Combined Scope of Work

Procurement Name: CG 24-10002 The Statewide End to California's Tobacco Epidemic
Contract Number: Will Be Assigned If Applicant Is Selected **Contract Term:** 07/01/2024 - 06/30/2029
Agency Name: Will Be Assigned If Applicant Is Selected **Effective Date:** 07/01/2024
Project Name: Will Be Assigned If Applicant Is Selected **Plan Version ID:** 0.1
Project Type: Competitive Grantee **Report Generated:** 09/06/2023 07:22 PM

Objective 1

Objective Overview

Objective: By June 30, 2029, the Policy Development and Implementation Statewide Provider will implement a system to support California Tobacco Prevention Program (CTPP)-funded projects/partners by 1) Increasing coordination and connections amongst all funded projects and partner organizations working on tobacco-related policies; 2) Providing resources and support to local projects working to do outreach to policymakers and local stakeholders in tobacco-related work; 3) Brokering resources from CTPP, Statewide Technical Assistance (TA) Providers, national and other tobacco prevention entities; and 4) Providing leadership and advocacy training and support to the project's target audiences. Activities will enhance the capacity of CTPP-funded projects/partners to work and engage with state, national, and international tobacco stakeholders on policy best practices, efforts to achieve a tobacco endgame, and other efforts to promote equitable and just social change aimed at preventing and eliminating tobacco use. Eighty-five percent (85%) of CTPP-funded projects/partners will Agree or Strongly Agree that the Statewide Provider was very helpful in supporting their project to achieve its policy and system objectives.

Objective ID: Not Yet Assigned

Primary 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.

Secondary 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.

Is this a primary objective? No

Evaluation Plan Type: Other without Measurable Outcome

Target Audience:

Audience Group

Government Agencies
Tribes/Tribal Governments
Competitive Grantees

General Population Groups

Multi-ethnic

Commented [A1]: Objective 1 includes activities to support *internal* organizations already working with CTPP and their funded partners, including funded local lead agencies, competitive grantees, subcontractors, coalitions, and other statewide partners. The Statewide Provider will serve as a training and technical assistance provider on Policy Development and Implementation.

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

Intervention Jurisdiction(s):

- Statewide

Intervention Topic(s)

- Leadership Training
- Policy/System Change Training
- Priority Population Organizations Collaboration

Intervention Activity Plan

Activity 1.1.X

Activity:	Regularly connect with the California Tobacco Prevention Program (CTPP)-funded statewide projects, and other state, regional, and local partners to obtain information, training, and assistance regarding population priorities and capacity needs. Attend all open monthly meetings (e.g., monthly UNDO call, Communities of Practice meetings) to procure technical assistance and track on issues where additional support may be needed. Seek additional opportunities to collaborate with funded partners by attending in-person or virtual meetings, trainings, conferences, webinars, conference calls, and other opportunities as relevant to the scope of work.
Intervention Category:	Coordination/Collaboration Activities
Copyright:	No
Program Deliverable Percentage:	3.00 %
Start Date Period:	07/24-12/24
Completion Date Period:	01/29-06/29
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:	Weekly, log onto Partners to identify upcoming trainings, new information and advocacy campaign tools. Monthly, contribute a minimum of six (6) 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

Commented [A2]: Intervention Topics will be modified upon Final Award.

Commented [A3]: This activity is written broadly to include Statewide Provider collaboration with CTPP-funded partners as needed. Participation in activities conducted by other funded partners may be logged here.

Commented [A4]: The modification period occurs after an Applicant has been selected and before final grant approval. Minor edits and updates may be made during this period.

Commented [A5]: Partners is a password-protected stakeholder website where funded projects can interact and share resources. The tracking measures for these activities are compiled by CTPP through project log-ins and use of the website. These documents are available on the website for the project to include in progress reports.

Program Deliverable Percentage:	2.00 %
Start Date Period:	07/24-12/24
Completion Date Period:	01/29-06/29
Tracking Measures:	**Measure** / **Submit** InfoHub Login Report: Yes Six-Month Login Report: Yes Spotlight On Submissions: Yes
Responsible Parties: Awardee to update during modification	**Responsible Party** / **Budget Type** Program Director/Coordinator: Budgeted

Activity 1.1.X	
Activity:	Monthly, host/participate in subject matter meetings with CTPP-funded projects to discuss topics such as retail policies, smoke-free multi-unit housing, and general plans. Participants will be encouraged to share project progress with partners, coordinate activities, and ensure non-duplication of efforts with other local assistance projects working in the county.
Intervention Category:	Coordination/Collaboration Activities
Copyright:	No
Program Deliverable Percentage:	4.00 %
Start Date Period:	07/24-12/24
Completion Date Period:	01/29-06/29
Tracking Measures:	**Measure** / **Submit** Log Meetings: Yes Meeting Materials (i.e., agendas and notes): Yes
Responsible Parties: Awardee to update during modification	**Responsible Party** / **Budget Type** Program Director/Coordinator: Budgeted

Activity 1.1.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

Commented [A6]: Newsletters are an efficient tool to share resources, updates, and training announcements with CTPP-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.

Program Deliverable Percentage:	3.00 %
Start Date Period:	07/24-12/24
Completion Date Period:	01/29-06/29
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** Program Director/Coordinator: Budgeted

Activity 1.1.X

Activity:	In consultation with appropriate CTPP-funded projects, develop 25-30 new educational materials regarding tobacco education and prevention, public health policy, system, and environmental change and/or culturally specific topics for the population of focus or adapt existing materials that will be disseminated to CTPP-funded partners and their networks to be used to inform and educate community-based organizations, community members, stakeholders, and decision-makers within the population of focus. New/updated materials must be consumer tested. Develop the testing instrument and protocol, pilot test it, and revise it 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:	Yes
Program Deliverable Percentage:	9.00 %
Start Date Period:	07/24-12/24
Completion Date Period:	01/29-06/29
Tracking Measures:	**Measure** / **Submit** Consumer Testing Instrument: Yes Consumer Testing Summary Report: Yes Materials Developed: Yes MatTrack Submission Verification: Yes
Responsible Parties:	**Responsible Party** / **Budget Type**

Commented [A7]: "Educational materials" is a general term for a wide array of potential resources. Materials are typically a document that can be printed or distributed as a PDF file, and can range in length, design, and function.

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

Commented [A8]: Consumer testing is a necessary way to ensure the materials are appropriate for the intended audience. Materials developed are to support the work of CTPP-funded projects, coalitions, and community partners. Projects are to utilize TECC's *Consumer Testing: A How-To-Guide* to create instruments and methodology for testing materials.

Commented [A9]: Funded projects will be provided with access and instructions for submitting materials to MatTrack.

Awardee to update during modification	Program Director/Coordinator Budgeted

Activity 1.1.X

Activity:	Conduct 8-10 virtual or in-person trainings annually, approximately 1-2 hours in length for CTPP-funded projects, stakeholders, and community organizations serving the population of focus. Training topics can include but are not limited to policy development and implementation, equitable enforcement provisions, mock council and debate preparation. For trainings conducted in collaboration with another agency, the specific agenda items facilitated by the Statewide Provider must be noted in the Training Agenda tracking measure.
Intervention Category:	Training/Technical Assistance Activities
Copyright:	No
Program Deliverable Percentage:	8.00 %
Start Date Period:	07/24-12/24
Completion Date Period:	01/29-06/29
Tracking Measures:	**Measure** **Submit** Log Training Tracking Yes Training Agendas Yes Training Materials Yes
Responsible Parties: Awardee to update during modification	**Responsible Party** **Budget Type** Program Director/Coordinator Budgeted

Activity 1.1.X

Activity:	Provide at least 200 instances of technical assistance (TA) and services annually to CTPP-funded projects and partners on all aspects of tobacco education and prevention, public health policy, system, and environmental change and/or culturally specific topics as it relates to the Statewide Providers population of focus and expertise. TA and resources will be provided proactively throughout the year and as requested by CTPP-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 Activities
Copyright:	No
Program Deliverable Percentage:	7.00 %
Start Date Period:	07/24-12/24
Completion Date Period:	01/29-06/29

Commented [A10]: At least one training per year must be open to all CTPP-funded projects/staff. If the Statewide Provider collaborates with or participates in another project's training (e.g. guest speaker, secondary co-host), it should be tracked under Collaboration Activities or Technical Assistance Activities, as appropriate.

Commented [A11]: 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.

Tracking Measures:	**Measure** **Submit** Log Technical Assistance Yes
Responsible Parties: Awardee to update during modification	**Responsible Party** **Budget Type** Program Director/Coordinator Budgeted

Activity 1.1.X	
Activity:	Annually coordinate 1-2 statewide multi-day training for CTPP-funded projects and their partners/coalitions to learn best practices for engaging in policy development and implementation planning within cities and counties. Training will provide education on recruitment, engagement, and strategic planning for policy best practices and resources (e.g., negotiation tactics, questioning techniques, critical thinking, and oral advocacy skills).
Intervention Category:	Training/Technical Assistance Activities
Copyright:	No
Program Deliverable Percentage:	8.00 %
Start Date Period:	07/24-12/24
Completion Date Period:	01/29-06/29
Tracking Measures:	**Measure** **Submit** Log Training Tracking Yes Participant List On File Training Agendas Yes Training Materials Yes
Responsible Parties: Awardee to update during modification	**Responsible Party** **Budget Type** Program 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 that assesses satisfaction to all participants in any training and/or technical assistance, and confidence/preparation to initiate activities to reduce tobacco-related activities due to the training or technical assistance. 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

Commented [A12]: This activity corresponds to intervention activities in this Prescribed Scope of Work that include training and technical assistance. Following all trainings and technical assistance instances, participants must be sent a satisfaction survey to complete.

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

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

Waves of Data Collection:	1
Data Collection Period(s):	
Begin/End Periods - Wave 1:	07/24-12/24 to 01/29-06/29
Data Collection Training:	No
Copyright:	Yes
Program Deliverable Percentage:	2.00 %
Tracking Measures:	**Measure** **Submit** Survey Instrument Yes Survey Summary Yes
Responsible Parties: Awardee to update during modification	**Responsible Party** **Budget Type** Program Director/Coordinator Budgeted

Activity 1-E-2	**Other**
Evaluation Activity:	Develop and administer one needs assessment to CTPP-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:	07/24-12/24 to 01/29-06/29
Data Collection Training:	No
Copyright:	Yes
Program Deliverable Percentage:	2.00 %
Tracking Measures:	**Measure** **Submit** Survey Instrument Yes Survey Summary Yes
Responsible Parties: Awardee to update during modification	**Responsible Party** **Budget Type** Program Director/Coordinator Budgeted

Activity 1-E-3	**Final Evaluation Report**

Commented [A13]: The needs assessment must be completed within the first 14 months of the project. Statewide Providers are expected to coordinate with other statewide partners on the timing of release for needs assessments, as responses tend to decrease when multiple assessments are in the field at once.

Commented [A14]: The Brief Evaluation Report (BER) is a comprehensive review and analysis of all of the work the project completed to fulfill the Objective during the grant term, with future recommendations. The BER is submitted with the final progress report, due on June 30, 2029.

Data Analysis Plan:	To document the projects 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:	Partners
Other Dissemination Methods:	
Study Limitations or Challenges:	Findings for Key Informant Interviews may be limited by the comfort level of participants to express both positive and negative experiences within the respective programs in an undisclosed format.
Copyright:	Yes
Program Deliverable Percentage:	2.00 %
Activity Start Date Period:	07/28-12/28
Activity Completion Date Period:	01/29-06/29
Tracking Measures:	**Measure** **Submit** Brief Evaluation Report Yes
Responsible Parties: Awardee to update during modification	**Responsible Party** **Budget Type** Program Director/Coordinator 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 CTPP-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 Statewide Technical Assistance Providers (Statewide Providers) will engage and support CTPP-

Commented [A15]: This section defines the problem the Objective is trying to solve, as the Applicant understands it. This includes providing data to support the response.

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

Commented [A16]: 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.

	funded projects and their networks foster collaboration, facilitate community engagement, and utilize capacity-building expertise to empower CTPP-funded projects, as well as other state, and local community partners to advance their work to end the tobacco epidemic in California. 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 Statewide Providers as a source and hub for direct education, technical assistance, and training to build the capacity of local programs, coalitions, and community groups. Communication Theory elements and principles will provide the foundational approach for the Statewide Providers to actively engage with CTPP-funded projects and their networks in the sharing of information and feedback that leads to a concerted movement to reduce tobacco-related disparities among priority populations.
Evaluation Summary Narrative:	Awardee to Provide with Application

Objective 2

Objective Overview

Objective:	By June 30, 2029, the Policy Development and Implementation Statewide Provider will serve as the Backbone Agency that recruits, builds and maintains one Endgame Advisory Council (EAC), including local, state, and national members who have a vested interest in a tobacco-free California to act as a think tank on how to end the tobacco epidemic in California. The Statewide Provider will also support at least three (3) committees that function under the EAC's direction and support activities and events sponsored by the EAC (including 1-2 annual briefings and an Endgame Summit).
Objective ID:	Not Yet Assigned
Primary Asset:	(3.1) **Coalition/Advisory Committee Diversity**: The degree our program engages a coalition or advisory committee in designing and implementing tobacco control activities that includes diversity across race/ethnicity, culture, sexual orientation and gender identity, geography, and non-traditional partners (e.g., housing, employee development, law enforcement, parks and recreation, environmental groups).
Secondary Asset:	(2.2) **Coalition/Advisory Committee Satisfaction**: The degree coalition/advisory committee members are satisfied with group functioning, ability to recruit and engage diverse partners, and member involvement in intervention activities that focus on policy, system, and environmental change.
Is this a primary objective?	No
Evaluation Plan Type:	Other without Measurable Outcome
Target Audience:	**Audience Group** Government Agencies

Commented [A17]: 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 CTPP-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.

Commented [A18]: Objective 2 includes activities to support organizations *outside* of those already working with CTPP and their funded partners, but within the area of focus. The Statewide Provider is to work toward broadening local, statewide and national partnerships to grow the tobacco endgame movement.

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

	Tribes/Tribal Governments Competitive Grantees Advocates **General Population Groups** Multi-ethnic
Intervention Jurisdiction(s):	• Statewide

Intervention Topic(s)

- Policy/System Change Training
- Priority Population Organizations Collaboration
- Voluntary Health Organization Collaboration

Intervention Activity Plan

Activity 2.1.X

Activity:	Regularly connect with non-CTPP 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:	3.00 %
Start Date Period:	07/24-12/24
Completion Date Period:	01/29-06/29
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:	Annually recruit and maintain 2-6 committees that serve the goals of the Endgame Advisory Council, including but not limited to executive committee, recruitment/retention, event planning, issue-based/document-writing committees, industry-tracking, etc. The committees will each meet at least three (3) times per year or more

Commented [A19]: Intervention Topics will be modified upon Final Award.

Commented [A20]: This activity is written broadly to include Statewide Providers collaboration with non-CTPP-funded partners as needed. Participation in community-based activities is essential to build relationships and to recruit new, diverse partnerships for the tobacco endgame.

	as determined by the committees, with the Policy Development and Implementation Statewide Provider serving as the Backbone Agency for the committees with logistical and organizational support.
Intervention Category:	Coordination/Collaboration Activities
Copyright:	No
Program Deliverable Percentage:	3.00 %
Start Date Period:	07/24-12/24
Completion Date Period:	01/29-06/29
Tracking Measures:	**Measure** **Submit** Committee Roster Yes Log - Engagement Yes
Responsible Parties: Awardee to update during modification	**Responsible Party** **Budget Type** Program Director/Coordinator Budgeted

Activity 2.1.X	
Activity:	Annually host 6-10 general membership meetings for the Endgame Advisory Council (EAC) members to participate in EAC-sponsored trainings/activities, assess current policies, legislation, and research information, highlight state-level events/activities impacting tobacco policy, develop resources for capacity building, best practices for outreach, simplification, and coordination, electronic networking communications sharing information by e-mail announcements, newsletters, and internet communications to the EAC's membership. The Policy Development and Implementation Statewide Provider will serve as the Backbone Agency to the EAC, providing the space, knowledge, and resources to come together and support problem-solving efforts to advance tobacco endgame work, by assisting with meeting logistics, administrative needs, and note-keeping.
Intervention Category:	Coordination/Collaboration Activities
Copyright:	No
Program Deliverable Percentage:	5.00 %
Start Date Period:	01/26-06/26
Completion Date Period:	01/29-06/29
Tracking Measures:	**Measure** **Submit** Log Meetings Yes Meeting Materials (i.e., agendas and notes) Yes
Responsible Parties: Awardee to update	**Responsible Party** **Budget Type**

during modification	Program Director/Coordinator Budgeted

Activity 2.1.X OPTIONAL ACTIVTY	
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:	0.00 %
Start Date Period:	01/25-06/25
Completion Date Period:	01/29-06/29
Tracking Measures:	**Measure** / **Submit** Agreements with Participating Schools: Yes Internship Guidelines: Yes List of Participants: On File Recruitment Plans: Yes
Responsible Parties: Awardee to update during modification	**Responsible Party** / **Budget Type** Program Director/Coordinator: Budgeted

Activity 2.1.X	
Activity:	Build and maintain a listserv with EAC members, community-based organizations, local and state health organizations, and stakeholders within and working on tobacco endgame initiatives. Create and distribute an electronic newsletter/e-mail 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:	2.00 %
Start Date Period:	07/24-12/24

Commented [A21]: Diversifying the public health pipeline includes providing paid internships that contain service or experiential learning opportunities. This activity is in support of both the 2021-2022 TEROC Plan *Objective 2: Strengthen capacity for tobacco control*, and the US Dept. of Health and Human Services Healthy People 2030 plan.

Commented [A22]: Newsletters are an efficient tool to share resources, updates, and training announcements with partners and broader stakeholders. Include budget justification for any type of software needed to assist with design, layout, and/or distribution of newsletters.

Completion Date Period:	01/29-06/29
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** Program Director/Coordinator / Budgeted

Activity 2.1.X	
Activity:	In consultation with appropriate CTPP-funded projects, develop 10-12 new educational materials regarding tobacco education and prevention, public health policy, system, and environmental change and/or culturally specific topics in coordination with and on behalf of the EAC, to be used to inform and educate statewide and national partners, stakeholders, and decision-makers on the EAC's issues, positions, purpose, etc. New/updated materials must be consumer tested. Develop the testing instrument and protocol, pilot test it, and revise it 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:	Yes
Program Deliverable Percentage:	4.00 %
Start Date Period:	07/24-12/24
Completion Date Period:	01/29-06/29
Tracking Measures:	**Measure** / **Submit** Consumer Testing Instrument / Yes Consumer Testing Summary Report / Yes Materials Developed / Yes MatTrack Submission Verification / Yes
Responsible Parties: Awardee to update during modification	**Responsible Party** / **Budget Type** Program Director/Coordinator / Budgeted
Activity 2.1.X	

Commented [A23]: Consumer testing is a necessary way to ensure the materials developed are appropriate and competent for the intended audience. Materials developed are to support the work of explaining and disseminating the policy platform, in addition to testing any major updates made. Projects are to utilize TECC's *Consumer Testing: A How-To-Guide* to create instruments and methodology for testing materials.

Commented [A24]: Funded projects will be provided access and instructions to submit materials to MatTrack.

Activity:	Update the Endgame Policy Platform with both new and existing documents such as fact sheets, brochures, and other educational materials. 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:	Yes
Program Deliverable Percentage:	4.00 %
Start Date Period:	07/24-12/24
Completion Date Period:	01/29-06/29
Tracking Measures:	**Measure** / **Submit** Consumer Testing Instrument: Yes Consumer Testing Summary Report: Yes Materials Developed MatTrack: Yes Submission Verification: Yes
Responsible Parties: Awardee to update during modification	**Responsible Party** / **Budget Type** Program Director/Coordinator: Budgeted

Activity 2.1.X	
Activity:	Conduct at 1-2 briefings annually to the EAC's membership to review strategic plans, bylaws and leadership selection, welcome new members, offer updated training and resources, recognize coalition member activities or efforts, and/or other topics as decided by the EAC's leadership. Briefings may be spread out over regular meetings or may be separate half- or full-day stand alone sessions. Briefings are encouraged to be in-person with virtual attendance options as needed or that correspond to current public health orders.
Intervention Category:	Training/Technical Assistance Activities
Copyright:	No
Program Deliverable Percentage:	6.00 %
Start Date Period:	01/26-06/26
Completion Date Period:	01/29-06/29

Tracking Measures:	**Measure** **Submit** Briefing Agendas Yes Briefing Materials Yes Log Briefings Yes
Responsible Parties: Awardee to update during modification	**Responsible Party** **Budget Type** Program Director/Coordinator Budgeted

Activity 2.1.X	
Activity:	Provide at least 25 instances of technical assistance (TA) and services annually to the EAC and committees on all aspects of tobacco education and prevention, public health policy, system, and environmental change and/or culturally specific topics as it relates to the EAC's business or as requested by non-funded EAC partners.
Intervention Category:	Training/Technical Assistance Activities
Copyright:	No
Program Deliverable Percentage:	3.00 %
Start Date Period:	07/24-12/24
Completion Date Period:	01/29-06/29
Tracking Measures:	**Measure** **Submit** Log Technical Assistance Yes
Responsible Parties: Awardee to update during modification	**Responsible Party** **Budget Type** Program Director/Coordinator Budgeted

Activity 2.1.X	
Activity:	Annually coordinate one Endgame Summit with 50-75 EAC members and guests from national partner organizations, other state tobacco prevention programs, and other non-California tobacco coalitions to meet with and educate these stakeholders on the goals of California's Endgame efforts, progress and policy achievements, and host conversations on unified messaging to combat tobacco industry tactics across the country. The event will be organized by a committee of the EAC, who will assist in producing 5-10 training documents that will support the event.
Intervention Category:	Training/Technical Assistance Activities
Copyright:	No
Program Deliverable Percentage:	8.00 %
Start Date Period:	07/24-12/24
Completion Date Period:	01/29-06/29

Commented [A25]: Each "Instance" of TA is defined as fulfilling a TA request from beginning to end. The TA log includes information on the TA request, noting whether it was simple (e.g., responding to a request by email with resources) or complex (e.g., receiving a question via email, following up with a phone call, and sending notes and resources after a call) , and documenting what was provided. TA audiences for this Objective include EAC members and potential stakeholders.

Tracking Measures:	**Measure** / **Submit** Annual Summary Report of Event: Yes Event Agendas: Yes Event Materials: Yes Participants List: 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:	To inform staff and coalition members about how to improve group functioning, satisfaction, and diversity, an online survey will be disseminated to a census of EAC and committee members annually. Data will be analyzed using descriptive statistics and content analysis and results will be shared with coalition members and community outreach staff to strategize how to fill the gaps in training, opportunities, skill building, meetings, functioning, technical assistance, diversity, and representation. In addition, results from all waves will be compared to determine if/how the coalition has changed over time.
Purpose of Data Collection:	Process
Waves of Data Collection:	1
Data Collection Period(s):	
Begin/End Periods - Wave 1:	07/24-12/24 to 01/29-06/29
Data Collection Training:	No
Copyright:	Yes
Program Deliverable Percentage:	2.00 %
Tracking Measures:	**Measure** / **Submit** Survey Instrument: Yes Survey Summary: Yes
Responsible Parties: Awardee to update during modification	**Responsible Party** / **Budget Type** Program Director/Coordinator: Budgeted

Activity 2-E-2	**Education/Participant Survey**
Evaluation Activity:	To inform staff and coalition members about event success and note potential improvements for future events, one survey will be disseminated to a census of participants for 1) Endgame Summit and 2) Briefings. Data will be analyzed using descriptive statistics and content analysis and results will be shared with coalition members and community outreach staff to strategize how to fill the

	gaps in training, opportunities, skill building, meetings, functioning, technical assistance, diversity, and representation. In addition, results from all waves will be compared to determine if/how the coalition has changed over time.
Purpose of Data Collection:	Process
Waves of Data Collection:	1
Data Collection Period(s):	
Begin/End Periods - Wave 1:	07/24-12/24 to 01/29-06/29
Data Collection Training:	No
Copyright:	Yes
Program Deliverable Percentage:	2.00 %
Tracking Measures:	**Measure** **Submit** Survey Instrument Yes Survey Summary Yes
Responsible Parties: Awardee to update during modification	**Responsible Party** **Budget Type** Program Director/Coordinator Budgeted

Activity 2-E-3	**Education/Participant Survey**
Evaluation Activity:	In coordination with the Tobacco Control Evaluation Center (TCEC), develop and administer a survey that assesses satisfaction to all participants in any training and/or technical assistance, and confidence/preparation to initiate activities to reduce tobacco-related activities due to the training or technical assistance. 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:	07/24-12/24 to 01/29-06/29
Data Collection Training:	No
Copyright:	Yes
Program Deliverable Percentage:	2.00 %
Tracking Measures:	**Measure** **Submit** Survey Instrument Yes

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

Activity 2-E-4 (Optional)	**Key Informant Interview**
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:	07/24-12/24 to 01/29-06/29
Data Collection Training:	No
Copyright:	Yes
Program Deliverable Percentage:	0.00 %
Tracking Measures:	**Measure** **Submit** KII Instrument Yes KII Summary Report Yes
Responsible Parties: Awardee to update during modification	**Responsible Party** **Budget Type** Program Director/Coordinator Budgeted

Activity 2-E-5	**Other**
Evaluation Activity:	Develop a partner engagement tracking tool, referred to as the Member Participation Record (MPR). This instrument will be used to track and summarize diversity of partnerships and key partnership engagement in EAC activities. The MPR will identify the opportunities coalition members will have to participate in Activities. The MPR will be updated regularly and will consist of the following fields for recording organization/individual member participation including, but not limited to: Event name, date, location, partner organization name(s), committee memberships,

Commented [A26]: This Activity supports tracking partnership engagement over time, measuring progress toward meeting the Objective.

	and description of activity(ies) and/or event(s), including a brief description of how members were participating. This form will contain attendance from regular EAC and committee meetings, as well as additional activities outside of regular meetings. This form will be regularly reviewed for patterns in participation by project staff and coalition members. The results from this MPR will help project staff to see if it is meeting its annual coalition recruitment and retention goals. Findings from the MPR will be shared with EAC members to guide future activities.
Purpose of Data Collection:	Process
Waves of Data Collection:	1
Data Collection Period(s):	
Begin/End Periods - Wave 1:	01/26-06/26 to 01/29-06/29
Data Collection Training:	No
Copyright:	Yes
Program Deliverable Percentage:	2.00 %
Tracking Measures:	**Measure** **Submit** Participation Tracking Form Yes
Responsible Parties: Awardee to update during modification	**Responsible Party** **Budget Type** Program Director/Coordinator Budgeted

Activity 2-E-6	**Final Evaluation Report**
Data Analysis Plan:	To document the projects 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:	Partners
Other Dissemination Methods:	

Commented [A27]: The Brief Evaluation Report (BER) is a comprehensive review and analysis of all of the work the project completed to fulfill the Objective during the grant term, with future recommendations. The BER is submitted with the final progress report, due on June 30, 2029.

Study Limitations or Challenges:	To be completed.
Copyright:	Yes
Program Deliverable Percentage:	2.00 %
Activity Start Date Period:	01/29-06/29
Activity Completion Date Period:	01/29-06/29
Tracking Measures:	**Measure** **Submit** Brief Evaluation Report Yes
Responsible Parties: Awardee to update during modification	**Responsible Party** **Budget Type** Program Director/Coordinator Budgeted

Narrative Summary

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

Cessation Policy Support Activities

Intervention Activity Plan

Commented [A28]: This section defines the problem the Objective is trying to solve, as the Applicant understands it. This includes providing data to support the response.

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

Commented [A29]: 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.

Commented [A30]: 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 CTPP-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.

Activity C-5-ID	
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:	No
Program Deliverable Percentage:	1.00 %
Start Date Period:	07/24-12/24
Completion Date Period:	01/29-06/29
Tracking Measures:	**Measure** **Submit** Log Promotion Yes
Responsible Parties: Awardee to update during modification	**Responsible Party** **Budget Type** Program Director/Coordinator Budgeted

Commented [A31]: This activity supports ensuring cessation resources are disseminated to communities where policy, systems, and change activities are happening, and is considered an essential part of policy implementation. For this activity, Projects will consult local cessation partners and Kick It California for promotional resources to integrate into SOW activities.

https://kickitca.org/

Media Activities

Intervention Activity Plan

Activity M-7-ID	
Activity:	Maintain EAC social media sites such as, Facebook, Twitter, Instagram in collaboration with the coalition to increase public health communication and engagement with the community members on tobacco prevention 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 [INSERT 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 Californias 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:	No
Program Deliverable Percentage:	1.00 %
Start Date Period:	07/24-12/24
Completion Date Period:	01/29-06/29
Tracking Measures:	**Measure** **Submit** Analytics Summary Yes Six-month Social Media Calendar Yes Social Media Site Yes

Commented [A32]: This activity supports establishing and maintaining active social media pages and strategies to build a robust following and connect audiences to campaign activities and educational information.

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

Activity M-7-ID	
Activity:	Develop and/or maintain a website for the EAC and Statewide Provider 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.
Copyright:	Yes
Program Deliverable Percentage:	1.00 %
Start Date Period:	07/24-12/24
Completion Date Period:	01/29-06/29
Tracking Measures:	**Measure** / **Submit** Log-Website Updates / Yes Website Analytics Summary / Yes
Responsible Parties: Awardee to update during modification	**Responsible Party** / **Budget Type** Program Director/Coordinator / Budgeted

Commented [A33]: This activity supports development and maintenance of a Project website, which can be a useful tool for keeping communities engaged with campaign activities and educational information.