Scope of Work: Objective 1

Procurement Name: CG 14-10010 Reduce Tobacco-Related Inequities Interventions
Contract Number: 14-100XX
Contract Term: 07/01/2014 - 06/30/2016
Agency Name: Lambda Community Center
Effective Date: 07/01/2014
Project Name: UN-FILTERED
Plan Version ID: 1.0
Project Type: Competitive Grantee
Report Generated:

Objective Overview

Objective: By June 30, 2016, at least 5 of the tobacco company targeted adult-only-facilities (e.g., bars, night clubs) that are frequented by lesbian, gay, bisexual, and transgender (LGBT) community members in Serenity County will adopt a voluntary policy prohibiting tobacco company/product marketing/sponsorship.

Objective ID: 1

Primary Priority Area: (1) Limit Tobacco Promoting Influences

Is this a primary objective? Yes

Evaluation Plan Type: Voluntary Policy -- Adoption and Implementation

Target Audience:

Audience Group

- 21 years and older
- Bar Owners
- Lesbian, Bisexual, Gay, Transgender

General Population Groups

- Non-specific/General Audience

Indicator(s)

Primary

1.1.7 **Adult-Only Facility Marketing:** The number of jurisdictions covered by a public policy that restricts or specifically bans time, place, and manner of tobacco and/or ENDD product marketing and sponsorship at adult-only facilities (e.g., bars and night clubs) consistent with the First Amendment and federal law.

Intervention Topic(s)

- Cultural Competency Training
- Digital Storytelling
- Endorsements Collected
- Facebook
- Key Informant Interviews
- Letters to the Editor
- Midwest Academy Strategy Chart
- Newspaper Advertising
- Opinion Editorial(s)
- Photovoice
- Press release(s)
- Priority Population Organizations Collaboration
- Public Intercept Surveys
- Spokespersons Training
- Twitter
- Volunteer Recruitment
- Website Advertising

- YouTube, Slide Share or other Multi-media Social Networking

Intervention Activity Plan

Coordination/Collaboration Activities	
Activity 1-3-1	
Activity:	Attend 1-3 meetings annually of the Serenity County Tobacco Coalition in order to share project progress and to ensure non duplication of efforts.
Intervention Category:	Coordination/Collaboration Activities
Copyright:	No
Program Deliverable Percentage:	0.00 %
Start Date Period:	07/14-12/14
Completion Date Period:	01/16-06/16
Tracking Measures:	**Measure** **Submit** Meeting Agendas On File
Responsible Parties:	**Responsible Party** **Budget Type** Project Coordinator Budgeted

Activity ID	
Activity:	Coordinate and collaborate with statewide tobacco control projects: ChangeLab Solutions, California Youth Advocacy Network (CYAN), the Capacity Building Network (CBN), The Center for Tobacco Policy and Organizing (The Center), and the Tobacco Control Evaluation Center (TCEC) to obtain technical assistance, sample policies, and other tools and resources to support campaign efforts and to participate in webinars, trainings, etc.
Intervention Category:	Coordination/Collaboration Activities
Copyright:	No
Program Deliverable Percentage:	0.00 %
Start Date Period:	07/14-12/14
Completion Date Period:	01/16-06/16
Tracking Measures:	**Measure** **Submit** Contact Log On File Resources On File
Responsible Parties:	**Responsible Party** **Budget Type** Project Coordinator Budgeted

Activity ID	
Activity:	Use the Online Tobacco Information System (OTIS) and Partners to identify other CTCP-funded grantees involved with prohibiting tobacco company/product marketing/sponsorships. Identify strategies and materials that could be incorporated into the campaign.

Intervention Category:	Coordination/Collaboration Activities
Copyright:	No
Program Deliverable Percentage:	0.00 %
Start Date Period:	07/14-12/14
Completion Date Period:	01/15-06/15
Tracking Measures:	**Measure** **Submit** Identified strategies and/or materials On File List of Contacts On File
Responsible Parties:	**Responsible Party** **Budget Type** Project Coordinator Budgeted

Activity ID	
Activity:	Attend monthly Serenity Area LBGT Collaborative meetings to share project goals and progress and recruit campaign supporters. (The Collaborative includes leaders of local organizations that come together to collaborate and make a positive and larger imprint on our LGBT communities. Discussion includes issues that impact our varying communities.)
Intervention Category:	Coordination/Collaboration Activities
Copyright:	No
Program Deliverable Percentage:	0.00 %
Start Date Period:	07/14-12/14
Completion Date Period:	01/16-06/16
Tracking Measures:	**Measure** **Submit** Meeting agendas On File
Responsible Parties:	**Responsible Party** **Budget Type** Project Coordinator Budgeted Project Director Budgeted

Activity ID	
Activity:	Create, and maintain quarterly, a database of LGBT frequented bars and nightclubs in Serenity County with current tobacco company/product marketing/sponsorships. Use California Attorney General's list and results from local monitoring activities and efforts.
Intervention Category:	Coordination/Collaboration Activities
Copyright:	No
Program Deliverable Percentage:	3.00 %
Start Date Period:	07/14-12/14
Completion Date Period:	01/16-06/16
Tracking Measures:	**Measure** **Submit** Copy of database Yes

Responsible Parties:	**Responsible Party Budget Type** Project Coordinator Budgeted

Activity ID	
Activity:	Recruit and maintain a pool of 5-10 volunteer ambassadors to participate in project activities and promote the campaign. Collaborate with other agencies serving LGBT communities and local college LGBT organizations to identify potential volunteers.
Intervention Category:	Coordination/Collaboration Activities
Copyright:	No
Program Deliverable Percentage:	4.00 %
Start Date Period:	07/14-12/14
Completion Date Period:	01/16-06/16
Tracking Measures:	**Measure** **Submit** List of volunteers On File Recruitment materials Yes
Responsible Parties:	**Responsible Party Budget Type** Project Coordinator Budgeted

Community Education Activities	
Activity ID	
Activity:	The volunteer ambassadors will participate in a minimum of one activity (e.g., digital storytelling, PhotoVoice, etc.) to document inequities in tobacco use in the LGBT community and tobacco company/product marketing/sponsorship in LGBT frequented bars and nightclubs.
Intervention Category:	Community Education Activities
Copyright:	Yes
Program Deliverable Percentage:	4.00 %
Start Date Period:	07/14-12/14
Completion Date Period:	01/15-06/15
Tracking Measures:	**Measure** **Submit** Activity results/products Yes
Responsible Parties:	**Responsible Party Budget Type** Project Coordinator Budgeted

Activity ID	
Activity:	Develop and conduct 5-10, 30 minute educational presentations including high rates of tobacco use among LGBT populations and the results of the volunteer ambassador activity documenting the role and impact of tobacco company/product marketing/sponsorships in LGBT frequented bars and nightclubs, to key LGBT community leaders, groups, and organizations (e.g., the Rainbow Chamber of Commerce, Serenity Area LBGT Collaborative,

	LBGT Community Center, Gay-Straight Alliance of Serenity County, etc.). These stakeholders will be asked for letters of support encouraging bars and nightclubs to adopt voluntary policies.
Intervention Category:	Community Education Activities
Copyright:	No
Program Deliverable Percentage:	3.00 %
Start Date Period:	07/14-12/14
Completion Date Period:	01/16-06/16
Tracking Measures:	**Measure** / **Submit** Copies of letters of support / Yes Copy of Educational Presentation / Yes Presentation log / On File
Responsible Parties:	**Responsible Party** / **Budget Type** Project Coordinator / Budgeted Project Director / Budgeted

Activity ID	
Activity:	Staff and volunteer ambassadors will table 3-4 booths per year at LGBT community events (e.g., Rainbow Festival, Serenity International Gay and Lesbian Film Festival, Serenity Pride, Lavender Street Faire, etc.). Events will serve to raise awareness about tobacco company/product marketing/sponsorships in LGBT frequented bars and nightclubs and collect public opinion data. Educational and cessation materials will be distributed.
Intervention Category:	Community Education Activities
Copyright:	Yes
Program Deliverable Percentage:	4.00 %
Start Date Period:	07/14-12/14
Completion Date Period:	01/16-06/16
Tracking Measures:	**Measure** / **Submit** Event flyers / Yes Photos of events / Yes
Responsible Parties:	**Responsible Party** / **Budget Type** Project Coordinator / Budgeted

Activity ID	
Activity:	Staff and/or volunteer ambassadors will visit in person at least 10 identified venues and contact owners and managers with a 5-10 minute appeal at targeted adult only facilities to introduce campaign and align support.
Intervention Category:	Community Education Activities
Copyright:	No
Program Deliverable Percentage:	3.00 %
Start Date Period:	07/14-12/14

Completion Date Period:	01/16-06/16
Tracking Measures:	**Measure** **Submit** List of adult only venues contacted Yes
Responsible Parties:	**Responsible Party Budget Type** Project Coordinator Budgeted Project Director Budgeted

Activity ID	
Activity:	Conduct 1-2 community forums with participation from at least 15-20 individuals at each forum. Forum participants will be local stakeholders, LGBT community leaders and members and LGBT frequented bar and nightclub owners, managers and staff. These forums will discuss the inequities of tobacco use and health effects in the LGBT community, tobacco industry targeting tactics, the pros and cons of a tobacco-industry free community, and the benefits of voluntary policies prohibiting tobacco company/product marketing/sponsorship. The purpose is to lay the groundwork with stakeholders in the community who can be influential in voicing their concerns to the decisions makers about tobacco company/product marketing/sponsorship in LGBT frequented bars and nightclubs. The forum participants will be recruited through existing relationships, one-on-one educational visits, educational presentations, and social networking venues.
Intervention Category:	Community Education Activities
Copyright:	No
Program Deliverable Percentage:	4.00 %
Start Date Period:	01/14-06/14
Completion Date Period:	07/15-12/15
Tracking Measures:	**Measure** **Submit** Community Forum Agenda Yes Forum Announcements Yes
Responsible Parties:	**Responsible Party Budget Type** Project Coordinator Budgeted

Educational Materials Development	
Activity ID	
Activity:	Create and develop an Infographic to describe the inequity of LGBT tobacco use as compared to other groups and the influence of tobacco sponsorships of bars and nightclubs in the LGBT community. Display this on the campaign's social networking pages, distribute at events, and include in educational packets.
Intervention Category:	Educational Materials Development
Copyright:	Yes
Program Deliverable Percentage:	3.00 %
Start Date Period:	07/14-12/14
Completion Date Period:	01/15-06/15
Tracking Measures:	**Measure** **Submit**

	Infographic Yes
Responsible Parties:	**Responsible Party Budget Type** Project Coordinator Budgeted

Activity ID	
Activity:	Contact CTCP and other CTCP-funded agencies and organizations for assistance with the assembling of an education packet for distribution at 5-10 community education presentations. The packets will include the Infographic, results of the public opinion poll, results of the volunteer ambassadors' activity, sample letters of support, and other relevant data and materials. The packets will be adapted to distribute to 5-10 tobacco company targeted bars and nightclubs and will include relevant information on creating successful voluntary policies, sample policy language and letters of support from community leaders, groups and agencies.
Intervention Category:	Educational Materials Development
Copyright:	No
Program Deliverable Percentage:	3.50 %
Start Date Period:	07/14-12/14
Completion Date Period:	07/15-12/15
Tracking Measures:	**Measure** **Submit** Sample packet Yes
Responsible Parties:	**Responsible Party Budget Type** Project Coordinator Budgeted

Activity ID	
Activity:	Develop tobacco cessation educational materials/messages geared toward LGBT community members. These materials may include 1-2 postcards/handbills and 3-4 social media banners. Prior to development, check in with CTCP and other agencies and organizations to verify if the materials/messages already exist. The materials will be field tested to ensure information is factually correct and cited and copyright releases will be obtained where appropriate.
Intervention Category:	Educational Materials Development
Copyright:	Yes
Program Deliverable Percentage:	4.00 %
Start Date Period:	07/14-12/14
Completion Date Period:	07/15-12/15
Tracking Measures:	**Measure** **Submit** Copies of social media banners Yes Post Cards/Handbills Yes
Responsible Parties:	**Responsible Party Budget Type** Project Coordinator Budgeted

Behavior Modification Materials	
Activity ID	
Activity:	Purchase and present to at least 5 owners or managers a plaque or other recognition as a token of appreciation at Chamber of Commerce, City Council, Business and/or Merchant Association, or LGBT Collaborative meetings acknowledging adoption of voluntary policies. Behavior Modification Materials (BMMS) are provided to program participants to motivate and/or reinforce positive: behavior, participation, and/or involvement in tobacco control activities and requires action on the part of the recipient to receive the BMMs. Behavior modification materials will meet CDPH/CTCP guidelines and the cost of the BMMs may not exceed $50 in value per person per year and shall not include gift cards that can be used to purchase tobacco or alcohol.
Intervention Category:	Behavior Modification Materials
Copyright:	No
Program Deliverable Percentage:	0.00 %
Start Date Period:	01/15-06/15
Completion Date Period:	01/16-06/16
Tracking Measures:	**Measure** **Submit** Copy of plaque or certificate On File
Responsible Parties:	**Responsible Party Budget Type** Project Coordinator Budgeted

Activity ID	
Activity:	Identify and purchase for distribution to volunteers ambassadors who participate in the implementation of community activities at least 5 items (such as t-shirts and ball caps and/or small items such as theater tickets and small denomination gift cards. Behavior Modification Materials (BMMS) are provided to program participants to motivate and/or reinforce positive: behavior, participation, and/or involvement in tobacco control activities and requires action on the part of the recipient to receive the BMMs. The cost of the BMMs may not exceed $50 in value per person per year and shall not include gift cards that can be used to purchase tobacco or alcohol.
Intervention Category:	Behavior Modification Materials
Copyright:	No
Program Deliverable Percentage:	0.00 %
Start Date Period:	07/14-12/14
Completion Date Period:	01/16-06/16
Tracking Measures:	**Measure** **Submit** Distribution log On File
Responsible Parties:	**Responsible Party Budget Type** Project Coordinator Budgeted

Activity ID	
Activity:	Purchase and distribute 250-500 tangible behavior modification (BMM) items

	at events and activities to people completing the public opinion poll. BMMs are provided to program participants to motivate and/or reinforce positive: behavior, participation, and/or involvement in tobacco control activities and requires action on the part of the recipient to receive the BMM. The cost of the BMM may not exceed $50 in value, per person, per year, shall not include gift cards that can be used to purchase tobacco or alcohol.
Intervention Category:	Behavior Modification Materials
Copyright:	No
Program Deliverable Percentage:	0.00 %
Start Date Period:	07/14-12/14
Completion Date Period:	01/16-06/16
Tracking Measures:	**Measure** **Submit** Distribution log On File
Responsible Parties:	**Responsible Party Budget Type** Project Coordinator Budgeted

Paid Media Activities	
Activity ID	
Activity:	Obtain by contacting CTCP Media unit, and other organizations, adapt as necessary, and place at least 3 advertisements to promote voluntary adoption of a policy, for positive reinforcement or to thank owners/managers. Identify strategic media placement and/or free advertising to recognize bars that adopt voluntary policies in local LGBT print and online publications.
Intervention Category:	Paid Media Activities
Copyright:	Yes
Program Deliverable Percentage:	4.50 %
Start Date Period:	07/14-12/14
Completion Date Period:	01/16-06/16
Tracking Measures:	**Measure** **Submit** Copy of advertisements Yes
Responsible Parties:	**Responsible Party Budget Type** Project Coordinator Budgeted

Earned Media Activities	
Activity ID	
Activity:	Staff and/or volunteer ambassadors will develop and submit 8-10 stories (broadcast or print), press releases, letters to the editor or op-ed pieces in local publications (both printed and online) regarding inequities of LGBT tobacco use and the influence of tobacco company/product marketing/sponsorship in LGBT frequented bars and nightclubs.
Intervention Category:	Earned Media Activities
Copyright:	No

Program Deliverable Percentage:	4.00 %
Start Date Period:	07/14-12/14
Completion Date Period:	01/16-06/16
Tracking Measures:	**Measure** **Submit** Copy of printed/published letters Yes
Responsible Parties:	**Responsible Party Budget Type** Project Coordinator Budgeted

Activity ID	
Activity:	Utilize the Lambda Community Center's existing social media sites including Facebook, Twitter and Instagram to include at least monthly campaign updates (e.g., results of volunteer ambassador activity, relevant news stories, videos, images, quotes, questions or polls, or other relevant items) to generate interest and increase communication with social media users.
Intervention Category:	Earned Media Activities
Copyright:	No
Program Deliverable Percentage:	5.00 %
Start Date Period:	07/14-12/14
Completion Date Period:	01/16-06/16
Tracking Measures:	**Measure** **Submit** Copy of social media updates Yes
Responsible Parties:	**Responsible Party Budget Type** Project Coordinator Budgeted

Policy Activities	
Activity ID	
Activity:	Consult with The Center for Tobacco Policy and Organizing and work with volunteer ambassadors, members of the Lambda Community Center's Board of Directors, community group representatives, and members of the LGBT Collaborative to conduct 1, 2-3 hour Midwest Academy Strategy planning meeting to create a plan for promoting the adoption of no tobacco company sponsorship policies in LGBT frequented bars and nightclubs. Periodically review and revise the Midwest Academy Strategy Chart to identify new leads and approaches.
Intervention Category:	Policy Activities
Copyright:	No
Program Deliverable Percentage:	3.00 %
Start Date Period:	07/14-12/14
Completion Date Period:	07/14-12/14
Tracking Measures:	**Measure** **Submit** Completed Midwest Academy Chart Yes

Responsible Parties:	**Responsible Party** **Budget Type** Project Coordinator Budgeted Project Director Budgeted

Activity ID	
Activity:	Coordinate with ChangeLab Solutions to adapt an existing volunteer model policy that prohibits tobacco company/product marketing/sponsorships in bars and nightclubs.
Intervention Category:	Policy Activities
Copyright:	No
Program Deliverable Percentage:	2.00 %
Start Date Period:	07/14-12/14
Completion Date Period:	01/15-06/15
Tracking Measures:	**Measure** **Submit** Adapted model policy Yes
Responsible Parties:	**Responsible Party** **Budget Type** Project Coordinator Budgeted

Activity ID	
Activity:	Staff and/or volunteer ambassadors will meet with at least 10 bar owners/manager for 15-20 minutes to present education packet including findings from the volunteer ambassador activity, public opinion poll data, letters of support from community leaders, groups and agencies, sample policies and steps and benefits of policy adoption and implementation.
Intervention Category:	Policy Activities
Copyright:	No
Program Deliverable Percentage:	5.00 %
Start Date Period:	07/14-12/14
Completion Date Period:	01/16-06/16
Tracking Measures:	**Measure** **Submit** Meeting log Yes
Responsible Parties:	**Responsible Party** **Budget Type** Project Coordinator Budgeted

Activity ID	
Activity:	Make in-person, follow-up visits to at least 10 bars to check their status of signing a policy and to collect a copy of any signed policy.
Intervention Category:	Policy Activities
Copyright:	No
Program Deliverable Percentage:	4.00 %

Start Date Period:	01/15-06/15
Completion Date Period:	01/16-06/16
Tracking Measures:	**Measure** **Submit** Copies of signed policies Yes Follow-up visit log Yes
Responsible Parties:	**Responsible Party Budget Type** Project Coordinator Budgeted

Activity ID	
Activity:	At least one staff and/or volunteer ambassador will participate in the annual Information and Education Days at the State Capitol to educate state legislators about key tobacco control issues.
Intervention Category:	Policy Activities
Copyright:	No
Program Deliverable Percentage:	2.00 %
Start Date Period:	01/15-06/15
Completion Date Period:	01/16-06/16
Tracking Measures:	**Measure** **Submit** Agenda Yes Completed registration form Yes
Responsible Parties:	**Responsible Party Budget Type** Project Coordinator Budgeted Project Director Budgeted

Training/Technical Assistance Activities	
Activity ID	
Activity:	Provide 20-30 hours of technical assistance total to at least 5 owners/managers and employees to tailor policy and provide support and assistance to develop a process for implementing policy
Intervention Category:	Training/Technical Assistance Activities
Copyright:	No
Program Deliverable Percentage:	4.00 %
Start Date Period:	01/15-06/15
Completion Date Period:	01/16-06/16
Tracking Measures:	**Measure** **Submit** Technical assistance log Yes
Responsible Parties:	**Responsible Party Budget Type** Project Coordinator Budgeted

Activity ID	
Activity:	Provide at least one, 2-3 hour training per year for a minimum of 5 volunteer ambassadors on ways (e.g., digital storytelling, PhotoVoice, etc.) to document inequities in LGBT tobacco use, influence of tobacco company/product marketing/sponsorship in LGBT frequented bars and nightclubs, importance of policy adoption, spokesperson training, and other relevant topics. Provide on-going technical assistance, as needed.
Intervention Category:	Training/Technical Assistance Activities
Copyright:	No
Program Deliverable Percentage:	3.00 %
Start Date Period:	07/14-12/14
Completion Date Period:	07/15-12/15
Tracking Measures:	**Measure** **Submit** Sign-in sheets On File Training agenda Yes
Responsible Parties:	**Responsible Party** **Budget Type** Project Coordinator Budgeted

Activity ID	
Activity:	Collaborate with the Capacity Building Network(CTCP-funded project) to conduct a minimum of 2 half-day Cultural Capacity Trainings to a minimum of 25 organizations that work with/provide services to or would like to work with/provide services to the LGBT community in Serenity County. Participants will expand their knowledge, skills, behaviors and attitudes that allow them to work effectively with LGBT community members.
Intervention Category:	Training/Technical Assistance Activities
Copyright:	No
Program Deliverable Percentage:	5.00 %
Start Date Period:	01/15-06/15
Completion Date Period:	01/16-06/16
Tracking Measures:	**Measure** **Submit** Training agenda and materials Yes Training announcement Yes Training survey summary Yes
Responsible Parties:	**Responsible Party** **Budget Type** Evaluation Consultant Budgeted Project Coordinator Budgeted

Evaluation Activity Plan

Evaluation Activity 1-E-	Collection of Outcome Data

Study Design:	Non-Experimental
Intervention Groups:	1
Control Groups:	0
Intact Groups:	Yes
Measurements:	Pre- and Post-test
Study Design Description:	A pre- and post-policy adoption Observation Survey will determine the percentage of bars and nightclubs that are implementing the adopted policy and to what extent. The Observation Survey will collect data on indicators associated with policy implementation such as the presence of tobacco company promotional staff, items and give-aways, signage, furnishings and other sponsorship items, and whether and to what extent these items are removed following policy adoption.
Description of the instrument to be used or developed:	Adapt an existing Observation Survey to measure the extent of tobacco company/product marketing/sponsorship in the form of sponsored nights/events, advertising, furnishings, etc. in LGBT-frequented bars and nightclubs in Serenity County prior to the adoption of voluntary policies banning such tobacco company/product marketing/sponsorship, and the extent of this type of sponsorship post-policy adoption.
Description of activities and resources to design instrument:	Review existing instruments developed by other projects and agencies, including those provided by TCEC. The adapted instrument will be pilot tested and finalized.
Copyright:	Yes
Program Percentage Deliverable:	3.00 %
Period development of data collection instrument and protocol begins:	07/14-12/14
Period data collection and protocol completed:	01/16-06/16
Tracking Measures:	**Measure** / **Submit** Observational survey instrument / Yes
Responsible Parties:	**Responsible Party** / **Budget Type** Project Director / Budgeted Project Coordinator / Budgeted Evaluation Consultant / Budgeted
Sample Size:	Convenience sample size of up to 10 LGBT frequented bars and nightclubs.
Sample Selection Method:	The pre-policy adoption Observation Survey will be conducted at all Serenity County LGBT frequented bars and nightclubs where there is evidence of tobacco company/product marketing/sponsorship. The post-policy adoption Observation Survey will be conducted at bars and nightclubs that adopt the policy.
Method for conducting evaluation activity:	Observational survey
If other, please specify:	
Data collection source:	Bar/nightclub
If other, please specify:	
Program Percentage Deliverable:	4.00 %
Period evaluation activity	01/14-06/14

will be conducted:	07/14-12/14 07/15-12/15 01/16-06/16
Period to submit data analysis report:	01/16-06/16
Tracking Measures:	**Measure** / **Submit** Summary of results / Yes
Responsible Parties:	**Responsible Party** / **Budget Type** Project Director / Budgeted Project Coordinator / Budgeted Evaluation Consultant / Budgeted

Evaluation Activity 1-E-3	**Data Collection Training**
Training purpose:	To teach volunteer ambassadors how to: complete bar observation forms and conduct public opinion poll surveys at community events.
Number of times to be conducted:	1
Training length:	1-2 hours
Number to be trained:	5
Who will be trained and method for selection:	Volunteer ambassadors recruited to participate in plan and campaign activities.
Method to evaluate training:	Staff and evaluator will meet with the volunteer ambassadors to review the data collection protocols and survey instruments and to verify that volunteer ambassadors have learned the requisite skills by reviewing completed data forms as samples. Volunteer ambassadors will complete a brief quiz to evaluate their data collection knowledge and readiness.
Copyright:	No
Program Percentage Deliverable:	2.00 %
Period evaluation activity will be conducted:	07/14-12/14
Period results will be analyzed and disseminated:	01/15-06/15
Tracking Measures:	**Measure** / **Submit** Completed quizzes / On File Sign-in sheet / On File Summary of quiz results / Yes Training agenda / Yes
Responsible Parties:	**Responsible Party** / **Budget Type** Project Director / Budgeted [CANCELLED] Office Technician / Budgeted Project Coordinator / Budgeted

	Evaluation Consultant	Budgeted

Evaluation Activity 1-E-2	**Key Informant Interview**	
Description of the instrument to be used or developed:	Brief interview tool to assess owner's/ manager's readiness to adopt voluntary policy, learn their views and opinions in order to plan strategies and messages. Contact TCEC for sample KII tools targeting bar owners, managers and staff on the issue of bar event promotions and adapt as necessary. Questions will focus on the type of and benefits and barriers to tobacco company promotional activities and their interest in reducing tobacco company marketing.	
Sample size:	10	
Will follow-up interviews be conducted:	Yes	
Description of key informants:	Informants will be former and new bar owners/managers that have allowed tobacco sponsorship events.	
Data collection method:	Face-to-face	
Method to analyze findings:	Responses to closed-ended questions will be analyzed with frequencies and percentages. Content analysis will also be performed on open-ended questions. In analyzing the pre-adoption and implementation responses, anticipated and/or perceived challenges and barriers to policy adoption and implementation will be identified. In analyzing post-policy adoption and implementation responses, challenges and barriers to policy adoption and implementation will be identified including perceptions of how successfully the challenges and barriers were or were not overcome.	
Copyright:	No	
Program Percentage Deliverable:	5.00 %	
Period to be conducted:	07/14-12/14 01/15-06/15 01/16-06/16	
Period results will be analyzed and disseminated:	07/15-12/15 01/16-06/16	
Tracking Measures:	**Measure**	**Submit**
	Completed KII	On File
	Key Informant Interview Form	Yes
	KII Summary Report	Yes
Responsible Parties:	**Responsible Party**	**Budget Type**
	Project Director	Budgeted
	Project Coordinator	Budgeted

	Evaluation Consultant	Budgeted

Evaluation Activity 1-E-	**Key Informant Interview**
Description of the instrument to be used or developed:	Brief interview tool to assess volunteer ambassador's experience with campaign activities including training, data collection, volunteer ambassador activity, events, presentations and meetings. Contact TCEC for sample interview tools.
Sample size:	5
Will follow-up interviews be conducted:	No
Description of key informants:	Volunteer ambassadors that participated in campaign activities.
Data collection method:	Face-to-face
Method to analyze findings:	Content analysis will be performed to determine volunteer ambassadors experience with campaign activities. Trends and themes will be identified.
Copyright:	No
Program Percentage Deliverable:	3.00 %
Period to be conducted:	01/16-06/16
Period results will be analyzed and disseminated:	01/16-06/16
Tracking Measures:	**Measure** / **Submit** Brief interview survey instrument / Yes Completed brief interview surveys / On File Summary of results / Yes
Responsible Parties:	**Responsible Party** / **Budget Type**

Evaluation Activity 1-E-	**Public Opinion Poll (including Public Intercept Survey)**
Description of the instrument to be used or developed:	Contact TCEC for any existing intercept surveys targeting people that frequent LGBT bars / bar events. The instrument will be adapted as necessary. The questions will focus on motivations to attend events, outcomes of event participation, tobacco company marketing practices, attitudes about tobacco companies and support for banning tobacco company/product marketing/sponsorship.
Sample size:	150
Will follow-up polls be	No

conducted:	
Data collection method:	Pen-to-paper
Method to analyze findings:	The data will be entered into Excel and exported to SPSS for descriptive analysis including Chi-squares, means and frequencies. Differences between smokers and non-smokers will be examined as well as support for policy adoption.
Copyright:	Yes
Program Percentage Deliverable:	3.00 %
Period evaluation activity will be conducted:	07/14-12/14
Period results will be analyzed and disseminated:	07/14-12/14 01/15-06/15
Tracking Measures:	**Measure** / **Submit** Completed intercept survey / On File Data analysis files / On File Intercept survey instrument / Yes Summary of survey results / Yes
Responsible Parties:	**Responsible Party** / **Budget Type** Project Director / Budgeted Project Coordinator / Budgeted Evaluation Consultant / Budgeted

Evaluation Activity 1-E-	**Evaluation Reporting**
Type of analysis:	After collecting the baseline data from the public opinion polls and the first wave of bar observation survey and key informant interviews, a descriptive analysis on the state of tobacco company targeted bars and nightclubs that are frequented by the LGBT community members and the support for and potential challenges to voluntary policy adoption will be performed. The analysis will provide information that will be helpful to our program in planning our campaign during the implementation period. A similar descriptive analysis will be performed after the second wave of bar observation survey and key informant interviews is completed. We will compare the indicators of the adopted voluntary ban on tobacco company sponsorship implementation and report the percentage of bars and clubs that adopted the ban that have eliminated indication of sponsorships in addition to the perceptions of challenges and barriers to policy adoption.
Methods to disseminate findings:	The evaluation results will be disseminated through a Final Evaluation Report sent to key stakeholders and LGBT community leaders, agencies and groups. Additionally, an abstract of the Final Evaluation Report will be submitted on Partners.
Study limitations or challenges:	Possible evaluation challenges include: problems recruiting and retaining volunteers; gaining access to bar managers for key informant interviews; difficulty identifying bar events in enough time to send observers to the sites; and implementation will be based on whether bars and nightclubs adopt a policy.
Copyright:	Yes
Program Percentage Deliverable:	3.00 %

Period evaluation report to be submitted:	01/16-06/16	
Tracking Measures:	**Measure**	**Submit**
	Final Evaluation Report	Yes
Responsible Parties:	**Responsible Party**	**Budget Type**
	Project Director	Budgeted
	Project Coordinator	Budgeted
	Evaluation Consultant	Budgeted

Narrative Summary

Community Assessment Analysis:	The lesbian, gay, bisexual, and transgender (LGBT) population has one of the highest smoking rates compared to any other group. In 2012 smoking prevalence in the California's lesbian, gay and bisexual population (22.1 percent) was 1.5 times that of the heterosexual population (14.9 percent) (CHIS, 2011-2012). Smoking prevalence for bisexual men and women was 24.5 percent (CHIS, 2011-2012), and 30.7 percent for transgender people (California LGBT Tobacco Use Survey – 2004). There may be several ecologic reasons for this tobacco-related disparity, including targeted marketing by the tobacco industry, barriers to health care access, a convergence of multiple reinforcing disparities and minority stress. The tobacco industry has spent millions to infiltrate the LGBT community after determining it a profitable target. Examples include making campaign contributions to LGBT elected officials; funding AIDS and LGBT organizations directly or indirectly through other companies they own, such as Miller Beer; and, sponsoring pride marches, LGBT street fairs and film festivals. Bars and nightclubs have traditionally been a safe social space for the LGBT communities. The tobacco industry utilizes these spaces to market tobacco products through venue-based promotions (giveaways, events, name recruitment) and provision of functional items (coasters, napkins, signage, etc.) that include tobacco brands and pro-tobacco imagery. While local data on the tobacco use rates among Serenity County LGBT residents doesn't currently exist, Serenity County is considered a "LGBT-friendly" community (based on municipal law, LGBT community and peer support and community tolerance and safety for LGBT individuals). Serenity County has a strong network of LGBT and ally groups and organizations that foster collaboration and leadership. These organizations are deeply committed to reducing social and health inequities that exist for local LGBT community members. Additionally, according to a 2010 survey conducted by the Lambda Community Center, 70 percent of the respondents, over the age of 21, that identified themselves as lesbian, gay, bisexual, transgender, queer or questioning reported patronizing bars and nightclubs in Serenity County at least once in the last year. Lambda Community Center staff has identified over 250 bars and nightclubs in Serenity County. Of those bars and nightclubs, 40 are identified as either catering to the LGBT community or LGBT-frequented (i.e. special nights and events celebrating the LGBT community). According to the Serenity County Public Health Department (LLA), the Tobacco Control Coalition has discussed the need for education, cessation and policy efforts in the LGBT community

during previous CX Needs Assessment processes. However, very little work in this area has occurred. The Serenity County LLA staff also noted that staff and Coalition members have anecdotally noticed an increase in Phillip Morris, R.J. Reynolds and US Smokeless Tobacco company sponsored bar and nightclub events over the past few years.

These events are unadvertised and largely unknown except to patrons. The sponsored nights have primarily been focused on bars and night clubs that cater to young adult and LGBT populations. According to the Serenity County LLA and the American Lung Association in California's Tobacco-Free Project (ALAC-TEP), a CTCP-funded project, adult-venue based tobacco control policy work has not yet been undertaken in Serenity County.

Major Intervention Activities: This objective will address the current and growing acceptance of tobacco company sponsorship by Serenity County LGBT-frequented bars and nightclubs. Volunteer ambassadors that represent the LGBT community will be recruited locally through existing networks, community groups, and local college-based organizations. Ambassadors will be trained to participate in campaign activities including collecting public opinion poll data, implementing events, conducting presentations and creating an activity that documents tobacco-related inequities in the LGBT community (i.e. digital storytelling, PhotoVoice, etc). The results of the volunteer ambassador efforts along with support from local organizations and groups and interview findings from bar and nightclub owners will be utilized to promote voluntary policy adoption and implementation. Media exposure in community news outlet will provide objective exposure and reinforcement of policy efforts. Additionally, to further community norm change in the LGBT population, community forums will be held to discuss tobacco control issues and LGBT specific cessation materials and messages will be created.

Theory of Change: This objective focuses on a specific venue type and group within the community level; the LGBT night club goers and owner/managers of these venues. It will utilize a Community Organization and Other Participatory Models approach. Its goal is to encourage bar owners to adopt policies that affect the health of their clientele. The intervention has an element of Diffusion of Innovation Theory in that smoking is no longer a "cool" behavior and that socially irresponsible aggressive marketing behaviors by the tobacco companies are now thought of as wrong. For this objective to be implemented in line with a true community organization model, LGBT community members, leaders, groups and organizations need to be part of the moving force for policy adoption. The goal is to start reducing disparities by building and utilizing existing community assets and increasing and maintaining meaningful participation and leadership of LGBT individuals and communities most impacted by inequities in the priority-setting and decision-making processes through the aforementioned approaches that recognize that social determinants of health, beliefs, perspectives, and histories of people and organizations in the community influence their ability and willingness to participate in efforts that change community conditions.

Evaluation Summary Narrative: The purpose of the evaluation is to determine the extent of adoption and implementation of voluntary policy of non-acceptance of tobacco company sponsorship in Serenity County LGBT frequented bars and nightclubs. The evaluation will have two main activities: an outcome evaluation and a process evaluation. The outcome evaluation will examine the extent of policy adoption and implementation in terms of eliminating tobacco sponsorship in bars and nightclubs. An Observation Survey will be conducted in all bars and nightclubs with tobacco sponsorship in the first wave, and in venues where the policy has been adopted in the second wave. Indicators of implementation including removal of tobacco company signs, furnishings, and advertisements will be observed and documented. Through analyzing the number of implementation indicators that are or are not being utilized toward

	full policy implementation, the extent to which tobacco sponsorship has been eliminated will be determined, the measures that have been taken to further the policy, and how they are being enforced. The second evaluation activity will consist of public opinion poll to provide policy support from LGBT bar and nightclub-goers and pre-policy and post-policy adoption key informant interviews with bar and nightclub owners. The process data collected from the key informant interviews will include a content analysis and supporting documentation, compiling frequencies on common themes, and summarizing findings. The evaluation findings compiled in a Final Evaluation Report and disseminated to key stakeholders and LGBT community leaders, agencies and groups. Additionally, an abstract of the Final Evaluation Report will be submitted on Partners.