

Adult and Youth Engagement in Tobacco Control

Brief Evaluation Report 2017-2021

San Joaquin County Public Health Agency

Daniel Kim and Alicia Ramos

420 S Wilson Way, Stockton, CA 95205

(209) 468-3842 dkim@sjcphs.org

(209) 468-8211 aramos1@sjcphs.org

Report Authors:

Suzanna Elkin, PhD, Research and Evaluation Specialist

Galen Ellis, MPH, President/Principal Consultant

Ellis Planning Associates, Inc.

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Aim and Outcome

In order to both strengthen and diversify tobacco control efforts in San Joaquin County, the San Joaquin County Public Health Services Smoking & Tobacco Outreach and Prevention Program (STOPP) focused on the following objective:

STOPP will recruit at least three partnerships annually that serve the youth and adult priority populations, such as African American/Black, Hispanic, and Lesbian/Gay/Bisexual/Transgender/Queer (LGBTQ), annually from organizations such as, but not limited to, Friday Night Live (FNL), National Association for the Advancement of Colored People (NAACP), Young Men's Christian Association (YMCA), and other youth groups in San Joaquin County to build capacity, engage partners, and broaden community engagement in activities that address tobacco control issues in the County. Youth and adult serving partners will be trained to increase their knowledge by participating in at least one training and/or tobacco control activity.

The goal for STOPP partnership building was to foster collaborative relationships that forwarded the development, implementation, and evaluation of interventions to support tobacco-related social and political change in the County. In an effort to have the greatest impact on tobacco control efforts, this objective focused on the geographical communities of Stockton, Tracy, Lodi, and Manteca.

STOPP achieved its objective to facilitate and strengthen new and ongoing community partnerships throughout the four-year intervention period.

Background

Existing data illustrated the need to specifically target youth and diverse community groups in tobacco control efforts in San Joaquin County. A public opinion poll conducted by STOPP in 2016 highlighted the issues of youth tobacco access and use as well as a high degree of public support for policies to restrict youth access and combat the effects of tobacco advertising. Youth groups in San Joaquin County have a strong history of engagement in tobacco control efforts, and STOPP hoped to reinvigorate existing partnerships and foster new partnerships around a tobacco-free community agenda.

In addition to issues with tobacco use among youth, data demonstrate disparities in tobacco use, access, and health outcomes across racial and ethnic groups. California Health Interview Survey data from 2013-2014 illustrated disparate tobacco use prevalence across demographic and socio-economic groups. While 13.9% of White respondents reported being current cigarette smokers, that rate was 17.2% among Black/African American respondents and 19.1% among Gay, Lesbian, or Bisexual respondents.ⁱ In addition, according to the State Cancer Profiles data, lung and bronchus cancer rates vary among racial and ethnic groups in San Joaquin County. The age-adjusted incidence rate for lung and bronchus cancers from 2013-2017 was 61 cases per 100,000 for Black (including Hispanic) residents, as compared to 50 cases per 100,000 for all residents in the County.ⁱⁱ

STOPP staff decided to focus efforts in the areas of Stockton, Tracy, Lodi, and Manteca because

community data showed that these communities have higher numbers of tobacco outlets near schools, which greatly increases youth access. Furthermore, these are the largest and most diverse population centers in the County.

Evaluation Methods and Design

The goal for this intervention was for STOPP to develop additional collaborative partnerships with diverse community groups and to facilitate increased partner knowledge in tobacco-related issues. The evaluation plan type was "Other without Measurable Outcome."

This evaluation design utilized only process indicators to guide intervention strategies, as outlined in Table 1. Indicators included data

collection on annual coalition satisfaction surveys, coalition asset mapping, social media tracking, and a photovoice exhibit. The initial asset mapping session and analysis of annual coalition surveys were used to help determine capacity, readiness, and interest levels of potential new partners and to inform outreach activities. STOPP's social media campaign was continuously reviewed to document reach and engagement levels. The photovoice exhibit during the intervention was used to better understand and illustrate the issues of smoking and tobacco use in youth environments.

For this objective, the evaluation processes were completed by San Joaquin County Public Health Services (PHS) staff (i.e., evaluator, educator, coordinator, and director).

Table 1: Key Process Evaluation Measures

Evaluation Activity	Purpose	Sample	Instrument Source	Analysis Method	Timing/ Waves
Process					
STOPP Coalition Participant Survey	Assess member knowledge/awareness of tobacco issues in their community, diversity, functioning, and satisfaction with the coalition.	Census of all coalition members	STOPP staff	Descriptive statistics	Years 1, 2, 3, 4 4 Waves
Asset Mapping	Determine assets and needs to leverage support, identify partner organizations, and facilitate new partnerships.	Convenience sample of STOPP coalition members	STOPP staff	Content analysis	Years 1, 2, 3, 4 1 Wave

Social Media Record	Track social media activities to document progress in engaging youth, refocus media efforts, and develop new strategies.	Paid and unpaid social media posts on Facebook, Instagram, and Twitter	STOPP staff	Content analysis	Years 2, 3, 4 1 Wave
Retrospective Education/Participant Survey	Assess changes in participants' knowledge, confidence, and intent to engage in local tobacco advocacy.	5-10 volunteer participants per training	STOPP staff	Descriptive statistics	Year 4
Photovoice	Better understand and communicate the youth experience of smoking and tobacco use in the County.	Purposive sample of 5-10 youth from intervention community	STOPP staff	Content analysis	Year 4 1 Wave

Limitations

Inconsistent and non-random sampling strategies may have impacted the results of some of the evaluation activities. The STOPP coalition participant survey was designed to be a census of coalition members; however, not all members consistently completed the survey. It was distributed at coalition meetings as a paper copy, with a follow-up e-mail and online version for members that did not attend the distribution coalition meeting. However, due to COVID-19 and the halt of in-person coalition meetings, during Waves 3 and 4, the survey was only distributed via e-mail/electronically. This may have led to a smaller sample of members or potentially shifted the response pool for those years.

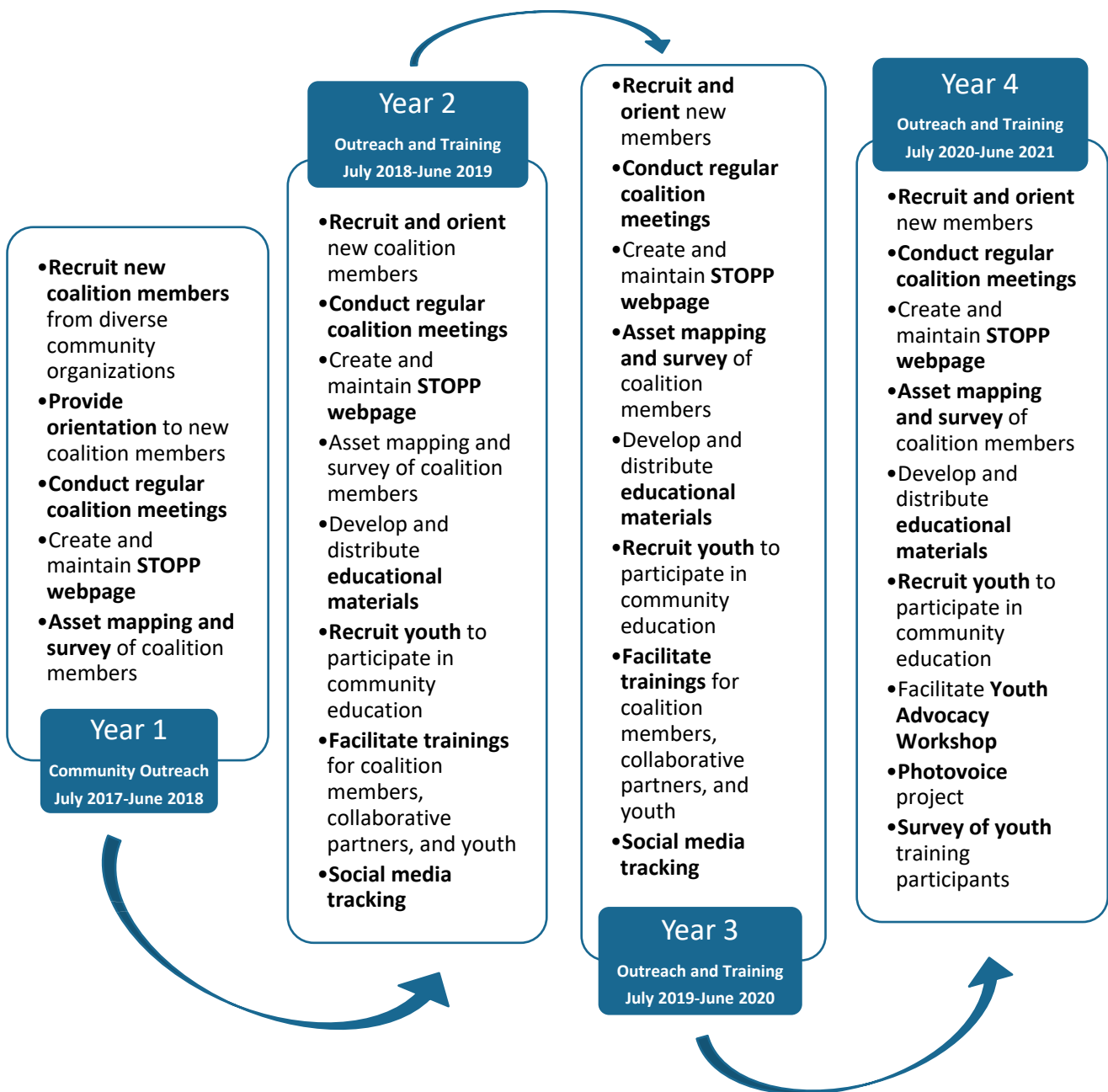
Similarly, the retrospective education/participant survey only included 5-10 participants from each training. Responses may not have accurately represented the range of experiences of training participants.

An additional limitation of the evaluation design was that there were not any data collection tools to capture whether each new coalition partner participated in at least one training and/or tobacco control activity, which was part of the original objective.

Implementation and Results

There were a number of key implementation and evaluation activities that moved the effort along, as evidenced in the Figure 1 timeline. Early activities, including asset mapping and recruitment efforts, laid the groundwork for later project activities.

Figure 1: Timeline of Key Activities



Community Outreach

To strengthen their role as a community partner and participant in community change efforts, from the start of the intervention, STOPP staff actively participated in many existing committees, coalitions, boards, and collaborative meetings in the County. STOPP staff participated in meetings each year (Year 1, 27; Year 2, 39; Year 3, 17; Year 4, 22) to identify new opportunities for collaboration and track emerging issues around tobacco control efforts. Meetings included a broad range of groups serving diverse communities across the County, including Racial and Ethnic Approaches to Community Health (REACH), Lodi Health Value Action Team (VAT), Safe Kids Coalition of San Joaquin County, NAACP Health Committee, The California Environmental Protection Agency: Asthma & Air Pollution Locally Driven Solution Subgroup, and Stockton Unified School District Wellness Advisory meetings.

As STOPP participated in existing community groups, they actively recruited new members to engage with STOPP coalition activities. New partner recruitment was most active in the first year of the intervention, when STOPP staff recruited thirteen (13) new coalition members from a range of community organizations including San Joaquin County Office of Education, Stockton Unified School District Board, Sutter Tracy Community Hospital, and a number of students from student groups at the local University of the Pacific. STOPP staff continued to recruit new members to the coalition throughout all years of the intervention (2018-2021).

STOPP staff encouraged active coalition participation by providing new member orientation meetings. These meetings provided new members with the opportunity to review an orientation packet, ask questions, and build a relationship with

an existing STOPP team member. During Year 1, one orientation meeting was held to orient five new members. In Year 2, two meetings were held to orient an additional three new members. In Year 3, three meetings were held to orient three new members.

Support Coalition Functioning

As the STOPP coalition grew with new members, STOPP staff encouraged healthy coalition functioning by holding regular meetings, facilitating asset mapping in the first year, and surveying members on their satisfaction levels with the coalition. Regular coalition meetings were a time for partners to identify project challenges and develop and share strategies.

STOPP staff facilitated the asset mapping process with coalition members at the start of the intervention in May 2018 to set a strong foundation for the coalition's work with all of STOPP's tobacco control objectives. The asset mapping process identified areas to leverage support for STOPP initiatives, facilitated new partnerships, and created lasting working relationships. Existing assets as well as asset gaps were identified for each of STOPP's tobacco control objectives, and these findings were useful in future coalition meetings to improve strategies and increase community buy-in.

STOPP staff also facilitated an annual coalition member satisfaction survey—not including STOPP staff—to gauge member involvement, satisfaction with coalition functioning, and diversity of coalition membership. Conducting the survey in multiple waves allowed STOPP staff to assess change from one year to the next.

Most respondents over the course of the four annual surveys conducted from 2018-2021 reported a high level of satisfaction with coalition functioning

and leadership. Members believed that coalition leaders made an effort to solicit opinions from all members; organizers communicated well with members; and meeting logistics were well-managed.

As illustrated in Figure 2, surveys showed increasingly positive feedback over time in the areas of membership diversity and membership orientation, which were the focus of this objective. While only 43% of members believed that the coalition reflected the diversity of the community in 2018, that proportion had increased to 86% by the end of the intervention. Similarly, while only 14% of members thought there was a good system for member recruitment at the start of the intervention, that proportion increased to 43% by the end of Year 4.

In addition to positive feedback, members also highlighted areas for coalition improvement. Over the four years, members expressed varied levels of

satisfaction with membership orientation, as illustrated in Figure 2. Only 29% believed the coalition did a “good job with membership orientation” in 2018, though this percentage increased to 66% and 59% in the following two years. During the final year of the intervention, this percentage decreased to 28%. These findings suggest that the format and content of membership orientation changed over the course of the intervention, with some years being more successful than others; or that the survey respondents had different levels of awareness or experiences with the orientation process.

During all four years of the intervention, respondents indicated that there was a lack of participation among some coalition members as well as a low sense of cohesiveness in general. These findings highlighted a continuing need to improve systems to orient new members, and to provide opportunities to increase group participation and sense of cohesion.

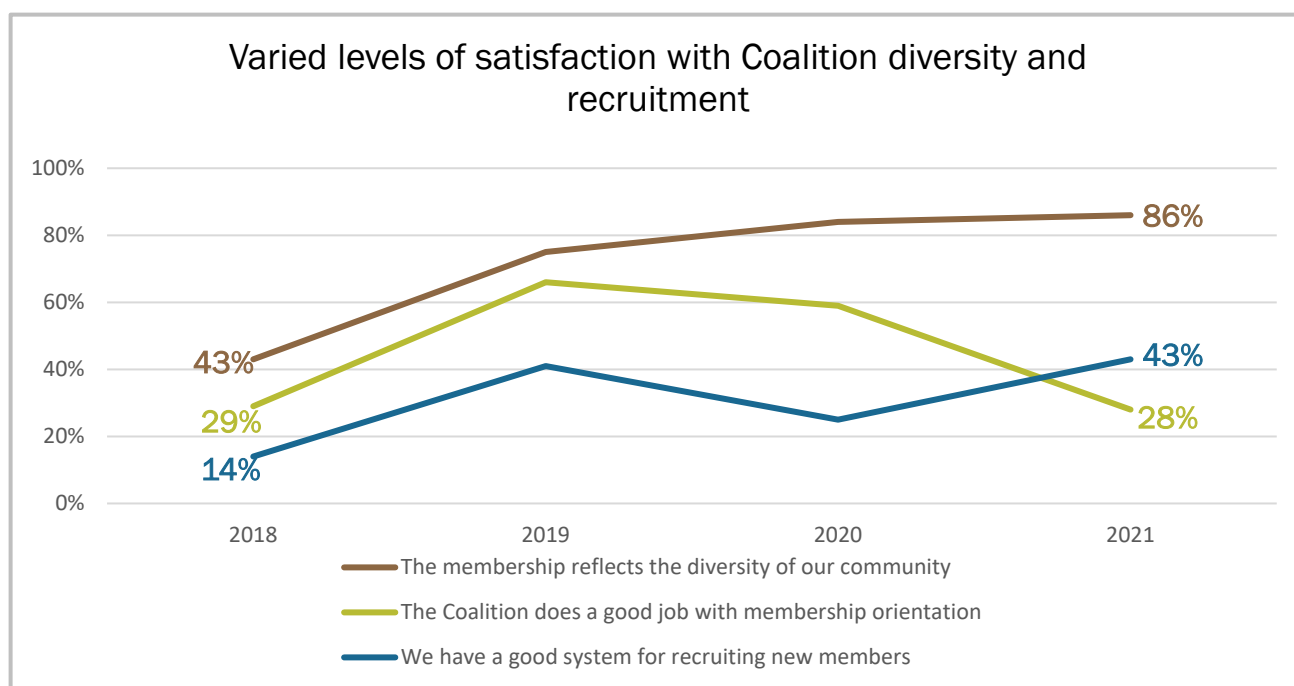


Figure 2. Percent of respondents to the annual coalition membership survey that answered “yes” to statements about diversity and recruitment. Responses shown for each of the four years the survey was administered.

Capacity Building for Youth Partners

Skills development for youth focused on community organizing, leadership development, and public speaking, with a focus on advancing tobacco policies and their influence at the local level. The goal was to empower new youth partners to support tobacco prevention activities by building their capacity, engaging their community, and further nurturing community partnerships to sustain policy efforts.

One aspect of STOPP's youth engagement strategy was to recruit youth to join the coalition and participate in planned STOPP and other tobacco-related activities. Throughout the intervention period, STOPP staff collaborated with other statewide grantees, including the California Youth Advocacy Network (CYAN), to develop recruitment strategies. In Year 3, STOPP staff engaged two students from Health Careers Academy as interns with a focus on developing youth recruitment strategies for a STOPP photovoice project and other tobacco control events.

As a strategy to both recruit and educate youth, STOPP staff participated in events (both in-person and virtual) every year of the intervention, including the Annual PRIDE festival, the BEST Teen Summit at Golden West Elementary in Manteca, and the PLUS Summit at University of the Pacific. At these events, STOPP staff gave presentations related to tobacco control, provided direct education, and facilitated small group sessions as ways to increase youth engagement and recruitment in tobacco control activities.

STOPP also facilitated direct trainings for youth throughout the intervention period. The STOPP team conducted multiple trainings with San Joaquin County youth to increase their knowledge of various topics such as flavored tobacco and vaping, trauma

and health equity as it relates to tobacco use, coalition facilitation, and how the use of photovoice can influence community decision-making.

Starting in Year 1, STOPP collaborated with youth subcontractors to hold a tobacco orientation that included youth from diverse communities in the County as represented by San Joaquin Pride Center, Fathers and Families of San Joaquin, Little Manila, and Reinvent South Stockton. The event engaged youth in topics surrounding tobacco marketing, social justice, and health equity; and youth were encouraged to think about how to impact community members and leaders around tobacco control issues. In Year 2, youth participated in a Healthy Equity in Tobacco Control training, which highlighted the social justice aspects of tobacco control efforts. Another tobacco orientation for STOPP youth partners was held in Year 3 to train youth around the high accessibility of tobacco products and the role of policies to reduce youth access. Unfortunately, additional youth education events had to be cancelled during Year 3 due to COVID-19 restrictions on gatherings.

In the final year of the intervention, STOPP facilitated a youth photovoice project that focused on vaping and tobacco addiction. Twelve youth recruited from the Health Careers Academy in Stockton participated in an advocacy training that explored goal setting, group interpretation of pictures and findings, and development of a photovoice exhibit. Due to COVID-19 restrictions, a virtual photovoice exhibit was created by youth that participated in STOPP youth advocacy training. The exhibit was displayed via video that was shared with community partners and hosted on the San Joaquin County Public Health Services YouTube channel.

The goal for the exhibit was to empower youth to engage community members and decisionmakers in the problems surrounding smoking and tobacco use

in youth sensitive areas. The exhibit explored some common themes, including the negative impacts of tobacco products on the youth themselves and/or friends and family members. Many of the photographs depicted tobacco waste products from electronic smoking devices, highlighting the prevalence of tobacco litter in Stockton and concerns with emerging tobacco products.

In total, the exhibit video received 157 views during May-June of 2021. In order to assess the broad impact of the exhibit on community members, STOPP staff asked viewers to complete a photovoice exhibit survey. A total of sixteen (16) viewers completed the survey, which included qualitative feedback. Responses showed that viewers resonated with the issue of tobacco waste that was depicted in the exhibit. Respondents described this as a significant issue in home and community environments, including parks and sidewalks. Respondents also expressed appreciation for viewing this issue through the perspective of youth and felt that similar efforts could be a powerful advocacy tool for tobacco control.

Capacity Building for Adult Partners

Similar to youth trainings, the underlying goals of the trainings for adults were to build capacity, foster participation, and further community organizing and community consciousness about specific tobacco control issues.

Trainings were provided for coalition members as well as collaborative partners. In Year 2, STOPP hosted the Healthy Equity in Tobacco Control training, attended by twenty-four (24) coalition members, community partners, and staff. STOPP also offered a facilitator training, attended by eleven (11) coalition members, to gain skills for facilitating participatory meetings with stakeholders or decisionmakers. In Year 3, eleven (11)

collaborative partners attended a Parent University training hosted by STOPP staff to teach participants about the tobacco industry, vaping products, and strategies to conduct a letter writing campaign as a form of tobacco control advocacy. An additional training in Year 3 prepared coalition members and community partners for a virtual community engagement session around the proposed vaping/flavors policy of Objective 1, including how to prepare written and spoken comments during the meeting to incorporate community voice.

Throughout the intervention, STOPP staff continuously developed new educational materials to inform stakeholders, policy makers, and community-based organizations of the impact of tobacco use and addiction on health equity and social determinants of health. Materials included tobacco retailer maps, information on the health of residents from each local City Council District, and community profiles for priority neighborhoods in the County.

Taking Stock of Training Effectiveness

STOPP staff gained feedback on the effectiveness of their trainings through training-specific retrospective pre-tests (RPTs) that were given to participants at the conclusion of four of the main trainings that happened over the course of the intervention: the Tobacco Orientation Training for youth (12 survey respondents); the Trauma and Healthy Equity training for staff, coalition members, and community partners (9 survey respondents); a facilitation training for staff (10 survey respondents); and the Photovoice Training for youth (11 survey respondents). The RPTs were designed to assess changes in knowledge, confidence/preparation, and intent to engage in advocacy around tobacco issues in the County. The surveys asked participants to respond to a series of statements using a Likert scale to rate their level of

knowledge before and after the training. Analyses gave STOPP staff information about perceived shifts in participant knowledge for different content areas in each training.

When considering average knowledge change for all responses, the RPTs showed increased knowledge for participants in all trainings, as illustrated in Figure 3.



Figure 3. Average reports of knowledge level before and after each training. Knowledge rated on a scale of 0 (No knowledge) to 5 (A lot of knowledge).

A closer look at survey findings provided STOPP staff with more specific information about training effectiveness and potential areas for improvement. Trainings that lasted for more than an hour led to greater reported gains in knowledge than shorter trainings. Findings also showed that when respondents indicated a relatively high level of existing knowledge before the training, only small gains in knowledge were reported after the training. These findings highlighted the need to tailor training materials to participants to make sure that trainings were appropriate to the existing knowledge level of the audience. Mixing

audiences—for example youth with adults—might make it difficult to facilitate effective trainings, as participants would have varied levels of existing knowledge.

The greatest level of knowledge gain was reported from the photovoice training, which was held virtually with classroom credit provided for participants. STOPP plans to experiment with additional virtual trainings in the future, as well as incentives for participants to complete trainings (e.g., classroom credit, gift cards). Another strategy for using the RPT to improve trainings for participants is to offer follow-up learning opportunities for individuals that indicate lower levels of knowledge gain.

Online and Social Media Presence

Throughout the intervention, STOPP staff actively developed, maintained, and updated a STOPP webpage as an online resource for the tobacco-control campaign and a recruitment tool. The webpage was designed to include campaign materials, links to other tobacco control resources, and promote the California Smokers' Helpline. The website hosted a link to the proposed San Joaquin County ordinance pertaining to the sale of vaping and flavored tobacco products for public review. It also contained information for current smokers who wanted to quit, as well as PSA videos relevant to youth tobacco use.

STOPP staff also launched social media activities for the campaign, with posts that included event information, infographics, videos, and educational materials. STOPP monitored the campaign social media activities to track progress in engaging youth and potential community partners, to continually improve social media efforts, and to develop strategies and next steps. The social media analysis started in Year 2 of the intervention and continued

through all reporting periods. Social media campaign activities shifted each period to reflect feedback from tracking analyses.

Social media activities varied for each reporting period as STOPP staff assessed which strategies appeared to have the greatest reach and potential for coalition recruitment. During Year 2, STOPP staff facilitated a paid media campaign that was comprised of a *Flavors Hook Kids* ad that was part of a national campaign and three additional ads created for the STOPP coalition by the media subcontractor Runyon Saltzman, Inc. (RSE). These posts had a large reach, with 82,805 people seeing the ads at least once. However, the *Flavors Hook Kids* ad accounted for the majority of the total reach (83%), most likely because it was part of a national campaign. STOPP staff felt that the notoriety of the national campaign may have eclipsed the STOPP ads, so they decided in the future not to run national campaign ads concurrently with local ads, in order to highlight the work of STOPP and the Coalition. Although STOPP ads had a much smaller reach, they had greater levels of engagement than the *Flavors Hook Kids* ad. Unfortunately, the social media engagement did not appear to lead to any new coalition memberships or membership inquiries. Moving forward, STOPP staff members felt it would be important to highlight the work of STOPP and the Coalition to promote recruitment activities.

In Year 3, STOPP staff spearheaded an unpaid social media campaign, creating 21 social media messages posted to the STOPP and the San Joaquin County Public Health Services Facebook pages and Twitter account. This unpaid campaign only received a fraction of the reach as compared to the paid campaign in the previous period (a total of 446 individual views). Due to this lower reach, campaign staff decided to pursue another paid media campaign.



Figure 4. Post for the STOPP social media campaign.

The paid media campaign in Year 3 again had a large reach of 60,287 people, with an engagement rate of 9.67%. Ads were created for STOPP by RSE and posted to Facebook and Instagram. Key target audiences for this campaign were County residents, college students/faculty members, parents, and the San Joaquin County Board of Supervisors. The first three target groups accounted for over 99% of the total number of impressions. The majority of ad interactions occurred with the 18-34 year old age group (56.7%). Ad topics included smoking and vaping, flavored products, community advocacy, and cessation.

This campaign had a much smaller reach of 454 people, but a higher engagement rate than any of the other campaigns (35%). The ad with the greatest reach asked coalition members to share

their experiences in working for tobacco cessation efforts, again highlighting the importance of engaging local coalition efforts in social media campaign content.

New Coalition Partners

Active coalition partner recruitment was ongoing throughout the four years of the intervention, and STOPP staff successfully recruited at least three new partners during each year. By December 2020, 25 new members had been recruited to the coalition since the start of the intervention, many of them

from organizations that serve youth and diverse community groups.

New members have participated in coalition planning as well as the workgroups that support STOPP's main objectives in County tobacco control efforts. In addition, student interns joined the STOPP team to help develop and facilitate youth recruitment strategies.

Conclusions and Recommendations

STOPP met its objectives to recruit at least three new partners to the coalition each year that represented youth and diverse adult populations and to build partner capacity through trainings and educational programming related to tobacco control efforts. STOPP worked continuously to provide a healthy coalition structure for existing and new members. STOPP also launched social media campaigns throughout the intervention to boost recruitment for coalition membership and community advocacy around County tobacco control campaigns.

Several aspects of this intervention were particularly successful. Over the course of the four years, coalition members reported that the membership body increasingly reflected the diverse demographics of their County. To achieve this, STOPP staff made a dedicated effort to actively participate in community groups and events that served diverse youth and adult populations in order to find and recruit potential partner organizations. As new members were recruited, existing members report that STOPP staff nurtured a healthy coalition by providing effective meeting structures and responsive leadership. Youth engagement was also fundamental to this intervention, and STOPP staff provided youth with opportunities for training, to develop and implement new campaign strategies, and to engage directly with tobacco control advocacy through the photovoice project.

Although STOPP staff provided strong leadership for the coalition, some areas of coalition functioning could be improved according to coalition members. Specifically, respondents to the annual coalition survey reported that systems for membership orientation could be improved as well as a sense of cohesiveness among existing members. In the area of training and capacity building, the participant survey tool provided insights into potential strategies to make STOPP trainings more effective—including longer trainings, incentives for completing trainings, and ensuring that training materials are appropriate for participants' existing knowledge of the topics.

The youth photovoice project highlighted the important issue of tobacco litter in the County environment. Tobacco litter was the focus of many of the photo projects, and community members reported that it resonated with their lived experience in community settings and outdoor recreational areas in the County. Although

tobacco litter is not currently the main focus of STOPP's tobacco control objectives, it may deserve more attention as a central issue that could engage youth and community advocates.

In the coming years, STOPP staff plans to continue to seek out diverse partners to join the Coalition and to increase youth coalition membership and engagement in tobacco advocacy.

Works Cited

ⁱ *2016 California Tobacco Facts and Figures*. Tobacco Free CA, California Tobacco Control Program. Retrieved August 15, 2021, from <https://tobaccofreeca.com/tobacco-industry/2016-california-tobacco-facts-and-figures/>

ⁱⁱ *Incidence Rate Report for California by County, Lung and Bronchus (2013-2017)*. State Cancer Profiles. Retrieved August 15, 2021, from <https://statecancerprofiles.cancer.gov/incidencerates/index.php?stateFIPS=06&areatype=county&cancer=047&race=00&sex=0&age=001&stage=999&year=0&type=incd&sortVariableName=rate&sortOrder=default&output=0#results>

Appendix A: STOPP Coalition Survey (2018)

Thank you for being a member of the San Joaquin County STOPP Coalition! We would like to get your feedback about how we're doing as well as ways we could improve. Please share your thoughts about the coalition by answering the following questions. The survey is anonymous and will take about 5 minutes.

1. How many years have you been involved in tobacco control-related activities?	Less than 1 year <input type="radio"/>	1-3 years <input type="radio"/>	More than 3 years <input type="radio"/>	
2. How many years have you been serving on this Coalition?	Less than 1 year <input type="radio"/>	1-3 years <input type="radio"/>	More than 3 years <input type="radio"/>	
3. Approximately how many hours per month do you spend on Coalition activities (including time spent in meetings)?	0-1 hours <input type="radio"/>	2-4 hours <input type="radio"/>	5-10 hours <input type="radio"/>	10+ hours <input type="radio"/>
4. In the past 12 months have you participated in any trainings hosted by the Coalition?	Yes <input type="radio"/>	No <input type="radio"/>	I don't recall <input type="radio"/>	

5. How would you rate the training(s)? (To determine an overall rating for multiple trainings, if one was "pretty useful" and another "not useful", the average would be "fair".)

Incredibly useful	Pretty useful	Fair	Not that useful	A complete waste of time	I have not attended a training or cannot recall
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Please add any comments you have about Coalition trainings.

7. Please indicate your level of agreement or disagreement with the following statements about the Coalition functioning. You can also answer "I don't know."

	Strongly agree	Somewhat agree	Neither agree or disagree	Somewhat disagree	Strongly disagree	I don't know
The Coalition has effective leadership.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The organizers communicate well with members.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Coalition leaders make an effort to solicit all members' opinions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meeting logistics (e.g., meeting facility, convenience of location, meeting length, etc.) are good.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Please indicate your level of agreement or disagreement with the following statements about Coalition membership. You can also answer "I don't know."

	Strongly agree	Somewhat agree	Neither agree or disagree	Somewhat disagree	Strongly disagree	I don't know
We have a good system for	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

recruiting new members.						
The Coalition does a good job with member orientation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The membership reflects the diversity of our community.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The membership includes a wide range of professional backgrounds or skills.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Members actively participate.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Please indicate your level of agreement or disagreement with the following statements about Coalition effectiveness. You can also answer "I don't know."

	Strongly agree	Somewhat agree	Neither agree or disagree	Somewhat disagree	Strongly disagree	I don't know
Our Coalition's mission is clear.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have a good understanding of the Coalition's current priorities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is a feeling of cohesiveness among members.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Coalition is connected to influential groups in the community.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The Coalition is effective at achieving its goals.

☐☐☐☐☐☐

10. Which of the following population groups do you represent, either personally or because of the work you do? (Mark all that apply)

African Americans

☐

Asians and/or Pacific Islanders

☐

Hispanics and/or Latinos

☐

LGBTQ populations

☐

Native Americans/Alaska Native

☐

Decline to answer

☐

I don't represent any of these

☐

Other (specify)

☐

11. Which of the following population groups do you work with or serve? (Mark all that apply)

Clerical/Manual Labor

☐

Low socioeconomic status populations

☐

Military

☐

Rural residents

☐

Youths

☐

Decline to answer

☐

I don't work with or serve any of these

☐

Other (specify)

☐

12. Please add any comments you have about the items asked in this survey or any other thoughts you would like to share about the coalition.

Thank you for your feedback!



Appendix B: Asset Mapping Tool (2018)

San Joaquin County STOPP Coalition Asset Map

Current Assets May 21, 2018



COALITION Member and/or Organization	Individual Skills and Talents	Relationships and/or Networks	Organizational and/or Programmatic	Experience Working with Sub- Populations	Human Capital
Sector					
Community Based Organizations					
Education					
Faith Based					
Government (local and state)					
Law Enforcement					

Appendix C: Retrospective Education/Participant Surveys (2019)

Training Name: Tobacco Orientation Training

Date: January 24, 2019

Instructions for Retrospective Pre-test: After the training is completed, please rate your level of knowledge regarding the following statements. A knowledge level of (0) indicates no knowledge and (1-5) indicates very little knowledge (1) to a lot of knowledge (5). Please circle your response for both the *“Before participating in this training”* and *“After participating in this training”* columns. Thank you for your feedback.

Statement	Before participating in this training	After participating in this training
1. I have an understanding of how accessible tobacco products are to youth.	0 1 2 3 4 5	0 1 2 3 4 5
2. I have an understanding of how close tobacco retailers are to one another (retailer density).	0 1 2 3 4 5	0 1 2 3 4 5
3. I have an understanding of economic/demographic targeting (North Stockton/South Stockton) of tobacco retailers.	0 1 2 3 4 5	0 1 2 3 4 5
4. I have an understanding of how the tobacco industry targets vulnerable populations.	0 1 2 3 4 5	0 1 2 3 4 5
5. I have an understanding of how tobacco usage plays a role in social determinants of health.	0 1 2 3 4 5	0 1 2 3 4 5
6. I have an understanding of how tobacco control program’s work, aligns with my organizational goals.	0 1 2 3 4 5	0 1 2 3 4 5
7. I have an understanding of pertinent statistics about the communities my organization serves.	0 1 2 3 4 5	0 1 2 3 4 5
8. I have an understanding of how tobacco policies can impact a community’s health and wellness.	0 1 2 3 4 5	0 1 2 3 4 5
9. I have an understanding of how the tobacco industry’s tactics have shaped my experiences and influence my thoughts regarding tobacco control.	0 1 2 3 4 5	0 1 2 3 4 5

Training Name: Trauma and Health Equity

Date: March 20, 2019

Instructions for Retrospective Pre-test: After the training is completed, please rate your level of knowledge regarding the following statements. A knowledge level of (0) indicates no knowledge and (1-5) indicates very little knowledge (1) to a lot of knowledge (5). Please circle your response for both the *“Before participating in this training”* and *“After participating in this training”* columns. Thank you for your feedback.

Statement	Before participating in this training	After participating in this training
Adverse Experiences		
10. I have an understanding of how adverse childhood experiences can affect behavior and physical and mental health, such as tobacco use.	0 1 2 3 4 5	0 1 2 3 4 5
11. I have an understanding of how adverse community experiences can affect behavior and physical and mental health, such as tobacco use.	0 1 2 3 4 5	0 1 2 3 4 5
12. I have an understanding of how intergenerational transfer can affect behavior and physical and mental health, including tobacco use.	0 1 2 3 4 5	0 1 2 3 4 5
13. I have an understanding of how trauma, abuse, and neglect can impact brain development and regulation.	0 1 2 3 4 5	0 1 2 3 4 5
Understanding Equity		
14. I have an understanding of historically advantaged and disadvantaged groups in the United States.	0 1 2 3 4 5	0 1 2 3 4 5
15. I have an understanding of implicit bias and the different levels of racism.	0 1 2 3 4 5	0 1 2 3 4 5
16. I can distinguish between the different levels of racism: Personally mediated racism, Institutionalized racism, Internalized racism, and Cultural racism.	0 1 2 3 4 5	0 1 2 3 4 5
17. I have an understanding of the history of “redlining” and the effects that are still present today.	0 1 2 3 4 5	0 1 2 3 4 5
18. I have an understanding of how health equity can affect policies such as tobacco policy.	0 1 2 3 4 5	0 1 2 3 4 5
19. I have an understanding of the six domains of resilience.	0 1 2 3 4 5	0 1 2 3 4 5
20. I am self-aware of my role and responsibility as it relates to health equity.	0 1 2 3 4 5	0 1 2 3 4 5

Training Name: Facilitation Training

Date: May 20, 2019

Instructions for Retrospective Pre-test: After the training is completed, please rate your level of knowledge regarding the following statements. A knowledge level of (0) indicates no knowledge and (1-5) indicates very little knowledge (1) to a lot of knowledge (5). Please circle your response for both the *“Before participating in this training”* and *“After participating in this training”* columns. Thank you for your feedback.

Statement	Before participating in this training	After participating in this training
21. I have an understanding of the Community Coalition’s functions, as they relate to STOPP activities.	0 1 2 3 4 5	0 1 2 3 4 5
22. I have an understanding of the roles and responsibilities of a Community Coalition member.	0 1 2 3 4 5	0 1 2 3 4 5
23. I have an understanding of STOPP staff’s role in the Community Coalition.	0 1 2 3 4 5	0 1 2 3 4 5
24. I understand how to prepare for a meeting and create an agenda for community members.	0 1 2 3 4 5	0 1 2 3 4 5
25. I understand how to prepare for a meeting and create an agenda for stakeholders.	0 1 2 3 4 5	0 1 2 3 4 5
26. I understand how to prepare for a meeting and create an agenda for a community coalition.	0 1 2 3 4 5	0 1 2 3 4 5
27. I have an understanding of how to utilize tools such as photo language, to engage partners in expressing their questions and/or concerns.	0 1 2 3 4 5	0 1 2 3 4 5

Training Name: Photovoice Training

Date: November 2, 2019

Instructions for Retrospective Pre-test: After the training is completed, please rate your level of knowledge regarding the following statements. A knowledge level of (0) indicates no knowledge and (1-5) indicates very little knowledge (1) to a lot of knowledge (5). Please circle your response for both the *“Before participating in this training”* and *“After participating in this training”* columns. Thank you for your feedback.

Statement	Before participating in this training	After participating in this training
1. I have an understanding of the concept of Photovoice.	0 1 2 3 4 5	0 1 2 3 4 5
2. I have an understanding of the principles of photography.	0 1 2 3 4 5	0 1 2 3 4 5
3. I have an understanding of how images can teach and inform a community.	0 1 2 3 4 5	0 1 2 3 4 5
4. I have an understanding of how images can influence policy.	0 1 2 3 4 5	0 1 2 3 4 5
5. I have an understanding of Photovoice specific aims (collecting data, group discussions, and creating change).	0 1 2 3 4 5	0 1 2 3 4 5
6. I have an understanding about photo consent guidelines.	0 1 2 3 4 5	0 1 2 3 4 5
7. I have an understanding of social justice issues surrounding tobacco.	0 1 2 3 4 5	0 1 2 3 4 5
8. I have an understanding of community mapping.	0 1 2 3 4 5	0 1 2 3 4 5
9. I have an understanding of how community mapping is used as a tool for creating positive community change.	0 1 2 3 4 5	0 1 2 3 4 5
10. I have an understanding of how Photovoice can record positive and negative influences on tobacco use in the community.	0 1 2 3 4 5	0 1 2 3 4 5