REQUIRED *HEALTHY STORES FOR A HEALTHY COMMUNITY* CAMPAIGN ACTIVITIES
2013-2017 PHASE II LOCAL LEAD AGENCY (LLA) COMPREHENSIVE TOBACCO CONTROL PLAN REQUIREMENTS

Phase II Plan requirements pertaining to the Healthy Stores for a Healthy Community Campaign Objective(s) refer to a set of specific activities (listed below) that each LLAs is required to include in their work plan. Additionally, a list of the store ranges to be surveyed in Fiscal Year 2015-2016 is provided for the LLAs' reference (pp. 6-9).

Intervention Activity Plan

Activity: Media Activity: In coordination with CTCP and other LLAs in the region, plan and conduct at least one substantive media activity (such as a press event, public report release, or community forum/town hall), designed to educate the public on the local data collection results and provide leverage and positioning for the ongoing Healthy Stores for a Healthy Community objective. The activity will include local media outreach (including ethnic media), and may also include coordination of spokespersons and local tailoring of media materials, e.g., a local press release, fact sheet, visuals, and/or talking points.
Intervention Category: Media
Program Deliverable Percentage: (%)
Start Date Period: 1/1/17 – 6/30/17
Completion Date Period: 1/1/17 – 6/30/17
Tracking Measures: Sample Press Packet, Event Agenda
Responsible Parties:

Evaluation Activity Plan – Collection of Process Data

Evaluation Activity	**Data Collection Training – Store Observation Survey**
Training purpose:	To ensure quality of data collection for store observation surveys.
Number of times to be conducted:	#
Training length:	4-8 hours
Number to be trained:	#
Who will be trained and method for selection:	LLA Staff, Coalition members, youth volunteers, adult volunteers, student interns
Method to evaluate training:	Post training knowledge questionnaire and appraisal of effectiveness

Copyright:	No
Program Percentage Deliverable:	(%)
Period evaluation activity will be conducted:	1/1/2016-6/30/2016
Period results will be analyzed and disseminated:	1/1/2016-6/30/2016
Tracking Measures:	**Measure** / **Submit** Post Training Knowledge Questionnaire Results / Yes Training dates and agenda / Yes
Responsible Parties	

Evaluation Activity	**Store Observation Data Survey**
Description of the instrument to be used or developed:	Observation data will be collected in tobacco retail stores using an instrument provided by CTCP. All counties, Tiers, I, II, and III will complete two modules: the core Healthy Stores for a Healthy Community module plus one additional module on a topic of the LLA's choice (e.g., flavors, price, storefront advertising, alcohol and nutrition*). *Topics are subject to change* Additional modules, beyond the two required may be completed at the LLA's discretion. Completion of the core module plus the one required additional module will total approximately 10 minutes in length. Provide stipends (e.g., $5 - $10 per completed store survey, or an organizational stipend for providing and coordinating youth volunteers) or gift cards for youth and adult volunteers who participate in local data collection effort including training and completion of data collection forms.
Sample size:	# Provided by CTCP, see list of store ranges provided below (pp. 6-9).
Data collection method:	Handheld Devices - In-person / On-site
Method to analyze findings:	With technical assistance by TCEC as needed, LLAs will review and clean their survey data, after which survey software will generate a report of collected observation data providing descriptive statistics such as percentages and frequencies. **OPTIONAL**- More advanced analyses beyond what is automatically generated by survey software will be introduced via the Retail Campaign Advanced Data Analysis Webinar (e.g., comparing results by store type or area demographics, etc.)

Copyright:	No
Program Percentage Deliverable:	(%)
Period evaluation activity will be conducted:	1/1/2016-6/30/2016
Period results will be analyzed and disseminated:	7/1/2016-12/31/2016
Tracking Measures:	**Measure** / **Submit** Store Observation Tracking List / Yes Cleaned Survey Results / On file
Responsible Parties	

Evaluation Activity	**Public Intercept Survey**
Description of the instrument to be used or developed:	Utilizing a survey instrument developed by the Tobacco Control Evaluation Center (TCEC), collect baseline data of knowledge, attitudes, and perception of the community, regarding the retail environment.
Sample size:	#
Will follow-up polls be conducted:	No
Data collection method:	Handheld device
Method to analyze findings:	Frequencies and percentages will be calculated to document support/opposition to policy strategies for the retail environment campaign, knowledge, and demographic information provided by survey participants.
Copyright:	No
Program Percentage	(%)

Deliverable:	
Period evaluation activity will be conducted:	7/1/2016-12/31/2016
Period results will be analyzed and disseminated:	7/1/2016-12/31/2016
Tracking Measures:	**Measure** / **Submit** Summary of Results / Yes
Responsible Parties	

Evaluation Activity	**Key Informant Interview**
Description of the instrument to be used or developed:	Utilizing and/or adapting a survey instrument developed by the Tobacco Control Evaluation Center, conduct Key Informant Interview surveys to collect baseline data of current knowledge and attitudes regarding selected objective topics.
Sample size:	5-20
Will follow-up interviews be conducted:	No
Description of key informants:	A diverse group of people such as retailers and key decision makers (city council members, city managers, city commissioners, city attorneys, city administrators, city clerks, etc.)
Data collection method:	Face-to-face
Method to analyze findings:	Content analysis
Copyright:	No
Program Percentage Deliverable:	(%)
Period to be conducted:	7/1/2016-12/31/2016

Period results will be analyzed and disseminated:	7/1/2016-12/31/2016	
Tracking Measures:	**Measure**	**Submit**
	Key Informant Interview Results	Yes
Responsible Parties		

Evaluation Activity	**Media Activity Record**	
Description of the topic or type of records:	Media products produced through news websites, social media websites and blogs, area and local radio, area and local television, hard-copy community newspapers and newsletters. A media content analysis will be conducted to evaluate the media pieces effectiveness at delivering/disseminating the message; accuracy and neutrality of facts; and to gauge the level of public support for retail campaign strategies.	
How the records will advance the objective:	Content analyses of news releases, briefs, press conferences, pitch letters, stories, editorials, letters, and other media records will measure the importance/public attention placed on the issue of selected objectives and the need to inform intervention strategies, campaign, and help guide local advocacy efforts.	
Program Percentage Deliverable:	(%)	
Period evaluation activity will be conducted:	1/1/2017-6/30/2017	
Tracking Measures:	**Measure**	**Submit**
	Media Pieces	Yes
	Media Content Analysis	Yes
Responsible Parties		

Store Ranges - Store Observation Data Surveys

Note: These ranges are subject to change according to the total number of stores in your jurisdiction at the time of the surveys.

LLA	**Minimal Store Range**	**Optimal Store Range**
Alameda	**95-128**	**307-350**
Alpine	**6**	**6**
Amador	**37-48**	**53-54**
Berkeley	**53-74**	**84-104**
Butte	**72-94**	**150-176**
Calaveras	**38-49**	**56-67**
Colusa	**29-35**	**36-37**
Contra Costa	**91-123**	**268-309**
Del Norte	**29**	**29**
El Dorado	**66-88**	**122-145**
Fresno	**93-125**	**288-330**
Glenn	**29-35**	**36-37**
Humboldt	**65-87**	**118-143**
Imperial	**62-84**	**112-137**
Inyo	**27-33**	**33**
Kern	**92-124**	**276-318**
LLA	**Minimal Store Range**	**Optimal Store Range**
Kings	**59-81**	**102-126**

Lake	**47-58**	**76-78**
Lassen	**29-35**	**36**
Long Beach	**88-120**	**242-283**
Los Angeles	**389-448**	**389-448**
Madera	**65-87**	**118-143**
Marin	**70-92**	**140-166**
Mariposa	**31-37**	**40-41**
Mendocino	**61-83**	**109-134**
Merced	**74-96**	**159-186**
Modoc	**15**	**15**
Mono	**32**	**32**
Monterey	**83-115**	**211-250**
Napa	**61-83**	**111-136**
Nevada	**50-61**	**76-90**
Orange	**168-202**	**347-392**
Pasadena	**60-82**	**106-131**
Placer	**77-109**	**174-212**
Plumas	**32-38**	**42-43**
Riverside	**96-129**	**321-365**
Sacramento	**94-126**	**301-344**

LLA	Minimal Store Range	Optimal Store Range
San Benito	**36-47**	**50-51**
San Bernardino	**163-197**	**328-372**
San Diego	**168-202**	**345-390**
San Francisco	**156-190**	**290-333**
San Joaquin	**89-121**	**247-288**
San Luis Obispo	**75-97**	**164-191**
San Mateo	**88-120**	**245-286**
Santa Barbara	**83-115**	**208-247**
Santa Clara	**163-197**	**316-359**
Santa Cruz	**74-96**	**156-183**
Shasta	**70-92**	**141-167**
Sierra	**9**	**9**
Siskiyou	**42-53**	**67-68**
Solano	**79-111**	**187-225**
Sonoma	**84-116**	**217-256**
Stanislaus	**87-119**	**233-273**
Sutter	**54-75**	**86-105**
Tehama	**44-55**	**70-71**
Trinity	**31-37**	**40-41**
Tulare	**84-116**	**221-261**

LLA	**Minimal Store Range**	**Optimal Store Range**
Tuolumne	**41-52**	**64-65**
Ventura	**90-122**	**264-305**
Yolo	**65-87**	**121-146**
Yuba	**48-59**	**82-84**