Scope of Work: Objective 1

Procurement Name: CG 14-10013 Make Tobacco History
Contract Number: 14-100XX
Contract Term: 07/01/2014 - 06/30/2019
Agency Name: Statewide Agency
Effective Date: 07/01/2014
Project Name: Make Tobacco HX
Plan Version ID: 1.0
Project Type: Statewide Competitive Grantee
Report Generated:

This sample is not intended to be comprehensive, but rather to illustrate typical SOW activities.

Objective Overview

Objective: By June 30, 2019, achieve a "Good" quality tobacco-free campus policy compliance rating at a minimum of 20 public and private state and community colleges across California by facilitating implementation of these policies.

Objective ID: 1

Primary Priority Area: (2) Reduce Exposure to Secondhand Smoke, Tobacco Smoke Residue, Tobacco Waste, and Other Tobacco Products

Is this a primary objective? Yes

Evaluation Plan Type: Legislated Policy – Implementation Only

Target Audience:

Audience Group

- Adults 18 years and older
- Advocates
- Coalitions
- College Students/Faculty/Staff
- Enforcement Agencies
- Government Agencies

General Population Groups

- Non-specific/General Audience

Indicator(s)

Primary 2.2.9 **Smoke-free Outdoor Non-recreational Public Areas:** The number of jurisdictions covered by a public policy that designates outdoor non-recreational public areas as smoke-free (e.g., walkways, streets, plazas, college/trade school campuses, shopping centers, transit stops, farmers markets, swap meets).

Intervention Topic(s)

- Facebook
- Focus Groups
- Key Informant Interviews
- Public Intercept Surveys
- Healthcare Provider/System Collaboration
- Law Enforcement Collaboration
- Schools Collaboration (colleges & universities)
- Key Informant Interviews
- Policy/System Change Training
- Press release(s)
- Newspaper Advertising
- Twitter
- YouTube, Slide Share or other Multi-media Social Networking
- Volunteer Recruitment
- Website Maintained

Comment [AR1]: Objective should focus on community, institution, organizational, system or environmental level change. The objective needs to clearly define who or what is expected to change, how much change is expected to occur, where the change is expected to occur, and when the change is expected to occur. Do not use ranges in objectives (e.g., do not state 20-30). The objective is to identify the minimum amount of change expected. It should be ambitious, but in the realm of reality.

Comment [AR2]: The Evaluation Plan type must be consistent with the type of Outcome to be achieved in the objective.

Comment [AR3]: Groups listed here should show up in Scope of Work (SOW) activities and be consistent with Audiences that your Agency typically works with in achieving its organizational mission.

Comment [AR4]: The Indicator(s) or Assets selected must be consistent with the objective. You may only select 2 indicators or 2 Assets. OTIS does not allow you to mix an Indicator and an Asset.

Comment [AR5]: These topics are used for search purposes in OTIS. All topics listed here should be found in SOW activity descriptions.

Intervention Activity Plan

Coordination/Collaboration Activities	
Activity ID	
Activity:	Annually attend 1-3 coalition meetings to share project progress with partners, coordinate activities, and ensure non duplication of efforts with other local assistance projects working with public and private colleges, universities, and community colleges.
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:	Annually conduct a web-based needs assessment survey of 75-100 partners including local campaign partners; youth, college personnel, advisory committee members, youth, and young adults. The needs assessment will solicit feedback and suggestions for project activities, campaigns, websites content and navigation; youth and young adult involvement in tobacco control programs; educational materials; regional networking needs; and training needs. Analysis of survey results will guide project activities.
Intervention Category:	Coordination/Collaboration Activities
Copyright:	No
Program Deliverable Percentage:	1.00 %
Start Date Period:	07/14-12/14
Completion Date Period:	07/18-06/18
Tracking Measures:	**Measure** **Submit** Survey Instrument Yes Survey Findings Yes
Responsible Parties:	**Responsible Party** **Budget Type** Project Coordinator Budgeted

Comment [AR6]: The Intervention Activity Plan is to lay out a series of activities that will lead to completion of the objective. Activities should describe target audiences, the type of activity, how much work will be done, and where activities will occur. Activities should demonstrate an understanding of the role community norms have in influencing behavioral change regarding tobacco use.

Comment [AR7]: Deliverables are tangible milestones that result from the completion of numerous "input" activities (e.g., planning, coordination and collaboration, supervision, etc.). Networking, coordination and collaboration activities generally are not assigned a Program Deliverable Percentage because they are considered to be "input" activities that are performed to produce a tangible "output" or deliverable such as a brochure, event, or some other tangible work product. The personnel and budget effort related to collaborative activities that focus on networking and planning towards a tangible deliverable should be rolled up into and distributed across tangible performance-based milestones, such as a training, educational material, media activities, etc.

Comment [AR8]: List no more than 2 Tracking Measures. Tracking Measures to verify completion of an activity. Where a Program Deliverable Percentage is listed that is greater than 0%, then a Tracking Measure must be submitted. If the Program Deliverable Percentage is 0% then you may indicate that the Tracking Measure will be retained "On File." However, sign-in sheets for trainings, presentations, and meetings should be retained "On File" and be made available if requested. Tracking Measures should be specific to each activity (i.e., don't list the same Tracking Measure for multiple activities.)

Comment [AR9]: If a Program Percent Deliverable above 0% is listed, then Tracking Measures must be submitted.

Activity ID	
Activity:	Coordinate and collaborate with public and private colleges, universities, community colleges, coalitions, and tobacco control advocates regarding implementation and enforcement of tobacco-free campus policies by participating in conference calls and local and regional coalition meetings.
Intervention Category:	Coordination/Collaboration Activities
Copyright:	No
Program Deliverable Percentage:	0.00 %
Start Date Period:	07/14-12/14
Completion Date Period:	01/19-06/19
Tracking Measures:	**Measure** **Submit** Coordination Tracking Log On File List of Contacts On File
Responsible Parties:	**Responsible Party** **Budget Type** Project Coordinator Budgeted

Comment [AR10]: The Activity ID is a number assigned to each activity in the Intervention and Evaluation Plan after the Plan is submitted in OTIS. The number assigned is related to the order in which activities were entered into OTIS. The number is used as a reference. It is not used for identifying the sequence in which activities will be completed.

Community Education Activities	
Activity ID	
Activity:	Maintain an existing website as a central hub for networking, strategizing, and materials dissemination, which incorporates current information and resources including: advocacy campaign tools and information; policy enforcement tips, model policies and policy databases for college communities; fact sheets on youth and young adult social norms and tobacco use; links to other tobacco control resources Statewide Projects; promotion of the California Smokers' Helpline (CSH), for youth and young adult advocates; and social media technology information, resources, and links (Facebook, Twitter, YouTube, blogs). The website will provide a menu/calendar of training and campaign opportunities. (Note: This website will be used to also support Objective 2, but is described under Objective 1 to avoid duplicate reporting.)
Intervention Category:	Community Education Activities
Copyright:	No
Program Deliverable Percentage:	3.00 %
Start Date Period:	07/14-12/14
Completion Date Period:	01/19-06/16
Tracking Measures:	**Measure** **Submit** Link to Website Yes
Responsible Parties:	**Responsible Party** **Budget Type** Project Coordinator Budgeted Project Director Budgeted

Comment [AR11]: Spell out acronyms the first time they are used in each objective.

Comment [AR12]: Sometimes an activity such as maintaining a website or recruiting youth volunteers will cross objectives. It is recommended that you list the activity 1 x and note that it will also be used to support other objectives.

Comment [AR13]: The titles used for Budgeted Responsible Parties must match the Personnel titles used in the Budget.

Activity ID	
Activity:	Create and maintain a listserv of 20-40 state and community public and private college contacts involved with the implementation and enforcement of tobacco-free campus policies. Email information, resources and offers of technical assistance 10-12 times per year through the listserv.
Intervention Category:	Coordination/Collaboration Activities
Copyright:	No
Program Deliverable Percentage:	2.00 %
Start Date Period:	07/14-12/14
Completion Date Period:	01/19-06/19
Tracking Measures:	**Measure** **Submit** Listserv contacts On File Schedule of messages Yes
Responsible Parties:	**Responsible Party** **Budget Type** Project Coordinator Budgeted

Comment [AR14]: Quantify how much work will be done.

Activity ID	
Activity:	Conduct 5-10, 30 to 60 minute presentations through webinars or in-person meetings about the implementation and enforcement of tobacco-free college campuses for 50 to 100 people to include students, faculty, staff and tobacco control advocates.
Intervention Category:	Coordination/Collaboration Activities
Copyright:	No
Program Deliverable Percentage:	3.00 %
Start Date Period:	07/14-12/14
Completion Date Period:	01/19-06/19
Tracking Measures:	**Measure** **Submit** Presentation Schedule Log Yes Presentation Yes
Responsible Parties:	**Responsible Party** **Budget Type** Project Coordinator Budgeted

Comment [AR15]: Quantify the number of times a presentation or training will be conducted, the approximate length of presentations, and the approximate number of people to be reached. Ranges may be used in describing activities. The lower number is the minimum number that is expected to be completed.

APPENDIX 15: SAMPLE SCOPE OF WORK AND EVALUATION PLAN

Activity ID	
Activity:	Recruit and maintain 2-5 volunteers to staff 3-4 booths per year on college campuses. Outreach to high school and college campus organizations, local coalitions, and tobacco control projects for volunteers.
Intervention Category:	Coordination/Collaboration Activities
Copyright:	No
Program Deliverable Percentage:	1.0 %
Start Date Period:	07/14-12/14
Completion Date Period:	01/19-06/19
Tracking Measures:	**Measure** **Submit** Recruitment Materials Yes Roster of Volunteers On File
Responsible Parties:	**Responsible Party** **Budget Type** Project Coordinator Budgeted

Comment [AR16]: This activity involves staffing a booth at events. Be sure to budget for booth rental if there is a cost associated with having a booth at these types of events.

School Activities	
Activity ID	
Activity:	Staff 3-4 booths per year on college campuses to educate and promote compliance with tobacco-free campus policies. Take photos of people holding up a sign saying they support the tobacco-free campus policy. Obtain releases and use photos on Facebook, in advertising and other appropriate social media venues. Seek tie-in with events such as Earth Day, Great American Smoke-out, and Kick Butts Day.
Intervention Category:	Community Education Activities
Copyright:	No
Program Deliverable Percentage:	2.00 %
Start Date Period:	07/14-12/14
Completion Date Period:	01/19-06/19
Tracking Measures:	**Measure** **Submit** Event flyers Yes Photos of events Yes
Responsible Parties:	**Responsible Party** **Budget Type** Project Coordinator Budgeted Volunteers Non-Budgeted

Comment [AR17]: Non-budgeted Responsible Parties should reflect individuals or groups that the Grantee as influence or supervision of. For example, do not list the "Police Chief." While this individual's cooperation is needed, the Grantee cannot hold the Police Chief accountable for completion of activities.

Activity ID	
Activity:	Conduct outreach via email, telephone and personal visits to 15-20 public and private state and community college health centers to promote the CSH. Provide with information, posters, drop-in newsletter ads to promote CSH services, etc.
Intervention Category:	Community Education 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** Tracking Log Yes List of CSH Promotional Materials Yes
Responsible Parties:	**Responsible Party** **Budget Type** Project Coordinator Budgeted

Comment [AR18]: This activity involves distributing educational materials and ads. Be sure that the budget reflects the cost of purchasing educational materials, printing, or graphic art services as appropriate to support the activity.

Educational Materials Development	
Activity ID	
Activity:	Create 1 -2 downloadable print educational materials (2-6 pages in length) to facilitate implementation and enforcement of tobacco-free college campus policies. Review the materials for culture, language and appropriateness with 3-5 members of the target audience (e.g., Student Affairs, Campus Police, Student Body, and Campus Health Center). Once completed, market materials to appropriate audiences to facilitate distribution.
Intervention Category:	Educational Materials Development
Copyright:	Yes
Program Deliverable Percentage:	1.00 %
Start Date Period:	07/14-12/14
Completion Date Period:	01/15-06/15
Tracking Measures:	**Measure** **Submit** Print Materials Yes Materials Testing Info Yes
Responsible Parties:	**Responsible Party** **Budget Type** Project Coordinator Budgeted

Comment [AR19]: The Materials Development Form was eliminated from OTIS. Therefore, either in the description of the educational materials or in the Evaluation Plan, you will need to describe steps to ensure the appropriateness of educational and media materials (e.g., focus group testing, readability testing, expert panel review, etc.)

Comment [AR20]: For the purpose of this grant, products produced such as educational materials and ads will be owned by the grantee. CTCP is frequently contacted by external agencies requesting to use or adapt materials produced by CTCP-funded agencies. By designating "Yes" for tangible deliverables you are communicating that your agency wants to retain control over this work product and provide permission to others to use it.

Behavior Modification Materials	
Activity ID	
Activity:	Purchase and present to 5-20 college campuses a plaque or other recognition of high quality implementation of tobacco-free campus policies. At college event booth activity, provide tobacco-free postcards or stickers or other suitable item to individuals completing public intercept surveys and agreeing to have their photo taken with a tobacco-free policy support sign. Provide I-Tune gift cards of $5-$10 to volunteers staffing booths at college events based on staffing time. 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

Comment [AR21]: Include only one Behavior Modification Material (BMM) activity per objective. The single BMM activity is to capture all use of BMMs for the objective. Review Program Letter 12-01 (available on TCFOR regarding what constitutes a BMM and the related restrictions. The following language must be included in the activity description: "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, and shall not include gift cards that can be used to purchase tobacco or alcohol." Be sure to budget for the purchase of the BMMs indicated.

Paid Media Activities	
Activity ID	
Activity:	Adapt print advertising materials from the California Tobacco Control Program or other organizations and place at least 5 - 20 advertisements in campus newspapers to promote compliance with tobacco-free campus policies. Make ads available for local placement also.
Intervention Category:	Paid Media Activities
Copyright:	No
Program Deliverable Percentage:	2.00 %
Start Date Period:	07/14-12/14
Completion Date Period:	01/19-06/19
Tracking Measures:	**Measure** **Submit** Copy of advertisements Yes List of Placement Yes
Responsible Parties:	**Responsible Party** **Budget Type** Project Coordinator Budgeted Graphic Consultant Budgeted

Comment [AR22]: This ad involves adapting current ads, placing advertising, and making camera ready ads available to others. Be sure to budget for graphic consultant services and paid advertising placement if appropriate.

Earned Media Activities	
Activity ID	
Activity:	Develop 1-3 “evergreen” articles that can be adapted to local use regarding the tobacco-free college campus policy. Work with campus administrators, newspapers staff and others to get the articles published in campus newspapers.
Intervention Category:	Earned Media Activities
Copyright:	No
Program Deliverable Percentage:	2.00 %
Start Date Period:	07/14-12/14
Completion Date Period:	01/16-06/16
Tracking Measures:	**Measure** **Submit** Copy of unpublished evergreen articles Yes Copy of published articles Yes
Responsible Parties:	**Responsible Party** **Budget Type** Project Coordinator Budgeted

Activity ID	
Activity:	Develop 12-24 Facebook, Twitter and Instagram messages to promote compliance with the tobacco-free campus policy. Social media may include links to news stories, videos, images, quotes, questions or polls, or other relevant items) to generate compliance with the policy.
Intervention Category:	Earned Media Activities
Copyright:	No
Program Deliverable Percentage:	2.00 %
Start Date Period:	07/14-12/14
Completion Date Period:	01/19-06/19
Tracking Measures:	**Measure** **Submit** Copy of social media updates Yes
Responsible Parties:	**Responsible Party** **Budget Type** Project Coordinator Budgeted

Activity ID	
Activity:	Annually, release quality tobacco-free campus report card through a press release.
Intervention Category:	Earned Media Activities
Copyright:	No
Program Deliverable Percentage:	1.00 %
Start Date Period:	07/15-12/15
Completion Date Period:	01/19-06/19
Tracking Measures:	**Measure** **Submit** Annual press release Yes
Responsible Parties:	**Responsible Party** **Budget Type** Project Coordinator Budgeted

Policy Activities	
Activity ID	
Activity:	Maintain tobacco-free policy database for public and private colleges, universities, and community colleges. Update quarterly and post updates on project website.
Intervention Category:	Policy Activities
Copyright:	No
Program Deliverable Percentage:	2.00 %
Start Date Period:	07/14-12/19
Completion Date Period:	01/19-06/19
Tracking Measures:	**Measure** **Submit** Database reports Yes
Responsible Parties:	**Responsible Party** **Budget Type** Project Coordinator Budgeted

Comment [AR23]: CTCP is unable to fund the development of Information Technology projects with these funds, but databases that use purchased database software programs such as Excel, Access or an existing database are permissible.

Activity ID	
Activity:	Develop a tobacco-free policy compliance rating rubric based that will provide a marker for the quality of compliance with the tobacco-free campus policy. Obtain the input and review of legal/policy experts, college campus contacts, tobacco control advocates, and others on the rubric before finalizing it. Use data from the annual Outcome Survey and Public Intercept Surveys to create the rating rubric.
Intervention Category:	Policy Activities
Copyright:	Yes
Program Deliverable Percentage:	1.00 %
Start Date Period:	07/14-12/14
Completion Date Period:	01/15-06/15
Tracking Measures:	**Measure** **Submit** Compliance Rubric Yes
Responsible Parties:	**Responsible Party** **Budget Type** Project Coordinator Budgeted Evaluation Consultant Budgeted Volunteers Non-Budgeted

Activity ID	
Activity:	Coordinate with Policy and Enforcement Experts (e.g., Public Health Law and Policy, ChangeLab Solutions) on changes to model college campus policies and promote updating of existing policies as needed.
Intervention Category:	Policy 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** Tracking Log On File
Responsible Parties:	**Responsible Party** **Budget Type** Project Coordinator Budgeted

Activity ID	
Activity:	Annually participate in 1-2 state and/or local events to educate and inform elected and appointed policy makers about compliance with tobacco-free campus issues and to inform them about other key tobacco control issues of importance to young adults.
Intervention Category:	Policy Activities
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** 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 30-50 brief technical assistance (TA) encounters to college campus administrators, campus police, college student groups, campus health centers, tobacco advocates, and other regarding the implementation and enforcement of tobacco-free campus policies. TA may be provided via telephone, email, or brief face-to-face meetings.
Intervention Category:	Training/Technical Assistance Activities
Copyright:	No
Program Deliverable Percentage:	3.00 %
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 5-10, 1-4 hour in-depth TA sessions or trainings per year for a minimum of 10 participants regarding the implementation and enforcement of tobacco-free campus policies.
Intervention Category:	Training/Technical Assistance Activities
Copyright:	No
Program Deliverable Percentage:	4.00 %
Start Date Period:	07/14-12/14
Completion Date Period:	07/19-12/19
Tracking Measures:	**Measure** / **Submit** Sign-in sheets / On File In-depth TA agenda / Yes
Responsible Parties:	**Responsible Party** / **Budget Type** Project Coordinator / Budgeted

Evaluation Activity Plan

Evaluation Activity 1-E-X	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:	Conduct implementation and compliance surveys three times (2014, 2016, and 2018) using a matched design to monitor compliance and barriers to compliance.
Description of the instrument to be used or developed:	Adapt the Stanford secondhand smoke law enforcement survey and assess such factors as campus signage, how students, faculty, staff, and visitors are informed of the policy, enforcement procedures, number of complaints, and quantify utilization of Make Tobacco HX resources.
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:	No
Program Percentage Deliverable:	1.00 %
Period development of data collection instrument and protocol begins:	07/14-12/14
Period data collection and protocol completed:	07/15-12/14
Tracking Measures:	**Measure** / **Submit** Electronic survey instrument / Yes
Responsible Parties:	**Responsible Party** / **Budget Type** Project Director / Budgeted Project Coordinator / Budgeted

Comment [AR24]: The Evaluation Plan includes evaluation activities to measure the extent the objective was achieved, the impact of the intervention and formative evaluation activities such as Key Informant Interviews and a Focus Group to help inform and develop Intervention Activities.

Comment [AR25]: Quantitative outcome data are used to help measures achievement of the objective.

	Evaluation Consultant	Budgeted
Sample Size:	Census sample size of state and community public and private colleges which have adopted tobacco-free campus policies as of January 2014.	
Sample Selection Method:	Review list of state and community public and private colleges that have adopted a tobacco-free campus policy as of January 2014.	
Method for conducting evaluation activity:	Electronic survey	
If other, please specify:		
Data collection source:	Other	
If other, please specify:	Distribute electronic survey to at least 2 individuals at each campus (e.g., Director Student Affairs, Campus Police).	
Program Percentage Deliverable:	3.00 %	
Period evaluation activity will be conducted:	07/14-12/14 07/16-12/16 07/18-06/18	
Period to submit data analysis report:	01/19-06/19	
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-X	**Data Collection Training**	
Training purpose:	To teach volunteers on how to collect Public Intercept surveys	
Number of times to be conducted:	3	
Training length:	30 to 60 minutes	
Number to be trained:	5	
Who will be trained and method for selection:	Volunteers helping to staff campus event booths.	
Method to evaluate training:	Review the data collection protocols and survey instrument and to verify that volunteers have learned the requisite skills by reviewing completed data forms as samples. Volunteers will complete a brief verbal quiz to evaluate their data collection knowledge and readiness.	
Copyright:	No	
Program Percentage Deliverable:	1.00 %	
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**
	Sign-in sheet	On File
	Training agenda	Yes

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

Evaluation Activity 1—E-X-	**Focus Group**	
Discussion Topic or purpose of focus group:	The focus groups will be conducted of to assess the appropriateness of print ads for use on college campuses to facilitate implementation and compliance with tobacco-free policies.	
Number of times focus group will be conducted:	2	
Sample size :	6	
Criteria for selecting focus group participants:	To be at least 18 years of age, college students, college personnel (e.g., campus security, Student Affairs, health center)	
Method to analyze findings:	Qualitative analysis will be conducted to assess and identify understanding, appropriateness, and impact of proposed print ads.	
Copyright:	Yes	
Program Percentage Deliverable:	1.0 %	
Period to be conducted:	07/14-12/14 01/15-06/15	
Period results will be analyzed and disseminated:	07/14-12/14 01/15-06/15	
Tracking Measures:	**Measure**	**Submit**
	Focus Group Questions	Yes
	Results of Focus Groups	Yes
Responsible Parties:	**Responsible Party**	**Budget Type**
	Evaluation Consultant	Budgeted

Comment [AR26]: Focus groups related to Materials Development—Ad Development activity.

APPENDIX 15: SAMPLE SCOPE OF WORK AND EVALUATION PLAN

Evaluation Activity 1-E-X	**Key Informant Interview**	
Description of the instrument to be used or developed:	Contact the Tobacco Control Evaluation Center (TCEC) for sample Key Informant Interview (KII) tools. Design a 15-30 minute KII to identify barriers to enforcing and achieving compliance with tobacco-free college campus policies.	
Sample size:	10	
Will follow-up interviews be conducted:	No	
Description of key informants:	Campus Police/Security, Student Affairs Director, Student Body Leadership, Health Center, Campus Faculty, Campus Staff, Campus Policy Advocates	
Data collection method:	Face-to-face	
Method to analyze findings:	Content analysis to identify trends and themes will be identified.	
Copyright:	No	
Program Percentage Deliverable:	1.00 %	
Period to be conducted:	01/14-06/14	
Period results will be analyzed and disseminated:	01/15-06/15	
Tracking Measures:	**Measure**	**Submit**
	KII survey instrument	Yes
	Summary of results	Yes
Responsible Parties:	**Responsible Party**	**Budget Type**
	Project Coordinator	Budgeted
	Evaluation Consultant	Budgeted

Comment [AR27]: Key Informant Interviews are used for formative development of the intervention.

Evaluation Activity 1-E-X	Public Opinion Poll (including Public Intercept Survey)
Description of the instrument to be used or developed:	At college event booths, conduct brief Public Intercept Survey to assess awareness of tobacco-free campus policy, support for the policy, frequency of personally observing non-compliance, tobacco use status.
Sample size:	750
Will follow-up polls be conducted:	No
Data collection method:	Electronic (Tablet or Smart Phone)
Method to analyze findings:	The data will be downloaded into Excel and exported to SPSS for descriptive analysis including Chi-squares, means and frequencies. Differences between tobacco users and non-tobacco users will be examined as well as support for policy adoption.
Copyright:	No
Program Percentage Deliverable:	3.00 %
Period evaluation activity will be conducted:	07/14-12/14 01/15-06/15 07/15-12/15 01/16-06/16 07/16-12/16 01/17-06/17 07/17-12/17 01/18-06/18 07/18-12/18
Period results will be analyzed and disseminated:	07/15-12/15 07/16-12/16 07/17-12/17 07/18-12/18 01/19-06/19
Tracking Measures:	**Measure** / **Submit** Intercept survey instrument / Yes Summary of survey results / Yes
Responsible Parties:	**Responsible Party** / **Budget Type** Project Director / Budgeted Project Coordinator / Budgeted Evaluation Consultant / Budgeted

Comment [AR28]: Qualitative data used to help evaluate the objective.

Evaluation Activity 1-E-X	**Other**
Description of the topic or type of records:	Maintain an organizational intervention and engagement tracking log which will be used to track college campuses and the organizations that were contacted, presented to, and engaged through education, media, events, technical assistance training and tobacco cessation outreach activities.
Program Percentage Deliverable:	0.50 %
Period evaluation activity will be conducted:	07/14-12/14 01/19-06/19
Tracking Measures:	**Measure** / **Submit** Organization Engagement Log / Yes
Responsible Parties:	**Responsible Party** / **Budget Type** Evaluation Consultant / Budgeted

Comment [AR29]: Qualitative data used to assess the strength of the intervention at each campus to assess whether there is an association between intervention activities and policy compliance.

Evaluation Activity 1-E-X	**Evaluation Reporting**
Type of analysis:	Prepare a descriptive analysis and trend analysis of outcome data and public intercept data to determine perceptions of compliance and enforcement with the tobacco-free college campus policies. Conduct Chi-Square Analysis to determine associations between the amount of education and technical assistance provided to a campus the quality of compliance and enforcement.
Methods to disseminate findings:	The evaluation results will be disseminated through a Final Evaluation Report sent to key stakeholders and presented at a state or national conference such as the American Public Health Association. An abstract of the Final Evaluation Report will be submitted on Partners.
Study limitations or challenges:	Possible evaluation challenges include: difficulty in getting the electronic outcome survey completed on an annual basis. Negative reaction to publishing campus tobacco-free compliance scores. Problems recruiting and retaining volunteers; to help with college event activities and to complete public intercept surveys.
Copyright:	No
Program Percentage Deliverable:	3.00 %
Period evaluation report to be submitted:	01/19-06/19
Tracking Measures:	**Measure** / **Submit** Final Evaluation Report / Yes
Responsible Parties:	**Responsible Party** / **Budget Type** Project Director / Budgeted Project Coordinator / Budgeted Evaluation Consultant / Budgeted

Comment [AR30]: A Final Evaluation Report is required for all Primary objectives. A Brief Evaluation Report is required for Non-Primary objectives.

Scope of Work: Objective 2

Objective 2

Objective Overview

Objective: By June 30, 2019, facilitate the adoption of 100 local tobacco control policies to reduce secondhand smoke exposure and the availability of tobacco products which will achieve a policy quality score of "Good, Very Good, or Excellent" on the California Tobacco Control Program (CTCP) Policy Evaluation Tracking (PETS) rating rubric and especially target policy adoption in jurisdictions with high proportions :of youth under 18 years of age; populations with low socio-economic status; racial/ethnic minorities with high rates of tobacco use; Lesbian, Gay, Bisexual, Transgender(LGBT) populations; rural communities; and military or returning veteran populations.

Objective ID: 2

Primary Priority Area : (2) Reduce Exposure to Secondhand Smoke, Tobacco Smoke Residue, Tobacco Waste, and Other Tobacco Products

Secondary Priority Area: (3) Reduce the Availability of Tobacco

Is this a primary objective? No

Evaluation Plan Type: Legislated Policy Adoption - Only

Target Audience:

Audience Group

- Advocates
- Coalitions
- Elected Officials
- Government Agencies
- Health Professionals
- Rural Populations

General Population Groups

- Multi-ethnic

Intervention Topic(s)

- Policy/System Change Training
- Spokesperson Training
- Midwest Academy Strategy Chart
- Press Release(s)

Comment [AR31]: Spell out acronyms the first time they are used in an objective.

Comment [AR32]: OTIS will only permit you to identify two indicators or two Assets per objective.

Comment [AR33]: The groups identified here must show in your scope of work and they must be consistent with the audiences, organizations, groups and institutions that your agency typically works with in fulfilling its mission.

Comment [AR34]: The Intervention Topics are used in OTIS search functions. The topics listed here must show up in your scope of work.

Coordination/Collaboration Activities	
Activity ID	
Activity:	Communicate and collaborate with statewide, national and international networks and experts (such as national offices of the American Cancer Society, American Lung Association (ALA), American Heart Association, Campaign for Tobacco Free Kids, American Legacy Foundation, Americans for Nonsmokers' Rights, World Health Organization, Tobacco Technical Assistance Consortium (TTAC) and others) via email, list serves, phone calls and occasional in-person meetings to exchange information on state, national and international tobacco-related policy issues.
Intervention Category:	Coordination/Collaboration Activities
Copyright:	No
Program Deliverable Percentage:	0.00 %
Start Date Period:	07/14-12/14
Completion Date Period:	01/19-06/19
Tracking Measures:	**Measure** **Submit** Correspondence On File
Responsible Parties:	**Responsible Party** **Budget Type** Project Director Budgeted Project Coordinators Budgeted
Activity ID	
Activity:	Annually, conduct formative research regarding local tobacco control policy efforts by searching the Online Tobacco Information System for Communities of Excellence needs assessment results; local plans; local demographics, American Lung Association policy ratings, and PETS policy quality and reach scores. As a result, each year identify 20-30 jurisdictions to focus efforts to facilitate the adoption of policies to reduce secondhand smoke exposure and/or reduce the availability of tobacco products. Specifically target jurisdictions with high proportions : of youth under 18 years of age; populations with low socio-economic status; racial/ethnic minorities with high rates of tobacco use; Lesbian, Gay, Bisexual, Transgender(LGBT) populations; rural communities; and military or returning veteran populations.
Intervention Category:	Coordination/Collaboration Activities
Copyright:	No
Program Deliverable Percentage:	1.00 %
Start Date Period:	07/14-12/14
Completion Date Period:	07/18-12/18
Tracking Measures:	**Measure** **Submit** Annual List of Top 20-30 Jurisdictions Yes
Responsible Parties:	**Responsible Party** **Budget Type** Project Coordinator Budgeted Project Director Budgeted

Activity ID	
Activity:	Participate in 35 to 40 tobacco control coalition meetings (approximately 8 per year). Provide information about policies and strategies to reduce exposure to secondhand smoke and the availability of tobacco.
Intervention Category:	Coordination/Collaboration Activities
Copyright:	No
Program Deliverable Percentage:	1.00 %
Start Date Period:	07/14-12/14
Completion Date Period:	01/19-06/19
Tracking Measures:	**Measure** **Submit** Coalition Agenda Yes Presentation Materials Yes
Responsible Parties:	**Responsible Party** **Budget Type** Project Director Budgeted Project Coordinator Budgeted
Community Education Activities	
Activity ID	
Activity:	Using an existing website, build and host 20-30 local policy campaign website pages which will provide information about local policy campaigns. .
Intervention Category:	Community Education Activities
Copyright:	No
Program Deliverable Percentage:	2.50 %
Start Date Period:	07/14-12/14
Completion Date Period:	01/19-06/19
Tracking Measures:	**Measure** **Submit** Local Campaign Website Pages Yes
Responsible Parties:	**Responsible Party** **Budget Type** Project Director Budgeted Project Coordinator Budgeted Website Consultant Budgeted

Activity ID	
Activity:	Create and disseminate an electronic newsletter 2-3 times per year that highlights significant policy developments, community organizing strategies, and success stories. Distribute the newsletter to tobacco control advocates, government agencies, key opinion leaders, health professionals, health professionals, rural organizations and others. Disseminate to 100-200 individuals annually.
Intervention Category:	Community Education Activities
Copyright:	Yes
Program Deliverable Percentage:	1.50 %
Start Date Period:	07/14-12/14
Completion Date Period:	01/19-06/19
Tracking Measures:	**Measure** **Submit** Distribution list On File Newsletter Yes
Responsible Parties:	**Responsible Party** **Budget Type** Project Director Budgeted Project Coordinator Budgeted

Policy Activities	
Activity ID	
Activity:	Facilitate or co-facilitate with local coalitions 10-20 Midwest Academy Strategy Chart strategic planning sessions annually, approximately. 2-6 hours in length. Midwest Academy Strategy Chart strategic planning sessions will include assessing the political environment, recruiting new allies and choosing an issue. Trainings will be interactive and will build the capacity of the project and the coalition to use the Strategy Chart as a road map for policy change.
Intervention Category:	Policy Activities
Copyright:	No
Program Deliverable Percentage:	4.00 %
Start Date Period:	07/14-12/14
Completion Date Period:	07/18-12/18
Tracking Measures:	**Measure** **Submit** Training Agendas Yes Sign-In List On File
Responsible Parties:	**Responsible Party** **Budget Type** Project Director Budgeted Project Coordinator Budgeted

Activity ID	
Activity:	Three times per year research and publish a summarization of local tobacco control policies enacted on topics to include but not limited to: workplace secondhand smoke, outdoor secondhand smoke, smoke-free multi-unit housing, tobacco retail licensing. Summaries will be downloadable and posted to the website and pushed out through a listserv.
Intervention Category:	Policy Activities
Copyright:	Yes
Program Deliverable Percentage:	3.00 %
Start Date Period:	07/14-12/14
Completion Date Period:	01/19-06/19
Tracking Measures:	**Measure** **Submit** Policy Summaries Yes
Responsible Parties:	**Responsible Party** **Budget Type** Project Coordinator Budgeted

Training/Technical Assistance Activities	
Activity ID	
Activity:	Conduct 15-20 (at least 4 per year) Skill Building trainings (approximately 2-6 hours each) for tobacco control advocates, coalitions, government agencies, and others. Trainings will be tailored to each jurisdiction's needs and political environment. Topics may include: Spokesperson Development, Coalition Development and Facilitation, Coalition Recruitment, Community Assessment, Meeting with Key Decision Makers, Building e-advocacy into Local Campaigns, etc.
Intervention Category:	Training/Technical Assistance Activities
Copyright:	No
Program Deliverable Percentage:	4.00 %
Start Date Period:	07/14-12/14
Completion Date Period:	07/184-06/18
Tracking Measures:	**Measure** **Submit** Presentation Materials Yes Training Agendas Yes
Responsible Parties:	**Responsible Party** **Budget Type** Project Director Budgeted Project Coordinator Budgeted

Activity ID	
Activity:	Provide 30-50 brief technical assistance (TA) encounters to coalitions, government organizations and officials, tobacco control advocates and health professionals , and other regarding strategies to adopt policies to reduce exposure to secondhand smoke and the availability of tobacco products. TA may be provided via telephone, email, or brief face-to-face meetings.
Intervention Category:	Training/Technical Assistance Activities
Copyright:	No
Program Deliverable Percentage:	4.00 %
Start Date Period:	07/14-12/14
Completion Date Period:	07/184-06/18
Tracking Measures:	**Measure Submit** TA Log Yes
Responsible Parties:	**Responsible Party Budget Type** Project Director Budgeted Project Coordinator Budgeted

Earned Media Activities	
Activity ID	
Activity:	Develop 2-5 media releases (approximately 1 per year) on secondhand smoke, tobacco availability and other significant tobacco-related policy issues.
Intervention Category:	Earned Media Activities
Copyright:	No
Program Deliverable Percentage:	1.00 %
Start Date Period:	07/14-12/14
Completion Date Period:	01/19-06/19
Tracking Measures:	**Measure Submit** Media release Yes Media stories Yes
Responsible Parties:	**Responsible Party Budget Type** Project Director Budgeted Project Coordinator Budgeted

Activity ID	
Activity:	Recruit spokespersons and maintain their contact information in a database of potential local policy spokespersons that are able to speak to the media about local secondhand smoke and availability of tobacco issues. At a minimum the database will include at least one person in each of the 20 jurisdictions identified as high priority jurisdictions each year. Specifically outreach and recruit spokespersons that represent youth, low socio-economic status groups, racial/ethnic minorities, LGBT, rural, and military/returning veteran spokespersons. Track media engagement of these spokespersons.
Intervention Category:	Earned Media Activities
Copyright:	No
Program Deliverable Percentage:	1.00 %
Start Date Period:	07/14-12/14
Completion Date Period:	01/19-06/19
Tracking Measures:	**Measure** **Submit** Database report Yes Media stories Yes
Responsible Parties:	**Responsible Party** **Budget Type** Project Director Budgeted Project Coordinator Budgeted
Activity ID	
Activity:	Co-plan, host and facilitate 4-10 media roundtables of 2-3 hours in length with priority population media to provide information and education about secondhand smoke and tobacco availability issues.
Intervention Category:	Earned Media Activities
Copyright:	No
Program Deliverable Percentage:	5.00 %
Start Date Period:	07/14-12/14
Completion Date Period:	01/19-06/19
Tracking Measures:	**Measure** **Submit** Round Table Agendas Yes Media stories Yes
Responsible Parties:	**Responsible Party** **Budget Type** Project Director Budgeted Project Coordinator Budgeted

Evaluation Activity Plan

Evaluation Activity 2-E-X	**Other**
Description of the topic or type of records:	Maintain a community intervention and engagement tracking log which will be used to track and quantify the amount of education, training and technical assistance, coalition meeting attendance, campaign website development, and media engagement services provided to each local jurisdiction.
Program Percentage Deliverable:	0.50 %
Period evaluation activity will be conducted:	07/14-12/14 01/19-06/19
Tracking Measures:	**Measure** / **Submit** Community Engagement Log / Yes
Responsible Parties:	**Responsible Party** / **Budget Type** Evaluation Consultant / Budgeted
Evaluation Activity 2-E-X	**Policy Record**
Description of the topic or type of records:	Annually, determine the number of local policies enacted and download the policy quality scores for secondhand smoke and tobacco availability policies from the CTCP PETS database.
How the records will advance the objective	Annually chart the PETS policy scores against the top 20 policy jurisdictions to adoption of "good, very good, and excellent" policies to assess the extent to which the objective is being met.
Method to Analyze Findings	Descriptive analysis and comparison of PETS policy scores against those polices adopted in the past year.
Program Percentage Deliverable:	0.50 %
Period evaluation activity will be conducted:	07/14-12/14 01/19-06/19
Tracking Measures:	**Measure** / **Submit** PETS Quality Tracking Chart / Yes
Responsible Parties:	**Responsible Party** / **Budget Type** Evaluation Consultant / Budgeted
Evaluation Activity 2-E-X	**Education/Participant Survey**
Description of the instrument to be used or developed:	Modify existing Training Evaluation Forms to assess quality and satisfaction with trainings and training materials. Use a Likert scale and provide for open-ended comments or suggestions for future trainings. Depending on the type of training, other questions could ask about the most useful part of the training, the pace of the training, the time allotted, and preparedness for next steps. Census sample - all training participants will be given
Sample size:	250
Data collection method:	Pen-to-paper
Method to analyze findings:	Survey data will be analyzed using descriptive statistics for questions with numerical values and content analysis to summarize information provided and to identify common themes. A Training Evaluation Summary will be prepared for each training.
Copyright:	Yes
Program Percentage Deliverable:	2.00 %
Period evaluation activity will be conducted:	07/14-12/14 07/15-12/15

Comment [AR35]: Quantifying how much education, training, coalition participation, campaign website development, media engagement, etc. was provided to each local jurisdiction will facilitate assessing the impact of the intervention and determine whether the provision of more or certain types of activities were associated with policy enactment or the enactment of higher quality policies.

Comment [AR36]: This is a secondary data source that will be used to determine the extent to which the objective was met in terms of the number of policies enacted and the quality of the policies.

Comment [AR37]: In-depth skills building training is part of the intervention and should be evaluated.

	07/16-12/16 07/17-12/17 07/18-12/18 01/19-06/19
Period results will be analyzed and disseminated:	07/14-12/14 07/15-12/15 07/16-12/16 07/17-12/17 07/18-12/18 01/19-06/19
Tracking Measures:	**Measure** — **Submit** Training Evaluation Form — Yes Training Evaluation Summary — Yes
Responsible Parties:	**Responsible Party** — **Budget Type** Project Coordinator — Budgeted Evaluation Consultant — Budgeted
Evaluation Activity 2-E-X	**Evaluation Reporting**
Type of analysis:	Analyze total number of policies enacted annually. Analyze total number of policies enacted in communities identified in the top 20 list. Identify PETS Quality scores for all adopted policies. Conduct Chi-Square analysis to determine any associations between the amount of intervention activities conducted within a jurisdiction and the adoption of a policy and the quality of that policy.
Methods to disseminate findings:	A Brief Evaluation Report will be shared with Agency staff and presented at a state or national tobacco control conference.
Study limitations or challenges:	Sample sizes are small and the ability to detect and associate change with project activities will be a challenge.
Copyright:	Yes
Program Percentage Deliverable:	0.50 %
Period evaluation report to be submitted:	01/19-06/19
Tracking Measures:	**Measure** — **Submit** Brief Evaluation Report — Yes
Responsible Parties:	**Responsible Party** — **Budget Type** Evaluation Consultant — Budgeted

Comment [AR38]: The evaluation report ties together the evaluation and summarizes the impact of the intervention.