Scope of Work: Smoke-free Home Intervention Sample Objective

Procurement Name: CG 15-100 Achieving Tobacco-Related Health Equity Among California's Diverse Populations
Contract Number:
Contract Term: 07/01/2015 - 06/30/2020
Agency Name: Test Agency Number 2
Effective Date: 07/01/2015
Project Name: Minimal Smoke-free Homes Intervention Example SOW
Plan Version ID: 11/7/2014
Project Type: CG: General
Report Generated: 10/30/2014 11:25 AM

Objective Overview

Objective: By June 30, 2020, among low-income clients receiving service at the California Community Action Agency and who are predominately African American, 2,500 households that allow smoking in the home will receive the *Minimal Smoke-free Homes Intervention*, and at a three month follow-up, 30% (1,000) will report creating a smoke-free home as evidenced by self-report at the three-month follow-up call.

Objective ID: Not Yet Assigned

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: Voluntary Policy -- Adoption and Implementation

Target Audience:

Audience Group

- Adults 18 years and older
- Families
- Low SES

General Population Groups

- African American/Black

Indicator(s)

Primary

2.2.1 **Household Smoking:** The proportion of households with a voluntary policy that does not permit smoking in the home (e.g., single dwelling house, mobile home, apartment, boat).

Intervention Topic(s)

- Facebook
- Housing Organization Collaboration
- Newsletter Disseminated
- Policy/System Change Training
- Priority Population Organizations Collaboration
- Social Service Organization Collaboration
- Website Maintained
- YouTube, Slide Share or other Multi-media Social Networking

Intervention Activity Plan

Activity ID	
Activity:	Annually, attend 6-10 Local Lead Agency (LLA) tobacco control coalition meetings to share project progress with partners, coordinate activities, ensure non duplication of efforts with other local assistance projects working in the

Comment [AR1]: The Evaluation Plan type must be consistent with the Outcome described in the objective.

Comment [AR2]: The audiences identified must also appear in the description of scope of work activities.

Comment [AR3]: These topics are used for search purposes in OTIS. All topics listed here must also be found in the scope of work.

Comment [AZ4]: Spell out all acronyms the first time they are used in each objective. You must even spell out things such as CDPH, CTCP and LLA the first time they are used in each separate objective.

	county, and participate in the overall work of the LLA coalition.
Intervention Category:	Coordination/Collaboration Activities
Copyright:	No
Program Deliverable Percentage:	0.00 %
Start Date Period:	07/15-12/15
Completion Date Period:	01/20-06/20
Tracking Measures:	**Measure** **Submit** Meeting Agendas On File
Responsible Parties:	**Responsible Party** **Budget Type** Project Director Budgeted

Activity ID	
Activity:	Provide input to Emory University on the site-specific tailoring of the tracking tool to include agency logos and feedback on user functions. Work with the Emory team to tailor the baseline and follow-up survey. Allow the Emory and database team Administrative access to the Project Management Tracking Tool for the purpose of providing user support and technical assistance. Enter into a data sharing agreement with Emory University related to publishing and promoting the Minimal Smoke-free Homes Intervention.
Intervention Category:	Coordination/Collaboration Activities
Copyright:	No
Program Deliverable Percentage:	0.50 %
Start Date Period:	07/15-12/15
Completion Date Period:	01/20-06/20
Tracking Measures:	**Measure** **Submit** Project Management Tracking Report Yes Meeting Notes On File
Responsible Parties:	**Responsible Party** **Budget Type** Project Director Budgeted Evaluation Consultant Budgeted

Comment [AR5]: No percent deliverable is assigned to Coordination/Collaboration activities that do not result in a specific deliverable.

Comment [AR6]: For any activity that a percent deliverable greater than 0% is assigned, you must indicate that the Tracking Measure will be submitted. Do not identify more than 2 Tracking Measures per activity.

Activity ID	
Activity:	On a daily basis, access the Emory University developed web-based project management tool to enter data about recruits, dissemination of mailings to the client, and delivery of the coaching calls.
Intervention Category:	Coordination/Collaboration Activities
Copyright:	No
Program Deliverable Percentage:	1.00 %
Start Date Period:	07/15-12/15
Completion Date Period:	01/20-06/20
Tracking Measures:	**Measure** / **Submit** Project Management Tracking Report / Yes
Responsible Parties:	**Responsible Party** / **Budget Type** Child Action Specialists / Budgeted Project Director / Budgeted

Comment [AR7]: For any activity that a percent deliverable greater than 0% is assigned, you must indicate that the Tracking Measure will be submitted. Do not identify more than 2 Tracking Measures per activity.

Activity ID	
Activity:	Annually recruit and enroll 500-600 household in the *Minimal Smoke-free Homes Intervention)*. California Community Action Agency clients are predominately low-income and African American. Eligible participants will be 18 years of age or older, speak and understand English, be a smoker living with at least one other person in the household or be a nonsmoker living with a smoker and not have a total ban on smoking in the home. Only one participant per household will be eligible to participate.
Intervention Category:	Community Education Activities
Copyright:	No
Program Deliverable Percentage:	10.00 %
Start Date Period:	07/15-12/15
Completion Date Period:	07/19-12/19
Tracking Measures:	**Measure** / **Submit** Project Management Tracking Report / Yes
Responsible Parties:	**Responsible Party** / **Budget Type** Child Action Specialists / Budgeted Project Director / Budgeted

Activity ID	
Activity:	On a weekly basis check the *Minimal Smoke-free Homes Intervention* tracking data base to verify that the statewide Clearinghouse has mailed the first, second, and third smoke-free home mailings to recruited clients. If mailings were returned due to an incorrect address, re-contact the client to update the address in the database. On an annual basis, 500-600 people will receive three mailings pursuant to the training and intervention protocol developed by Emory University. If any mailings are returned to the project as a result of an incorrect address, work with the statewide Clearinghouse to correct the

Comment [AR8]: Please do not use the term Tobacco Education Clearinghouse of California (TECC) here as the TECC contract ends December 2015 and the services for the clearinghouse will either be bid out or function through some other state mechanism.

	address problem and have the mailing resent. Mailing #1 will be sent after a baseline survey is completed. It will consist of a five step guide to making your home smoke-free; reasons to have a smoke-free home; facts about secondhand smoke (SHS) and smoke-free home; and a pledge card. Mailing #2 will be sent after the brief coaching call. It will discuss challenges and solutions to having a smoke-free home. It includes a "photo novella" depicting a family making their home smoke-free. It provides information on SHS and its dangers, tips on having a conversation with the smoker in the home, ways to make smoking outside easier. This mailing also includes a “Challenges and Solutions: Keeping your Home Smoke-Free” booklet with ten commonly reported challenges. Mailing #3 is a newsletter with testimonials and success stories portraying families and their reasons for having a smoke-free home, as well as examples of ways to keep their home smoke-free. This mailing also includes a thirdhand smoke fact sheet and six smoke-free home stickers that may be used as reminders to smoke outside (i.e., placed on bathroom mirrors, cigarette packs, ashtrays, etc.). These mailings will be printed and pre-assembled by Emory. The statewide Clearinghouse will label the mailings and send them out for the project.
Intervention Category:	Community Education Activities
Copyright:	No
Program Deliverable Percentage:	2.00 %
Start Date Period:	07/15-12/15
Completion Date Period:	01/20-06/20
Tracking Measures:	**Measure** **Submit** Project Management Tracking Report Yes
Responsible Parties:	**Responsible Party** **Budget Type** Project Director Budgeted

Activity ID	
Activity:	On an annual basis, provide a 10-20 minute coaching call to 500-600 clients enrolled in the *Minimal Smoke-free Homes Intervention*. The coaching call will cover the five steps to create a smoke-free home and how to overcome challenges. The coaching call will be implemented with fidelity, based on the training, educational, project management, and evaluation materials developed by Emory University.
Intervention Category:	Community Education Activities
Copyright:	No
Program Deliverable Percentage:	10.00 %
Start Date Period:	07/15-12/15
Completion Date Period:	07/19-12/19
Tracking Measures:	**Measure** **Submit** Project Management Tracking Report Yes
Responsible Parties:	**Responsible Party** **Budget Type** Project Director Budgeted

Activity ID	
Activity:	Develop and disseminate an educational flyer providing education about Assembly Bill (AB) 1819 which bans smoking in family day care homes at all

	times. The reading level of the flyer will be sixth to eighth grade. After a draft of the flyer is completed, have it reviewed by 2-3 subject matter experts to ensure that it is accurate. Post the flyer on the agency website and disseminate to families requesting day care referrals.
Intervention Category:	Educational Materials Development
Copyright:	No
Program Deliverable Percentage:	1.00 %
Start Date Period:	07/15-12/15
Completion Date Period:	01/16-06/16
Tracking Measures:	**Measure** **Submit** AB 1819 flyer Yes
Responsible Parties:	**Responsible Party** **Budget Type** Project Director Budgeted

Activity ID	
Activity:	Provide a $25 gift card to each person who enrolls in the *Minimal Smoke-free Homes Intervention* and completes the baseline survey. Provide a $25 gift card upon completion of the 3 month evaluation. Behavior Modification Materials (BMMs) are provided to program participants to motivate and/or reinforce positive behavior, and/or involvement in tobacco control activities, and require 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 products. The grantee is responsible for the possession, security (e.g. will keep under lock and key), and accountability of the gift cards. The grantee will prepare a log sheet that will track and identify each of the gift cards, value, gift card transfer date, and recipient.
Intervention Category:	Behavior Modification Materials
Copyright:	No
Program Deliverable Percentage:	0.00 %
Start Date Period:	07/15-12/15
Completion Date Period:	01/20-06/20
Tracking Measures:	**Measure** **Submit** Project Management Tracking Report On File
Responsible Parties:	**Responsible Party** **Budget Type** Project Director Budgeted

Comment [AR9]: Include only one 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).

Activity ID	
Activity:	Through collaboration with the agency director and management staff, develop a policy and protocol in which all clients who call or are being seen by the agency will systematically be asked about smoking in their home. If there is smoking occurring in the home and there are other people living in the home, the client will be invited to participate in the *Minimal Smoke-free Homes intervention*.
Intervention Category:	Policy Activities
Copyright:	No

Program Deliverable Percentage:	4.00 %
Start Date Period:	07/15-12/15
Completion Date Period:	07/15-12/15
Tracking Measures:	**Measure** **Submit** Smoke-free homes policy and protocol Yes
Responsible Parties:	**Responsible Party** **Budget Type** Agency Management Staff Non-Budgeted

Activity ID	
Activity:	One to two staff will participate in the Emory University required training which will cover how to implement the *Minimal Smoke-free Homes Intervention*, how to use the web-based project management tool, and how to implement the evaluation. Participate in 1-3 conference calls annually with Emory and other projects implementing the *Minimal Smoke-free Homes Intervention.*
Intervention Category:	Training/Technical Assistance Activities
Copyright:	No
Program Deliverable Percentage:	0.00 %
Start Date Period:	07/15-12/15
Completion Date Period:	01/16-06/16
Tracking Measures:	**Measure** **Submit** Technical Assistance Log Yes Training Registration and Agenda Yes
Responsible Parties:	**Responsible Party** **Budget Type** Project Director Budgeted

Activity ID	
Activity:	Annually train 2-10 staff in-person at the California Community Action Agency who will recruit clients into the Minimal *Smoke-free Homes Intervention*. The training will be 30 to 90 minutes in length and will cover the dangers of SHS, how smoke-free homes protect non-smokers and help smokers to quit or reduce their smoking, information about the *Minimal Smoke-free Homes Intervention*, the success of the intervention, eligibility criteria and incentives for enrollees, and the California Community Action Agency's protocol for recruiting clients. The training will additionally include practice with a recruitment script.
Intervention Category:	Training/Technical Assistance Activities
Copyright:	No
Program Deliverable Percentage:	2.00 %
Start Date Period:	07/15-12/15
Completion Date Period:	01/20-06/20
Tracking Measures:	**Measure** **Submit** Sign-in List On File Training Agendas Yes
Responsible Parties:	**Responsible Party** **Budget Type**

	Child Action Specialists Budgeted Project Director Budgeted

Activity ID	
Activity:	At least once per month, hold debriefing sessions of 15 to 60 minutes in length with Child Action Agency staff to discuss progress, challenges, and maintain motivation to recruit and implement the project.
Intervention Category:	Training/Technical Assistance Activities
Copyright:	No
Program Deliverable Percentage:	1.00 %
Start Date Period:	07/16-12/16
Completion Date Period:	01/20-06/20
Tracking Measures:	**Measure** **Submit** Training and Technical Assistance Log Yes
Responsible Parties:	**Responsible Party** **Budget Type** Project Director Budgeted

Activity ID	
Activity:	Obtain SHS print advertisements (ads) from the Partners website and other local sources. Place ads in the Gazette newspaper on a weekly basis for a four week flight in November and January annually to coincide with the Great American Smoke-out and New Year's.
Intervention Category:	Paid Media Activities
Copyright:	No
Program Deliverable Percentage:	1.00 %
Start Date Period:	01/16-06/16
Completion Date Period:	01/19-06/19
Tracking Measures:	**Measure** **Submit** Copies of Ads Yes
Responsible Parties:	**Responsible Party** **Budget Type** Project Director Budgeted

Activity ID	
Activity:	Identify at least three local agency newsletters such as the Asthma Coalition, First Five Commission, local schools, Housing Authority and, on at least an annual basis, place a SHS ad or an article about the importance of smoke-free homes, about the intervention, and results of the intervention.
Intervention Category:	Earned Media Activities
Copyright:	No
Program Deliverable Percentage:	1.00 %
Start Date Period:	07/15-12/15
Completion Date Period:	01/20-06/20
Tracking Measures:	**Measure** **Submit**

	Copies of Newsletters Yes
Responsible Parties:	**Responsible Party** **Budget Type** Project Director Budgeted

Activity ID	
Activity:	On the California Community Action Agency's existing website, place information about the *Minimal Smoke-free Homes Intervention* project and update the information at least twice per year.
Intervention Category:	Community Education Activities
Copyright:	No
Program Deliverable Percentage:	0.50 %
Start Date Period:	07/15-12/15
Completion Date Period:	01/20-06/20
Tracking Measures:	**Measure** **Submit** Website Screen Shots Yes
Responsible Parties:	**Responsible Party** **Budget Type** Project Director Budgeted

Comment [AR10]: CTCP is unable to fund the development of Information Technology projects such as development of a website with these funds. However, you may add a page or content to an existing website.

Activity ID	
Activity:	On a monthly basis, post information about SHS, cessation, and the California Smokers' Helpline on the organization's or project's Facebook page.
Intervention Category:	Earned Media Activities
Copyright:	No
Program Deliverable Percentage:	0.50 %
Start Date Period:	07/15-12/15
Completion Date Period:	01/20-06/20
Tracking Measures:	**Measure** **Submit** Log of Facebook Posts Yes
Responsible Parties:	**Responsible Party** **Budget Type** Project Director Budgeted

Activity ID	
Activity:	Communicate and collaborate with statewide and national networks, experts and partners such as the Emory Prevention Research Center, American Cancer Society, American Lung Association, American Heart Association, Campaign for Tobacco Free Kids, Americans for Nonsmokers' Rights, California Youth Advocacy Network, the Center for Tobacco Policy and Organizing, the Loop and others to stay informed and to share information about the project.
Intervention Category:	Coordination/Collaboration Activities
Copyright:	No
Program Deliverable Percentage:	0.00 %
Start Date Period:	07/15-12/15

Completion Date Period:	01/20-06/20
Tracking Measures:	**Measure** **Submit** Correspondence On File
Responsible Parties:	**Responsible Party** **Budget Type** Project Director Budgeted

Evaluation Activity Plan

Evaluation Activity ID	**Data Collection Training**
Training purpose:	The purpose of this training is to train California Community Action Agency staff how to recruit and enroll clients in the *Minimal Smoke-free Homes Intervention*.
Number of times to be conducted:	5
Training length:	30-90 minutes
Number to be trained:	10
Who will be trained and method for selection:	California Community Action Agency staff who have routine and frequent contact with clients.
Method to evaluate training:	Written survey and observation of practice recruitment.
Copyright:	Yes
Program Percentage Deliverable:	1.00 %
Period evaluation activity will be conducted:	07/15-12/15 07/16-12/16 07/17-12/17 07/18-12/18 07/19-12/19
Period results will be analyzed and disseminated:	01/16-06/16 01/17-06/17 01/18-06/18 01/19-06/19
Tracking Measures:	**Measure** **Submit** Sign-in List On File Summarized Training Results Yes
Responsible Parties:	**Responsible Party** **Budget Type** Project Director Budgeted
Evaluation Activity ID	**Education/Participant Survey**
Description of the instrument to be used or developed:	Baseline Survey Instrument: The baseline survey instrument will be adapted from one used by Emory University and it will include: questions related to smoking history, SHS exposure, cigarette consumption, cessation attempts, household composition and smoking status, beliefs about SHS, stage of readiness to restrict smoking in the home, self-efficacy to restrict smoking in the home, prior smoke-free home attempts, and SHS reduction behaviors. The baseline survey will also collect demographic information on the participant's ethnicity/race, age, gender, educational level, marital status, household income, and employment status was collected at baseline. The evaluation will be conducted in collaboration with Emory Prevention

	Research Center.
Sample size:	2500
Data collection method:	Telephone
Method to analyze findings:	Simple descriptive statistical analysis will be performed: mean, standard deviation, and percent. Data analysis will be done in collaboration with Emory Prevention Research Center.
Copyright:	No
Program Percentage Deliverable:	3.00 %
Period evaluation activity will be conducted:	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 01/19-06/19 07/19-12/19
Period results will be analyzed and disseminated:	01/16-06/16 01/17-06/17 01/18-06/18 01/19-06/19 01/20-06/20
Tracking Measures:	**Measure** / **Submit** Annual Summary Reports / Yes Baseline Survey Instrument / Yes
Responsible Parties:	**Responsible Party** / **Budget Type** Project Director / Budgeted Child Action Specialists / Budgeted Evaluator / Budgeted
Evaluation Activity ID	**Education/Participant Survey**
Description of the instrument to be used or developed:	Three -Month Follow-up Survey Instrument: The follow-up survey instrument will be adapted from Emory University. The survey instrument will assess the following outcome data: if a smoke-free ban was established and smoking restrictions in cars. For smokers, the survey will assess the stage of change for quitting, cessation attempts, and the number of cigarettes smoked per day. The three-month survey instrument will collect the following process data: how much of the mailings were read; how often mailings were reviewed, how relevant were the materials to you personally, how helpful was the information to you, did you or anyone in your home use the materials (e.g., sign pledge, put up the no-smoking sign, use the stickers). The evaluation will be conducted in collaboration with the Emory Prevention Research Center.
Sample size:	2500
Data collection method:	Telephone
Method to analyze findings:	Simple descriptive statistics; mean, standard deviation, and percentages.
Copyright:	Yes
Program Percentage Deliverable:	8.00 %

Period evaluation activity will be conducted:	01/16-06/16 07/16-12/16 01/17-06/17 07/17-12/17 01/18-06/18 07/18-12/18 01/19-06/19 07/19-12/19
Period results will be analyzed and disseminated:	01/16-06/16 01/17-06/17 01/18-06/18 01/19-06/19
Tracking Measures:	**Measure** / **Submit** Three month post intervention survey instrument / Yes Three month summary reports / Yes
Responsible Parties:	**Responsible Party** / **Budget Type** Evaluator / Budgeted
Evaluation Activity ID	**Focus Group**
Discussion Topic or purpose of focus group:	AB 1819 Smoke-free Home Day Care Flyer.
Number of times focus group will be conducted:	1
Sample size :	6
Criteria for selecting focus group participants:	Parents with children under 13 years of age
Method to analyze findings:	Qualitative review to include comprehension, how compelling the flyer is, and feedback on the layout.
Copyright:	Yes
Program Percentage Deliverable:	1.00 %
Period to be conducted:	07/15-12/15 01/16-06/16
Period results will be analyzed and disseminated:	01/16-06/16
Tracking Measures:	**Measure** / **Submit** Summary of focus group findings / Yes
Responsible Parties:	**Responsible Party** / **Budget Type** Project Director / Budgeted Evaluator / Budgeted
Evaluation Activity ID	**Evaluation Reporting**
Type of analysis:	Matched pre/post test comparison of baseline smoking in the home by

Comment [AR11]: It is recommended that the Evaluator conduct all the 3-month follow-up calls to ensure independence of the findings.

	demographics and utilization and satisfaction with the intervention.
Methods to disseminate findings:	The evaluation results will be disseminated through a Final Evaluation Report sent to key stakeholders including the California Community Action Agency, the First Five Commission, Local Lead Agency Coalition, and presented at local or statewide webinar or conference opportunities.
Study limitations or challenges:	Possible evaluation challenges include: problems recruiting and retaining participants who are eligible for the intervention.
Copyright:	No
Program Percentage Deliverable:	3.00 %
Period evaluation report to be submitted:	07/19-12/19
Tracking Measures:	**Measure** / **Submit** Final Evaluation Report / Yes
Responsible Parties:	**Responsible Party** / **Budget Type** Project Director / Budgeted Evaluator / Budgeted

Multi-Unit Homes (MUH) Sample SOW

Scope of Work: Multi-Unit Housing (MUH) Sample Objective

Procurement Name: CG 15-100 Achieving Tobacco-Related Health Equity Among California's Diverse Populations
Contract Number: CTCP- 15-100
Contract Term: 07/01/2015 - 06/30/2020
Agency Name: Equity-Focused Agency
Effective Date: 07/01/2015
Project Name: Equity-Focused Tobacco Education Program
Plan Version ID: 1.0
Project Type: CG: General
Report Generated:

This sample is not intended to be comprehensive, but rather to illustrate examples of typical SOW activities. Wizard activities are also available in the Online Tobacco Information System (OTIS).

Objective Overview

Objective: By June 30, 2020, at least 4 cities, counties, and/or public housing authorities with a predominantly Latino population in rural Sample County will adopt and implement a policy designating all common areas and 100% of individual units (including balconies and patios) in multi-unit housing (MUH) complexes as entirely smoke-free, with the option of including designated smoking areas at least 25 feet from any entrances or windows..

Objective ID: 4

Primary Priority Area: (2) Reduce Exposure to Secondhand Smoke

Is this a primary objective? Yes

Evaluation Plan Type: Legislated Policy -- Adoption and Implementation

Target Audience:

Audience Group

- 0-12 years
- 13-17 years
- Adults 18 years and older
- Families
- Low SES
- Multi-Unit Housing Owners/Managers
- Multi-Unit Housing Residents
- Rural Populations
- Tobacco Users
- Elected Officials

General Population Groups

- Hispanic/Latino
- Multi-ethnic

Specific Ethnic Population Groups

- Central American
- Indigenous Peoples of Mexico, Central and South America
- Mexican
- South American

Indicator(s)

Primary

2.2.13 Number of multi-unit housing owners and/or operators with a voluntary policy that restricts smoking in individual units (including balconies and patios) -or- Number of communities with a policy that restricts smoking in the individual units of multi-unit housing (including balconies and patios)

Intervention Topic(s)

Comment [AZ12]: At least one objective should focus on policy, system, or environmental change outcome, and the objective language should 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 (i.e., do not state "5-10"). The objective is to identify the minimum amount of change expected. It should be ambitious, but in the realm of reality.

Comment [AZ13]: Targeted population(s) should be reflected throughout the plan, including in the objective language and the activity language.

Comment [AZ14]: The Evaluation Plan Type must be consistent with the type of Outcome to be achieved in the objective.

Comment [AZ15]: The Indicator(s) or Assets selected must be consistent with the objective. You may only select 2 indicators or 2 Assets per objective. OTIS does not allow you to mix an Indicator and an Asset.

- Complete Midwest Academy Strategy Chart
- Conduct coalition/advisory committee training
- Conduct data collection training
- Conduct education/participant surveys
- Conduct key informant interviews
- Conduct leadership training
- Conduct local legislative educational visits
- Conduct policy/advocacy training
- Conduct public opinion poll/public intercept surveys
- Conduct thirdhand smoke education
- Disseminate press release
- Educate about thirdhand smoke

Intervention Activity Plan

Comment [AZ16]: 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.

Activity ID	
Activity:	Staff will collaborate with other CTCP-funded local or statewide tobacco control partners, California Department of Education Tobacco Use Prevention Education Programs, and with other organizations and agencies that successfully work with Latino communities to reduce health inequities to coordinate intervention activities such as educating city officials about the dangers of drifting secondhand smoke (SHS) between MUH units and the options for addressing this problem, and/or other activities that support smoke-free housing.
Intervention Category:	Coordination/Collaboration Activities
Copyright:	No
Program Deliverable Percentage:	0.00 %
Start Date Period:	07/15-12/15
Completion Date Period:	01/19-06/19
Tracking Measures:	**Measure** **Submit** Contact log On File
Responsible Parties:	**Responsible Party/** **Budget Type** Program Coordinator Budgeted Bilingual Health Educator Budgeted

Comment [AZ17]: Plan should include coordination & collaboration activity with other CTCP-funded local or statewide tobacco control partners (i.e. Local Lead Agencies, statewide grantees, local grantees; with California Department of Education Tobacco Use Prevention Education Programs, and with other organizations and agencies that successfully work with the identified community(ies) of focus and reduce inequities.

Comment [AZ18]: The titles used for Budgeted Responsible Parties must match the Personnel titles used in the Budget.

Activity ID	
Activity:	Recruit and maintain a taskforce made up of at least 6 rural Sample County residents living in multi-unit and/or public housing complexes, and/or other organizations in rural Sample County communities to participate in project activities such as educating elected officials and city staff regarding the problem of drifting SHS within MUH complexes and to promote possible solutions. Conduct at least 2 task force meetings per year as needed to coordinate task force activities.
Intervention Category:	Coordination/Collaboration Activities
Copyright:	No
Program Deliverable Percentage:	1.50% %

Comment [AZ19]: 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.

Start Date Period:	07/15-12/15
Completion Date Period:	01/20-06/20
Tracking Measures:	**Measure** / **Submit** Meeting agendas and Minutes / Yes Task Force Membership List / On File
Responsible Parties:	**Responsible Party** / **Budget Type** Program Coordinator / Budgeted

Activity ID	
Activity:	Develop and conduct 5-10 (for a total of 50-100 individuals), 20-30 minute presentations per year to rural Sample County residents and/or owners, managers, property management companies, and/or property management staff of multi-unit and public housing complexes in English and Spanish. Presentation topics will include third-hand smoke, drifting secondhand smoke, and policy options. Presentations will take place at various multi-unit and/or public housing complexes in rural Sample County. The California Smoker's Helpline brochure in appropriate languages will be provided to residents.
Intervention Category:	Community Education Activities
Copyright:	No
Program Deliverable Percentage:	4.00 %
Start Date Period:	07/15-12/15
Completion Date Period:	01/20-06/20
Tracking Measures:	**Measure** / **Submit** PowerPoint Presentation / Yes Presentation log / Yes
Responsible Parties:	**Responsible Party** / **Budget Type** Bilingual Health Educator / Budgeted Program Coordinator / Budgeted

Comment [AZ20]: 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.

Activity ID	
Activity:	Identify English and Spanish language materials to create tailored educational packets which will be provided to multi-unit and public housing complex owners, managers, developers, management companies, elected officials, tenants, and others during educational outreach activities focused on smoke-free MUH. Collaboration will be conducted by emails and phone calls. Distribute 100 – 150 packets.
Intervention Category:	Materials Development Activities
Copyright:	No
Program Deliverable Percentage:	1.00 %
Start Date Period:	07/15-12/15
Completion Date Period:	01/20-06/20

Comment [AZ21]: Deliverables are tangible milestones that result from the completion of numerous "input" activities (i.e. planning, coordination & collaboration, supervision, etc.). Networking and coordination & 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 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 training, educational material, media activities, etc.

Tracking Measures:	**Measure** **Submit** Distribution log On File List of materials in tailored packets Yes
Responsible Parties:	**Responsible Party** **Budget Type** Program Coordinator Budgeted

Activity ID	
Activity:	Provide behavior modification materials to multi-unit and public housing complex managers and staff for securing and organizing presentations to tenants, and to property management staff and/or owners of multi-unit and public housing complexes for completing surveys and attending presentations. Provide behavior modification materials to tenants completing surveys and those that attend presentations. Behavior modification materials will be raffled out to those completing surveys at community events in rural Sample County, and to key community leaders who assist in providing information on smoke-free housing. Behavior modification materials will be provided to community advocates and to multi-unit taskforce members who provide educational presentations to city council members and city managers on the importance of smoke-free housing. Behavior modification materials will be consistent with CDPH/CTCP guidelines. BMM 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 products. The grantee is responsible for the possession, security (e.g. will keep under lock and key), and accountability of the gift cards. The grantee will prepare a log sheet that will track and identify each of the gift cards, value, gift card transfer date, and recipient.
Intervention Category:	Behavior Modification Materials
Copyright:	No
Program Deliverable Percentage:	0.00 %
Start Date Period:	07/15-12/15
Completion Date Period:	01/20-6/20
Tracking Measures:	**Measure** **Submit** List of behavior modification materials provided On File
Responsible Parties:	**Responsible Party** **Budget Type** Bilingual Health Educator Budgeted Program Coordinator Budgeted

Activity ID	
Activity:	Annually meet with and informally educate at least 5-10 policy makers or their staff from the County Housing Authority, elected officials, city staff and other decision makers in the four selected communities for at least 15 to 20 minutes. Educational materials will include information such as the problem of drifting SHS, and provide education and information options about possible solutions. Staff will follow up via phone or e-mail to monitor support and provide additional resources upon request.
Intervention Category:	Policy Activities

Copyright:	No
Program Deliverable Percentage:	2.00 %
Start Date Period:	07/15-12/15
Completion Date Period:	07/19-12/19
Tracking Measures:	**Measure** **Submit** Presentation outline Yes Presentation Log Yes
Responsible Parties:	**Responsible Party** **Budget Type** Program Coordinator Budgeted Taskforce Non-Budgeted

Activity ID	
Activity:	Conduct 1-2, 2-3 hour strategic planning sessions with the MUH Taskforce to complete 4 Midwest Academy Strategy Charts (MWASC), one for each target jurisdiction, which will identify short, intermediate, and long term goals, organizational considerations, constituents, allies, opponents, targets, and tactics to create a plan for smoke-free MUH policies. Consult with the Center for Tobacco Policy and Organizing to plan and prepare for the strategic planning sessions. Review and revise the MWASCs once per year to identify new leads and approaches.
Intervention Category:	Policy Activities
Copyright:	No
Program Deliverable Percentage:	3.00 %
Start Date Period:	07/15-12/15
Completion Date Period:	07/15-12/15
Tracking Measures:	**Measure** **Submit** Completed MWASCs Yes
Responsible Parties:	**Responsible Party** **Budget Type** Program Coordinator Budgeted

Comment [AZ22]: Each policy objective should include an activity to conduct a strategic planning session utilizing the Midwest Academy within the first six (6) months.

Activity ID	
Activity:	In collaboration with ChangeLab Solutions and public housing authorities and/or local jurisdictions, create and/or update a tailored model legislated policy that addresses MUH for the jurisdiction.
Intervention Category:	Policy Activities
Copyright:	No
Program Deliverable Percentage:	1.00%
Start Date Period:	07/15-12/15
Completion Date Period:	01/16-06/16
Tracking Measures:	**Measure** **Submit** Tailored MUH policy Yes
Responsible Parties:	**Responsible Party** **Budget Type** Program Coordinator Budgeted

Activity ID	
Activity:	Disseminate an electronic copy or electronic link of the final adopted policies to the CTCP Strategic Planning and Policy Unit and the Americans for Nonsmokers' Rights (ANR) so that these may be logged into their databases.
Intervention Category:	Policy Activities
Copyright:	No
Program Deliverable Percentage:	0.00 %
Start Date Period:	07/15-12/15
Completion Date Period:	01/20-06/20
Tracking Measures:	**Measure** **Submit** Copy of final policy Yes
Responsible Parties:	**Responsible Party** **Budget Type** Program Coordinator Budgeted

Comment [AZ23]: Each policy objective should include an activity to Email the final policy adopted to ANR and to CTCP's Strategic Planning & Policy Unit.

Activity ID	
Activity:	With Technical Assistance from statewide grantees, develop a smoke-free MUH policy implementation steps list for use by city officials or housing authorities. The steps of implementation will be provided to owners, property management companies, managers, tenants, and city officials in jurisdictions where the policy is adopted.
Intervention Category:	Policy Activities
Copyright:	No
Program Deliverable Percentage:	1.50 %
Start Date Period:	07/15-12/15
Completion Date Period:	01/16-06/16
Tracking Measures:	**Measure** **Submit** Policy Implementation Steps Yes
Responsible Parties:	**Responsible Party** **Budget Type** Program Coordinator Budgeted

Activity ID	
Activity:	Participate in biennial Information and Education (I & E Days) at the State Capitol to inform and update legislators on local tobacco control activities. Coordinate the participation of task force members, volunteers, and other partners to annually visit state elected officials in their District Offices.
Intervention Category:	Policy Activities
Copyright:	No
Program Deliverable Percentage:	3.00 %
Start Date Period:	01/17-12/17
Completion Date Period:	01/20-06/20
Tracking Measures:	**Measure** **Submit**

Comment [AZ24]: Activity to participate in biennial I & E days.

	District Meetings Summary Yes
Responsible Parties:	**Responsible Party** **Budget Type** Bilingual Health Educator Budgeted Program Coordinator Budgeted

Activity ID	
Activity:	Develop 1-3 sample "Letters to the Editor" and provide them to community members and to residents during presentations for submission to rural newspapers.
Intervention Category:	Media Activities
Copyright:	No
Program Deliverable Percentage:	1.50 %
Start Date Period:	07/15-12/15
Completion Date Period:	07/16-12/16
Tracking Measures:	**Measure** **Submit** Sample Letters Yes Printed Letters to the editor Yes
Responsible Parties:	**Responsible Party** **Budget Type** Program Coordinator Budgeted

Activity ID	
Activity:	Prepare, plan, write, and submit at least 3-5 press releases and/or opinion editorials to all media outlets in rural Sample County on SHS in MUH and the benefits of restricting smoking.
Intervention Category:	Media Activities
Copyright:	No
Program Deliverable Percentage:	3.00 %
Start Date Period:	01/16-06/16
Completion Date Period:	01/18-06/18
Tracking Measures:	**Measure** **Submit** Copy of press releases/op eds Yes
Responsible Parties:	**Responsible Party** **Budget Type** Program Coordinator Budgeted

Activity ID	
Activity:	Provide 10-15 hours of technical assistance per year to city staff, property management companies, multi-unit and public housing authority managers and staff, and other agencies on smoke-free housing. Technical assistance will be conducted in-person, by phone, and/or by email.
Intervention Category:	Training/Technical Assistance Activities
Copyright:	No

Program Deliverable Percentage:	3.00 %
Start Date Period:	07/15-12/15
Completion Date Period:	01/20-06/20
Tracking Measures:	**Measure Submit** TA Log Yes
Responsible Parties:	**Responsible Party Budget Type** Program Coordinator Budgeted

Activity ID	
Activity:	Conduct, 1-2, 1-2 hour trainings per year for the MUH taskforce members and/or other volunteers to prepare them to provide educational presentations to community groups and/or decision makers on SHS in MUH.
Intervention Category:	Training/Technical Assistance Activities
Copyright:	No
Program Deliverable Percentage:	2.00 %
Start Date Period:	07/15-12/15
Completion Date Period:	01/20-6/20
Tracking Measures:	**Measure Submit** Training outline Yes
Responsible Parties:	**Responsible Party Budget Type** Program Coordinator Budgeted

Evaluation Activity Plan

Evaluation Activity ID	**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 non-experimental design with pre and post policy adoption observations of a convenience sample of MUH complexes in each jurisdiction where a policy is adopted will be used to assess the impact of any adopted policies. Pre-policy observations will be conducted in 5 MUH complexes in each jurisdiction that is targeted for policy adoption. Pre-policy observation findings will be used to demonstrate the problem of smoking, secondhand smoke, and tobacco related litter in local MUH to decision makers, MUH tenants and MUH managers. MUH management approval will be gained before observations are conducted.

Comment [AZ25]: 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 [AZ26]: Quantitative outcome data are used to help measures achievement of the objective.

	Once a policy is adopted, sufficient time will be allowed for implementation and enforcement activities before post-policy adoption observations are conducted. Post-policy observations will be conducted at the same 5 complexes in each jurisdiction that adopts a policy. Observing the same complexes enables us to measure any changes in the number of signs, smokers and butts that may have resulted from policy adoption.
Description of the instrument to be used or developed:	The observation form will include assessments of the number of cigarette butts, the number of smokers observed, and the number of signs placed in specified areas around each MUH complex that agrees to be observed.
Description of activities and resources to design instrument:	The Tobacco Control Evaluation Center will be contacted for similar observation forms and to gain advice on the form and data collection protocol.
Copyright:	Yes
Program Percentage Deliverable:	0.50 %
Period development of data collection instrument and protocol begins:	07/15-12/15
Period data collection and protocol completed:	07/15-12/15
Tracking Measures:	**Measure** / **Submit** Observation form / Yes
Responsible Parties:	**Responsible Party** / **Budget Type** Program Evaluator / Budgeted Program Coordinator / Budgeted
Sample Size:	20 (5 MUH in each targeted jurisdiction)
Sample Selection Method:	Convenience sample
Method for conducting evaluation activity:	Observation
If other, please specify:	
Data collection source:	Multi-unit housing
If other, please specify:	
Program Percentage Deliverable:	3.00 %
Period evaluation activity will be conducted:	07/15-12/15 07/16-12/16 07/17-12/17 07/18-12/18 07/19-12/19
Period to submit data analysis report:	01/20-06/20
Tracking Measures:	**Measure** / **Submit** Pre-Policy Adoption Observation Summary / Yes Post-Policy Adoption Observation Summary / Yes

Responsible Parties:	**Responsible Party** / **Budget Type** Program Evaluator / Budgeted Program Coordinator / Budgeted
Evaluation Activity ID	**Key Informant Interview**
Description of the instrument to be used or developed:	Check with the Tobacco Control Evaluation Center for similar survey instruments and protocols. Collect and review similar instruments developed by others, pilot-test the instrument, revise the instrument as needed for field use. Key informant interviews will focus on topics that determine support for the adoption of a city council or housing authority policy and ways to increase support for the objective activities. Main topics for the interviews will include factors related to the successful/unsuccessful adoption of the multi-unit smoke-free policies, recommendations for future intervention, and barriers and solutions to policy adoption efforts.
Sample size:	10
Will follow-up interviews be conducted:	Yes
Description of key informants:	Multi-unit and public housing tenant, owners, managers, and city council members. Two waves of five informants will be used.
Data collection method:	Face-to-face
Method to analyze findings:	First wave: A qualitative analysis will be conducted to determine the potential barriers/challenges to the policy adoption. Second wave: A qualitative analysis will be conducted to determine factors that contributed to the successful/unsuccessful adoption of the policy, solutions to barriers and challenges, and recommendations for future interventions.
Copyright:	Yes
Program Percentage Deliverable:	1.50 %
Period to be conducted:	07/15-12/15 01/20-06/20
Period results will be analyzed and disseminated:	01/19-06/19 01/20-06/20
Tracking Measures:	**Measure** / **Submit** Analysis of interviews / Yes Interview questions / Yes
Responsible Parties:	**Responsible Party** / **Budget Type** Program Evaluator / Budgeted Program Coordinator / Budgeted
Evaluation Activity ID	**Media Activity Record**
Description of the topic or type of records:	Number of editorials and letters to the editor, published in the local newspapers and the potential readership (circulation numbers of newspapers)
How the records will advance the objective:	We will analyze the media coverage before and after the adoption to get a measure of public opinion before the vote and after to see how people feel about it and how the opposition framed their position. The media activity record will be used educate policy makers about the public's view of smoke-free MUH units.
Program Percentage Deliverable:	1.00 %

Comment [AZ27]: Key Informant Interviews are used for formative development of the intervention.

Period evaluation activity will be conducted:	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 01/19-06/19 07/19-12/19 01/20-06/20
Tracking Measures:	**Measure** / **Submit** Media Activity Record / Yes
Responsible Parties:	**Responsible Party** / **Budget Type** Program Evaluator / Budgeted Program Coordinator / Budgeted
Evaluation Activity ID	**Policy Record**
Description of the topic/records:	Research city council member's votes and comments on tobacco control issues, (e.g., smoke-free policies, tobacco sales to minors policies). Also, if possible, research community member's comments on smoke-free policies before city council. The discussion around smoke-free individual unit in MUH from the City Council and members of the community during the meeting during past and future meetings.
How the records will advance the objective:	Previous City Council records will allow us to understand the level of support (before policy adoption) among council members and address concerns that have been previously expressed. Current City council records will allow us to determine the reasons for passing or not passing a smoke-free policy after the intervention.
Method to analyze findings:	The comments and vote of the City Council will be analyzed to tailor the intervention and examine the intervention's success.
Program Percentage Deliverable:	1.00 %
Period evaluation activity will be conducted:	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 01/19-06/19 07/19-12/19 01/20-06/20
Tracking Measures:	**Measure** / **Submit** Analysis of City Council members records on smoke-free policies / Yes
Responsible Parties:	**Responsible Party** / **Budget Type** Program Evaluator / Budgeted
Evaluation Activity ID	**Public Opinion Poll (including Public Intercept Survey)**
Description of the instrument to be used or developed:	Check with the Tobacco Control Evaluation Center for similar survey instruments and protocols. Collect and review similar instruments developed by others, pilot-test the instrument, revise instrument as needed for field use. We will develop a survey based on the Center for Tobacco Policy and Organizing Renters Survey. Main topics

Comment [AZ28]: Qualitative data used to help evaluate the objective.

	of the survey will include renter's awareness of secondhand smoke health issues and support for smoke-free MUH policies.
Sample size:	100
Will follow-up polls be conducted:	No
Data collection method:	Pen-to-paper
Method to analyze findings:	We will tabulate the frequency of each question. Cross-tabulating certain questions if we observe some interesting distribution in the one-way frequency tables. We will summarize the findings to show whether the renters support the smoke-free policy. The results will help us to show the extent of public support to decision makers.
Copyright:	Yes
Program Percentage Deliverable:	2.50 %
Period evaluation activity will be conducted:	07/15-12/15 01/16-06/16
Period results will be analyzed and disseminated:	07/16-12/16
Tracking Measures:	**Measure** / **Submit** Summary of survey results / Yes Survey questions / Yes
Responsible Parties:	**Responsible Party** / **Budget Type** Program Evaluator / Budgeted Program Coordinator / Budgeted Bilingual Health Educator / Budgeted
Evaluation Activity	**Evaluation Reporting**
Type of analysis:	Frequencies will be calculated of support for the policy adoption. Also, frequencies and percentages will be calculated to determine the post-policy written lease agreements implemented for individual units.
Methods to disseminate findings:	An abstract or a summary of the evaluation results will be posted on the Partners website and placed in the local media. An abstract will be submitted to the American Public Health Association (APHA) annual meeting. Lastly, if the results appear promising, we will write up the results and submit them as a brief to the American Journal of Public Health or Journal of Health Promotion.
Study limitations or challenges:	The main limitation to implement this evaluation plan could be the low response from both owners/managers and/or renters. To address this potential limitation, we will strategically approach owner/managers for the key informant interview as well as provide behavior modification materials to renters to respond to the public opinion survey. Conducting key information interviews does not have to stay in one mode. Face-to-face interview will be used for this plan. In addition, the city council minutes will be used to provide valuable information on the barriers/challenges to the adoption of a policy to encourage owners/managers/developers to build MUH with at least 75% of individual smoke-free units. The implementation time may be limited with the number of signed leasing agreements since the implementation will involve new lease.
Copyright:	Yes
Program Percentage Deliverable:	2.00 %
Period evaluation report to	01/20-06/20

be submitted:		
Tracking Measures:	**Measure**	**Submit**
	Final Evaluation Report	Yes
Responsible Parties:	**Responsible Party**	**Budget Type**
	Program Evaluator	Budgeted
	Program Coordinator	Budgeted

Comment [AZ29]: A Final Evaluation Report is required for all Primary objectives. A Brief Evaluation Report is required for Non-Primary objectives.