related to the objective, including current and emerging tobacco-related issues, health disparities, environmental justice, secondhand/thirdhand smoke, electronic smoking devices, tobacco industry tactics, etc.
Intervention Category:	Training/Technical Assistance Activities
Copyright:	No
Program Deliverable Percentage:	Applicant to Update
Start Date Period:	Applicant to Update
Completion Date Period:	Applicant to Update
Tracking Measures:	**Measure** **Submit** Training Materials Yes Log - Trainings Yes
Responsible Parties: Applicant to Provide	**Responsible Party** **Budget Type**
Activity X.11.X	
Activity:	Provide [# RANGE] instances of technical assistance (TA) on issues related to policy education, adoption, implementation and sustainability to community partners, decision makers, those who will be tasked with enforcement, etc. TA will be provided using [INSERT METHODS, E.G. IN-PERSON, BY PHONE/VIRTUAL MEETING, EMAIL, ETC.].
Intervention Category:	Training/Technical Assistance Activities
Copyright:	No
Program Deliverable Percentage:	Applicant to Update
Start Date Period:	Applicant to Update
Completion Date Period:	Applicant to Update
Tracking Measures:	**Measure** **Submit** Log – Technical Assistance Yes
Responsible Parties: Applicant to Provide	**Responsible Party** **Budget Type**

Commented [A36]: 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.

Evaluation Activity Plan

Activity X-E-X	**Key Informant Interview**
Evaluation Activity:	To inform project staff about the background, goals, and directions of a community and the decision makers (and/or their staff if unavailable) who have the power to enact policies, conduct interviews with key informants who can provide insights into their community, and their own priorities. Develop or adapt key informant interview questions in consultation with the Tobacco Control Evaluation Center (TCEC) (OR EXPLAIN HOW IT WILL BE DEVELOPED OR ADAPTED FROM PREVIOUS WORK OR OTHER SOURCES), pilot test it, and revise as needed for field use. Conduct [# RANGE] (per jurisdiction) telephone and/or in-person interviews with [insert TYPES OF PEOPLE/ ORGANIZATIONS] to determine effective

Commented [A37]: Key Informant Interviews (KIIs) are strongly encouraged for projects that have not engaged with policymakers in their selected jurisdictions within the past 1-2 years to evaluate their thoughts on tobacco issues and readiness for policy, systems, and environmental change.

If an Applicant has KII results (from their own work or a partner's work) for the selected jurisdiction within the past 1-2 years, this activity may be deleted. A summary of the past results must be included in the Objective's Community Assessment Analysis and a justification as to why the interviews are not needed in the Evaluation Summary Narrative.

Prescribed Scope of Work

	approaches/tactics, identify points of view, anticipate facilitators and barriers to adopting or implementing [TYPE OF POLICY OR ACTION]. Each interview will be approximately [# DURATION] minutes in length. Qualitative analysis of interview results will be used to summarize and report interview findings. Findings will be shared with data sources and [AUDIENCES] used to [how lessons learned will be UTILIZED]. (If Data Collection TRAINING is selected) Data collection training will be provided to [# RANGE] of data collectors, who will be surveyed before and after the training to assess their preparedness.
Purpose of Data Collection:	Process
Waves of Data Collection:	Applicant to Update
Data Collection Period(s):	
Begin/End Periods - Wave 1:	Applicant to Update
Data Collection Training:	Applicant to Update
Copyright:	Yes
Program Deliverable Percentage:	Applicant to Update
Tracking Measures:	**Measure** — **Submit** DMKII Instrument — Yes DMKII Summary Report — Yes Training Materials — Yes
Responsible Parties: Applicant to Provide	**Responsible Party** **Budget Type**
Activity X-E-X	**Observation Data**
Evaluation Activity:	To document the extent of the problem and confirm smoke-free policy implementation, [DESCRIBE WAVES, e.g. conduct two waves (a baseline observation and at least one post-implementation observation)] of multi-unit housing and outdoor spaces (e.g. parks, sidewalks, outdoor dining spaces, recreational areas, etc.) using [MODE: e.g., pen-to-paper or with mobile device]. Develop or adapt data collection instrument and protocol in consultation with the Tobacco Control Evaluation Center (TCEC) (or explain how it will be developed or adapted from previous work or other sources), pilot test it, and revise as needed for field use. The instrument will collect observations of the type and features of site, date and time of day, weather, the presence of smokers and tobacco litter, butt receptacles, and smoke-free signage. The activity protocol may or may not include litter clean up. Observation sites will be selected from a list of outdoor areas in comparison and intervention groups with [SCREENING CHARACTERISTICS] each target jurisdiction using a [SAMPLING METHOD] for a sample size of [# RANGE in each jurisdiction and comparison community for a total of #]. Data collectors will be recruited, trained and assessed for readiness [HOW ASSESSED] to administer instrument protocols. Descriptive statistics and/or photo content analysis will be used to analyze and summarize the data. Findings will be disseminated with [AUDIENCES] in [FORMATS] and used to [how lessons learned will be UTILIZED].

Commented [A38]: Data collection training is needed if volunteers/community members will be recruited to assist with data collection (strongly encouraged). If staff will complete the data collection, a formal training may not be needed, and this paragraph may be deleted from the activity. Please remove "Training Materials" from Tracking Measures below if this is the case.

Commented [A39]: If the Applicant has previously conducted Observation Data in the jurisdiction, this activity may be 1) deleted, with the previous data highlighted in the Community Assessment Narrative and justification provided in the Evaluation Summary Narrative, or 2) modified to focus on a second wave or post-adoption wave of data collection.

Prescribed Scope of Work

	(If Data Collection TRAINING is selected) Data collection training will be provided to [# RANGE] of data collectors, who will be surveyed before and after the training to assess their preparedness.
Purpose of Data Collection:	Process
Waves of Data Collection:	Applicant to Update
Data Collection Period(s):	
Begin/End Periods - Wave 1:	Applicant to Update
Begin/End Periods - Wave 2:	Applicant to Update
Data Collection Training:	Applicant to Update
Copyright:	Yes
Program Deliverable Percentage:	Applicant to Update
Tracking Measures:	**Measure** / **Submit** Observation Instrument: Yes Observation Protocol: Yes Observational Survey Dataset: Yes Training Materials: Yes
Responsible Parties: Applicant to Provide	**Responsible Party** / **Budget Type**

Activity X-E-X (REQUIRED)	**Policy Record**
Evaluation Activity:	To inform staff about policymaker support/opposition, key issues raised by policymakers and staff, and other insights from public policy meetings about [TOPIC], complete a comprehensive policy record review for each target jurisdiction. Policy record reviews should begin within the first six months during the period the project is engaged in the jurisdiction, updated regularly and submitted with each progress report through policy adoption. Signed policies will be submitted in the progress report after a final vote has occurred.
Purpose of Data Collection:	Process
Waves of Data Collection:	1
Data Collection Period(s):	
Begin/End Periods – Wave 1:	05/23 – 12/23 to 01/25 – 06/25
Data Collection Training:	Applicant to Update
Copyright:	Yes
Program Deliverable Percentage:	Applicant to Update
Tracking Measures:	**Measure** / **Submit** Decision Maker Background: Yes Document Review Summary: Yes Signed Policy: Yes
Responsible Parties: Applicant to Provide	**Responsible Party** / **Budget Type**

Commented [A40]: Data collection training is needed if volunteers/community members will be recruited to assist with data collection (strongly encouraged). If staff will complete the data collection, a formal training may not be needed, and this paragraph may be deleted from the activity. Please remove "Training Materials" from Tracking Measures below if this is the case.

Commented [A41]: Waves refer to two or more rounds of data collection conducted in the same manner among the same population of interest at different specified points in time. Collecting multiple waves of data allows the project to measure progression and change over time (but is not required). The most common example of this is the pre- and post-design where data are collected both before and after an intervention has been implemented. Projects should indicate how often they intend to collect data by indicating the number of Waves, and the Begin/End Periods of each Wave. For more information, please see the Tobacco Control Evaluation Center's evaluation guide: https://tobaccoeval.ucdavis.edu/evaluation-guide

Commented [A42]: This activity is required for every Policy Objective. Policy Record Reviews are background research on the community, an assessment of potential policy readiness, research on policymakers, and ongoing tracking and documentation of issues from the start of the project through policy passage and implementation.

Prescribed Scope of Work

Activity X-E-X	**Public Intercept Survey / Opinion Poll**
Evaluation Activity:	To improve staff understanding of community knowledge, attitudes, and perceptions regarding [TOPICS] a public intercept survey will be conducted with [# RANGE in each jurisdiction for a total of #] of [POPULATION OF INTEREST]. A convenience sample of the general public will be surveyed at [LOCATIONS] using a mobile device. The survey and protocol will be developed in consultation from the Tobacco Control Evaluation Center (or another source). This [pre-, post-, or pre-and post-] measurement will be conducted in [# WAVES] before and after [INTERVENTION]. Surveys will be conducted by [PERSONNEL and screening characteristics] will be recruited, trained and assessed for readiness [HOW ASSESSED] to administer instrument protocols. Data will be analyzed using descriptive statistics and inferential statistics to document support/opposition to policy strategies, knowledge, awareness, beliefs, and demographic information provided by survey participants. Results will be shared with program staff, data sources, and other stakeholders to inform next steps and improve interventions. (If Data Collection TRAINING is selected) Data collection training will be provided to [# RANGE] of data collectors, who will be surveyed before and after the training to assess their preparedness.
Purpose of Data Collection:	Process
Waves of Data Collection:	Applicant to Update
Data Collection Period(s):	
Begin/End Periods – Wave 1:	Applicant to Update
Data Collection Training:	Applicant to Update
Copyright:	Yes
Program Deliverable Percentage:	Applicant to Update
Tracking Measures:	**Measure** — **Submit** Public Opinion Survey Dataset — On File Public Opinion Survey Instrument — Yes Public Opinion Survey Protocol — Yes Public Opinion Survey Report — Yes
Responsible Parties: Applicant to Provide	**Responsible Party** — **Budget Type**
Activity X-E-X (REQUIRED)	**Final Evaluation Report**
Evaluation Activity:	To document the project's organizational history, learn from past efforts, and share strategies with other projects, complete one final evaluation report. For this objective, *Tell Your Story* reporting guidelines from the Tobacco Control Evaluation Center (TCEC) will be used to write a report that documents what your project was trying to achieve, how the project went about it, what happened as a result, what the project would do differently next time. With the report, create a roadmap of your approach by describing tactics used and to what effect, support/opposition encountered, and how challenges and barriers were addressed. Explain how activities built upon each other and how evaluation supported or informed the work. State how you tailored strategies and approaches

Commented [A43]: Data collection training is needed if volunteers/community members will be recruited to assist with data collection (strongly encouraged). If staff will complete the data collection, a formal training may not be needed, and this paragraph may be deleted from the activity. Please remove "Training Materials" from Tracking Measures below if this is the case.

Commented [A44]: The required Final Evaluation Report (FER) 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 FER is submitted with the final progress report, due on June 30, 2025 and may not be deleted from the SOW.

Prescribed Scope of Work

	to your target audiences. Use content analysis, descriptive and inferential statistics, and data visualization to analyze and summarize findings. Identify and assess key activities that were crucial to the effort in the report conclusions. Draw specific, concrete recommendations for future work from report findings. Explain how evaluation results were shared with data sources and other stakeholders in appropriate formats. Complete an abstract for the report.
Methods to Disseminate Findings:	Applicant to Provide
Other Dissemination Methods:	Applicant to Provide
Study Limitations or Challenges:	Applicant to Provide
Copyright:	Yes
Program Deliverable Percentage:	Applicant to Update
Activity Start Date Period:	01/25 – 06/25
Activity Completion Date Period:	01/25 – 06/25
Tracking Measures:	**Measure** **Submit** Final Evaluation Report (FER) Yes
Responsible Parties: Applicant to Provide	**Responsible Party** **Budget Type**

Narrative Summary

Community Assessment Analysis:	Applicant to Provide
Major Intervention Activities:	Applicant to Provide
Theory of Change:	The theory of change for this comprehensive secondhand-smoke campaign is Diffusion of Innovation Theory. This premise allows for new ideas, products, and social practices to spread within an organization, community, or society, or from one society to another. This theory is important in building momentum toward a tobacco endgame and gaining community support of comprehensive secondhand smoke-policies that will create a vision for all California communities to be free of secondhand and thirdhand smoke and tobacco industry influence. Innovators and early adopters will pave the way for the rest of the state to take a comprehensive approach to creating smoke-free spaces for all communities, and similar policies will spread throughout the rest of the state and may ultimately result in a statewide policy.
Evaluation Summary Narrative:	Applicant to Provide

Objective B – Tobacco Retail Availability Objective (select A and/or B)

Objective Overview

Objective:	By June 30, 2025, at least [INSERT #] jurisdictions in [INSERT JURISDICTIONS] will adopt and implement either a policy that eliminates the sale of all tobacco products,

Commented [A45]: The Community Assessment Analysis defines the problem the Objective is trying to solve. This includes providing data to support the intervention.

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

Commented [A46]: 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. If any intervention activities from the prescribed scope of work are deleted, provide justification here.

Commented [A47]: 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. If any evaluation activities from the prescribed scope of work are deleted, provide justification here.

Prescribed Scope of Work

or a comprehensive tobacco retail licensing policy that requires tobacco retailers to obtain a license to sell tobacco products, includes elimination of flavored and menthol tobacco sales, a minimum retail sale price for tobacco products set in conjunction with minimum package/volume size, restrictions on the redemption of coupons or other discounts on tobacco products, and designates a portion of the annual licensing fee ensure adequate enforcement of the policy. The policy will exclude any provision that criminalizes a person for the purchase, use, or possession of tobacco products.

Objective ID: 3

Primary Priority Area: (3) Reduce the Availability of Tobacco

Secondary Priority Area: (3) Reduce the Availability of Tobacco

Is this a primary objective? Yes

Evaluation Plan Type: Legislated Policy – Adoption and Implementation

Target Audience: **Audience Group**

- Adults 18 years and older
- Advocates
- Coalitions
- Elected Officials
- Enforcement Agencies
- Tobacco Retailers

General Population Groups

- Multi-ethnic

Intervention Jurisdiction(s): Applicant to Provide

Commented [A48]: Objectives that include pre- and post-policy data collection will be Legislated Policy – Adoption and Implementation. If tailoring evaluation activities to only collect pre-policy data (e.g. most KIIs) or only post-policy data (e.g. Observation data six months post-policy), this should be adjusted. See the "PROCESS vs. OUTCOME EVALUATION" section of the California Tobacco Evaluation Guide for additional guidance.

Commented [A49]: Applicants should update the General Population Groups field by selecting the priority population(s) of focus with whom they intend to work.

Indicator(s)

Primary

3.2.1 **Tobacco Retail Licensing**: The number of jurisdictions with a policy requiring retailers that sell, give, or furnish tobacco products to be licensed, designate a portion of the license fee for enforcement, prohibit police harassment of persons who purchase, use or possess tobacco, and exclude any provision that criminalizes a person for the purchase, use, or possession of tobacco products. (CORE)

Secondary

3.2.17 **No Sale of Tobacco Products**: The number of jurisdictions with a policy prohibiting the sale and distribution of any tobacco products or emerging nicotine products not approved by the Food and Drug Administration (FDA) for cessation purposes (CORE)

Intervention Topic(s)

- Endorsements Collected
- Key Informant Interviews
- Materials Development
- Materials Testing
- Observational Survey
- Policy Record
- Policy/System Change Training
- Priority Population Organizations Collaboration
- Public Intercept Surveys

Prescribed Scope of Work

- Young Adult Tobacco Purchase Survey

Intervention Activity Plan

Activity X.2.X

Activity:	[CONDUCT/ATTEND] [# RANGE] community engagement events or meetings. Participants will be [INSERT DESCRIPTION OF PARTICIPANTS]. Participants will be [INSERT RECRUITMENT METHODS OR AUDIENCES such as existing relationships, partner organization's followers, social media networks, etc.]. Participants will be asked to [INSERT INTENDED ACTIONS OR ACTIVITIES FOR PARTICIPANTS].
Intervention Category:	Community Education Activities
Copyright:	No
Program Deliverable Percentage:	Applicant to Update
Start Date Period:	Applicant to Update
Completion Date Period:	Applicant to Update
Tracking Measures:	**Measure** / **Submit** Event Materials / Yes Log – Recruitment / Yes Sign-in Sheet / On File
Responsible Parties: Applicant to Provide	**Responsible Party Budget Type**

Commented [A50]: This activity is broadly written to accommodate any community education activities, adaptable to the needs of the community.

Activity X.2.X

Activity:	Conduct [# RANGE] educational presentations to [# RANGE] participants. Presentations will be made to community groups identified in the Midwest Academy Strategy Chart (MASC) planning process as potential supporters for the objective. Provide a sample and request a policy endorsement/letter of support from community group(s) at each presentation.
Intervention Category:	Community Education Activities
Copyright:	No
Program Deliverable Percentage:	Applicant to Update
Start Date Period:	Applicant to Update
Completion Date Period:	Applicant to Update
Tracking Measures:	**Measure** / **Submit** Copy of Endorsements/Letter of Support / On File Log - Presentations / Yes Presentation Materials / Yes Sample Letter of Support or Endorsement / Yes
Responsible Parties: Applicant to Provide	**Responsible Party Budget Type**

Commented [A51]: Once the MASC is completed, this activity will guide outreach to identified community partners and support the tactics selected.

Prescribed Scope of Work

Activity X.3.X	
Activity:	In consultation with statewide grantees and local partners, [DEVELOP/UPDATE/ADAPT] [# RANGE] new [INSERT MATERIAL TOPIC AND ITEM] or adapt existing materials [DESCRIBE ADAPTATION, e.g. translate existing material into new language, format an urban-themed material for a rural population] that will be disseminated by [DESCRIBE DISSEMINATION]. Chosen audiences will include [INSERT AUDIENCES] and consumer testing with these audiences is required. Develop the testing instrument and protocol, pilot test it, and revise as needed for field use. Conduct a minimum of [METHOD + SAMPLE SIZE. CHOOSE FROM: TWO FOCUS GROUPS WITH 5-10 PEOPLE EACH, 5-8 KEY INFORMANT INTERVIEWS, OR ONE INTERCEPT OR ONLINE SURVEY WITH 8-10 PARTICIPANTS, SPECIFY SAMPLE SIZE CHARACTERISTICS] 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:	Applicant to Update
Start Date Period:	Applicant to Update
Completion Date Period:	Applicant to Update
Tracking Measures:	**Measure** / **Submit** Consumer Testing Summary Report: Yes Consumer Testing Instrument: Yes Materials Developed: Yes MatTrack Submission Verification: Yes
Responsible Parties: Applicant to Provide	**Responsible Party Budget Type**

Commented [A52]: Before including this activity, review the library of existing educational materials at www.TECC.org. Only retain this activity if new materials will be created and consumer tested.

Activity X.7.X (REQUIRED)	
Activity:	Conduct at least [INSERT #] strategic planning session(s) for each jurisdiction the project is considering policy work within, with community partners and stakeholders for 3-6 hours, to complete the Midwest Academy Strategy Chart (MASC) which will identify short, intermediate, and long-term goals, organizational considerations, constituents, allies, opponents, decision makers, and tactics to create a plan for [INSERT GOAL/OBJECTIVE]. Consult with appropriate statewide partners and review existing trainings to prepare for and facilitate the strategic planning session(s). Update and submit each jurisdiction's MASC regularly throughout each policy campaign to adapt to new information as it is revealed.
Intervention Category:	Policy Activities
Copyright:	No
Program Deliverable Percentage:	Applicant to Update

Commented [A53]: All Scopes of Work are supported by a detailed MASC that identifies the most useful tactics as determined by the community. The MASC should be updated regularly and submitted throughout the duration of the grant.

If an Applicant has already worked in the community/ies proposed and has an existing MASC, an updated chart must still be submitted in the first six month progress report and subsequently with any updates.

Prescribed Scope of Work

Start Date Period:	Applicant to Update
Completion Date Period:	Applicant to Update
Tracking Measures:	**Measure** **Submit** Updated MASC Yes Meeting Materials Yes
Responsible Parties: Applicant to Provide	**Responsible Party Budget Type**

Activity X.7.X (REQUIRED)

Activity:	Prior to the policy adoption, develop a Policy Implementation Plan to facilitate compliance with the new policy(s) for each jurisdiction. Coordinate and collaborate with [INSERT NAMES OF GROUPS] to develop an implementation and enforcement plan for [DESCRIBE TYPE OF POLICY IN OBJECTIVE] by participating in [DESCRIBE COORDINATION/COLLABORATION METHODS, E.G., CONFERENCE CALLS, LOCAL AND REGIONAL COALITION MEETINGS, WORKGROUP]. Ensure the implementation plan is prepared ahead of policy adoption and is updated as needed.
Intervention Category:	Policy Activities
Copyright:	No
Program Deliverable Percentage:	Applicant to Update
Start Date Period:	Applicant to Update
Completion Date Period:	Applicant to Update
Tracking Measures:	**Measure** **Submit** Policy Implementation Plan Yes
Responsible Parties: Applicant to Provide	**Responsible Party Budget Type**

Commented [A54]: A Policy Implementation Plan should be completed early in the campaign cycle to consider best practices and identify and prevent inequities in the policy adopted.

Activity X.7.X

Activity:	Facilitate participation of [# RANGE] of volunteers, members of the public and stakeholders representing [LIST TYPES OF REPRESENTATION] to present at meetings of decision makers in each chosen jurisdiction to educate them about [DESCRIBE THE CONTENT OR TOPIC(S) OF THE EDUCATION]. Project staff will only present in public forums (e.g., city council, board of supervisor meetings) if invited to do so formally, in-writing, by decision makers' offices.
Intervention Category:	Policy Activities
Copyright:	No
Program Deliverable Percentage:	Applicant to Update
Start Date Period:	Applicant to Update
Completion Date Period:	Applicant to Update
Tracking Measures:	**Measure** **Submit** Formal Requests to Speak (if any) On File

Commented [A55]: This activity is to organize community members to participate.

Funded project staff may only testify in public hearings if requested to do so, in-writing, and they may not advocate for a yes or no vote on a policy.

Prescribed Scope of Work

	Log – Meetings Yes
Responsible Parties: Applicant to Provide	**Responsible Party Budget Type**

Activity X.11.X	
Activity:	Conduct [# RANGE] trainings for approximately [# RANGE] volunteers and collaborative partners to increase their knowledge on tobacco-related issues in the community. Training topics may include, but are not limited to: topics and talking points related to the objective, including current and emerging tobacco-related issues, health disparities, electronic smoking devices, tobacco products, retail licensing, zoning and sale, tobacco industry tactics, etc.
Intervention Category:	Training/Technical Assistance Activities
Copyright:	No
Program Deliverable Percentage:	Applicant to Update
Start Date Period:	Applicant to Update
Completion Date Period:	Applicant to Update
Tracking Measures:	**Measure** **Submit** Log - Trainings Yes Training Materials Yes
Responsible Parties: Applicant to Provide	**Responsible Party Budget Type**

Activity X.11.X	
Activity:	Provide [# RANGE] instances of technical assistance (TA) on issues related to policy education, adoption, implementation and sustainability to community partners, policymakers, those who will be tasked with enforcement, etc. TA will be provided using [INSERT METHODS, E.G. IN-PERSON, BY PHONE/VIRTUAL MEETING, EMAIL, ETC.].
Intervention Category:	Training/Technical Assistance Activities
Copyright:	No
Program Deliverable Percentage:	Applicant to Update
Start Date Period:	Applicant to Update
Completion Date Period:	Applicant to Update
Tracking Measures:	**Measure** **Submit** Log – Technical Assistance Yes
Responsible Parties: Applicant to Provide	**Responsible Party Budget Type**

Evaluation Activity Plan	
Activity X-E-X	**Key Informant Interview**

Commented [A56]: The training activity in this Policy Objective is to focus on specific subject matter areas related to tobacco retail licensing. The training activity in the Asset Objective focuses on increasing capacity and knowledge of organizational partners and volunteers on more general skill-based training topics.

Commented [A57]: 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.

Commented [A58]: Key Informant Interviews (KIIs) are strongly encouraged for projects that have not engaged with policymakers in their selected jurisdictions within the past 1-2 years to evaluate their thoughts on tobacco issues and readiness for policy, systems, and environmental change.

If an Applicant has KII results (from their own work or a partner's work) for the selected jurisdiction within the past 1-2 years, this activity may be deleted. A summary of the past results must be included in the Objective's Community Assessment Analysis and a justification as to why the interviews are not needed in the Evaluation Summary Narrative.

Prescribed Scope of Work

Evaluation Activity:	To inform project staff about the background, goals, and directions of a community and the decision makers (and/or their staff if unavailable) who have the power to enact policies, conduct interviews with key informants who can provide insights into their community, and their own priorities. Develop or adapt key informant interview questions in consultation with the Tobacco Control Evaluation Center (TCEC) (OR EXPLAIN HOW IT WILL BE DEVELOPED OR ADAPTED FROM PREVIOUS WORK OR OTHER SOURCES), pilot test it, and revise as needed for field use. Conduct [# RANGE] (per jurisdiction) telephone and/or in-person interviews with [insert TYPES OF PEOPLE/ ORGANIZATIONS] to determine effective approaches/tactics, identify points of view, anticipate facilitators and barriers to adopting or implementing [TYPE OF POLICY OR ACTION]. Each interview will be approximately [# DURATION] minutes in length. Qualitative analysis of interview results will be used to summarize and report interview findings. Findings will be shared with data sources and [AUDIENCES] used to [how lessons learned will be UTILIZED]. (If Data Collection TRAINING is selected) Data collection training will be provided to [# RANGE] of data collectors, who will be surveyed before and after the training to assess their preparedness.
Purpose of Data Collection:	Process
Waves of Data Collection:	Applicant to Update
Data Collection Period(s):	
Begin/End Periods - Wave 1:	Applicant to Update
Data Collection Training:	Applicant to Update
Copyright:	Yes
Program Deliverable Percentage:	Applicant to Update
Tracking Measures:	**Measure** — **Submit** DMKII Instrument — Yes DMKII Summary Report — Yes Training Materials — Yes
Responsible Parties: Applicant to Provide	**Responsible Party** — **Budget Type**
Activity X-E-X (REQUIRED)	**Policy Record**
Evaluation Activity:	To inform staff about policymaker support/opposition, key issues raised by policymakers and staff, and other insights from public policy meetings about [TOPIC], complete a comprehensive policy record review for each target jurisdiction. Policy record reviews should begin within the first six months during the period the project is engaged in the jurisdiction, updated regularly and submitted with each progress report through policy adoption. Signed policies will be submitted in the progress report after a final vote has occurred.
Purpose of Data Collection:	Process
Waves of Data Collection:	1
Data Collection Period(s):	

Commented [A59]: Data collection training is needed if volunteers/community members will be recruited to assist with data collection (strongly encouraged!). If staff will complete the data collection, a formal training may not be needed, and this paragraph may be deleted from the activity. Please remove "Training Materials" from Tracking Measures below if this is the case.

Commented [A60]: This activity is required for every Policy Objective. Policy Record Reviews are background research on the community, an assessment of potential policy readiness, research on policymakers, and ongoing tracking and documentation of issues from the start of the project through policy passage and implementation.

Prescribed Scope of Work

Begin/End Periods – Wave 1:	05/23 – 12/23 to 01/25 – 06/25
Data Collection Training:	Applicant to Update
Copyright:	Yes
Program Deliverable Percentage:	Applicant to Update
Tracking Measures:	**Measure** / **Submit** Decision Maker Background: Yes Document Review Summary: Yes Signed Policy: Yes
Responsible Parties: Applicant to Provide	**Responsible Party** / **Budget Type**
Activity X-E-X	**Public Intercept Survey / Opinion Poll**
Evaluation Activity:	To improve staff understanding of community knowledge, attitudes, and perceptions regarding [TOPICS] a public intercept survey will be conducted with [# RANGE in each jurisdiction for a total of #] of [POPULATION OF INTEREST]. A convenience sample of the general public will be surveyed at [LOCATIONS] using a mobile device. The survey and protocol will be developed in consultation from the Tobacco Control Evaluation Center (or another source). This [pre-, post-, or pre-and post-] measurement will be conducted in [# WAVES] before and after [INTERVENTION]. Surveys will be conducted by [PERSONNEL and screening characteristics] will be recruited, trained and assessed for readiness [HOW ASSESSED] to administer instrument protocols. Data will be analyzed using descriptive statistics and inferential statistics to document support/opposition to policy strategies, knowledge, awareness, beliefs, and demographic information provided by survey participants. Results will be shared with program staff, data sources, and other stakeholders to inform next steps and improve interventions. (If Data Collection TRAINING is selected) Data collection training will be provided to [# RANGE] of data collectors, who will be surveyed before and after the training to assess their preparedness.
Purpose of Data Collection:	Process
Waves of Data Collection:	Applicant to Update
Data Collection Period(s):	
Begin/End Periods – Wave 1:	Applicant to Update
Data Collection Training:	Applicant to Update
Copyright:	Yes
Program Deliverable Percentage:	Applicant to Update
Tracking Measures:	**Measure** / **Submit** Public Opinion Survey Dataset: On File Public Opinion Survey Instrument: Yes Public Opinion Survey Protocol: Yes Public Opinion Survey Report: Yes

Commented [A61]: Data collection training is needed if volunteers/community members will be recruited to assist with data collection (strongly encouraged!). If staff will complete the data collection, a formal training may not be needed, and this paragraph may be deleted from the activity. Please remove "Training Materials" from Tracking Measures below if this is the case.

Prescribed Scope of Work

Responsible Parties: Applicant to Provide	**Responsible Party** **Budget Type**
Activity X-E-5	**Young Adult Tobacco Purchase Survey**
Evaluation Activity:	To document the extent of illegal sales of tobacco/vaping products to young adults and/or to confirm compliance with tobacco retail license policy provisions and/or other local/state retail laws (e.g., posting age-of-sale warning sign, self-service display), conduct [DESCRIBE WAVES, e.g. conduct two waves (a baseline observation and at least one post-implementation observation)] Young Adult Tobacco Purchase survey of [# RANGE in each jurisdiction for a total of #] tobacco/vape retailers in each target jurisdiction. The California Tobacco Control Program's Young Adult Tobacco Purchase Survey (YATPS) Protocol will be used. Data collectors [PERSONNEL and screening CHARACTERISTICS] will be recruited, trained, and assessed for readiness [HOW ASSESSED] to administer instrument protocols. Selected from a list of tobacco/vape retailers operating in the jurisdiction [obtained from SOURCE], onsite inspections will be conducted with a [SAMPLING METHOD] sample of stores in the community [INSERT NAMES of communities]. Descriptive and inferential statistics will be used to analyze and summarize the data. [PRE-/POST-DATA] will be compared to measure any trends. Findings will be disseminated with [AUDIENCES] in [FORMATS] and used to [how lessons learned will be UTILIZED]. (If Data Collection TRAINING is selected) Data collection training will be provided to [# RANGE] of data collectors, who will be surveyed before and after the training to assess their preparedness.
Type of Tobacco Product to be Purchased:	Cigarettes Electronic Smoking Devices Hookah Large Cigars
Other Product to be Purchased:	Other – Nicotine Pouches
Age of Decoys:	18,19
Survey Protocol:	Standard (consummated)
Other Protocol:	
Will citations or warnings be issued to retailers or clerks who sell tobacco to minors for inspections that are part of the tobacco products sale survey?:	No
Purpose of Data Collection:	Process
Waves of Data Collection:	Applicant to Update
Data Collection Period(s):	

Commented [A62]: The YATPS is an evaluation tool to identify underage sales issues in your community and an engagement activity for young adults. Please see the Tobacco Control Evaluation Center's Evaluation Guide: YATPS for more information.

Commented [A63]: Data collection training is needed if volunteers/community members will be recruited to assist with data collection (strongly encouraged). If staff will complete the data collection, a formal training may not be needed, and this paragraph may be deleted from the activity. Please remove "Training Materials" from Tracking Measures below if this is the case.

Commented [A64]: Please refer to the protocol for information about Decoy Age.

Commented [A65]: If "Consummated Buys" are selected in the OTIS Activity, the Applicant should ensure there are dollars allocated to complete buys in the budget.

Commented [A66]: Citations may only be issued after a policy is in place and by an enforcement agency with the authority to do so. CTCP-funded projects cannot issue citations or warnings.

Commented [A67]: See note above for Objective A, Activity X-E-X
Observation Data for information about selecting Process vs. Outcome here.

Commented [A68]: Waves refer to two or more rounds of data collection conducted in the same manner among the same population of interest at different specified points in time. Collecting multiple waves of data allows the project to measure progression and change over time. The most common example of this is the pre- and post-design where data are collected both before and after an intervention has been implemented. Projects should indicate how often they intend to collect data by indicating the number of Waves, and the Begin/End Periods of each Wave.

For more information, please see the Tobacco Control Evaluation Center's evaluation guide: https://tobaccoeval.ucdavis.edu/evaluation-guide

Prescribed Scope of Work

Begin/End Periods – Wave 1:	Applicant to Update
Data Collection Training:	Applicant to Update
Copyright:	Yes
Program Deliverable Percentage:	Applicant to Update
Tracking Measures:	**Measure** — **Submit** Training Materials — Yes Young Adult Purchase Survey Dataset — On File Young Adult Purchase Survey Protocol — Yes Young Adult Purchase Survey Tool — Yes Young Adult Purchase Survey Report — Yes
Responsible Parties: Applicant to Provide	**Responsible Party** **Budget Type**
Activity X-E-X (REQUIRED)	**Final Evaluation Report**
Evaluation Activity:	To document the project's organizational history, learn from past efforts, and share strategies with other projects, complete one final evaluation report. For this objective, *Tell Your Story* reporting guidelines from the Tobacco Control Evaluation Center (TCEC) will be used to write a report that documents what your project was trying to achieve, how the project went about it, what happened as a result, what the project would do differently next time. With the report, create a roadmap of your approach by describing tactics used and to what effect, support/opposition encountered, and how challenges and barriers were addressed. Explain how activities built upon each other and how evaluation supported or informed the work. State how you tailored strategies and approaches to your target audiences. Use content analysis, descriptive and inferential statistics, and data visualization to analyze and summarize findings. Identify and assess key activities that were crucial to the effort in the report conclusions. Draw specific, concrete recommendations for future work from report findings. Explain how evaluation results were shared with data sources and other stakeholders in appropriate formats. Complete an abstract for the report.
Methods to Disseminate Findings:	Applicant to Provide
Other Dissemination Methods:	Applicant to Provide
Study Limitations or Challenges:	Applicant to Provide
Copyright:	Yes
Program Deliverable Percentage:	Applicant to Update
Activity Start Date Period:	01/25 – 06/25
Activity Completion Date Period:	01/25 – 06/25
Tracking Measures:	**Measure** **Submit**

Commented [A69]: The required Final Evaluation Report (FER) 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 FER is submitted with the final progress report, due on June 30, 2025 and may not be deleted from the SOW.

Prescribed Scope of Work

	Final Evaluation Report (FER) Yes
Responsible Parties: Applicant to Provide	**Responsible Party** **Budget Type**

Narrative Summary

Community Assessment Analysis:	Applicant to Provide
Major Intervention Activities:	Applicant to Provide
Theory of Change:	The theory of change for this comprehensive retail campaign is Diffusion of Innovation Theory. This premise allows for new ideas, products, and social practices to spread within an organization, community, or society, or from one society to another. This theory is important in building momentum toward a tobacco endgame and gaining community support of comprehensive tobacco retail policies that will create a vision for all California communities to be free of tobacco products and tobacco industry influence. With enough community support, strong policies will be adopted reducing tobacco product availability for all community members while shortening the gap in tobacco-related disparities. Innovators and early adopters will pave the way for the rest of the state to take a comprehensive approach to restricting the availability of tobacco products for all communities, and similar policies will spread throughout the rest of the state and may ultimately result in a statewide policy.
Evaluation Summary Narrative:	Applicant to Provide

Cessation Policy Support Activities

Intervention Activity Plan

Activity C-6-X

Activity:	Create or adapt cessation-related social media posts from the Centers for Disease Control and Prevention, California Tobacco Control Program, Kick It California, or other CTCP partners and post a minimum of [# RANGE] messages on social media platforms such as Facebook, Instagram, Twitter, YouTube or other appropriate site per year to motivate quitting and increase awareness about tobacco cessation support services. Coordinate placement with policy campaigns and events such as the Great American Smokeout, Take Down Tobacco Day, etc.
Copyright:	No
Program Deliverable Percentage:	Applicant to Update
Start Date Period:	Applicant to Update
Completion Date Period:	Applicant to Update
Associated Objectives	Applicant to Provide
Tracking Measures:	**Measure** **Submit** Six-month Cessation Social Media Calendar Submit

Commented [A70]: The Community Assessment Analysis defines the problem the Objective is trying to solve. This includes providing data to support the intervention.

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

Commented [A71]: 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. If any intervention activities from the prescribed scope of work are deleted, provide justification here.

Commented [A72]: 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. If any evaluation activities from the prescribed scope of work are deleted, provide justification here.

Commented [A73]: This activity is specifically for creating a cessation messaging social media plan. Projects are encouraged to prepare messaging and disseminate the messages to local partner social media accounts to achieve greater reach. Posts may be tailored based on the needs of various partners.

Prescribed Scope of Work

Responsible Parties: Applicant to Provide	**Responsible Party** **Budget Type**
Activity C-8-X (REQUIRED)	
Activity:	Promote Kick It California cessation services, including telephone counseling, text, chat, Alexa skill, and website resources on program website, distribution to volunteers and community partners, listserv distribution, and community newsletters.
Copyright:	Yes
Program Deliverable Percentage:	Applicant to Update
Start Date Period:	Applicant to Update
Completion Date Period:	Applicant to Update
Associated Objectives	Applicant to Provide
Tracking Measures:	**Measure** **Submit** Log - Promotion Yes
Responsible Parties: Applicant to Provide	**Responsible Party** **Budget Type**

Commented [A74]: Ensuring cessation resources are disseminated to communities where policy, systems, and change activities are happening is considered an essential part of policy implementation. For this activity, you'll consult local cessation partners and Kick It California for promotional resources to integrate into your activities. This activity is required by the RFA.

Media Activities (OPTIONAL)

Intervention Activity Plan

Activity M-1-X (IF INCLUDED, M-6-X MUST ALSO BE SELECTED)	
Activity:	In collaboration with volunteers and other funded partners within the targeted media market, complete the Communications Plan form in OTIS, which will identify communications objectives, target audiences, locations, messages, the communications tactics (paid advertising, earned media and social media) and key metrics for the media campaign. A completed Communications Plan must be entered into the OTIS Communications Plan prior to using assets from the CTCP Media Library, developing any project-made ads, and/or receiving technical assistance for the plan. The Communications Plan must be updated with final spending.
Copyright:	Yes
Program Deliverable Percentage:	Applicant to Provide
Start Date Period:	Applicant to Provide
Completion Date Period:	Applicant to Provide
Associated Objectives	Applicant to Provide
Tracking Measures:	**Measure** **Submit** Completed Communications Plan On File
Responsible Parties: Applicant to Provide	**Responsible Party** **Budget Type**

Commented [A75]: If proposing earned and/or paid media activities, M-1-X should be selected. Utilizing CTCP's Communications Plan tool, projects will be able to specify the collective media tactics they wish to use after their community has been fully assessed and a strategic plan is completed.

Prescribed Scope of Work

Activity M-2-X	
Activity:	Maintain a tobacco control [INSERT PROGRAM NAME] social media page on [INSERT SOCIAL MEDIA SITES, e.g. Facebook, Twitter, Instagram] in collaboration with volunteers to increase public health communication and engagement with the community members on tobacco control issues. Create a comprehensive six-month calendar of messages, videos, and interactive activities to be promoted that are both culturally- and linguistically-tailored to the community on [TOPICS]. The calendar will identify partner agency contributions. The minimum number of posts for social media each month should follow recommendations in the Tobacco Education Clearinghouse of California's Social Media Toolkit section: "Posting: How Often, When, and What Content?" as appropriate for each social media site. A minimum of 50 percent of the posts each month will be paid/promoted (paid/promoted posts that are not part of a specific policy campaign do not require completion of a Communications Plan).
Copyright:	Yes
Program Deliverable Percentage:	Applicant to Provide
Start Date Period:	Applicant to Provide
Completion Date Period:	Applicant to Provide
Associated Objectives	Applicant to Provide
Tracking Measures:	**Measure** / **Submit** Six-month Social Media Calendar / Submit Social Media Site Analytics Summary / Submit
Responsible Parties: Applicant to Provide	**Responsible Party** / **Budget Type**
Activity M-3-X	
Activity:	Maintain a website for [INSERT TOBACCO PROGRAM NAME] as a central hub for networking, strategizing, and information dissemination, which incorporates current resources including [INSERT DESCRIPTION OF CONTENT, E.G., ADVOCACY CAMPAIGN TOOLS AND INFORMATION; POLICY ENFORCEMENT, MODEL POLICIES AND/OR POLICY DATABASES; FACT SHEETS; CESSATION RESOURCES; LINKS TO PROGRAM SOCIAL MEDIA, PARTNER WEBSITES AND SOCIAL MEDIA; ETC.]. The website will provide a menu/calendar of training and campaign opportunities. Review and update website information [# RANGE] times per year.
Copyright:	Yes
Program Deliverable Percentage:	Applicant to Provide
Start Date Period:	Applicant to Provide
Completion Date Period:	Applicant to Provide
Associated Objectives	Applicant to Provide
Tracking Measures:	**Measure** / **Submit** Completed Communications Plan / On File

Commented [A76]: This activity is optional. If included, the project will fully support active social media pages and strategies to build a robust following and connect them to the scope of work.

Commented [A77]: This activity is optional. A well-supported website can be a useful tool for keeping communities engaged and informed about the work.

Prescribed Scope of Work

Responsible Parties: Applicant to Provide	**Responsible Party** **Budget Type**
Activity M-6-X (REQUIRED IF M-1-X IS INCLUDED)	
Activity:	To inform the volunteers and project staff about opportunities to engage the community and understand how tobacco control is being portrayed in local media, the Tobacco Control Evaluation Center's Media Activity Record tool will be used to track and assess media [TOPICS RELATED TO ALL OBJECTIVES AND JURISDICTIONS IN PLAN] IN [LOCATIONS] to build a formative understanding of how these issues intersect in local media. Research will be conducted using 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, date, and coverage. The number, type, reach, and sentiment (positive/negative/neutral) as well as any project messaging or response taken will be monitored and reported. Data will be used in real time to engage on relevant topics or correct misconceptions. Media Activity Records will be updated continuously so the project benefits from real-time awareness of the news cycle. At the end of each progress report period, data will be analyzed using descriptive statistics and content analysis to assess the media effectiveness at delivering messages, tone of media coverage, support and opposition for the issues and the need for further community education.
Copyright:	Yes
Program Deliverable Percentage:	Applicant to Provide
Start Date Period:	07/22-12/22
Completion Date Period:	01/25-06/25
Associated Objectives	Applicant to Provide
Tracking Measures:	**Measure** **Submit** Media Activity Record Submit
Responsible Parties: Applicant to Provide	**Responsible Party** **Budget Type**

Commented [A78]: This activity is not required unless M-1-X is also selected. The purpose is to monitor local coverage of tobacco-related issues and public opinion and gather insight about potential partners and allies.