

Scope of Work

Objectives and Activities

Objective 1: By January 31, 2016 develop and maintain through the term of the agreement a statewide youth recruitment program to secure and train a minimum of 282 youth between the ages of 14-16 years old who are available and cleared to conduct retail data collection activities which involve assessing compliance with state laws prohibiting tobacco sales to minors..

Activity 1.1: Annually participate in 10-20 meetings or teleconferences with the California Department of Public Health (CDPH), California Tobacco Control Program (CTCP), Food and Drug Branch (FDB), and CTCP's Youth Tobacco Purchase Survey (YTPS) contractor to determine recruitment and training needs for youth who conduct retail data collection activities (e.g., number, ages, gender, race/ethnicity, geographic coverage, and timing) and exchange e-mail (approximately 200-500 emails per six-month report period) with FDB, the YTPS contractor, and CTCP to ensure adequate on-time availability of youth for retail data collection activities.

Activity 1.2: Develop or update and maintain a database of agencies (e.g., schools, youth organizations) and key individuals to contact in order to conduct youth recruitment outreach activities through those organizations.

Activity 1.3: Develop or update and maintain a youth recruitment web page which will provide at a minimum a link to the CDPH/CTCP website, a link to DMV appointment website and hotline, and downloadable youth retail data collector application materials. Include the youth recruitment webpage address and youth recruitment program hotline number in recruitment materials. Monitor the webpage on a weekly basis for e-mail inquiries.

Activity 1.4: Annually, conduct a minimum of 24 in-person youth retail data collector recruitment outreach presentations of 10 to 30 minutes length to schools, youth serving organizations, church groups, Friday Night Live groups, Local Lead Agencies, CTCP-funded grantees, law enforcement agencies, and others.

Activity 1.5: Annually, conduct youth retail data collector recruitment at a minimum of two organized youth-related community tobacco control events such as the California Youth Advocacy Network's annual youth summit or Youth Quest, or CTCP-sponsored youth events.

Activity 1.6: Post youth retail data collector recruitment program announcements on CTCP's Partners website at a minimum of four times per year.

Activity 1.7: Develop (or adapt) 1-3 youth retail data collector recruitment ads for placement in 5-10 high school newspapers

or youth organization newsletters on an annual basis. Ads will include promotion of a youth retail data collector recruitment webpage.

Activity 1.8: Develop or revise 1-3 existing youth retail data collector recruitment materials such as a brochure, poster, or fact sheet and disseminate a minimum of 500 materials annually. Seek technical assistance from the Tobacco Education and Materials (TEAM) Lab on the development, reading level and pre-testing of the material(s).

Activity 1.9: Develop and publish an electronic newsletter at least 2 times per year and disseminate to LLAs, CTCP-grantees, local partners, youth serving organizations, schools, law enforcement agencies, recruited youth and others to keep them informed of retail data collector recruitment activities and other relevant tobacco control activities.

Activity 1.10: Conduct monthly status calls with youth recruiters and other partnering agencies as needed to discuss the status of recruiting and adjust recruitment activities and priorities to ensure youth retail data collectors are obtained as needed for YTPS contractor's and FDB's retail inspections statewide.

Activity 1.11: Annually, review and update the youth retail data collector recruitment application packet which at a minimum is to include the following forms and information: application, parental consent, youth consent, release of liability, medical release, Department of Motor Vehicles (DMV) photo identification (ID) application and DMV branch directory, instructions for attaining birth certificate background on the Youth Recruitment agency, Youth retail data collector participation instructions in relation to working with FDB and YTPS contractor, tobacco control laws background, and "refer a friend" information. The application is to include a request for the youth's current DMV photo ID, addresses and telephone numbers of both parents (if divorced) or guardians, address and cross street of school, youth mobile telephone number, and e-mail address. Processes and procedures for handling and protecting personal information must be consistent with California law.

Activity 1.12: On a weekly basis mail youth retail data collector recruitment application packets to potential youth recruits.

Activity: 1.13: With CTCP, develop and maintain policies and procedures that maintain the confidentiality of youth recruits and their personal information.

Activity 1.14: Develop or update the existing youth retail data collector recruitment processing check-list tool and procedures to track and ensure timely and complete processing of incoming applications. On a daily basis review the submitted applications for completeness and proactively follow-up with youth by telephone, text or e-mail to obtain missing documentation.

Activity 1.15: Conduct telephone interviews with youth recruits after they submit the required documents and photo ID copy. Develop a standard interview questionnaire that prescreens the youth to ensure they meet all program qualifications, demonstrate capacity to follow instructions, and train the youth on next-steps and whether they are being accepted into the program.

Activity 1.16: Mail welcome/confirmation packets to youth applicants who have been accepted into the program that include congratulations, next-steps, data collection responsibilities, upcoming annual satisfaction surveys, recruitment program background, and how to contact the program for future questions.
Activity 1.17: Mail completed application packets of youth recruits to the YTPS contractor and the FDB on a flow basis.
Activity 1.18: Maintain an existing CDPH youth retail data collector recruitment database that tracks the active/inactive status of the youth, data collection activity, and dissemination of behavior modification materials, letter of appreciation, and other key information as requested by CTCP.
Activity 1.19: On an ongoing basis, provide assistance to youth applicants and parents/guardians in obtaining one of the two acceptable DMV-issued photo IDs (CA photo ID or CA Driver's License), including reimbursement for the CA photo ID card as needed (reimbursement not applicable to driver's license). Provide address to local DMV and appointment hotline.
Activity 1.20: Conduct 1-3 focus groups with teen data collectors and agencies who conduct retail data collection activities in order to develop a plan that identifies ways to maintain youth engagement among recruited teens. The plan is to be submitted to CDPH/CTCP for approval.
Activity 1.21: Distribute tangible behavior modification materials to youth in acknowledgement of completing specified behaviors and as an incentive to maintain their participation. Behavior modification materials may be provided to youth to motivate and/or reinforce positive behavior upon completing activities such as submission of a complete application, participation in training sessions, referring other youth recruits who complete the application process, and maintaining youth engagement. The cost of the items will not exceed \$50.00 per person, per year.
Activity 1.22: Distribute intangible behavior modification materials to youth, e.g., certificates, college application letters, letters of recommendation, and award nominations in acknowledgement and recognition of services provided to CDPH by the youth recruits who participated in the recruitment and training activities.
Activity 1.23: Present at 2-6 CTCP-sponsored or other trainings, webinars, or conferences on topics which may include, but are not limited to: youth recruitment strategies, working effectively in racial/ethnic minority communities, working with youth, collaborating with schools and youth organizations, maintaining the confidentiality of youth information, or providing safety information and training to youth.
Activity 1.24: Provide 5-10 brief instances (10- 30 minutes) of technical assistance to LLAs, CTCP-grantees, schools, youth serving organizations, schools and others including, but not limited to the following topics: youth recruitment strategies, maintaining the confidentiality of youth information, maintaining the safety of youth, working with youth, multi-agency collaboration, and working effectively in racial/ethnic communities.
Activity 1.25: Annually, provide youth recruitment staff with 2-4 trainings of 30-60 minutes in length regarding recruitment and training techniques, an overview of tobacco control laws, updates to relevant legislation, overview of retail data collection protocols used by FDB and the YTPS contractor, how to complete the application packet, obtaining DMV photo IDs, child

labor laws, confidentiality processes, travel procedures and other relevant topics.

Activity 1.26: Coordinate 1-3 conference calls with CTCP, LLAs, and CTCP-grantees to identify if there are some low resource methods to keep youth recruits informed and engaged in other tobacco control activities besides participation as youth retail data collectors. Summarize the ideas and weigh the advantages and disadvantages. Implement at least one idea if deemed appropriate and would require low resource methods.

Activity 1.27: On a daily basis, monitor and respond to messages left on the youth recruitment program toll-free hotline.

Activity 1.28: For evaluation purposes, track the total number of youth recruited on an annual basis including age, gender, race/ethnicity, county of residence, where the youth was recruited from (school, friend, LLA, etc.), the number and type of retail data collection activities youth participated in (as provided by the YTPS contractor and FDB). Prepare a summary report that includes a written narrative, charts and graphs that describe the recruitment activities, results, youth participation levels and contrast youth recruitment results with the youth recruitment needs identified at the beginning of each year by the FDB and the YTPS contractor. Annually, summarize the findings and provide recommendations for improvement.

Activity 1.29: Annually, conduct key informant interviews with at least 3 FDB investigators, 2 YTPS contractor staff, 2 CTCP staff, 3 agencies where recruitment occurred, and 2 Youth Recruitment staff annually to assess satisfaction with: the operations of youth recruitment activities, youth recruit application packet, maintenance of confidentiality, youth recruitment outreach materials, youth recruitment print ads, newsletter, webpage, monitoring of the youth recruitment program hotline, the adequacy of behavior modification materials and incentives for participation, efforts that are working well, and efforts that need to be revised. Annually, summarize the findings into a brief report. Solicit assistance from the Tobacco Control Evaluation Center (TCEC) on the development of the questions.

Activity 1.30: After each youth has been officially recruited into the program, disseminate a brief electronic survey within 2 weeks to assess satisfaction with the information, timeliness, and helpfulness of staff during the recruitment and application process, satisfaction with outreach materials, and the webpage. Annually, summarize the results into a brief report. Solicit assistance from the TCEC on the development of the questions.

Activity 1.31: Annually, disseminate an electronic survey to a random selection of 25% of youth recruits who are active in the database to assess their satisfaction with their engagement in program activities and the adequacy of behavior modification materials and incentives for participation, and obtain a minimum of a 30% response rate to the survey. Solicit assistance from the TCEC on the development of the questions.