American Indian Coordinating Center Prescribed Scope of Work

Procurement Name: CG # 23-10040 American Indian Coordinating Center
Contract Number: Will Be Assigned If Applicant Is Selected
Agency Name: Will Be Populated By Applicant
Project Name: Will Be Populated By Applicant
Project Type: Competitive Grantee
Contract Term: 12/01/2023 – 06/30/2027
Effective Date: 12/01/2023
Plan Version ID: 0.1
Report Generated:

Objective 1

Objective Overview

Objective: By June 30, 2027, the American Indian Coordinating Center (AICC) will implement a system to support California Tobacco Control Program (CTCP)-funded partners by 1) Increasing coordination and connections; 2) Facilitating the exchange of resources and mutual support; 3) Brokering resources from CTCP, Statewide Technical Assistance (TA) Providers, national and other tobacco prevention entities; 4) Providing leadership and advocacy training and support; and 5) Creating and modifying at least 15 educational, outreach and media materials (in collaboration with media subcontractors). Activities will enhance the capacity of CTCP-funded and projects/partners to work and engage with community-based organizations, decision-makers, stakeholders, and local health organizations to promote social change aimed at preventing and reducing tobacco use among the priority population of focus. Eighty-five percent (85%) of projects/partners will "Agree" or "Strongly Agree" that the AICC was very helpful in supporting their project to achieve its policy and system objectives.

Objective ID: 1

Primary Asset: (3.4) **Tailored Educational and Outreach Materials:** The degree our program makes culturally appropriate educational, outreach and media materials easily available and appropriate for the languages and literacy levels of commonly encountered groups in the service area.

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

Is this a primary objective? No

Evaluation Plan Type: Other without Measurable Outcome

Target Audience:

Audience Group

Advocates
Coalitions
Competitive Grantees
Elected Officials
Legislators/Policymakers
Tribes/Tribal Governments

General Population Groups

American Indian/Native American

Intervention Jurisdiction(s): Statewide

Intervention Topic(s)

- Priority Population Organization Collaboration
- Cultural Competency Training
- Policy/System Change Training

Intervention Activity Plan

Activity 1.1.X

Activity:	Regularly connect with the California Tobacco Control Program (CTCP)-funded statewide projects, and other state, regional, and local partners to obtain information, training, and assistance regarding population priorities and capacity needs. Seek additional opportunities to collaborate with funded partners by attending meetings, trainings, conferences, webinars, participation in conference calls, and other opportunities as relevant to the scope of work.
Intervention Category:	Coordination/Collaboration Activities
Copyright:	No
Program Deliverable Percentage:	2.0%
Start Date Period:	12/23-6/24
Completion Date Period:	01/27-06/27
Tracking Measures:	**Measure** **Submit** Log – Collaboration Yes
Responsible Parties: Awardee to update during modification	**Responsible Party** **Budget Type** Program Director/Coordinator Budgeted

Activity 1.1.X

Activity:	Host or facilitate at least two (2) forums annually (in fiscal years 2, 3, and 4) for CTCP-funded projects, stakeholders, and community members to support network collaboration, intersectional work, and community engagement. Forum topics can include, but are not limited to tobacco prevention, education, and implementation strategies for the population of focus; current events/policies affecting the population of focus; and/or the intersection of tobacco prevention and education topics with other public health areas of focus (e.g., adverse childhood experiences, social justice and equity, environmental justice, etc.).
Intervention Category:	Coordination/Collaboration Activities
Copyright:	No
Program Deliverable Percentage:	5.0%
Start Date Period:	7/24-12/24
Completion Date Period:	01/27-6/27
Tracking Measures:	**Measure** **Submit**

	Log - Collaboration Tracking	Yes
	Event Materials	Yes

Responsible Parties: Awardee to update during modification	**Responsible Party**	**Budget Type**
	Program Director/Coordinator	Budgeted

Activity 1.1.X

Activity:	Weekly, log onto Partners to identify upcoming trainings, new information and advocacy campaign tools. Monthly, contribute a minimum of four (4) posts to InfoHub to share information, pose and/or respond to questions. Annually, submit a minimum of one (1) Spotlight On article including significant steps taken, milestones achieved, and barriers encountered throughout the duration of the project term.
Intervention Category:	Coordination/Collaboration Activities
Copyright:	No
Program Deliverable Percentage:	2.0%
Start Date Period:	12/23-6/24
Completion Date Period:	01/27-06/27

Tracking Measures:	**Measure**	**Submit**
	Partner Six-Month Login Report	Yes
	InfoHub Login Report	Yes
	Spotlight On Submission(s)	Yes

Responsible Parties: Awardee to update during modification	**Responsible Party**	**Budget Type**
	Program Director/Coordinator	Budgeted

Activity 1.1.X

Activity:	Participate in activities for the statewide evaluation of funded priority population initiatives as needed. The evaluation may assess the strength of projects' scope of work, changes in readiness for communities to address tobacco policy and system changes, capacity of funded agencies to build diverse partnerships and maintain them, etc. Participation may include completing surveys, interviews, focus groups, sharing data, etc., as needed.
Intervention Category:	Coordination/Collaboration Activities
Copyright:	No

Program Deliverable Percentage:	2.0%
Start Date Period:	12/23-6/24
Completion Date Period:	01/27-06/27
Tracking Measures:	**Measure** **Submit** Log - Participation Yes
Responsible Parties: Awardee to update during modification	**Responsible Party** **Budget Type** Project Director/Coordinator Budgeted

Activity 1.2.X

Activity:	Develop and/or co-author at least ten (10) policy briefs, podcasts, abstracts, manuscripts, statewide presentations, and/or other reports on work completed by the project to enhance CTCP-funded partners' capacity to work and engage with populations.
Intervention Category:	Community Education Activities
Copyright:	No
Program Deliverable Percentage:	~~3.0%~~ **4.0%**
Start Date Period:	12/23-6/24
Completion Date Period:	01/27-06/27
Tracking Measures:	**Measure** **Submit** Log – Submissions/Publications Yes Submission Verifications Yes
Responsible Parties: Awardee to update during modification	**Responsible Party** **Budget Type** Program Director/Coordinator Budgeted

Activity 1.2.X

Activity:	Create and maintain a listserv with contacts, including community-based organizations, local health organizations, and stakeholders within and serving the population of focus. Create and distribute an electronic newsletter to the listserv at least six (6) times per reporting period, which will include information such as upcoming events, community member spotlights, training opportunities, and local campaign updates.
Intervention Category:	Community Education Activities
Copyright:	No
Program Deliverable Percentage:	5.0%
Start Date Period:	12/23-6/24
Completion Date Period:	01/27-06/27
Tracking Measures:	**Measure** / **Submit** Analytics Summary: Yes Copy of Newsletters: Yes Listserv: On File
Responsible Parties: Awardee to update during modification	**Responsible Party** / **Budget Type** Project Director/Coordinator: Budgeted

Activity 1.11.X

Activity:	Provide 50 - 70 instances of technical assistance (TA) and services annually to CTCP-funded and non-CTCP funded projects and partners on all aspects of tobacco education and prevention, public health policy, system, and environmental change and/or culturally specific topics regarding the population of focus. TA and resources will be provided proactively throughout the year and as requested by CTCP-funded projects. Topics will be tracked via the TA log to inform and shape training/affinity group call topics and the ongoing development of relevant tools and resources.
Intervention Category:	Training/Technical Assistance
Copyright:	No
Program Deliverable Percentage:	5.0%
Start Date Period:	12/23-6/24
Completion Date Period:	01/27-06/27
Tracking Measures:	**Measure** / **Submit** Log – Technical Assistance: Yes

Responsible Parties: Awardee to update during modification	**Responsible Party** / **Budget Type** Program Director/Coordinator / Budgeted

Activity 1.7.X	
Activity:	Annually, send individuals to participate in Information and Education (I&E) Days at the State Capitol to educate policymakers about key tobacco control issues.
Intervention Category:	Policy Activities
Copyright:	No
Program Deliverable Percentage:	2.0%
Start Date Period:	12/23-6/24
Completion Date Period:	01/27-06/27
Tracking Measures:	**Measure** / **Submit** Log - Participation / Yes
Responsible Parties: Awardee to update during modification	**Responsible Party** / **Budget Type** Project Director/Coordinator / Budgeted

Evaluation Activity Plan	
Activity 1-E-1	**Education Participant Survey**
Evaluation Activity:	In coordination with the Tobacco Control Evaluation Center (TCEC), develop and administer a survey to CTCP-funded projects/partners to assess satisfaction with training and/or technical assistance, and confidence/preparation to initiate activities to reduce tobacco-related disparities among priority populations. A pen-to-paper or web-based instrument will be used to collect the data. The survey will be administered to a census of all training and technical assistance recipients. The survey results will be analyzed using descriptive statistics such as percentages, frequencies, and means. Analysis of survey results will be used by the project to identify areas of success and opportunities for training improvement.
Purpose of Data Collection:	Process
Waves of Data Collection:	1
Data Collection Period(s):	
Begin/End Periods - Wave 1:	12/23-6/24 to 01/27-06/27
Data Collection Training:	No
Copyright:	Yes
Program Deliverable Percentage:	2.0%

Tracking Measures:	**Measure** **Submit** Survey Instrument Yes Survey Summary Yes
Responsible Parties: Awardee to update during modification	**Responsible Party** **Budget Type** Project Director/Coordinator Budgeted Evaluator Budgeted

Activity 1-E-2	**Other**
Evaluation Activity:	Develop and administer one needs assessment to CTCP-funded projects to solicit feedback and recommendations to guide project activities on topics such as website content, educational materials needed, networking, and training needs. The survey will also assess what project leaders believe are the priorities and challenges within the population of focus regarding tobacco prevention, education, and policy. A pen-to-paper or web-based instrument will be used to collect the data. The survey results will be analyzed using descriptive statistics such as percentages, frequencies, and means.
Purpose of Data Collection:	Process
Waves of Data Collection:	1
Data Collection Period(s):	
Begin/End Periods – Wave 1:	12/23-6/24 to 01/25-06/25
Data Collection Training:	No
Copyright:	Yes
Program Deliverable Percentage:	2.0%
Tracking Measures:	**Measure** **Submit** Survey Instrument Yes Survey Summary Yes
Responsible Parties: Awardee to update during modification	**Responsible Party** **Budget Type** Project Director/Coordinator Budgeted Evaluator Budgeted
Activity 1-E-3	**Final Evaluation Report**
Evaluation Activity:	To document the project's organizational history, learn from past efforts, and share strategies with other projects, complete one (1) brief evaluation report (BER) using the Tell Your Story reporting guidelines from the Tobacco Control Evaluation Center (TCEC). The BER will document project goals, process, results and recommendations, and will include an abstract. The report will describe tactics used and to what effect, support/opposition encountered, and how challenges and barriers were addressed. Information will be included on how activities built upon each other, how evaluation supported or informed the work, and how strategies were tailored to reach target audiences. Content analysis, descriptive and inferential statistics, and data visualization will be used to analyze and summarize findings. The conclusion will identify and assess key activities that were crucial to the effort and specific, concrete recommendations for future work will be provided. Evaluation results will be shared with participants and other stakeholders as identified in the dissemination plan.

Methods to Disseminate Findings:	Other Print Materials Partners Presentations Website
Other Dissemination Methods: Awardee to update during modification	
Study Limitations or Challenges: Awardee to update during modification	
Copyright:	Yes
Program Deliverable Percentage:	3.0%
Activity Start Date Period	12/23-6/24
Activity Completion Date Period	01/27-06/27
Tracking Measures:	**Measure** — **Submit** Brief Evaluation Report — Yes
Responsible Parties: Awardee to update during modification	**Responsible Party** — **Budget Type** Project Director/Coordinator — Budgeted Evaluator — Budgeted

Narrative Summary

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

Objective 2

Objective Overview

Objective: By June 30, 2027, the American Indian Coordinating Center (AICC) will develop and implement a Community Engagement Agreement process, a Leadership Development Program, and a Public Health Pipeline Internship Program to enhance the capacity of California Tribes to participate in tobacco prevention work and advocate for social change aimed at preventing and reducing tobacco use among the American Indian/Alaska Native (AI/AN) population.

Objective ID: 2

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

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

Is this a primary objective? No

Evaluation Plan Type: Other without Measurable Outcome

Target Audience:

Audience Group

Advocates

Coalitions

Competitive Grantees

Tribes/Tribal Governments

General Population Groups

American Indian/Native American

Intervention Jurisdiction(s): Statewide

Intervention Topic(s)

- Priority Population Organization Collaboration

Intervention Activity Plan

Activity 2.1.X

Activity:	Coordinate with Tribal Nations, CTCP-funded projects, relevant partners, and stakeholders throughout California to annually recruit and maintain 12-20 volunteers for an American Indian (AI) statewide Tribal Advisory Committee (TAC), composed of at least 8 non-funded representatives, to build, discuss, and strategize supporting Communities of Practice, training and skill building opportunities, and policy, media, and communications strategies. Members that are invited will have expertise with AI populations and relevant public health strategies and represent various regions in California. Conduct 6-12 advisory meetings and subcommittees each year.
Intervention Category:	Coordination/Collaboration Activities
Copyright:	No
Program Deliverable Percentage:	4.0%
Start Date Period:	12/23-6/24
Completion Date Period:	01/27-06/27
Tracking Measures:	**Measure** / **Submit** Log – Meetings / Yes Meeting Minutes / Yes Membership List / On File
Responsible Parties: Awardee to update during modification	**Responsible Party** / **Budget Type** Program Director/Coordinator / Budgeted

Activity 2.1.X	
Activity:	Regularly connect with non-CTCP funded statewide projects from diverse sectors of the community (e.g., arts, music, and culture, community safety, economic development, environmental, faith-based, healthcare treatment, housing, government, labor, schools, tribes, social justice, and human rights, etc.) by attending meetings, trainings, conferences, webinars, and/or conference calls. Seek additional opportunities to collaborate with partners to provide information and education regarding tobacco-related disparities; the intersection of tobacco with other health-related and social issues; and community organizations' roles in the tobacco endgame movement.
Intervention Category:	Coordination/Collaboration Activities
Copyright:	No
Program Deliverable Percentage:	2.0%
Start Date Period:	12/23-6/24
Completion Date Period:	01/27-06/27
Tracking Measures:	**Measure** / **Submit** Log – Collaboration / Yes

Responsible Parties: Awardee to update during modification	**Responsible Party** / **Budget Type** Program Director/Coordinator — Budgeted

Activity 2.1.X	
Activity:	Develop a public health pipeline (PHP) project that offers at least one (1) internship placement opportunity to students at local trade schools, colleges or universities. As part of the PHP project, 1) establish the necessary agreements with participating colleges/universities, 2) develop a strategic plan for the recruitment of diverse applicants, 3) create guidelines for developing personalized internship goals/objectives with a diverse pool of participants; and 4) establish reporting processes with participating schools. Provide compensation to participants in the form of salary, stipend or through subcontracting that will not exceed the amount per semester for the hours of service outlined in the budget justification.
Intervention Category:	Coordination/Collaboration Activities
Copyright:	No
Program Deliverable Percentage:	~~4.0%~~ **5.0%**
Start Date Period:	7/24-12/2024
Completion Date Period:	01/27-06/27
Tracking Measures:	**Measure** / **Submit** Agreements with Participating Schools — Yes Recruitment Plans — Yes Internship Guidelines — Yes List of Participants — On File
Responsible Parties: Awardee to update during modification	**Responsible Party** / **Budget Type** Program Director/Coordinator — Budgeted Interns — Budgeted

Activity 2.2.X	
Activity:	Establish a Community Engagement Agreements (CEA) Program to develop new leaders in the tobacco movement and engage recipients in local tobacco work. The CEA Program will award funds of less than $5000 annually to at least six (6) local organizations, tribes, or tribal partners per year serving the population of focus. Prepare a plan and process for disseminating to diverse organizations information about the funding opportunities, timelines, and guidelines. Coordinate with local tobacco prevention coalitions and partner organizations to recruit review panelists and develop a scoring tool with equity in mind. Hold an annual 30-90 minute informational meeting/bidders conference about the CEA Program approximately 2-3 weeks after the release of each CEA funding opportunity to explain the program to potential applicants and answer any questions.
Intervention Category:	Community Education Activities
Copyright:	No
Program Deliverable Percentage:	~~4.0%~~ **5.0%**

Start Date Period:	07/24-12/24
Completion Date Period:	01/27-06/27
Tracking Measures:	**Measure** / **Submit** Log – Presentations: Yes Log - Recipients: Yes Recruitment Plan for Applicants: Yes
Responsible Parties: Awardee to update during modification	**Responsible Party** / **Budget Type** Program Director/Coordinator: Budgeted

Activity 2.2.X	
Activity:	Conduct an annual (Fiscal Years 2, 3, and 4) Leadership Development Program (LDP) with the recruited CEA recipients (Activity 2.2.1) and CTCP-funded Tribal Grantees. The leadership development program will focus on topics such as tobacco-related issues, health equity, policy, system and environmental change, campaign activities and tactics and the tobacco endgame movement. Each participant will develop or participate in a Capstone Project, a culminating experience, work product, or training to increase tobacco knowledge or participation in local tobacco policy efforts. The AICC is welcome to invite participants from CTCP-funded projects to participate as well, but they may not be reimbursed for participation.
Intervention Category:	Community Education Activities
Copyright:	No
Program Deliverable Percentage:	8.0%
Start Date Period:	07/24-12/24
Completion Date Period:	01/27-06/27
Tracking Measures:	**Measure** / **Submit** Log - Trainings: Yes Log - Participating Organizations: Yes Training Materials: Yes Capstone Projects: Yes
Responsible Parties: Awardee to update during modification	**Responsible Party** / **Budget Type** Program Director/Coordinator: Budgeted CEA Recipients: Budgeted CTCP-funded Partners: Non-Budgeted

Activity 2.3.X	
Activity:	Create a new or update the existing population policy platform. With input from the population of focus, complete at least one (1) update to the policy platform during the grant term to account for tobacco prevention campaigns, emerging products, and other tobacco industry developments, and a tribal tobacco endgame pathway. Develop at least two (2) resources or tools (e.g., fact sheet, infographic, implementation guide, resource guide, etc.) that will complement the platform and support implementation of the plan recommendations. Create an ongoing dissemination plan throughout the grant-term that includes a dissemination timeline, dissemination tools (i.e., email, website, webinar, etc.),

	dissemination partners, end users (i.e., target audiences), and dissemination analytics. New/updated materials must be consumer tested. Develop the testing instrument and protocol, pilot test it, and revise as needed for field use. Conduct surveys or interviews with a range of 5-10 people from the intended audience for the materials and document participant reactions and feedback for the material. Analyze and summarize participant responses for common themes to make recommendations for final material development. Once completed, market materials to appropriate audiences to facilitate distribution. Submit new or adapted material(s) to the Tobacco Education Clearinghouse of California (TECC) Material Submission page (MatTrack) upon completion.
Intervention Category:	Educational Materials Development
Copyright:	No
Program Deliverable Percentage:	6.0%
Start Date Period:	12/23-6/24
Completion Date Period:	01/27-06/27
Tracking Measures:	**Measure** / **Submit** Updated Policy Platform: Yes Complementary Materials: Yes Dissemination Plan: Yes MatTrack Submission Verification: Yes Consumer Testing Instrument: Yes Consumer Testing Summary Report: Yes
Responsible Parties: Awardee to update during modification	**Responsible Party** / **Budget Type** Program Director/Coordinator: Budgeted Tribal Advisory Committee (TAC): Non-Budgeted

Activity 2.3.X	
Activity:	Create a Framework for Tribal Governments to work toward ending the tobacco epidemic. The Framework will utilize input from both funded and non-funded Tribal Government partners to develop an actionable vision to incorporate and adapt endgame strategies for Tribal Nations. Develop at least two (2) resources or tools (e.g., fact sheet, infographic, implementation guide, resource guide, etc.) that will complement the Framework and support implementation of the Framework recommendations/goals. Create an ongoing dissemination plan throughout the grant-term that includes a dissemination timeline, dissemination tools (i.e., email, website, webinar, etc.), dissemination partners, end users (i.e., target audiences), and dissemination analytics. New/updated materials must be consumer tested. Develop the testing instrument and protocol, pilot test it, and revise as needed for field use. Conduct surveys or interviews with a range of 5-10 people from the intended audience for the materials and document participant reactions and feedback for the material. Analyze and summarize participant responses for common themes to make recommendations for final material development. Once completed, market materials to appropriate audiences to facilitate distribution. Submit new or adapted material(s) to the Tobacco Education Clearinghouse of California (TECC) Material Submission page (MatTrack) upon completion.
Intervention Category:	Educational Materials Development
Copyright:	No
Program Deliverable Percentage:	8.0%

Start Date Period:	12/23-6/24
Completion Date Period:	01/27-06/27
Tracking Measures:	**Measure** / **Submit** Framework: Yes Complementary Materials: Yes Dissemination Plan: Yes MatTrack Submission Verification: Yes Consumer Testing Instrument: Yes Consumer Testing Summary Report: Yes
Responsible Parties: Awardee to update during modification	**Responsible Party** / **Budget Type** Program Director/Coordinator: Budgeted Tribal Advisory Committee (TAC): Non-Budgeted

Activity 2.11.X	
Activity:	Provide at least 15 instances of technical assistance (TA) annually to CEA projects, PHP interns, LDP participants, and external partners on all aspects of tobacco prevention and education, and policy, system, and environmental change within the population of focus. As appropriate and following CTCP guidelines to avoid a conflict of interest, include general training on applying for funding from CTCP or other agencies. Trends will be tracked via the TA log to inform and shape training topics, webinars, and the ongoing development of relevant tools and resources.
Intervention Category:	Training/Technical Assistance
Copyright:	No
Program Deliverable Percentage:	4.0%
Start Date Period:	07/24-12/24
Completion Date Period:	01/76-06/27
Tracking Measures:	**Measure** / **Submit** Log – Technical Assistance: Yes
Responsible Parties: Awardee to update during modification	**Responsible Party** / **Budget Type** Program Director/Coordinator: Budgeted

Evaluation Activity Plan	
Activity 2-E-1	**Education Participant Survey**
Evaluation Activity:	A survey will be developed in consultation with the Tobacco Control Evaluation Center (TCEC) and administered to participants in the Leadership Academy to assess changes in knowledge, confidence/preparation, and intent to engage in advocacy activities to reduce tobacco-related disparities. The survey will also capture information about training feedback and anticipated needs for additional advocacy support after the training. A pen-to-paper or web-based instrument will be used to collect the data. The post-test will be administered to a census of all training participants. The survey results will be analyzed using descriptive statistics such as percentages, frequencies, and

	means. Analysis of survey results will be used by the project to identify areas of success and opportunities for training improvement.
Purpose of Data Collection:	Process
Waves of Data Collection:	1
Data Collection Period(s):	
Begin/End Periods - Wave 1:	07/24-12/24 to 01/27-06/27
Data Collection Training:	No
Copyright:	Yes
Program Deliverable Percentage:	2.0%
Tracking Measures:	**Measure** **Submit** Survey Instrument Yes Survey Summary Yes
Responsible Parties: Awardee to update during modification	**Responsible Party** **Budget Type** Project Director/Coordinator Budgeted Evaluator Budgeted

Activity 2-E-3	**Key Informant Interviews**
Evaluation Activity:	To inform project staff about the successes and challenges of the internship program, conduct interviews with each intern prior to their completion of the program (i.e. exit interviews). In consultation with TCEC, develop an interview guide to explore topics such as increased self-efficacy to engage in the public health sector, challenges and successes of completing assignments, the value or utility of the skills gained, and whether they would recommend the internship program to other students. Conduct qualitative analysis of the interviews and use the qualitative analysis of interview results to debrief with project team members and identify tangible steps for improving future internship opportunities. Summarize and report interview findings annually and share results with interns, project staff, and the field via Partners.
Purpose of Data Collection:	Process
Waves of Data Collection:	1
Data Collection Period(s):	
Begin/End Periods – Wave 1:	7/24-12/24 to 01/27-06/27
Data Collection Training:	No
Copyright:	Yes
Program Deliverable Percentage:	2.0%
Tracking Measures:	**Measure** **Submit**

	Interview Guide Yes Interview Summary Results Yes
Responsible Parties: Awardee to update during modification	**Responsible Party** **Budget Type** Project Director/Coordinator Budgeted Evaluator Budgeted Interns Budgeted

Activity 2-E-4	**Final Evaluation Report**
Data Analysis Plan:	To document the project's organizational history, learn from past efforts, and share strategies with other projects, complete one brief evaluation report (BER) using the Tell Your Story reporting guidelines from the Tobacco Control Evaluation Center (TCEC). The BER will document project goals, process, results and recommendations, and will include an abstract. The report will describe tactics used and to what effect, support/opposition encountered, and how challenges and barriers were addressed. Information will be included on how activities built upon each other, how evaluation supported or informed the work, and how strategies were tailored to reach target audiences. Content analysis, descriptive and inferential statistics, and data visualization will be used to analyze and summarize findings. The conclusion will identify and assess key activities that were crucial to the effort and specific, concrete recommendations for future work will be provided. Evaluation results will be shared with data sources, participants, and other stakeholders as identified in the dissemination plan.
Methods to Disseminate Findings:	Other Print Materials Partners Presentations Website
Other Dissemination Methods:	
Study Limitations or Challenges: Awardee to update during modification	
Copyright:	Yes
Program Deliverable Percentage:	3.0%
Activity Start Date Period	7/24-12/24
Activity Completion Date Period	01/27-06/27
Tracking Measures:	**Measure** **Submit** Brief Evaluation Report Yes
Responsible Parties: Awardee to update during modification	**Responsible Party** **Budget Type** Project Director/Coordinator Budgeted Evaluator Budgeted

Narrative Summary

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

Media Activities

Intervention Activity Plan

Activity M-1-X	
Activity:	In collaboration with the TAC and other funded partners within the targeted media market, complete the Communications Plan form in the Online Tobacco Information System (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 form to prior to using assets from the California Tobacco Control Program (CTCP) media library, developing any project-made ads, and/or receiving technical assistance for the plan. A paid media tracking form must be submitted with each progress report with media dollars that were spent.
Copyright:	No
Program Deliverable Percentage:	2.00 %
Start Date Period:	12/23-6/24
Completion Date Period:	1/27 – 6/27
Associated Objectives:	Awardee to Provide with Application
Tracking Measures:	**Measure** **Submit** Communications Plan On File
Responsible Parties:	**Responsible Party** **Budget Type**

	Tribal Advisory Committee (TAC) Non-Budgeted Project Director/Coordinator Budgeted

Activity M.3.X

Activity:	Develop and/or maintain a website for the AICC as a central hub for networking, strategizing, and information dissemination, which incorporates current resources including advocacy campaign tools and information; policy enforcement, model policies and/or policy databases; fact sheets; cessation resources; links to partner websites and social media. The website will provide a menu/calendar of training and campaign opportunities. Review and update website information at least four (4) times per year.
Intervention Category:	Earned Media
Copyright:	No
Program Deliverable Percentage:	3.0%
Start Date Period:	7/24-12/24
Completion Date Period:	01/27-06/27
Tracking Measures:	**Measure** **Submit** Analytics Summary Yes Log - Website Updates Yes
Responsible Parties: Awardee to update during modification	**Responsible Party** **Budget Type** Project Director/Coordinator Budgeted

Activity M-7-X

Activity:	Develop 5-10 professional, high quality culturally appropriate media pieces tailored to California Tribes and the American Indian population. A professional advertising agency will be engaged which has experience in market research, strategic planning, ad testing, media planning and buying, creative development and production, talent negotiations, and media quality control. The agency will trans-adapt, test, and utilize existing media material when possible. Media development must be done in collaboration with the CTCP media campaign, with final creative pieces submitted to the CTCP Media Library for CTCP-funded projects (i.e. Tribal Grantees) to utilize.
Intervention Category:	Paid Media Activities
Copyright:	No
Program Deliverable Percentage:	10.0%

Start Date Period:	12/23-6/24
Completion Date Period:	6/25-6/26
Tracking Measures:	**Measure** / **Submit** Copy of Media Produced / Yes Copy of Media Testing Results / Yes
Responsible Parties: Awardee to update during modification	**Responsible Party** / **Budget Type** Program Director/Coordinator / Budgeted

Cessation Policy Support Activities

Intervention Activity Plan

Activity C-8-X

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:	2.0%
Start Date Period:	12/23-6/24
Completion Date Period:	1/27 – 6/27
Associated Objectives	Applicant to Provide
Tracking Measures:	**Measure** / **Submit** Log - Promotion / Yes
Responsible Parties: Applicant to Provide	**Responsible Party** / **Budget Type** Program Director/ Coordinator / Budgeted