CALIFORNIA DEPARTMENT OF PUBLIC HEALTH
CALIFORNIA TOBACCO CONTROL PROGRAM

2013-17 LOCAL LEAD AGENCY COMPREHENSIVE TOBACCO CONTROL PLAN GUIDELINES

"INFORMATION DAY"

California Tobacco Control Program

November 7, 2012

AGENDA FOR DAY 1 & 2

- **Wednesday, November 7, 2012 (Information Day)**

- 9:00-9:15 Background of 2013-2017 Comprehensive Tobacco Control Plan/ Introduction of the Retail Campaign
- 9:15-9:45 2013-2017 LLA Guidelines Review & Requirements
- 9:45-10:15 2013-2017 LLA Budget Review

- **Thursday, November 8, 2012 (Training Day)**

- 9:00-9:45 How to Write a SMART Plan
- 9:45-10:45 Narrative Summary and Theory of Change
- 10:45-11:30 How to Write a Great Evaluation Plan
  Break
- 1:30-2:15 How to Write a Great Budget Plan
- 2:15-3:00 Coalition Building for the Retail Campaign. How to Make Assets Work For You During the Retail Campaign
- 3:00-3:45 Statewide Resources Overview

WHAT DO YOU MEAN BY PHASES?

- 2013-17 Local Lead Agency Comprehensive Tobacco Control Plan
- Phase I "**Bridge Year**" : July 1, 2013 to June 30, 2014
- Phase II: July 1, 2014 to June 30, 2017

LLA SCOPE OF WORK TECHNICAL ASSISTANCE DAY

- December 12, 2012 CTCP LLA Scope of Work Technical Assistance Day (8 am- 5 pm)
- Schedule a meeting with your program consultant (telephone)
- Ask questions prior to plan submission on January 15, 2013

Purpose

- The purpose of these Guidelines is to direct each of the 61 designated tobacco control LLAs in the development of a 2013-2017 Plan

Critical Reminder

The LLA Guidelines,
specifically the Work Statement,
posted on TCFOR takes precedence
over anything said during
today's information meeting.

Putting it All Together

READY….

- Current FY 2012-2013
  - Revisions to prepare for data collection

SET…

- Phase I Plan FY 2013-2014
  - Retail Data Collection Objective (required)

GO!

- Phase II Plan FY 2014-2017
  - Local Retail Environment Objective (required)

Tentative Timeline for LLA's

- Guidelines released November 5, 2012
- Online Information Meetings November 7-8, 2012
- Phase I Plans due **January 15, 2013 at 5:00 p.m. P.S.T.**
- Plans reviewed and scored: January 16 – February 6, 2013
- Plan negotiations meetings February 7 – March 7, 2013
- Agreement start Phase I "Bridge Year" date July 1, 2013
- Release Instructions for 2014-2017 Plan October 2013 (projected)
- Phase II Plan due December 2013 (projected)
- Agreement end date June 30, 2017

Guidelines Documents
http://tcfor.catcp.org

California Tobacco Control Program
Funding Opportunities and Resources

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Funding Opportunities

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2013-17 Local Lead Agency Comprehensive Tobacco Control Plan Guidelines

Closing Date	Jan 15 2013 05:00PM PST
Purpose	The Guidelines are designed to direct each of the 61 designated Tobacco Control Local Lead Agencies (LLAs) in the development of a 2013-17 Tobacco Control Plan as required by California Health and Safety Code (HSC) 104375, 104380, 104400 through 104415.
General Updates	
Eligibility & Selection	
Application Information	• Work Statement (PDF - 205.97 Kb) • Application – Proposal – Plan Requirements and Instructions (PDF - 363.28 Kb) • Administrative and Program Requirements (PDF - 57.80 Kb) • Program Priorities Overview (PDF - 66.54 Kb) • Appendix: Advocacy Campaign Materials and Behavior Modification Materials Guidelines (PDF - 0.65 Mb) • Appendix: 2013-2017 LLA Draft Allocation Table (PDF - 9.07 Kb) • Appendix: American Indian Casinos in California (PDF - 29.06 Kb) • Appendix: Computer Hardware and Software Minimum Specifications (PDF - 156.86 Kb) • Appendix: OTIS Applicant/Evaluation Design Training Course (PDF - 341.14 Kb) • Appendix: Retail Data Collection Objective (PDF - 286.27 Kb)

Funding Tiers

Table 1. LLA 2013-2017 Funding Tiers		
Tier 1 Local health jurisdictions projected to receive a budget allocation of less than $200,000 per year.	**Tier 2** Local health jurisdictions projected to receive a budget allocation of more than $200,000 and less than $1,000,000 per year.	**Tier 3** Local health jurisdictions projected to receive a budget allocation of $1,000,000 or more per year.
Alameda, Alpine, Amador, Berkeley, Butte, Calaveras, Colusa, Contra Costa, Del Norte, El Dorado, Fresno, Glenn, Kern, Humboldt, Imperial, Inyo, Kings, Lake, Lassen, Long Beach, Madera, Marin, Mariposa, Mendocino, Merced, Modoc, Mono, Monterey, Napa, Nevada, Pasadena, Placer, Plumas, Riverside, Sacramento, San Benito, San Joaquin, San Luis Obispo, San Mateo, Santa Barbara, Santa Cruz, Shasta, Sierra, Siskiyou, Sonoma, Solano, Stanislaus, Sutter, Tehama, Trinity, Tulare, Tuolumne, Ventura, Yolo, Yuba	Orange San Bernardino San Diego San Francisco Santa Clara	Los Angeles

Table 2. Phase I Minimum SOW Requirements per Tier

	Requirements	Tier 1	Tier 2	Tier 3
	Conduct a formal CX Needs Assessment	X	X	X
	Three Objectives	X	X	
	Four Objectives			X
Obj. 1	One Data Collection Process Objective for the Retail Campaign and accompanying activities as specified in Appendix A. (For this objective all tiers will complete two data collection modules: the core tobacco module plus one additional module.)	X	X	X
Obj. 2	One objective reflecting a Policy or Systems Change Outcome.	X	X	
Obj. 2	Two objectives reflecting a Policy or Systems Change Outcome			X
Obj. 2	Completion of Midwest Academy Chart is to be included as an activity for each policy objective in the SOW.	X	X	X
Obj. 2	A "Policy Implementation Only" objective may only be submitted if a resolution, legislative policy, or voluntary policy is being implemented that was formally enacted as a result of the 2010-2013 Comprehensive Tobacco Control Plan.	X	X	X
	Designate all objectives in the Phase I Plan as Non-primary Objectives.	X	X	X
evaluation	Objectives designated as non-primary objectives will include a brief evaluation plan that provides sufficient information to determine the extent to which the objective was completed and satisfaction with key activities. A brief evaluation report must be completed for each non-primary objective.	X	X	X
	No more than 10 percent of the overall budget can be allocated to the provision of direct cessation services.	X	X	X
Obj. 3 or other	One objective from the 2010-2013 plan period may continue or be expanded into Phase I.	optional for all tiers		
Obj. 3 or other	One Coalition Building Objective is highly encouraged to support the retail environment campaign and the CX needs assessment activities. Assets 2.6 or 2.7 may be selected.	optional for all tiers		

Overview of Phase I "Bridge Year"

- Meet Minimum SOW Requirements for All Tiers

- Collect Data for Retail Campaign

- Conduct CX Needs Assessment

- Develop Phase II Plan, based on new CX findings

- Submit Project Abstract after Phase I Plan Approval

Proposed Phase I "Bridge Year" Objectives

- Objectives must be based on indicators and assets that were assessed in **2009** as part of the CX needs assessment submitted in the 2010-2013 Plan.

- Two exceptions to this rule
  - 1) the mandatory retail campaign objective
  - 2) an objective focusing on coalition or partner development (Asset 2.6 or 2.7)

Review your 2009 CX Assessments

- Indicators
  - Limit Tobacco Influences ?
  - Reduce SHS Exposure ?
  - Reduce Availability ?
  - Promote Cessation ?
- Assets
  - Social Capital ?
  - Cultural Diversity and Competency ?

What does this mean for LLA's for Phase I ?

- Conduct CX Needs Assessment
- 3-4 objectives
- Policy Objective must include completing, updating, or revising the Midwest Academy Chart as needed
- Designate all Objectives as Non-Primary and include Brief Evaluation Report (BER) for all
- No more than 10% of budget can be allocated for cessation services

What are the Possibilities? Tier 1&2

- Obj. 1 = Data Collection Retail Objective (Asset)
- Obj. 2 = Policy or Systems Change
  - Note – optional carry over
  - Or previously assessed CX Indicator from 2009
- Obj. 3 (Optional) = Asset (Asset 2.6, 2.7)

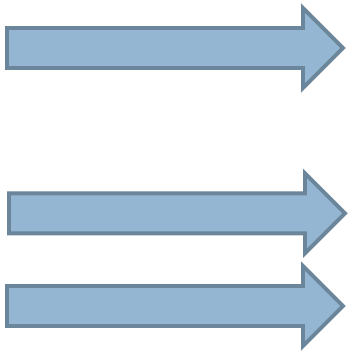
What are the Possibilities? Tier 3

- Obj. 1 = Data Collection Retail Objective
- Obj. 2 = Policy or Systems Change
  - Note – optional carry over
  - Or previously assessed CX Indicator from 2009
- Obj. 3 = Policy or Systems Change
  - Note – optional carry over
- Obj. 4 (Optional) = Asset (Asset 2.6, 2.7)

A Closer Look: Data Collection Retail Objective

By June 30, 2014, plan, coordinate, and implement data collection related to the statewide Retail Environment Campaign in tobacco retail stores, including, but not limited to, questions on price, flavors, discounts/promotions, and storefront advertising.

- 7 Intervention activities:
  - Media – coordinated press event
- 5 Evaluation activities:
  - Store Observations Data Surveys
  - Public Intercept Surveys



Media Activity

- Coordinated with CTCP and other LLAs in the region
- Utilize materials and trainings provided by CTCP
- Local tailoring of media press packets, including local press release

Store Observation Data Surveys

- All LLAs will complete two modules: the core tobacco module plus one additional module (e.g., flavors, price, storefront advertising, alcohol, nutrition).

- **OPTIONAL** - Completing an additional third module beyond the two required.

- **OPTIONAL**- More advanced analyses beyond what is automatically generated by survey software

Public Intercept Surveys

- This number will be provided by CTCP and is based on a sliding scale correlated with the number of store surveys selected

Evaluation: Non-Primary Objectives

- A Brief Evaluation Report (BER) must be conducted for each objective in the SOW.

- It needs to describe the evaluation design, sampling strategy, sample sizes, types of evaluation activities proposed, data collection methods, data analysis, and dissemination of findings.

Scoring Criteria

Table 3. Phase I Plan Components and Maximum Points	Maximum Points
I. Agency Contact Information	0
II. Demographic Profile	0
III. Media Profile	0
IV. Evaluator Selection	0
V. Coalition Information	15
VI. Scope of Work (Phase I only)	45
• Objectives	
• Intervention activities	
• Evaluation Plan	
VII. Narrative Summary/ Theory of Change	15
VIII. Budget Justification	25
Total	**100**

Internal Review and Scoring Criteria

- Coalition Information: 15 points
  - Complete Functioning Form and Membership Form
  - Include Task Plan to conduct 2014-17 CX Needs Assessment

- SOW: 45 points
  - 3 objectives that meet the criteria
  - At least 10% deliverables is allocated to evaluation
  - Include Brief Evaluation Report for all objectives

Internal Review and Scoring Criteria

- Narrative Summary and Theory of Change: 15 points
  - Incorporate and synthesize findings from the last CX Needs Assessment (submitted in the 2010-13 Plan).
  - For an objective based on Asset 2.6 or 2.7 and which was not previously assessed, provide quantitative and qualitative data for support

- Budget Justification: 25 points
  - A lead staff must be designated for evaluation oversight at a minimum of four (4) hours weekly
  - Budget for all required travel and trainings

Tips for Successful Submission

- Read the Guidelines carefully and submit all components
- Read and review the Scoring Criteria
- Evaluator Certification of Plan - Do not leave this activity to the last day of Plan submission.
- Check out resources offered from other CTCP funded agencies (e.g. TCEC, The Center for Policy and Organizing)

BUDGET REVIEW PRESENTATION

Questions

Training Day

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