

Communities of Excellence (CX) in Tobacco Control

Unmask, Reveal and Discover Tobacco Control & Tobacco Endgame Strategies in El Dorado County



Brief Evaluation Report (July-December 2021)



El Dorado County Health & Human Services Agency Tobacco Use Prevention Program

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Aim and Outcome

In order to systematically assess the tobacco control-related needs and capacity, set priorities, and develop a plan of action and to address tobacco-related issues and needs of the community, the El Dorado County Tobacco Use Prevention Program (TUPP) set the following objective:

By June 30, 2020, convene coalition, organization and community members that are widely representative of El Dorado County to participate in 5 virtual meetings and/or calls, to complete the Communities of Excellence (CX) needs assessment process and develop the LLA 2022-2025 scope of work (SOW). At least 80% of participants will rate their participation experience with the CX process and SOW development as good or very good.

As a result of the Covid-19 pandemic response and recovery efforts, this objective was extended to December 31, 2021, and did not begin until January 1, 2021. This report includes the progress of this objective from July 1 to December 31, 2021.

This report examines how El Dorado County TUPP met the CX in Tobacco Control objective through its evaluation methods, implementation, and results. Ellis Planning Associates Inc. served as the external evaluator for El Dorado County TUPP by analyzing, interpreting, and synthesizing the results presented in this report.

By the end of this reporting period, this objective was fully met. In September 2021, El Dorado County TUPP staff conducted 17 Key Informant Interview (KII) surveys with a diverse group of key decision makers. KII participants represented 7 agencies including Tobacco Prevention Coalition members, substance use disorder/ prevention services, law enforcement, education, health care, Latinx communities, and K-12 education. This met their goal of conducting between 5-20 interviews with key informants by the end of the contract period (4-E-3 Evaluation Activity). The findings from the KIIs will be used to provide insights into the new End Commercial Tobacco¹ campaign intervention activities in the upcoming 2022-2025 workplan.

End Commercial Tobacco Campaign

“Aims to build movement across California that prepares and transitions communities to end the tobacco epidemic.”

(CTCP CDPH, January 2021)

In the previous reporting period (January-June 2021), El Dorado County TUPP hosted one virtual meeting/training with 16 diverse community coalition members. A total of 31 participants responded to 11 emails and rated the indicators in the CX needs assessment. In addition, 16 coalition members who participated in the CX process completed the satisfaction survey. More than three quarters (76%, n=16) of participants surveyed agreed or strongly agreed that the final decision of the group, or in other words the CX needs assessment outcome, reflected

what mattered to the community in terms of tobacco control and prevention.

Background

Tobacco Control Funding in California

In 1988, California voters approved the Tobacco Tax and Health Promotion Act (Proposition 99), which raised the tobacco tax in the State. This revenue established the California Department of Public Health (CDPH) California Tobacco Control Program (CTCP).² The CTCP designated El Dorado County Public Health Department as one of 61 Local Lead Agencies (LLAs) to protect the public's health and prevent tobacco-related disease and disparities locally.^{3,4}

An additional boost of support for tobacco control statewide came in 2016 when the voters overwhelmingly passed Proposition 56, the California Healthcare, Research and Prevention Tobacco Tax Act.⁵ Proposition 56 not only increased the state cigarette tax by \$2.00 per pack, but it also increased the tax on other tobacco products, including electronic cigarettes containing nicotine.⁶

End Commercial Tobacco Campaign

In January 2021, CDPH CTCP released new statewide campaign strategies focusing on a paradigm shift that moves from a tobacco control strategy to ending commercial tobacco in local communities. The campaign seeks to create social norm change, which emphasizes changing norms in the larger

physical and social environment through policy, environmental, and system-level change, rather than changing the behaviors of individuals. This strategy seeks to create an environment where tobacco use becomes less desirable, less acceptable, and less accessible. (See [Table 1](#) below).¹

Table 1: End Commercial Tobacco Campaign Vision and Goals.

End Commercial Tobacco Campaign	
Vision	By 2035, transform California by eradicating the commercial tobacco industry's influence and reducing the harm caused by tobacco products to the health, environment, and economic well-being of California's diverse populations.
Goals	<p>Promote health, justice, eliminate tobacco-related disparities, and reduce health inequalities for all Californians through:</p> <ol style="list-style-type: none"> 1. Reducing the tobacco industry's political power to spread death and disease through the easy availability their deadly addictive products, 2. Countering the structural, political, and social factors that promote and sustain tobacco use in California, 3. Focusing on youth and communities disproportionately burdened by commercial tobacco, and 4. Supporting the quit journey of those who use tobacco.

Tobacco Endgame

The CTCP developed the concept of the “Tobacco Endgame” to direct the engagement of coalition members at a grassroots level in the End Commercial Tobacco campaign strategies. It was time to move from the broader chronic disease view to a more focused view on tobacco-free communities to end the tobacco use epidemic once and for all.

El Dorado County TUPP

El Dorado County Public Health Department’s Tobacco Use Prevention Program (TUPP) is contracted by the CDPH CTCP to do the following:

1. **Reduce exposure to secondhand smoke**, tobacco smoke residue, tobacco waste and other products.
2. **Reduce the availability of tobacco** and limit tobacco promoting influences.
3. **Promote tobacco cessation resources** and referrals to the California Smokers’ Helpline.
4. **Community engagement** through building coalitions, community education, training, and policy.

Communities of Excellence

During the 2020-2021 scope of work period, Objective 4, the CX coalition building and needs assessment objective was selected by the LLAs and approved by the CTCP.

Funding for the CX needs assessment in California came from 1) the 1998 Master

Settlement Agreement (MSA)⁷ and, 2) enactment of the 1998 California Children and Families (CCF) Action (Proposition 10), which is allocated through First 5 of California.⁸ Currently, there are no MSA or CCF funds available for prevention in El Dorado County, which means less potential to partner on CX activities with organizations that would have received these funds.

The CX needs assessment provides the opportunity for local health departments with coalition and community member input to take a critical look at their communities to determine what had been accomplished and what remains to be done.

CX is a community planning framework developed by the CTCP to:

- ▶ **Systematically assess** the tobacco control-related needs and capacity of a community.
- ▶ **Set priorities**, which varies widely between communities.
- ▶ **Develop a plan** of action to address tobacco-related issues and needs.

The CX needs assessment is uniform, yet flexible enough to use in diverse communities that vary greatly in terms of needs, size, barriers, and capacity.

In the previous contract period, 20 tobacco control indicators and 15 assets were assessed and scored through the CX process. Twenty-five community members, adult coalition members, key leaders and decision makers, health care partners, and staff

including the Public Health Epidemiologist participated in the 2016 CX assessment.



Since the CX assessment followed the 2016 Summer Olympics, the CX meeting had an Olympic theme. Each participant was given an Olympic medal for their contribution during the meeting.

El Dorado County TUPP project staff trained the committee members about the CX's framework, standardized tobacco control indicators and assets, community engagement, and capacity to address social disparities. Social norms change and community readiness visuals were created to better engage and educate members about these topics. Assessment stations representing a summer sport were located throughout the room.



The CX assessment evaluation results found that the committee had a clear understanding of social norm change, such as creating

smoke-free outdoor policies. It was important for them to create environments where tobacco use was less acceptable to decrease smoking prevalence rates as well as the cost of smoking. There was growing concern about the increase of 17% of electronic smoking devices available in retail stores from 2013 to 2016 as was found in the Healthy Stores for a Healthy Community (HSHC) surveys (58% in 2013; 75% in 2016, HSHC).

El Dorado County Profile

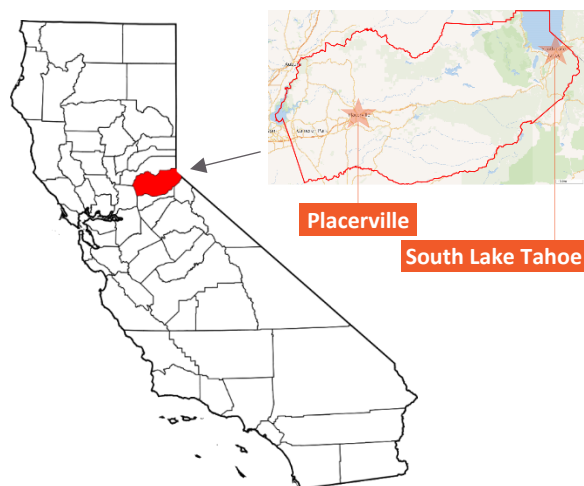
El Dorado County is a small rural county in Northern California located in the western foothills of Sacramento to the High Sierra in South Lake Tahoe, in the east (see [Figure 1](#) El Dorado County map on p. 5).

El Dorado County is home to 192,875 people. With 20% of the population (38,371 children) under the age of 18 years old,⁹ reducing youth tobacco-promoting influences is of a high priority for the area. The County residents are predominately White (88%), with Hispanics/Latinos being the second largest group (13%).¹⁰ El Dorado is a relatively affluent area, with only over 8% of the El Dorado County population is living at or below the federal poverty level, as compared to 12% (persons in poverty) statewide.^{10,11}

El Dorado County encompasses 1,707 square miles.¹² The County is divided into two small, incorporated cities: 1) Placerville, and 2) South Lake Tahoe, which range in population from 11,175 to 22,200 people (21% of the population live in the incorporated cities).^{13,14} The remainder of the county's

159,500 residents live in the unincorporated rural areas of the county. El Dorado County government is found in the city of Placerville (the county seat). (See [Figure 1](#) below).

Figure 1: El Dorado County Map with two unincorporated cities (starred) and Location in the State of California¹⁵



El Dorado County is a relatively healthy community, with it being rated in the top 15 counties in California by the County Health Rankings and Roadmaps report (2021).¹⁶

El Dorado Smoke-Free Policies

Multi-unit Housing

In 2020, 132 multi-unit housing managers were surveyed in El Dorado County. The survey revealed that 50% of the housing units were smoke-free or had some type of a smoke-free policy. Unfortunately, most residents who live in low-income/subsidized multi-unit housing are still exposed to secondhand and thirdhand smoke in the outdoor common areas, contiguous balconies and patios, and within the housing units themselves.

Recreational Facilities

There are some large recreational facilities that have smoke-free policies. For example, the Sierra-At-Tahoe and Heavenly Valley ski resorts have smoke-free ski lifts and food areas. Also, the El Dorado County Fair is 100% smoke-free. However, many recreational facilities in El Dorado County (skate parks, outdoor parks, walking trails, etc.) have designated smoking areas where patrons are still exposed to secondhand smoke.

Outdoor Dining

Some popular food venues, such as Sweeties Pies and Buttercup Pantry in Placerville; and two McDonalds in South Lake Tahoe have smoke-free outdoor dining. Unfortunately, patrons at other outdoor dining areas/patios are still exposed to secondhand smoke.

Government Buildings

El Dorado County does not have 100% smoke-free/tobacco-free government buildings, which include walkways and parking lots. El Dorado County upholds the State law by restricting smoking 20 feet from entrances/exits. However, smoke still wafts into the common areas, exposing employees and the public to secondhand smoke while they conduct and receive services.

Tobacco Retail Licensing

In 2018, 93 tobacco retailers were surveyed about their availability of tobacco products to underage patrons. The survey revealed that 16% of stores sold to underage individuals,

and only 30% had the required state signage. Too many youth can buy tobacco products directly from local retailers. Mechanisms need to be put in place to ensure retailers comply with age-of-sale laws.

El Dorado Adult Engagement in Tobacco Control

El Dorado County TUPP project staff and coalition members participated in 139 networking opportunities from 2017 to 2021. Coalition members even met virtually during the Covid-19 pandemic year.

The Adult Tobacco Prevention Coalition and the Latinx Coalition includes diverse membership, with representation from non-traditional groups, such as Latinx, Latinos United against the Habit and Addiction against Tobacco (LUCHA), foster adoption and care providers, law enforcement, code enforcement, the National Alliance on Mental Illness (NAMI), Substance Use Disorder Services (SUDS) treatment/prevention, Families and Friends of Lesbians and Gays (PFLAG), 12-step groups and veterans.

Evaluation Methods and Design

El Dorado County TUPP used process measures to assess community needs in a Social Disparities Capacities Assessment; Asset Assessment; Needs Assessment; and KII. The CX assessments were used to inform the priorities and objectives for the 2022-2025 SOW. In addition, El Dorado County used outcome measures to assess coalition experience with the CX process and SOW development through use of a Satisfaction Survey. (See [Table 2](#) on pp. 9-10 for an

overview of the key process and outcome evaluation activities; and [Figure 2](#), on p. 10 for a timeline of the CX evaluation activities).

Key Informant Interviews

In September 2021, El Dorado County TUPP used a survey instrument adapted from the Tobacco Control Evaluation Center (TCEC), to conduct 17 KIIs with a diverse group of community members and decision makers. The purpose of the survey was to explore current knowledge and attitudes regarding End Commercial Tobacco campaign indicators. (See End Commercial Tobacco campaign overview in the [Background](#) section above).

Qualitative analysis of interview results was used to summarize and report interview findings. In December 2021, the results were shared with project staff and coalition members to help focus the new campaign intervention objective requirement in the upcoming January 2022 to June 2025 workplan (See [Appendix A. 4-E-3 Key Informant Interview Survey Analysis](#) for the KII survey questions, results, and analysis).

Social Disparities Capacities Assessment

The Social Disparities Capacities Assessment is a worksheet developed by the CTCP. The assessment looks at how tobacco use impacts priority populations with higher rates of tobacco-related disparities in a community. The assessment is also designed to identify program strengths which can be leveraged and weaknesses that can be improved

regarding outreach and engagement of priority population groups.

In the previous reporting period, El Dorado County TUPP program staff and CX participants, representing 13 community organizations, reviewed 20 quantitative and qualitative data sources. On March 12, 2021, El Dorado LLA staff used the data sources and the CX participant feedback to complete the Social Disparities Capacities Assessment in OTIS using a drop-down menu. The following five areas were reviewed and rated: 1) Tobacco-related Data Profile; 2) Tobacco Disparity Strategic Plan; 3) Social Determinants of Health Considerations; 4) Media Engagement; and 5) Evaluation Inclusion. Each item was rated on a six-point (0 to 5) Likert scale of *Strongly Disagree*, *Somewhat Disagree*, *Neither Agree nor Disagree*, *Somewhat Agree*, *Agree*, and *Strongly Agree*. Once the areas were rated, the ratings were converted into an overall mean “score.” (See [Appendix B. Social Disparities Capacities Assessment](#) for the data sources reviewed, description of the social disparities capacities, and capacities ratings).

Asset Assessment

In the previous reporting period, the CTCF developed an Asset Worksheet to be completed by the LLAs to identify factors that promote and sustain tobacco control efforts and work in a community. El Dorado County TUPP program staff and CX participants, representing 13 community organizations, reviewed 30 existing quantitative and qualitative data sources, references, and

citations to rate the county’s 14 community assets. The community assets included three Tobacco Control Funding Assets, five Social Capital Assets, four Cultural Diversity and Cultural Competence Assets, and two Tobacco Control Planning Assets.

On March 12, 2021, El Dorado LLA staff used the data sources and community coalition feedback to complete the asset assessment in OTIS using a drop-down menu. El Dorado County TUPP staff developed a narrative summary of the findings for each of the assets in a comments section. El Dorado County was only required to complete two core indicators: *2.4 Youth Engagement in Tobacco Control*; and *2.5 Community Engagement in Tobacco Control*, but TUPP staff and CX participants completed all the indicators to inform their decision-making for community priorities and planning. Each asset is rated on a six-point (0 to 5) Likert scale of *None*, *Poor*, *Fair*, *Good*, *Very Good*, and *Excellent*. The survey results were analyzed using descriptive statistics such as percentages, frequencies and means. (See [Appendix C. Asset Worksheet](#) for the data sources reviewed, description of assets, and asset ratings).

Needs Assessment Survey

In the previous reporting period, El Dorado County TUPP staff conducted the CX needs assessment online survey. In February 2021, an email was sent to 52 CX participants giving them the opportunity to respond to the survey (SurveyMonkey, Inc.). The survey was intended to lead to the development of a meaningful El Dorado County TUPP workplan

that emphasized community norm change strategies.

The Needs Assessment included six potential objectives that were rated on, including four smoke-free policy objectives eliminating or restricting smoking in 1) multi-unit housing complexes, 2) recreational facilities, 3) outdoor dining, and 4) government buildings; one tobacco retail licensing objective to reduce the availability of tobacco and limiting tobacco promoting influences; and one objective to increase membership in the Adult Tobacco Prevention Coalition and the Latinx Coalition. The potential objectives were rated on using a five-point Likert scale of *None, Poor, Fair, Good, and Excellent* with regards to the (see list A-E below):

- A. Importance of this issue in El Dorado County.
- B. Extent of support from local key opinion leaders of this issue.
- C. Extent of public awareness and education on this issue
- D. Extent of public support on this issue.
- E. Ability to create social norms change (i.e., voluntary policy, policy and/or ordinance/law).

Participants also responded to one open-ended question, which gave them the opportunity to comment on anything related to the objectives and priority areas listed above. The survey results were analyzed using descriptive statistics such as percentages, frequencies and means. (See [Appendix D. CX Needs Assessment Summary](#)

[Findings](#) for a description of the potential objectives, priority areas, and ratings).

Satisfaction Survey

In the previous reporting period, El Dorado TUPP staff assessed overall satisfaction with the process and intent to engage in 2022-2025 program activities. Project staff utilized an online survey instrument developed by the TCEC.

In February 2021, the survey was distributed via Survey Analytics to all CX needs assessment process participants, with 16 respondents. The survey included five questions that asked participants 1) if they have participated in the CX process before; 2) the hours participants spent on CX activities; 3) if the CX activities were worth their time; 4) to rate their satisfaction on five areas of the CX process and outcome using a five point Likert scale of *Strongly Disagree, Disagree, Neutral, Agree, and Strongly Agree*; and 5) if they had anything else to contribute in an open-ended question.

The quantitative survey results were analyzed using descriptive statistics such as percentages, frequencies and means. The qualitative (open-ended) survey results were analyzed by identifying response themes. (See [Appendix E. Satisfaction Survey Summary Findings](#) to review the questions, responses, and analysis).

Limitations

Convenience sampling was used for the KII, CX Needs Assessment Survey, and CX Satisfaction Survey. There are limitations to

convenience sampling. Biases can exist if some groups are over- or under-represented. For an example, since they were voluntary surveys, community members with an interest (e.g., Proposition 99-funded partners) could have chosen to take the surveys as opposed to the wider county population. However, by recruiting coalition

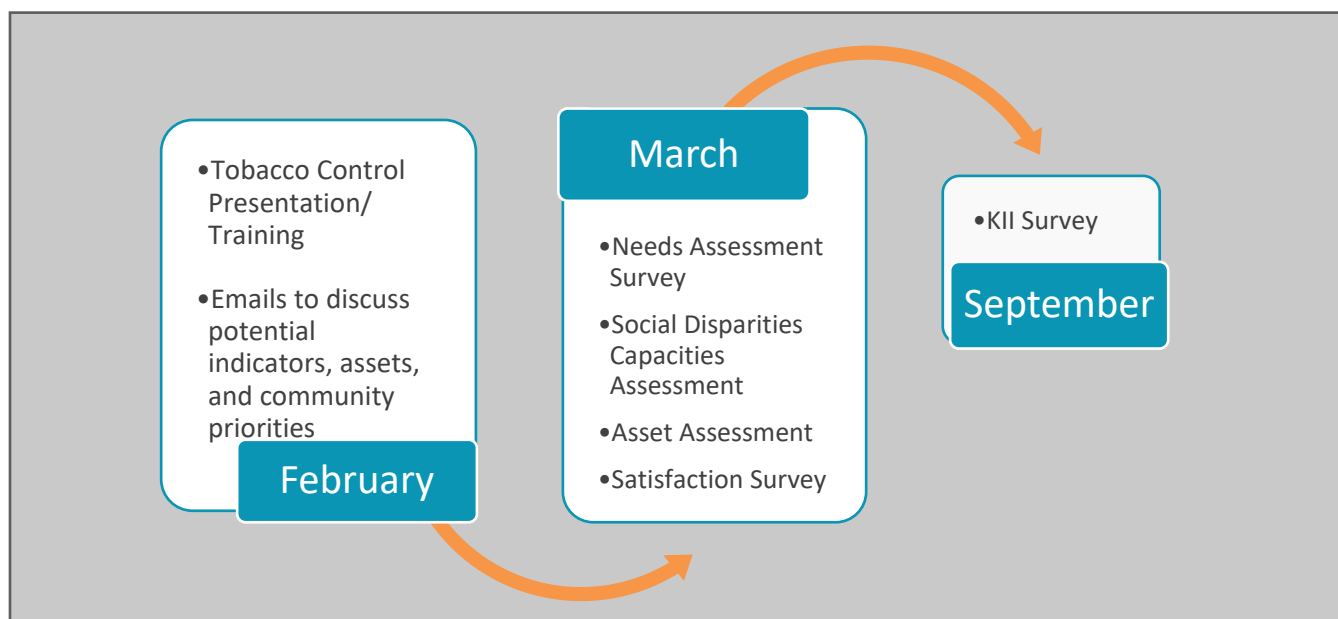
members, stakeholders are likely to have a higher level of knowledge of tobacco issues and issues impacting priority population groups (e.g., Latinx community representatives) in El Dorado County, which was one of the CX participant recruitment goals.

Table 2: Key Process and Outcome Evaluation Activities.

Evaluation Activity	Purpose	Sample	Instrument Source	Analysis Method(s)	Timing/Waves
Process Measures					
Key Informant Interviews	To explore current knowledge and attitudes regarding End Commercial Tobacco campaign indicators.	17 community members and key decision makers, representing 7 community agencies/groups.	KII Tobacco Endgame survey instrument adapted from the TCEC	Qualitative analysis summarized key themes from the interview findings.	Year 4.5; 1 wave
Social Disparities Capacities Assessment	Rate how tobacco use impacts priority populations locally; Identify the programs strengths and weaknesses for reaching and engaging priority population groups.	El Dorado County TUPP program staff and CX participants, representing 13 community organizations reviewed 20 quantitative and qualitative data sources.	Social Disparities Capacity Rating worksheet developed by CTCP.	Quantitative analysis: frequencies and percentages calculated, with the ratings converted to an overall "score." Narrative summary of the program's strengths and weaknesses.	Year 4; 1 wave
Asset Assessment	Rate factors that promote and sustain tobacco control efforts and work in community.	El Dorado County TUPP program staff and CX participants, representing 13 community organizations reviewed 30	Asset Worksheet developed by CTCP.	Quantitative analysis: Frequencies and percentages calculated. Narrative summary of assets.	Year 4; 1 wave

Evaluation Activity	Purpose	Sample	Instrument Source	Analysis Method(s)	Timing/Waves
		existing quantitative and qualitative data sources.			
CX Needs Assessment Survey	Rate potential objectives for the development of 2022-2025 SOW.	Convenience sample of 31 coalition members.	Online instrument using Survey Monkey, inc. developed by El Dorado TUPP staff.	Quantitative analysis: Frequencies and percentages calculated.	Year 4; 1 wave
Outcome Measures					
CX Satisfaction Survey	Measure CX participant satisfaction with the process and SOW outcome.	Convenience sample of 16 coalition members.	Online instrument using Survey Analytics developed by the TCEC.	Frequencies and percentages calculated.	Year 4; 1 wave

Figure 2: Timeline of Key CX Evaluation Activities from January-December 2021.



Implementation and Results

Key Informant Interviews

In September 2021, 17 key informant interviews were conducted with a diverse group of community members and stakeholders, representing 7 agencies/groups, including El Dorado County HHSA (Alcohol and Drug program, Behavioral Health-Substance Use Disorder Services, the Oral Health program, and Public Health), El Dorado County Office of Education (EDCOE), Marshall Hospital, Law Enforcement, the California Health Collaborative, and community members, with a member of the Latinx community.

Most key informant respondents had some experience with and/or had participated in activities related to tobacco products and tobacco use, such as tobacco prevention activities (n=4) (e.g., assistance with smoke-free/tobacco-free policies and signage, and youth-related tobacco prevention activities), collaboration with El Dorado County TUPP program activities (n=4) (i.e., data collection/disseminating tobacco surveys, writing plans for the tobacco program, and trainings), promoting tobacco cessation (n=3), and knowledge of tobacco-related community issues (n=3) (e.g., health dangers, healthcare costs, and the importance of recruiting youth advocates). Only two respondents had not participated in tobacco use activities nor experienced tobacco products.

Content analysis of the interview findings were performed to identify common themes

from the data. In December 2021, the data findings were emailed out to CX participants and key informants. Below is a summary of the KII survey findings. (See [Appendix A. 4-E-3 Key Informant Interview Survey Analysis](#)).

Tobacco-Related Community Impacts and Rating

Most key informants were concerned with the use and sale of tobacco products, including vaping and Electronic Smoking Devices (ESDs) and their effects on the health and wellbeing of El Dorado County (see [ESD definition](#) below) (n=10). Some of their concerns were the fact that tobacco products cause addiction, especially in our high-risk youth and substance abusers, it increases risk of disease, it strains our healthcare system, and causes financial and environmental impacts. Key informants were also concerned with secondhand smoke, the misperception that vaping is less harmful than tobacco smoke, the high prevalence of children using ESDs, tobacco waste and litter, and predatory tobacco industry marketing to youth. Only one key informant did not know how the local community was being impacted by tobacco products and ESDs without the health outcomes data to answer the question.

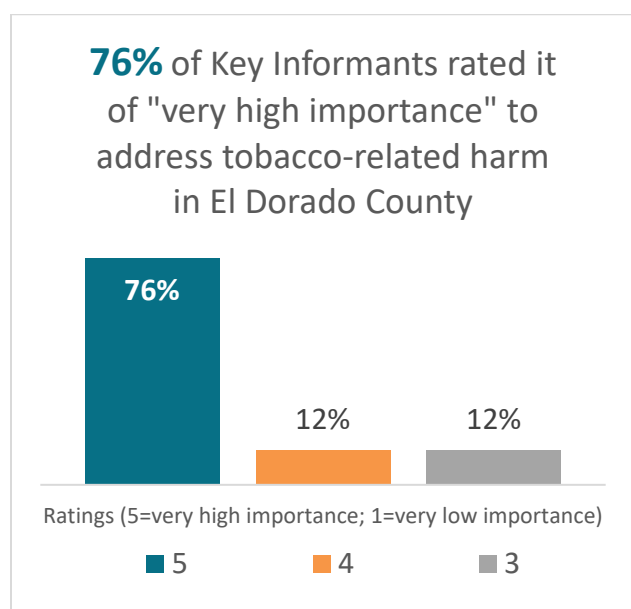
Electronic Smoking Device Definition

An ESD delivers nicotine or other vaporized liquids to the person inhaling from the device, including but not limited to, an electronic cigarette (e-cigarette), cigar, pipe, or hookah.

Key informants were asked to rate how important it was to address the harm related

to using tobacco products in El Dorado County using a five-point Likert scale, with one being of very low importance and five being of very high importance. More than three-fourths of participants (76.5%) rated it of “very high importance” to address tobacco-related harm in the county by selecting a five (n=17) (See [Figure 3](#) below).

Figure 3: Key informant ratings of importance in addressing tobacco-related harm in El Dorado County (KII, 2021) (n=17).



Other Competing Community Concerns and Priorities

When key informants were asked to share their top two or three other concerns and priorities in El Dorado County that are more important than controlling the harm from using tobacco products, they indicated other prevalent substance use disorders in the county (n=6), especially the use of opiates, methamphetamine use, alcohol use, marijuana use among youth, and the need for more treatment providers. Other community

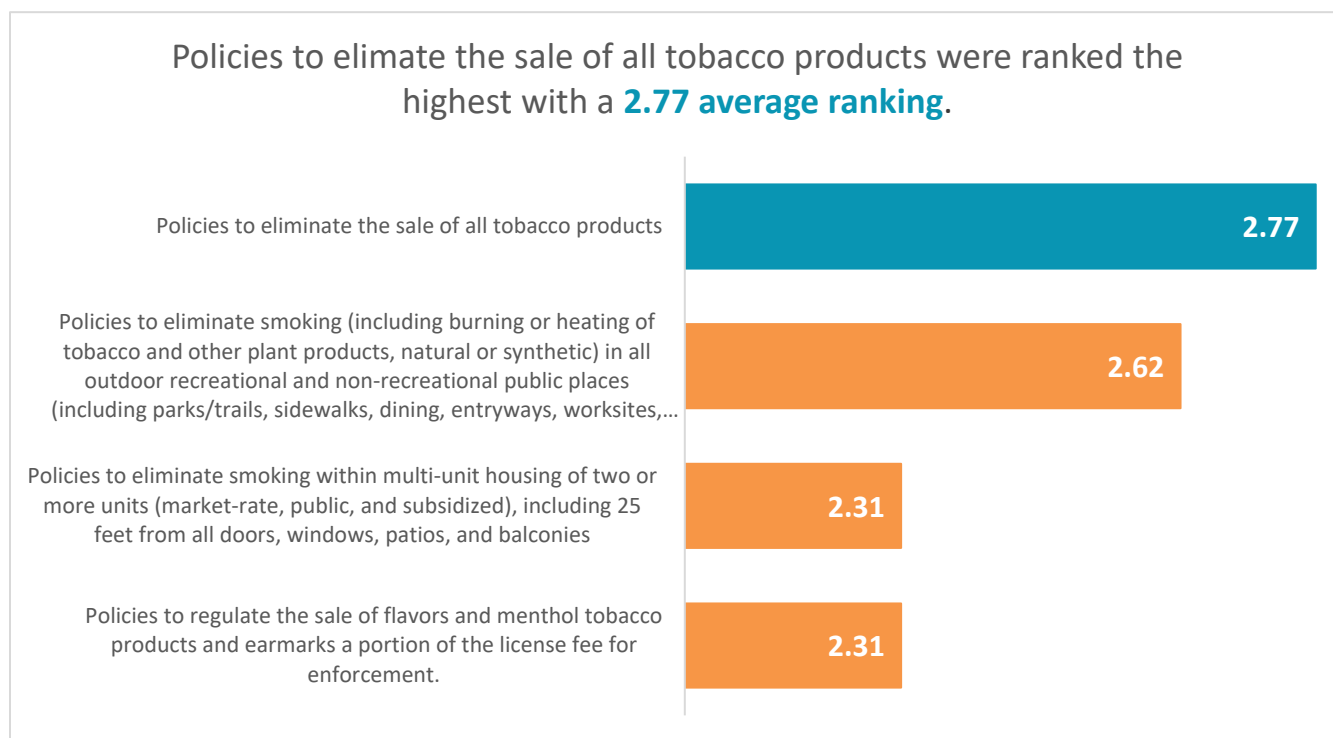
concerns were homelessness, the Covid-19 pandemic, wildfires, the high cost of living, obesity, and domestic violence.

Campaign Priorities to Support Tobacco-Free California

When asked what key informants think the campaign can do within the next three years to help El Dorado residents, businesses, and decision-makers increase support for a tobacco-free California, most indicated education/media (n=12), such as educating and informing the public about the harmful impacts of tobacco use on individuals – especially youth, the community, and the environment. Other responses were policy adoption, gaining buy-in from elected officials, recognition for campaign supporters, and law enforcement.

Key informants were then asked to rank the most important policy in their opinion, using a Likert scale, with one being the most important policy needed in El Dorado County and four being the least important policy needed in the County. Respondents were only able to use a number rating once. Policies to eliminate the sale of all tobacco products was ranked highest with a 2.77 average ranking. The second highest ranking were policies to eliminate smoking (including burning or heating of tobacco and other plant products, natural or synthetic) in all outdoor recreational and non-recreational public places (including parks/trails, sidewalks, dining, entryways, worksites, event sites, bike lanes/paths, alleys, and parking structures), with a 2.62 average ranking. (See [Figure 4](#) on p. 13).

Figure 4: Key informant rankings of addressing harm related to using tobacco products in El Dorado County (KII, 2021) (n=17).



When key informants were asked what, in their opinion, might convince those who may be opposed to policies to control the sale of tobacco products to change their minds, most indicated educational efforts (n=11), focusing on topics such as the adverse health effects of tobacco use – especially for children, protecting children’s health and our environment, and the healthcare cost to the county. Additional suggestions were offering incentives to small businesses that sell tobacco (n=4), identifying more funding or resources (n=2), collecting supportive data (n=2), and fines (n=1). Only one respondent did not know since the companies are aware that the products are harmful, but they sell them anyway (n=1).

Participant Recruitment

From January through June 2021 of the previous reporting period, El Dorado County TUPP sent emails, telephone calls, community agency/organization newsletters and project staff invitations to broaden the membership and participation of the community in local planning. The goal of these efforts was to recruit 20-25 coalition, organizational, and community members to participate in the CX needs assessment process. The program allowed for virtual recruitment given the Covid-19 pandemic local and state social distancing guidelines.

On February 4, 2021, El Dorado County TUPP hosted an online Communities of Excellence in Tobacco Control training with 16 coalition

members titled, “Unmask, reveal, and discover tobacco control & tobacco endgame strategies in El Dorado County.” This training was intended to provide greater understanding of the purpose and process of the CX needs assessment, as well as strengthen the evaluation of local program efforts among community participants. El Dorado County TUPP program staff incorporated masks in the presentation slides and project staff wore fun and silly masks while they presented. Project staff distributed 4 incentive materials (i.e., smoothie gift cards) to coalition members after the training.



The picture below shows El Dorado County TUPP staff presenting in online CX training; Source: CX presentation.



Following the CX virtual training, 11 emails were sent to 52 coalition members to discuss potential indicators, assets, and community priorities for the development of the new El Dorado County TUPP 2022-2025 SOW.

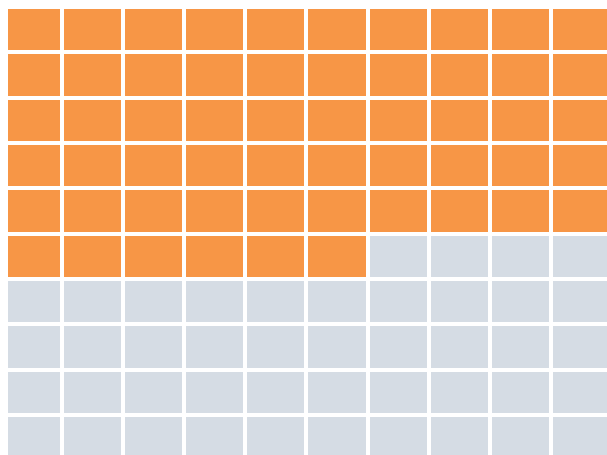
CX Needs Assessment Findings

Social Disparities

In the previous reporting period, El Dorado County TUPP staff reviewed and analyzed available social disparities data. The El Dorado County Public Health Division epidemiologist routinely analyzes data from internal and external data sources to create an annual report on county-wide disparities and a five-year Community Health Needs Assessment. In addition, the agency recently completed a Strategic Plan, which addresses disparities in the County. These efforts helped inform the local tobacco program in identifying tobacco related disparities and prioritizing needs.

The social disparities assessment found that El Dorado County is predominantly White/Non-Hispanic and is of above average socioeconomic status. However, due to the rural nature of the county, the main disparities are isolation and unreliable internet services in these areas. These are priority areas for the tobacco-control media and social media efforts. Additionally, the county's Facebook has limited use due to restrictions. The El Dorado County tobacco control program works with multi-cultural media through traditional and social media channels to raise awareness about the impact of tobacco use on diverse populations in the service area. Because of these factors, El Dorado County TUPP received a mean score of 56% for its social disparities capacity, which indicates a high need to work on this indicator (See [Figure 5](#) on p. 15).

Figure 5. El Dorado County TUPP received an average score of **56%** for its capacity to address social disparities.



Community Assets

In the previous reporting period, the program reported on the following community assets below: *2.4 Youth Engagement in Tobacco Control* and *2.5 Community Engagement in Tobacco Control*, which are core indicators. Core indicators are required by the program to collect. (See [Appendix C. Asset Worksheet](#) for all other indicators and asset ratings).

Youth Engagement in Tobacco Control

El Dorado County has *good* youth engagement in tobacco control (rated 3 out of 5 in the Asset Assessment). This is due to the partnership between the El Dorado County Youth Commission and the Adult Tobacco Prevention Coalition. In 2020, the El Dorado County Youth Commission created a Photovoice Project in English and Spanish. The Vimeo included pictures of unhealthy advertising and industry marketing. Throughout the 2020-2021 reporting period,

the Photovoice Project was shared in presentations throughout the county and on multiple county web and social media pages, as well as featured in the May 2020 tobacco coalition newsletter.

The picture below reflects a young boy seeing advertising at the 3 feet or below (Source: CX presentation slides).



Community Engagement in Tobacco Control

El Dorado County has *very good* community engagement in tobacco control (rated 4 out of 5 in the Asset Assessment). El Dorado County tobacco control program collaborates with community programs that address the social determinants of health factors that may contribute to tobacco-related health disparities, such as housing, safety and violence prevention, recreation, community planning, transportation, environmental justice, food security, early childhood development and education, youth development and leadership, and other diverse partners.

From July 2017 to January 2021, coalition engagement and participation in networking opportunities were measured. Over the three

and one-half years, El Dorado project staff and coalition members engaged in over 139 networking opportunities through health fairs, community presentations, community planning, strategy meetings, and advisory board meetings.

The picture below depicts an El Dorado County TUPP community presentation (Source: CX presentation slides).



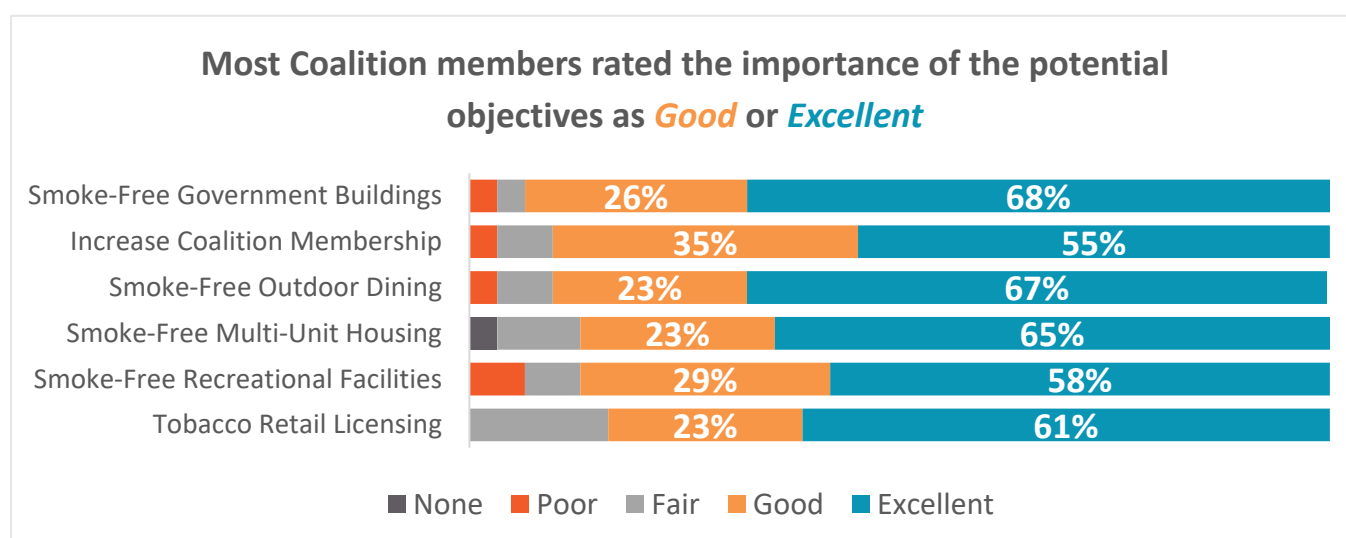
Potential Scope of Work Objectives

In the previous reporting period, a total of 31 coalition members responded to the CX needs assessment survey by March 2021, (60% response rate), providing input into the prioritization of community needs. Participants represented 13 organizations,

including Tobacco Prevention Coalition Members, Latinx Coalition Members, Tobacco Use Prevention Program staff, Public Health, Law Enforcement, Friday Night Live, Substance Use Disorder Services, Behavioral Health, Community Health Center (Federally Qualified Health Center), SNAP-Ed Nutrition, Women, Infants & Children (WIC) Program, Marshall Medical Center, and Tobacco Use Prevention Education (TUPE) K-12 representatives.

The coalition members rated six potential 2022-2025 SOW objectives. The survey results verified that the El Dorado County TUPP program was on the right track with the potential objectives. All the objectives were rated as important issues to El Dorado County. Greater than eight in ten ($\geq 84\%$ to $\leq 94\%$) coalition members rated the objectives as *good* or *excellent* in terms of importance. (See [Figure 6](#) below for the rated SOW categories on “Importance of this Issue to El Dorado County”).

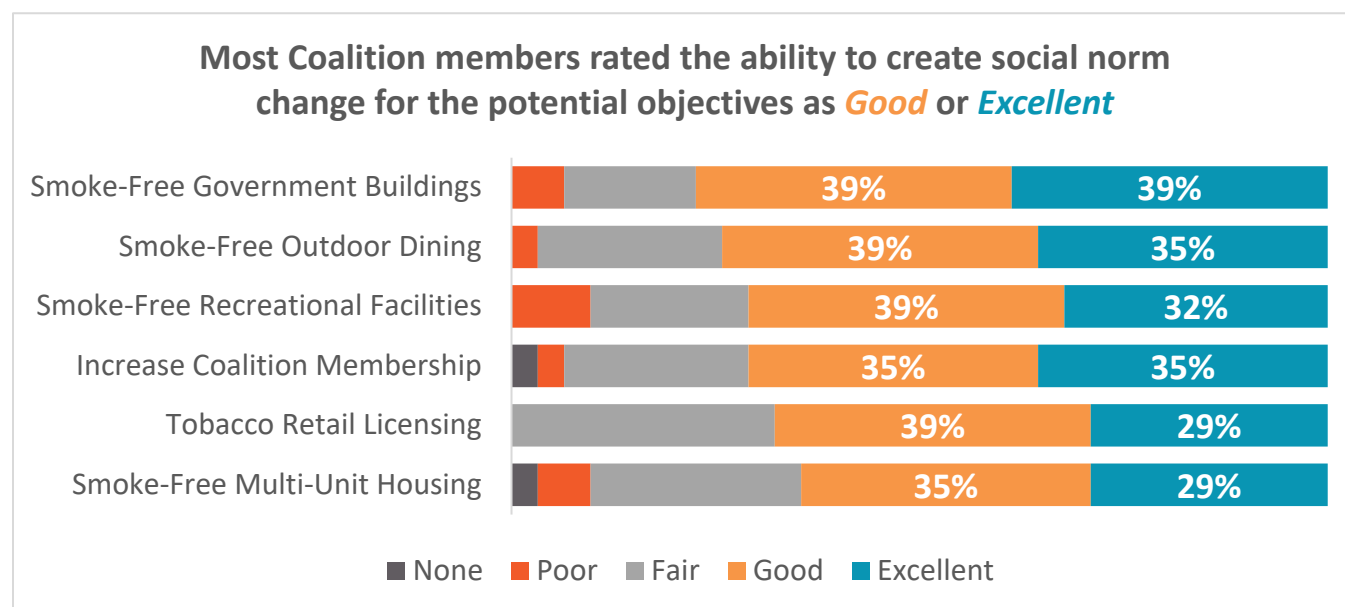
Figure 6. Importance of the potential SOW categories in El Dorado County rated by coalition members in the CX Needs Assessment Survey (n=31).



Additionally, more than two-thirds ($\geq 65\%$ to $\leq 77\%$) of coalition members felt that the ability to create social norm change (i.e., voluntary policy, policy and/or ordinance/law) was *good* or *excellent* for all the objectives (see [Figure 7](#) below for the rated SOW categories on “Ability to create social norm change”). For both importance

and ability to create social norm change, the smoke-free government buildings objective was the highest rated (94% and 77%, respectively). (See [Appendix D. CX Needs Assessment Survey Summary Findings](#) for the full potential SOW Objectives and coalition member ratings).

Figure 7. Ability to create social norm change (i.e., voluntary policy, policy, and/or ordinance/law) for the potential SOW objectives in El Dorado County rated by coalition members in the CX Needs Assessment Survey (n=31).



New SOW Objectives

El Dorado County TUPP staff used input from the CX participants and the findings from the social Disparities Capacities Assessment, Asset Assessment, Needs Assessment, and KIIs to develop three (3) Objectives for the upcoming January 2022—June 2025 workplan (See [Table 3](#) on pp. 18-19). For each objective, program staff took into consideration community “priority area” needs to be addressed and/or community “assets” that could be leveraged.

Table 3: Objectives and Priority Areas for the 2021-2025 El Dorado County TUPP SOW developed by tobacco control staff.

Objectives	Priority Area(s)/Assets
By June 30, 2025, at least one city and/or the unincorporated areas of El Dorado County will adopt and implement a policy that: 1) eliminates smoking (including burning or heating of tobacco and other plant products, natural or synthetic) in all outdoor recreational and non-recreational places (including parks, beaches, sidewalks, dining, entryways, worksite, event sites, and parking structures; and within 2) multi-unit housing (MUH) of two or more units (market-rate, public, and/or subsidized), including 25 feet from all doors, windows, patios, and balconies, and emphasizes a graduated enforcement process. The policy will not criminalize purchase, use, or possession of tobacco products by individuals; and 3) provide tobacco cessation referral(s) to Kick It California helpline to residents who smoke/vape and/or use tobacco to aid in keeping properties indoor and outdoor areas smoke-free and tobacco-free.	<p>Primary Priority Area: Reduce Exposure to Secondhand Smoke, Tobacco Smoke Residue, Tobacco Waste, and Other Tobacco Products.</p> <p>Secondary Priority Area: Promote Tobacco Cessation.</p>
By June 30, 2025, at least one city and/or one unincorporated community of El Dorado County will: 1) adopt a voluntary policy prohibiting the sale of any tobacco and/or electronic nicotine delivery device products in all pharmacies, independent or chain that is licensed by the State Board of Pharmacy to dispense prescription medications in order to reduce the availability of tobacco products; and 2) provide tobacco cessation referral(s) to Kick It California helpline to residents who smoke/vape and/or use tobacco.	<p>Primary Priority Area: Reduce the availability of tobacco.</p> <p>Secondary Priority Area: Promote Tobacco Cessation.</p>
By June 30, 2025, at least one jurisdiction will include 1) tobacco control related considerations into local and regional general plans, zoning and permitting regulations, and economic development plans; 2) health equity frameworks to ensure that all people have full	<p>Primary Asset: (4.1) Tobacco-Related Recommendations in Community Plans: The extent our program participates in local planning to integrate tobacco related interventions recommendations into local</p>

Objectives	Priority Area(s)/Assets
and equal access to opportunities that enable them to lead healthy lives; and 3) engagement from the tobacco prevention coalition.	<p>and regional general plans, community health/health equity frameworks, Adverse Childhood Experience protocols, health department accreditation, and/or other similar evidence-informed, community planning processes.</p> <p>Secondary Asset: (2.5) Community Engagement in Tobacco Control: The degree our program has collaborative partnerships with diverse organizations and individuals in addition to CTCP and TUPE-funded organizations, to engage them to support tobacco control-related activities that focus on policy, system, and environmental change such as community assessments, data collection, education of community members and decision makers, and media events.</p>

Coalition Satisfaction

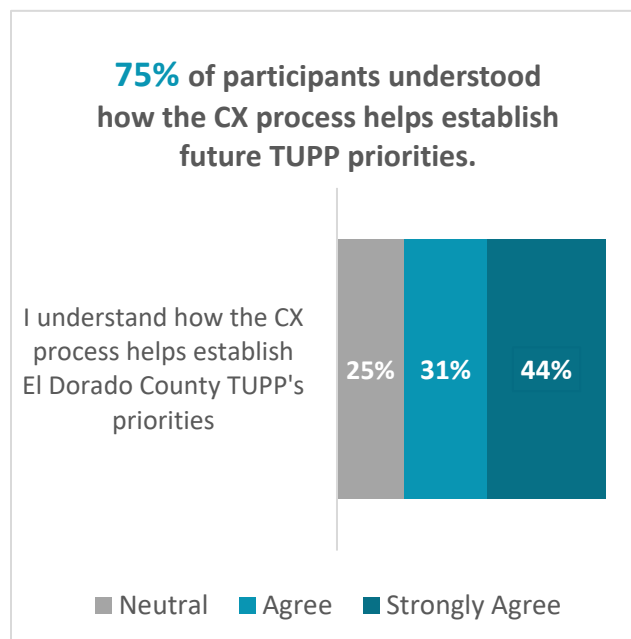
In the previous reporting period, a total of 16 CX participants completed the CX Satisfaction Survey. Almost seven in ten (69%) respondents indicated they had participated either one or two times in the past (38% and 31%, respectively). A third did not recall participating. Most respondents (80%) spent less than two hours participating in the meeting, reviewing background information, and/or responding to surveys and emails. CX participants felt that their participation the CX process was worth their time (6 out of 10 indicated favorably in the open-ended responses).

“Yes [it was worth my time]. These are important issues that need to be addressed.”

El Dorado County CX Participant; 2021

Regarding the CX process, almost seven in 10 (69%) agreed that the purpose of the CX process was clear to them (38% strongly agreed; 31% agreed). A third of the participants had a neutral response. Three-fourths (75%) of participants agreed that that the CX process helps establish El Dorado County TUPP’s future priorities (44% strongly agreed; 31% agreed) (See [Figure 8](#) on p. 20).

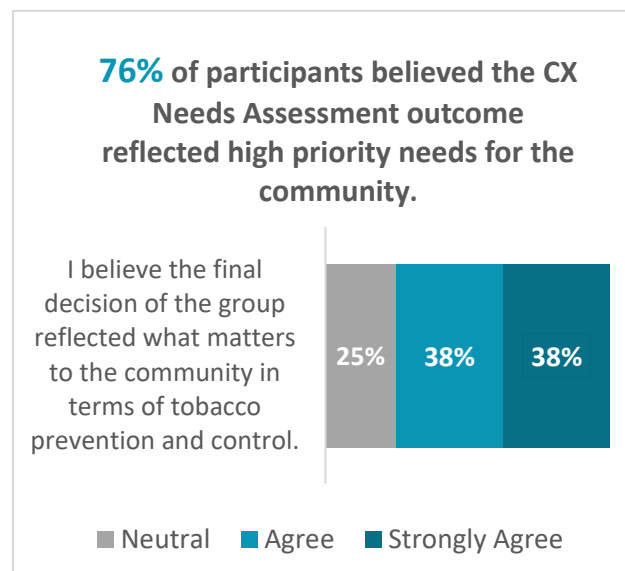
Figure 8. CX Participant understanding of the process and outcomes (n=16).



The CX participants were satisfied with their level of participation, with three-fourths (75%) indicating that they were encouraged to participate and contribute equally (50% strongly agreed; 25% agreed). In addition, because of their participation, nearly seven in ten (69%) respondents indicated that they better understood the role of the El Dorado TUPP in their community (38% strongly agreed; 31% agreed).

Lastly, more than three-fourths (76%) of participants agreed that the final decision of the group (i.e., the CX needs assessment outcome) reflected what mattered most to the community in terms of tobacco prevention and control (See [Figure 9](#) to the top right).

Figure 9. CX Participant satisfaction with CX needs assessment outcome (n=16).



Conclusions & Recommendations

By December 31, 2021, the end of the extended contract period, the CX objective was fully met. El Dorado TUPP staff convened 31 coalition, organization, and community members to participate in the CX needs assessment process and develop the upcoming January 2022-June 2025 workplan.

Community Participation

CTCP is motivated by the guiding principle that identifying tobacco problems and their solutions should be a community-led process. El Dorado TUPP exceeded its goal of recruiting 20-25 participants during the reporting period. Participants represented diverse partners including Latinx Coalition members, Friday Night Live, law enforcement, public health, behavioral health, substance use disorder services,

community health center, and K-12 tobacco use prevention education representatives. However, the pandemic created challenges in recruiting new, diverse (non-Proposition 99 funded) adult serving organizations, such as representatives from multi-unit housing, restaurant owners, outdoor recreational facilities, and tobacco retailers.

Strengthening Evaluation of Local Program Efforts

During the reporting period, El Dorado County Staff strengthened evaluation of local program efforts. In fact, three-quarters (75%) of CX participants understood that that the process helps establish El Dorado County TUPP's future priorities

In early February 2021, El Dorado TUPP staff held a CX assessment training with 16 coalition members. The Covid-19 pandemic created some challenges with doing in-person trainings; however, the TUPP program staff rose to the occasion by hosting a virtual online training. They made the training fun by incorporating silly masks throughout the meeting. Following the meeting, 11 emails were sent to 31 coalition members to discuss and rate potential indicators and assets. In a non-pandemic year, in person trainings could allow for more hands-on practicing of the evaluation instruments and deeper group discussions that could lead to a more in-depth qualitative input into the El Dorado County assets, needs and priorities.

Workplan Development

El Dorado TUPP gathered valuable input from 31 CX participants to prioritize community needs for the development of the 2022-2025 SOW that emphasized community norm change strategies. More than three-quarters (76%) of the CX participants were satisfied with the CX assessment process and outcome.

The following CX assessments found that:

- ▶ **Social Disparities Capacities Assessment:** Improvements could be made to engage the 79% of community residents who live in rural areas. This could be done through grassroots efforts and media outlets (e.g., local paper, spokespersons and/or retailers in rural areas).
- ▶ **Asset Assessment:** The coalition had a good partnership with the Youth Coalition and Photovoice Project activities. However, since the youth engagement asset was rated 3 out of 5, improvements could be made to strengthen collaborative partnerships with diverse youth and youth-serving organizations.
- ▶ **Needs Assessment:** All of the objectives were highly rated by the CX participants. However, according to the respondents, creating smoke-free/tobacco free government buildings was of high importance, with the highest ability to create social norm change.

In September 2021, El Dorado County TUPP staff surveyed 17 key informants to explore current knowledge and attitudes regarding

End Commercial Tobacco campaign indicators included in the upcoming 2022-2025 workplan (See End Commercial Tobacco campaign overview in the [Background](#) section above). The survey found that most respondents were concerned with the use and sale of tobacco products, including vaping and ESDs – especially amongst youth, and they agreed with campaign priorities to address tobacco control policies in El Dorado County.

Recommendations

As a result of the CX assessment findings, Ellis Planning Associates Inc. recommends the following strategies be taken into consideration for the January 2022—June 2025 contract period:

- ▶ **Broaden coalition members** to include representatives from multi-unit housing, outdoor recreational facilities, pharmacies, city planning, and rural media outlets.
- ▶ **More in-person trainings** with coalition and community members to further strengthen local program evaluation efforts.
- ▶ **Integrate the following activities into the 2022-2025 SOW:**
 - Improve media and grassroots engagement in rural areas.
 - Strengthen collaborative partnerships with diverse youth and youth-serving organizations.
 - Create smoke-free policies, especially smoke-free/tobacco free government buildings.

Appendices

Appendix A. 4-E-3 Key Informant Interview Survey Analysis

Objective 4: Communities of Excellence

4-E-3 Key Informant Interview Survey Analysis

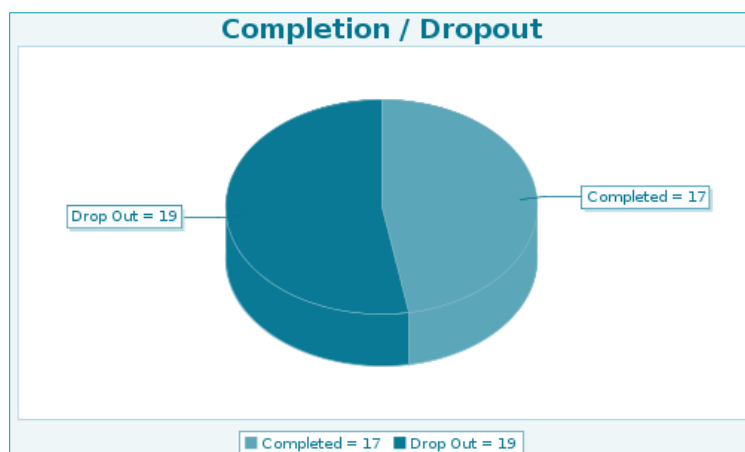
4-E-3 Evaluation Activity

Use and/or adapt a survey instrument developed by the Tobacco Control Evaluation Center (TCEC), conduct 5 -20 Key Informant Interview surveys using face-to-face, virtual conferencing, or telephone, with a diverse group of people such as retailers and key decision makers (city council members, city managers, city commissioners, city attorneys, city administrators, city clerks, advocacy organization leaders, health officer, etc.) to explore current knowledge and attitudes regarding End Commercial Tobacco campaign indicators. Qualitative analysis of interview results will be used to summarize and report interview findings. The results will be shared with project staff and coalition members and help focus the new End Commercial Tobacco campaign intervention objective requirement in the LLA 1/2022 – 6/2025 workplan.

Evaluation Results/Analysis

Completion Rate

- ▶ 17 KIIs completed, 19 dropouts (47% completion rate; n=36)



Viewed	Started	Completed	Completion Rate	Dropouts (After starting)	Average Time to Complete Survey
63	36	17	47.22%	19	17 minutes

Agency/Role

Q2. Agency

Categories	Sub-Categories
El Dorado County HHSA (10)	<ul style="list-style-type: none"> ▶ Alcohol and drug program (1) ▶ Behavioral Health (BH)-Substance Use Disorder Services (SUDS) (5) ▶ Oral Health Program (1) ▶ Public Health (3)
Education (2)	<ul style="list-style-type: none"> ▶ El Dorado County Office of Education (2)
Hospital (1)	<ul style="list-style-type: none"> ▶ Marshall Hospital (1)
Community member (1)	<ul style="list-style-type: none"> ▶
Law Enforcement (1)	El Dorado County Sherriff's Office (1)
Group of Hispanic Communities (1)	Group of Hispanic Communities of Cedar Grove (1)
California Health Collaborative (1)	

Q3. Please share a little about your role in El Dorado County:

Categories	Sub-Categories	Quotes
EDC-HHSA Employee (10)	<p>Alcohol and Drug Program (1)</p> <ul style="list-style-type: none"> ▶ Division Manager <p>Behavioral Health (5)</p> <ul style="list-style-type: none"> ▶ TUPE programs, FNL and CL peer to peer programming and work with 	<p><i>"I do prevention work will all ages, but mostly youth" (BH-SUDS)</i></p>

Categories	Sub-Categories	Quotes
	<p>schools and community partners on reducing youth drug and alcohol initiation and use</p> <ul style="list-style-type: none"> ▶ SUDS Division (4) <ul style="list-style-type: none"> • Health Program Specialist • Quality Assurance Team (2) <ul style="list-style-type: none"> ▪ Clinician ▪ Health Educator <p>Oral Health Program (1)</p> <ul style="list-style-type: none"> ▶ Health Educator <p>Public Health (3)</p> <ul style="list-style-type: none"> ▶ SNAP-Ed Project Director ▶ Public Health Program Manager ▶ MCAH, Immunizations and Health Promotion Program support 	
Community member (2)	<ul style="list-style-type: none"> ▶ Parent (2) ▶ Latinx Community Representative ▶ Support no smoking - Especially for children <p>Previous smoker</p>	<ul style="list-style-type: none"> ▶ <i>"Former smoker. Kids vape. Support no-smoking, especially for children"</i> ▶ <i>"I'm a mother and I participate on a group in my community Cedar grove Mobile homes. Were we are Hispanic community"</i>
County Office of Education Employee (2)	<ul style="list-style-type: none"> ▶ Coordinate Foster Youth and SARB (Truancy and Chronic Absenteeism Intervention) programs for the county ▶ K-12 TUPE Programs 	
Hospital Employee (1)	Respiratory Therapist/Clinical Educator	<i>"I am a Respiratory Therapist and clinical educator for Marshall Hospital. I have also started teaching the Freedom from Smoking curriculum in El Dorado County"</i>
Law Enforcement Officer (1)	School Tobacco Enforcement and Resource Officer	<i>"I am responsible for the enforcement and education of tobacco related incidents inside of our El Dorado County Schools. The Sheriff's Office employs deputies to conduct constant education to school-aged children"</i>

Categories	Sub-Categories	Quotes
		<i>that are suspected of and who are found to be involved in tobacco related substances.”</i>
California Health Collaborative (1)	Coordinate young adult coalition	

Tobacco-Related Experience/Activities

Q4. Briefly, describe your experiences and activities related to tobacco products and tobacco use.

Categories	Sub-Categories	Quotes
Tobacco Prevention (4)	<ul style="list-style-type: none"> ▶ Assistance with Smoke-Free/Tobacco-Free policies and signage (1) ▶ Especially in youth (3) 	<ul style="list-style-type: none"> ▶ <i>“Students in my programs have experienced significant trauma and have tobacco using families and thus are very likely to use tobacco products. The usual tobacco education as prevention is not working to steer them away from these products. Frequently, tobacco leads them on to other illegal substances.”</i> (El Dorado County Office of Education Representative) ▶ <i>“Monitor and help districts update policy and signage for tobacco prevention”</i> (El Dorado County Office of Education Representative) ▶ <i>“I have personally observed over the last few years the increase in the use of vape products inside of our schools by school aged children. The blatant use is conducted inside of our restrooms and areas of light foot traffic are major areas for this type of use. That is why we conduct a number of patrols on our campuses and decoy operations in an attempt to thwart and discourage the use of tobacco products”</i> (Law Enforcement School Enforcement and Resource Officer) ▶ <i>“Well I participate in my group which one our leaders are penny smarts and we give out information to families who may have a person who buys and consumes tobacco products .and or also to teens who may be consuming the product”</i> (Latinx Community Representative)
Collaborate with the EDC TUPP (4)	<ul style="list-style-type: none"> ▶ Data Collection/tobacco survey (3) 	<ul style="list-style-type: none"> ▶ <i>Have implemented tobacco survey in our program. Our staff collaborate with Tobacco Prevention staff (Alcohol and Drug Program Representative)</i> ▶ <i>“I have participated in tobacco purchase surveys in partnership with TUPP staff and Law Enforcement, I</i>

Categories	Sub-Categories	Quotes
	<ul style="list-style-type: none"> Write plans for tobacco program (2) Trainings 	<p><i>have done data collection for Healthy Stores, and have ongoing work supporting two TUPE Tier 2 grants in the County.” (EDC BH)</i></p> <ul style="list-style-type: none"> <i>We help write plans for programs, collect data, support timing administration of CHKS, provide training, collaborate with other county entities for programs, monitor and help districts update policy and signage for tobacco prevention (EDCOE Representative)</i> <i>“Recently met with the Director of HHSA to discuss the Tobacco Use Prevention Program (TUPP), Tobacco End Game strategies and objectives within El Dorado County's TUPP work plan.” (El Dorado County Public Health Program Manager)</i>
Promote Smoking cessation (3)	<ul style="list-style-type: none"> Conduct Tobacco Assessment Questionnaires (1) Tobacco Cessation Education 	<ul style="list-style-type: none"> <i>“Asking people to quit smoking/vaping. Ask people not to throw butts and devices on the ground. I will speak up if someone is smoking, especially when it blows in my face.” (Community member)</i> <i>“I conduct SUD assessments with people who use tobacco products. I complete a cessation questionnaire, if applicable.” (Health Program Specialist, EDC BH-SUDS)</i> <i>“My experience with tobacco was with the chronic disease prevention team at Coconino County. I have no personal history using tobacco products, but I have experience working with tobacco cessation education and efforts.” (El Dorado County HHSA MCAH, Immunizations, and Health Promotion Program Representative)</i>
Knowledge of Tobacco-Related Community Issues (3)	<ul style="list-style-type: none"> Health dangers (1) Healthcare costs (1) Importance of recruiting youth advocates (1) 	<ul style="list-style-type: none"> <i>“I'm aware of the dangers and healthcare costs for communities that do nothing to curb the use or sales of tobacco products. I have been a health educator for 21+ years and I used to work at the American Lung Association.” (SNAP-Ed Program Director)</i> <i>“Learning and educating about young adults and recruiting/retaining is important in the future of tobacco control advocacy, young adults are interested on this subject because many have had relatives that smoke or encounter it in their communities, many see the tobacco waste while taking walks, the marketing targeting them.” (California Health Collaborative Representative)</i>
Former smoker (1)		<ul style="list-style-type: none"> <i>“Former cigarette and Cigar smoker” (EDC BH-SUDS Health Educator - Quality Assurance Team)</i>

Categories	Sub-Categories	Quotes
Clinician/treat tobacco-related diseases (1)		<ul style="list-style-type: none"> ▶ <i>"I have seen my patients suffer from various diseases related to tobacco products." (Marshall Hospital Clinician)</i>
No experience/activities related to tobacco products/use (2)		<ul style="list-style-type: none"> ▶ <i>"I just started in my position a few weeks ago so I am still trying to figure out my role so at the moment none" (Health Educator, Oral Health Program)</i>

Tobacco-Related Community Impacts and Rating

Q5. How does tobacco use and the sale of tobacco products affect the health and well-being in El Dorado County? What about vaping and electronic tobacco products?

Categories	Sub-Categories	Quotes
Negatively impacts health and wellbeing of individuals and the community in general (10)	<ul style="list-style-type: none"> ▶ Causes addiction, especially in our high risk (1) youth (4) and substance use abusers (1) ▶ Increases risk of disease (2) ▶ Strains our healthcare system (1) ▶ Financial Impacts (1) ▶ Environmental impacts (1) ▶ Secondhand smoke exposure (1) 	<ul style="list-style-type: none"> ▶ <i>"It has a negative impact on students and the environment. Vaping and e-cigs are included in that statement." (EDCOE Representative)</i> ▶ <i>"I see that the use of tobacco related substances decreases the ability to focus on normal day to day functions. The decrease in ability to thrive and be active decreases with use. The use of tobacco related substances may be a trend or an opportunity to fit in with friends. I have only met a handful of students who i feel are truly addicted to using tobacco products compared to social use amongst friends." (Law Enforcement Officer)</i> ▶ <i>"It increases the risk of cancer- mouth, lung cancer, and heart disease as well as other health effects" (Health Educator, Oral Health Program)</i> ▶ <i>"Use of tobacco products can exasperate other health issues, straining our health care system." (HHSA BH-SUDS Health Program Specialist)</i> ▶ <i>"They take away from the overall health and wellbeing of EDC and cost us tons of money!" (SNAP-Ed Project Director)</i> ▶ <i>"I believe it to be an adverse influence on the health and well-being of El Dorado County." (HHSA BH-SUDS Representative)</i> ▶ <i>"As there is no safe level of exposure to secondhand smoke, the use of tobacco greatly affects the health</i>

Categories	Sub-Categories	Quotes
		<p>and well-being of El Dorado County residents.” (Public Health Program Manager)</p> <ul style="list-style-type: none"> ▶ “Well in general I think it may cause pollution and health problems to people who are consuming or are getting affected from 2 hand smoke. Also, its corruption our teens to be addicted to this dangerous products.” (Latinx Community Representative) ▶ “they are all interrelated, I was just on a call in El Dorado and substance abuse is intermingled with other addictions hurting young adults that are displaced or homeless.” (California Health Collaborative Representative)
High accessibility of tobacco-related products (4)	<ul style="list-style-type: none"> ▶ Especially for youth (2) ▶ Especially ESDs (1) ▶ Tobacco products are normalized in society (1) 	<ul style="list-style-type: none"> ▶ “Too many products being sold in general.” (Community member) ▶ “I believe it really affects our youth the way products are marketed and easy access to tobacco products. Our kids do not understand the long-term consequences associated with tobacco use.” (Marshall Hospital Clinician) ▶ “Tobacco sales and use expose youth to harmful and addictive products and normalize their presence in society while ignoring their harms.” (EDCOE Representative) ▶ “The sale of tobacco, vaping and electronic tobacco products also affect El Dorado County as they make the products available and accessible.” (Public Health Program Manager)
Secondhand smoke (4)	<ul style="list-style-type: none"> ▶ High prevalence in pockets of the community (2) <ul style="list-style-type: none"> • County buildings should be smoke- and vape-free (1) ▶ Health impacts from exposure (2) 	<ul style="list-style-type: none"> ▶ “There is no safe level of exposure to secondhand smoke” ▶ “2nd hand smoke is bad on Main Street Placerville.” (HHSA BH-SUDS Health Program Specialist) ▶ “2nd and 3rd hand smoke is a product of both traditional and electronic cigarettes. If someone wants to smoke, they should do so in a location that ONLY affects them. The cost of these habits also affect county insurance. All County buildings should be smoke and vape free.” (EDC HHSA Employee)
Misperception that Vaping is less harmful than tobacco smoke (3)		<ul style="list-style-type: none"> ▶ Many parents do not believe there are health effects from vaping and vape themselves.” (EDCOE Representative) ▶ “Tobacco use is harmful. I believe vaping is far less damaging than burning smoke in the lungs.” (HHSA BH-SUDS Quality Assurance Team Representative)

Categories	Sub-Categories	Quotes
		<ul style="list-style-type: none"> ▶ <i>“Vaping and electronic tobacco products are more dangerous to use, however, smokers tend to think they are safer.” (HHSA BH-SUDS Health Program Specialist)</i>
High prevalence of children using Electronic Smoking Devices (ESDs) (3)		<ul style="list-style-type: none"> ▶ <i>“Too many young kids vape without knowing the long-term effects.” (Community member)</i> ▶ <i>“Vaping is a massive issue in this county and is now greatly affecting students even in elementary school. Schools struggle with this issue every single day. Students do not believe there are any negative health effects or do not care. Many parents do not believe there are health effects from vaping and vape themselves. Due to the school policies and law, these students start down the path of breaking laws and this leads them further from school achievement and healthy living.” (EDCOE Representative)</i>
Tobacco waste and litter (3)	Especially in our recreation and waterways (1)	<ul style="list-style-type: none"> ▶ <i>“Tobacco waste is a huge issue for our recreation areas and waterways with no responsibility held by the tobacco industry.” (EDCOE Representative)</i> ▶ <i>“The trash and litter that goes with smoking and vaping.” (Community member)</i>
Predatory tobacco industry marketing to youth (2)		<ul style="list-style-type: none"> ▶ <i>“Negatively - billboards/ads promote and kids think it is ‘cool.’” (HHSA BH-SUDS Representative)</i> ▶ (See quote above from Marshall Hospital Representative regarding accessibility of tobacco products).
Don’t know		<ul style="list-style-type: none"> ▶ <i>“I personally don’t have the health outcome data to answer this question.” (EDC HHSA Alcohol and Drug Program Manager)</i>

Q6. How important do you believe it is to address harm related to using tobacco products in El Dorado County? Please give a 1 to 5 for your rating of importance, with 1 being very low importance and 5 being very high importance. Please share a little bit of why you provided this rating.

Rating	Number/Percent	Quotes
5	76.47% (n=13)	<ul style="list-style-type: none"> ▶ <i>“For long term health consequences in our youth.” (Marshall Hospital Representative)</i> ▶ <i>“Parents and students believe that vaping is way safer than cigarettes.” (EDCOE Representative)</i>

Rating	Number/Percent	Quotes
		<ul style="list-style-type: none"> ▶ “Especially related to vaping products because they are not seen as harmful, especially by youth.” (EDCOE Representative) ▶ “I think that it's a 5 Cause I do come from a person who lives with me whom was consumed tobacco products and cause me and my two kids asma and allergies that affect our everyday lifestyle” (Latinx Community Representative)
4	11.76% (n=2)	<ul style="list-style-type: none"> ▶ “As long as people continue to use tobacco, prevention and resources to quit are important.” (HHSA BH-SUDS Representative)
3	11.76% (n=2)	<ul style="list-style-type: none"> ▶ “How is harm defined? If harmful then behavioral or other types of interventions can be offered to those who request help in reducing harm related to use.” (Alcohol and Drug Program Manager)
2	0% (n=0)	
1	0% (n=0)	

Other Competing Community Concerns and Priorities

Q7. What concerns and priorities in El Dorado County are more important than controlling the harm from using tobacco products? Please share about the top two or three.

Categories	Sub-Categories	Quotes
Other Prevalent Substance Use Disorders in County (6)	<ul style="list-style-type: none"> ▶ Especially the use of opiates (3) ▶ Methamphetamine use (1) ▶ Alcohol use (1) ▶ Marijuana use among youth (1) ▶ Needing more treatment providers (1) 	<ul style="list-style-type: none"> ▶ “Control of the opiate and methamphetamine use disorder in this county.” (HHSA BH-SUDS Representative) ▶ “Harm from using opioids.” (Alcohol and Drug Program Manager) ▶ “Opioid harm and use Alcohol harm and use” (HHSA BH-SUDS Representative) ▶ “For young people the only thing I can think of is marijuana use.” (EDCOE Representative)
Homelessness (4)		
Covid-19 Pandemic (2)		

Categories	Sub-Categories	Quotes
Wildfires (2)	<ul style="list-style-type: none"> ▶ Cost of wildfires (1) ▶ Wildfire prevention (1) 	<ul style="list-style-type: none"> ▶ <i>"Costs of fires, covid and high prices of housing including rentals. Cost of living and low wages for many. Getting the BOS to make good decisions that help all of community residents."</i> (Community Representative)
High Cost of living (2)	<ul style="list-style-type: none"> ▶ Housing prices and rentals (1) ▶ Affordable housing ▶ Housing security (1) 	<ul style="list-style-type: none"> ▶ <i>"Affordable housing and housing security."</i> (EDCOE Representative)
Environmental Impacts of Tobacco Use (2)	<ul style="list-style-type: none"> ▶ Tobacco product waste 	<ul style="list-style-type: none"> ▶ <i>"Environmental impact on natural resources"</i> (EDCOE Representative)
Availability of tobacco products among youth (2)		<ul style="list-style-type: none"> ▶ <i>"My top concern is the availability of tobacco products to our youth. They are no longer purchasing this over the counter. They are relying on older friends, uncles, older siblings and even unknown subjects over social media to purchase their vape products. This has become an increasing trend and enforcement should be continued."</i> (Law Enforcement Officer)
Tobacco and Vaping Use Among Youth (3)	<ul style="list-style-type: none"> ▶ Vaping cannabis 	<ul style="list-style-type: none"> ▶ <i>"Vaping is very prevalent in our high schools so I do not think anything is more important than taking care of our young people."</i> (Marshall Hospital Clinician) ▶ <i>"Most kids vaping are vaping THC."</i> (EDCOE Representative) ▶ <i>"Well I think our concern about tobacco products are more likely that it affects our young people too early and it needs to be addressed."</i> (Latinx Community Representative)
Predatory Tobacco-Industry Marketing to Youth (1)		<ul style="list-style-type: none"> ▶ <i>"Advertising and products geared toward young audience."</i> (EDCOE Representative)
Tobacco Use in Multi-Unit Housing (MUH) Dwellings (1)		<ul style="list-style-type: none"> ▶ <i>"Use in multi-family dwellings (apts.)"</i> (EDCOE Representative)

Categories	Sub-Categories	Quotes
Obesity (1)	<ul style="list-style-type: none"> ▶ Promoting physical activity (1) ▶ Type 2 Diabetes (1) 	<ul style="list-style-type: none"> ▶ <i>“Obesity is a big problem that causes other preventable diseases. We need to discuss ways to get people active.”</i> (Health Educator, Oral Health Program) ▶ <i>“As equally important are diabetes and obesity. More important? How does one weigh that?”</i> (SNAP-Ed Project Director)
Domestic Violence (1)		

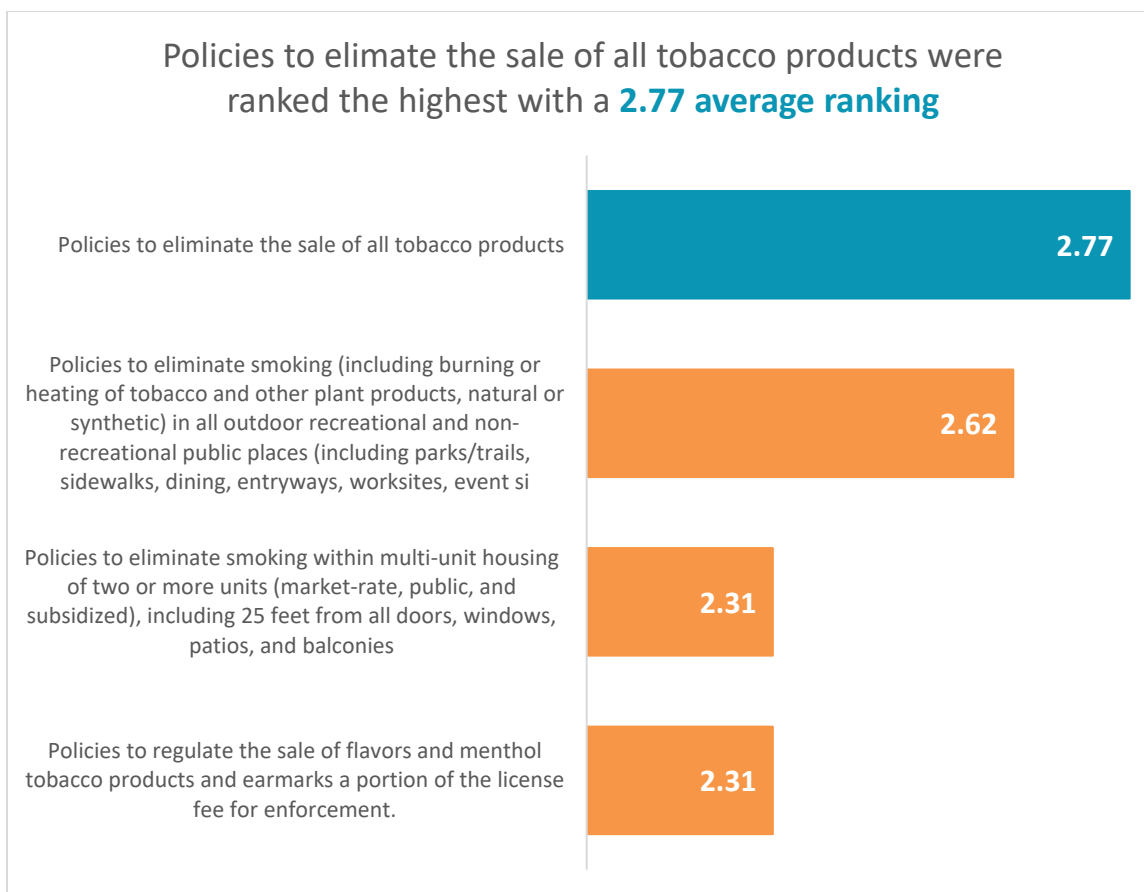
Campaign Priorities to Support Tobacco-Free California

Q10. What do you think our campaign can do within the next three years to help El Dorado residents, businesses, and decision-makers increase support for a tobacco-free California?

Categories	Sub-Categories	Quotes
Education and Media (12)	<ul style="list-style-type: none"> ▶ Educate (1) those seeking harm reduction and abstinence strategies ▶ Educate/Inform/publicize harmful effects of tobacco use (6) – especially among youth (4) ▶ Raise awareness (3) – especially the harmful effects to our community (1); and cost savings (1) 	<ul style="list-style-type: none"> ▶ <i>“Increase awareness”</i> (Marshall Hospital Clinician) ▶ <i>“Raise awareness of the cost to our County, harms to our youth and our beautiful natural resources.”</i> (EDCOE Representative) ▶ <i>“Educate with updated facts and promote interventions for those seeking harm reduction or abstinence strategies”</i> (Alcohol and Drug Program Manager) ▶ <i>“Continue to publicize the negative aspects of tobacco use.”</i> (HHS BH-SUDS Employee) ▶ <i>“I hope there is well researched intervention that gives parent and kids believable information about both the dangers and how they can stop.”</i> (EDCOE Representative) ▶ <i>“Continue prevention education in the community, businesses and the schools.”</i> (HHS BH-SUDS Employee) ▶ <i>“Talk about the cost-savings it offers residents when smoke/tobacco-free initiatives are implemented. Public Health NEEDS to be smoke-free so we can role model for the community.”</i> (SNAP-Ed Project Director)

Categories	Sub-Categories	Quotes
		<ul style="list-style-type: none"> ▶ <i>“Awareness and action about limiting tobacco vaping sales in the county” (EDCOE Representative)</i> ▶ <i>“Continue to educate our youth on the adverse effects of vaping and tobacco related products. Report any incidents involving the distribution to law enforcement.” (Law Enforcement Officer)</i> ▶ <i>“Education about the why....stop kids from being played” (HHS BH-SUDS Employee)</i> ▶ <i>“Get more information out to the population and make it simple and easy to understand how tobacco products harm the environment” (Latinx Community Representative)</i>
Policy Adoption (3)	<ul style="list-style-type: none"> ▶ Limit tobacco vaping sales (1) ▶ Smoke- and Tobacco-Free MUH 	<ul style="list-style-type: none"> ▶ <i>“They may be able to confront multi unit housing smoke free and get lake tahoe to go smoke free.” (California Health Collaborative Representative)</i>
Gain Buy-in from Elected Officials (1)		<ul style="list-style-type: none"> ▶ <i>“Government representatives and elected officials should trust you to present the facts of all tobacco use without judgement and politics involved.” (Community Representative)</i>
Recognition for campaign supporters (1)		<ul style="list-style-type: none"> ▶ <i>“Recognize the residents, businesses and decision-makers that come forward to give their support for a tobacco-free CA.” (HHS BH-SUDS)</i>
Law enforcement (1)		

Q11. Please rank the most important policy in your opinion, on a scale of 1 to 4, with 1 being the most important policy needed in El Dorado County and 4 being the least important policy needed in El Dorado County. Tip- you can only use one number once.



Q12. In your opinion, what might convince those who may be opposed to policies to control the sale of tobacco products to change their minds?

Categories	Sub-Categories	Quotes
Education (11)	<p>► Topics to focus on:</p> <ul style="list-style-type: none"> • Adverse health effects of tobacco use (4) – especially for children (1) • Healthcare cost to county (3) • Protecting health (3)– especially for children (1) • Protecting our environment (1) 	<p>► “Focus on the health effects of tobacco use” (Marshall Hospital Clinician)</p> <p>► “Educate them on the money they are spending to pay for smokers and to pay from smokers healthcare costs, etc. EDUCATE RESIDENTS. Stick to talking points.” (SNAP-Ed Project Director)</p> <p>► “A focus on protecting health versus government telling people what to do.” (Public Health Program Manager)</p> <p>► “Education goes a long way when it comes to creating policies that impact the school aged children in the county.” (Law Enforcement Officer)</p> <p>► “Appeal to the dangers for children - adults can and do what they want, but the kids have less control</p>

Categories	Sub-Categories	Quotes
	<ul style="list-style-type: none"> ▶ Additional people to educate: <ul style="list-style-type: none"> • Residents (1) • Policymakers (1) 	<p><i>and need to be taken care of.” (HHS BH-SUDS Employee)</i></p> <ul style="list-style-type: none"> ▶ <i>“Well everyone has their opinions on the subject so all we could do is communicate with the people and try to show our point of view of how tobacco products affect our environment economy and health.” (Latinx Community Representative)</i> ▶ <i>“Showing that care is intended with these wellness policies.” (California Health Collaborative Representative)</i>
Incentives (4)	<ul style="list-style-type: none"> ▶ Identify ways to minimize negative impact to small businesses that sell tobacco (1) 	<ul style="list-style-type: none"> ▶ <i>“Incentives are also important to students and may be a path forward to promoting sobriety” (Law Enforcement Officer)</i>
Funding/Resources (2)	<ul style="list-style-type: none"> ▶ More staff ▶ Available Mental Health Partner Resources 	<ul style="list-style-type: none"> ▶ <i>“Facts and money that support the work you do. Meaning: more staff, more money.” (Community Representative)</i> ▶ <i>“helping earmark more resources for mental health trigger coping mechanisms, having health partner resources available to come to the table with available resources.” (California Health Collaborative)</i>
Supporting Data (2)	<ul style="list-style-type: none"> ▶ Health impacts of smoking 	<ul style="list-style-type: none"> ▶ <i>“Remind them of the statistics regarding smoking. Smoking causes cancer and other preventable diseases.” (Health Educator, Oral Health Program)</i>
Supportive Federal and State Policies (1)		<ul style="list-style-type: none"> ▶ <i>“I think that policy should also be at the state and federal level.” (EDCOE Representative)</i>
Fines (1)		
Don’t Know (1)		<ul style="list-style-type: none"> ▶ <i>“I honestly don't know. Maybe that these companies know these products will addict and kill you and they don't care.” (EDCOE Representative)</i>

Other Ideas or Comments

Q13. Are there any other ideas and comments you wish to share with us?

Categories	Sub-Categories	Quotes
Gratitude for the Tobacco-related Work (2)		<ul style="list-style-type: none"> ▶ <i>"Thank you for your work in making the world a healthier place"</i> (Health Educator, Oral Health Program) ▶ <i>"Thank you for all that you do."</i> (Snap-Ed Project Director)
Political Opposition (1)		<ul style="list-style-type: none"> ▶ <i>"Someone in politics leading the anti-tobacco causes."</i> (Community Representative)
Use Social Media to Reach Larger Audience (1)	▶ Especially youth	<ul style="list-style-type: none"> ▶ <i>"Utilizing social media will spread information to a wider age demographic, especially adolescents and young adults."</i> (HHSA Public Health)
Continue Education (1)	▶ Focus on Youth Prevention	<ul style="list-style-type: none"> ▶ <i>"Continue with the education and focus on youth related programs for school aged children to help them either recover and/or stay away from harmful vape products."</i> (Law Enforcement Officer)
Separate Vaping from Tobacco Campaigns (1)	▶ Smoking Tobacco is More Harmful	<ul style="list-style-type: none"> ▶ <i>"Stop the combining of vaping with tobacco use. Burning tobacco is much, much more harmful."</i> (HHSA BH-SUDS Health Educator)
Make El Dorado a Statewide Model (1)	▶ Focus on messaging	<ul style="list-style-type: none"> ▶ <i>"Focus on messaging to make sure everyone has the best health care wellness programs and making El Dorado a blue print for all other counties to implement a healthy sustainable long term livable community that will serve all its residence."</i> (California Health Collaborative Representative)

Appendix B. Social Disparities Capacities Assessment

Procurement Name: LLA 2022-2025 Comprehensive Tobacco Control Guidelines

Contract Number: CTCP-21-09

Contract Term: 01/01/2022 - 06/30/2025

Agency Name: El Dorado County

Effective Date: 01/01/2022

Project Name: Tobacco Use Prevention Program

Plan Version ID: 0.1

Project Type: Local Lead Agency

Report Generated: 05/06/2021 12:19 PM

Assessment Data

Community Assessed	
Countywide	El Dorado
Incorporated Cities	Placerville South Lake Tahoe
Unincorporated	Unincorporated
Indian Tribal Lands	None
Asset Assessment Completion Date:	March 12, 2021

Data Sources

Which quantitative and qualitative data sources, references, and citations were used to complete the Asset ratings? (Title and Year)

Title	Year
American Lung Association, State of Tobacco Control 2020, CALIFORNIA LOCAL GRADES	2020
Barton Health - Community Health Needs Assessment	2017, 2021
California Tobacco Education and Research Oversight Committee, Achieving Health Equity: Toward a Commercial Tobacco-Free California, 2021 -2022	2021-2022
Campaign for Tobacco-Free Kids, et al., Broken Promises to Our children: A State-by-State Look at the 1998 State Tobacco Control Settlement 21 Years Later	2021

Title	Year
County Health Ranking & Roadmaps: 2020 California Health Factors Map	2020
County Health Ranking & Roadmaps: 2020 California Health Outcomes Map	2020
County Health Ranking & Roadmaps: 2020 California Summary Report	2020
County Health Ranking & Roadmaps: 2021 California Health Outcomes Map	2021
County Health Ranking & Roadmaps: 2021 California Health Factors Map	2021
County Health Ranking & Roadmaps: 2021 California Summary Report	2021
El Dorado County ACES Collaborative	2015-2021
El Dorado County Maternal , Child and Adolescent Health Needs Assessment	2016 -2021
El Dorado County Mental Health Services Act (MHSA)	2017, 2018, 2019, 2020, 2021
El Dorado County Public Health - Community Health Needs Assessment	2016
First 5 El Dorado County Children and Families Commission 2016-2021 Strategic Plan	2016 -2021
Healthy Stores for a Healthy Community Campaign	2013, 2016, 2019
The Cost of Smoking in California 2019	2019
The El Dorado County Youth Commission Photovoice Project (about unhealthy advertising and industry marketing to young people)	2019-2021
Tobacco Use Prevention (TUPP) Progress Reports & Brief Evaluation Reports	2017, 2018, 2019, 2020, 2021
U.S. Census Bureau 2015-2019 American Community Survey (5-year estimates) Summary File	2015-2019

Completer(s)

Who was engaged in discussing and completing the Asset ratings? (List the coalition name, organizational names, or the names of individuals)

Completer(s)
Behavioral Health
Community Health Center (Federally Qualified Health Center)
Friday Night Live Coordinator
Latinx Coalition Members
Law Enforcement
Marshall Medical Center
Public Health
SNAP-Ed Nutrition
Substance Use Disorder Services
Tobacco Prevention Coalition Members
Tobacco Use Prevention Program Staff
TUPE K-12
Women, Infants & Children (WIC) Program

Social Disparities Capacities Descriptions and Ratings

Social Disparities Capacities	Description	Ratings
Tobacco-related Data Profile	Our tobacco control program maintains a current demographic and epidemiological profile of the community to prioritize, plan, and implement activities to reduce tobacco-related health disparities in a culturally and linguistically appropriate manner.	Agree (4)
Tobacco Disparity Strategic Plan	Our tobacco control program has a written strategic plan that outlines a vision, clear objectives and strategies to reduce tobacco-related disparities in a culturally and	Somewhat Agree (3)

Social Disparities Capacities	Description	Ratings
	linguistically appropriate manner within the service area.	
Social Determinants of Health Considerations	<p>Our tobacco control program collaborates with community programs that address the following social determinants of health factors that may contribute to tobacco-related health disparities:</p> <ul style="list-style-type: none"> ▶ Availability of quality housing ▶ Community safety and violence prevention ▶ Recreation opportunities, parks and open space ▶ Land use and community planning ▶ Quality public education ▶ Community economic development (e.g., job creation, business development) ▶ Racial/social injustice ▶ Arts and culture ▶ Transportation planning and availability ▶ Environmental justice ▶ Food security ▶ Early childhood development and education ▶ Youth development and leadership. 	Neither Agree nor Disagree (2)
Media Engagement*	<p>Our tobacco control program regularly works with multi-cultural media through traditional and social media channels to raise awareness about the impact of tobacco use on diverse populations in our service area.</p> <p>*Media Engagement includes both paid and earned media.</p>	Neither Agree nor Disagree (2)
Evaluation Inclusion	Our tobacco control program routinely collects data that can be used to communicate and understand social inequities in health including using methods such as Photovoice, digital storytelling, key informant interviews, focus groups, listening sessions, and demographics analysis.	Somewhat Agree (3)
Social Disparities Capacities Assessment Score:		56%

Social Disparities Capacities Assessment Narrative Summary

Overall. describe the program's strengths and weaknesses in relation to the 5 items assessed. (Limited to 500 words.)

The Public Health Division Epidemiologist routinely analyzes data from internal and external needs assessments, secondary and primary data sources, and qualitative data to create a yearly report on disparities in our County. Although this is not Tobacco specific, it helps inform the program. In addition, the County Epidemiologist maintains a five year Community Health Assessment that helps drive all programs within Public Health. Our Agency recently completed a strategic plan, which addresses disparities in our County. This plan is not Tobacco specific, but informs all programs within our Agency. Our County is predominantly White/Non-Hispanic and is of above average socioeconomic status. According to the County Health Ranking & Roadmaps: the 2021 California Summary Report indicates that El Dorado County is in the top 15 counties in the the state with being one of the best in overall rankings in health factors. Our main disparity is isolation due to the rural nature of our County. We do make great efforts to reach our rural population through Media Engagement and social media although; it is a challenge as internet service is not reliable especially in the areas we are trying to reach. Additionally, the county's Facebook has limited use due to restrictions.

Appendix C. Asset Worksheet

Procurement Name: LLA 2022-2025 Comprehensive Tobacco Control Guidelines

Contract Number: CTCP-21-09

Contract Term: 01/01/2022 - 06/30/2025

Agency Name: El Dorado County

Effective Date: 01/01/2022

Project Name: Tobacco Use Prevention Program

Plan Version ID: 0.1

Project Type: Local Lead Agency

Report Generated: 05/06/2021 12:24 PM

Assessment Data

Community Assessed	
Countywide	El Dorado
Incorporated Cities	Placerville South Lake Tahoe
Unincorporated	Unincorporated
Indian Tribal Lands	None
Asset Assessment Completion Date:	March 12, 2021

Data Sources

Which quantitative and qualitative data sources, references, and citations were used to complete the Asset ratings? (Title and Year)

Title	Year
2018-2020 Master Plan California Tobacco Education and Research Oversight Committee, "New Challenges, New Promises for All"	2018-2020
American Lung Association - Cutting Tobaccos Rural Roots Tobacco Use In Rural Communities	2021
American Lung Association, State of Tobacco Control 2020, CALIFORNIA LOCAL GRADES	2020
CA Tobacco Endgame Center for Organizing and Engagement - Raising our Voices for Health Justice and Against Tobacco Harm to the Environment	2021
California Tobacco Education and Research Oversight Committee, Achieving Health Equity: Toward a Commercial Tobacco-Free California, 2021 -2022	2021-2022

Title	Year
California's Clean Indoor Air Laws Infographic 2020	2020
Campaign for Tobacco-Free Kids, et al., Broken Promises to Our Children: A State-by-State Look at the 1998 State Tobacco Control Settlement 21 Years Later	2021
CDC, Best practices for Comprehensive Tobacco Control	2014
County Health Ranking & Roadmaps: 2020 California Health Factors Map	2020
County Health Ranking & Roadmaps: 2020 California Health Outcomes Map	2020
County Health Ranking & Roadmaps: 2020 California Summary Report	2020
County Health Ranking & Roadmaps: 2021 California Health Outcomes Map	2021
El Dorado County ACES Collaborative	2015-2021
El Dorado County Clean Indoor Air and Health Protection Ordinance	1991
El Dorado County Healthy Stores for a Healthy Community Campaign	2013, 2016, 2019
El Dorado County Maternal , Child and Adolescent Health Needs Assessment	2016-2020
El Dorado County Mental Health Services Act (MHSA)	2017, 2018, 2019, 2020, 2021
El Dorado County Planning and Building Department including Ordinances	2019-2020
El Dorado County Public Health - Community Health Needs Assessment	2016
El Dorado County Sign Ordinance	2015
First 5 El Dorado County Children and Families Commission 2016-2021 Strategic Plan	2016 -2021
Marshall Medical Center - Community Health Needs Assessment	2019
The Cost of Smoking in California 2019	2019
The El Dorado County Youth Commission Photovoice Project (about unhealthy advertising and industry marketing to young people)	2020
Title 7 The El Dorado Trail within the incorporated City limits of the City of Placerville, Chapter 11	2015
Title 8 Placerville Parks and Recreation Regulations Chapter 11	2017

Title	Year
Tobacco Use Prevention (TUPP) Progress Reports & Brief Evaluation Reports	2017, 2018, 2019, 2020, 2021
Tobacco Use Prevention Program (TUPP) Key Informant Interviews & Public Opinion Polls	2017, 2018, 2019, 2020, 2021
U.S. Federal Trade Commission (FTC), Cigarette Report	2018, 2019
Xu, Xin, "Annual Healthcare Spending Attributable to Cigarette Smoking"	2014

Completer(s)

Who was engaged in discussing and completing the Asset ratings? (List the coalition name, organizational names, or the names of individuals)

Completer(s)
Behavioral Health
Community Health Center (Federally Qualified Health Center)
Friday Night Live Coordinator
Latinx Coalition Members
Law Enforcement
Marshall Medical Center
Public Health
SNAP-Ed Nutrition
Substance Use Disorder Services
Tobacco Prevention Coalition Members
Tobacco Use Prevention Program Staff
TUPE K-12
Women, Infants & Children (WIC) Program

Asset Descriptions and Ratings

Asset Categories	Asset & Description	Rating	Comments
Tobacco Control Funding Assets	1.1 Tobacco Control Funding. The local jurisdiction's annual per capita funding dedicated to tobacco control for both community and school programs, from various sources, including tobacco taxes (e.g., Propositions 99, 10, 56), Master Settlement Agreement, and other public or private sources is \$6.54 to \$9.15, consistent with the Centers for Disease Control and Prevention Best Practices, 2014 recommendations for California.	Good (3)	<p>Appropriations for tobacco control activities increased \$40 million for the Centers for Disease Control and Preventions (CDC) Tobacco Prevention and Cessation Efforts. 2.9 million was received in California from CDC for tobacco prevention and control activities in 2019. Appropriations for tobacco control places California at 67% with CDCs Control and Prevention Best Practices, 2014. CDC is working towards extinguishing the tobacco epidemic. California has a new vision to End Commercial Tobacco that prepares and transitions communities to end the tobacco epidemic by 2035. Additionally, California received an A for Tobacco Prevention and Control funding and Smokefree Air policies on the 2020 American Lung Associations State of Tobacco Control report card. California ranks within the top five states in the country.</p> <p>This asset was rated "Good" as on November 8, 2016, Proposition 56 passed and increased cigarette tax by \$2.00 per pack, with equivalent increase on other tobacco products and electronic cigarettes containing nicotine. California Flavored tobacco Ban (SB 793) was to go into effect on January 1, 2021 which would have put further ahead; the tobacco industry fought and succeeded to put a referendum to overturn SB 793 which now will be on the next statewide general election ballot in 2022.</p> <p>Locally, there are no MSA or First 5 funds dedicated to tobacco control and community/school programs. However, The El Dorado Union High School District (largest high school district in the county) received a \$340,000 TUPE grant funding. The Sheriffs Office, South Lake Tahoe and Placerville Police Departments have received Department of Justice funding. The tobacco Use Prevention Program collaborates with these partners.</p>
	1.2 Master Settlement Agreement Funding.		Public Health Division, Master Settlement Agreement Tobacco Prevention Program (MSATPP) received funds for tobacco control/prevention activities from 2002-2007. Currently, there are no funds designated or available for prevention.

Objective 4: Communities of Excellence Brief Evaluation Report

Asset Categories	Asset & Description	Rating	Comments
	The amount of MSA funds that are appropriated for the purpose of tobacco control activities.		Master Settlement Agreement (MSA) funds of \$34,369 were allocated to support the Tobacco Use Prevention Program (TUPP) contract 2014-2017 as the funding allocation of \$150,000 remained flat and program costs have increased. For the new contract 2022-2025, only realignment funds will be used to cover costs.
	1.3 Proposition 10 Funding The amount of local Proposition 10 funds that area appropriated for cessation and secondhand smoke education targeting pregnant women and families with young children.	None (0)	According to First 5 El Dorado County Children and Families Commission 2016-2021 Strategic Plan, no funds are designated for cessation and secondhand smoke education targeting pregnant women and families with young children. First 5 has collaborated with Public Health, Community Based Nursing to address health-related issues/concerns including tobacco use and with families that participate in their Community Hubs program which began in October 2016.
Social Capital Assets	2.1 Training and Skill Building The extent our program provides technical assistance and support to diverse community groups to enable them to effectively engage in tobacco control activities and activities to reduce tobacco-related social determinants of health.	Excellent (5)	Seven (7) trainings were facilitated specifically reach the Latinx communities on the west slope of the county. Topics included quitting smoking/vaping, COVID-19 setting goals and how to achieve them as a coalition and engagement with Latinx youth. Most Latinx coalition members speak only Spanish and trainings were conducted in Spanish. Five (5) trainings were conducted with the general coalition and included how to reach community members through social media, presentations with the Board of Supervisors/City Council, tobacco use and health disparities/health equity with a focus on African American, Latinx and LGBTQ populations, youth engagement, Young Adult Tobacco Purchase survey data results and Health Stores for a Health Community campaign talking points. Trainings were conducted one to two hours in length and reached 183 participants.
	2.2 Coalition/Advisory Committee Satisfaction	Good (3)	The coalition satisfaction survey was administered in 2017 and again in 2020. There was a seven percent increase from 2017 in members reporting that meetings were excellent; the percentage remained flat at 77% that documents are sent out in a timely fashion; 27% increase that members were

Objective 4: Communities of Excellence Brief Evaluation Report

Asset Categories	Asset & Description	Rating	Comments
	The degree coalition/advisory committee members are satisfied with group functioning, ability to recruit and engage diverse partners, and member involvement in intervention activities that focus on policy, system, and environmental change.		clear about the role of the coalition; a three percent decrease in members reporting they gained knowledge through participation; and a 12% decrease in future participation. Although, there was a decrease in attending future meetings due to the uncertainty of the pandemic; the frequency of participation in coalition meetings remained nearly the same (92% and 89%). New questions were added to the 2020 coalition survey so that a deeper insight can be provided. Responses to the added questions include: 89% of members reporting that the coalition helped them to change attitudes about tobacco use in the community; 83% reporting that there is a team spirit and cohesiveness and the coalition is bringing desired community outcomes. Also, it was important to know if the newsletter that was created to continue the logo branding, was informative. Members agreed 72% of the time that the newsletter is informative.
	2.3 Key Opinion Leader Support The extent of support among local key opinion leaders for tobacco related community norm change strategies.	Fair (2)	<p>The score of this asset should be a 2-3 range. There has been consistent support for tobacco-related community norm changes among key opinion leaders and decision makers in the City of Placerville for tobacco retail licensing (TRL) and smoke-free business and park. The City has two smoke-free ordinances: smoke-free parks (7 city parks) and smoke-free outdoor sidewalk dining on Main Street. Since early 2021, TRL has been on the City Council agenda three times for discussion. Unfortunately, discussion about the City's historic Hangtown logo and public support to change the logo has become a "hot topic" and a priority over TRL.</p> <p>El Dorado County would rate a 2 with none to minimal support for a TRL and a 3 for the Board of Supervisors support for smoke-free multi-unit housing (MUH) and government businesses. BOS support was progressive in February 2021 for smoke-free MUH and government businesses, then the COVID-19 pandemic began. There has not been discussion since.</p> <p>The Sheriff does not support any additional laws. The public has indicated a high level of support for smoke-free MUH and outdoor spaces.</p>

Asset Categories	Asset & Description	Rating	Comments
	<p>2.4 Youth Engagement in Tobacco Control (Core)</p> <p>The degree our program has participatory collaborative partnerships with diverse youth and youth-serving organizations and engages them to support tobacco control-related activities that focus on policy, systems, and environmental changes.</p>	Good (3)	<p>The El Dorado County Youth Commission took pictures about unhealthy advertising and industry marketing to young people and made into Vimeo. The Vimeo can be viewed in English and Spanish. The project was completed in 2020.</p> <p>The Photovoice Project was shared on the Youth Commission web page, the Health and Human Services Agency Facebook, and the Behavioral Health web page. The Tobacco Use Prevention Coalition May 2020 Newsletter showcased the photovoice project. The Project was featured Spotlight On for the month of April on Partners and included in Rover, the California tobacco Control Librarys Search feature.</p> <p>The Tobacco Use Prevention Program scheduled photovoice presentations in February 2020 throughout El Dorado County. The Photovoice Project was shared with 269 community members and on TobaccoFreeCA Facebook during 2020 - 2021.</p>
	<p>2.5 Community Engagement in Tobacco Control (Core)</p> <p>The degree our program has collaborative partnerships with diverse organizations and individuals in addition to CTCP and TUPE-funded organizations to engage them to support tobacco control-related activities that focus on policy, system, and environmental change such as community assessments, data collection, education of community members and decisionmakers and media events.</p>	Very Good (4)	<p>Coalition engagement and participation in networking opportunities were measured. During the thee-and one-half years of the 2017-2021 contract period, project staff and coalition members engaged in 139XX networking opportunities such as health fairs, community presentations, community planning, strategy meetings, and advisory board meetings.</p>

Objective 4: Communities of Excellence Brief Evaluation Report

Asset Categories	Asset & Description	Rating	Comments
Cultural Diversity and Cultural Competence Assets	3.1 Coalition/Advisory Committee Diversity The degree our program engagement a coalition advisory committee in designating and implementing tobacco control activities that include diversity across race/ethnicity, culture sexual orientation and gender identity, geography and non-traditional partners (e.g., housing, employee development, parks and recreation, environmental groups.)	Good (3)	<p>The demographic make-up of El Dorado County is primarily White at 77.8 %, followed by 12.8 % Hispanic/Latino according to the U.S. Census Bureau 2015-2019 American Community Survey (5-year estimates) Summary File.</p> <p>There is representation from individuals representing diverse and non-traditional groups such as: Latinx, Latinos United against the Habit and Addiction against Tobacco (LUCHA), foster adoption and care provider), law enforcement, code enforcement, NAMI (The National Alliance on Mental Illness), Substance Use disorder Services (SUDS) treatment/prevention, National Alliance on Mental Illness (NAMI), Families and Friend of Lesbians & Gays (PFLAG), 12-step groups, and veterans. Members sexual orientation is unknown.</p> <p>Coalition members have connections with all non-traditional groups recommended. Respondents suggested the following ways to increase membership: Word of mouth, In-person networking, mail invitation to service groups, and emails. Respondents were aware of the following community events held by non-traditional groups: local outreach events/activities, churches, and Gay Pride.</p> <p>The focus for the 2017-2021 scope of work was on community engagement verses diversity.</p>
	3.3 Cultural Competence Assessment The degree our program conducts organizational cultural competence assessments.	Good (3)	<p>A key informant survey asking about organizational cultural competency and representation from non-traditional groups was administered in August 2016. 42% reported they feel the coalition membership represents the diversity of our community, followed by good at 58%.</p> <p>The focus for the 2017-2021 scope of work was on community engagement verses diversity.</p>
	3.4 Tailored Educational and Outreach Materials	Good (3)	<p>The project implements organizational policies and practices that promote and institutionalize the provision of culturally competent and linguistically appropriate services for diverse populations primarily for Spanish speaking clients. There is commitment to cultural competency by the El Dorado County</p>

Objective 4: Communities of Excellence Brief Evaluation Report

Asset Categories	Asset & Description	Rating	Comments
	The degree our program makes culturally appropriate educational, outreach and media materials easily available and appropriate for the languages and literacy levels of commonly encountered groups in the service area.		Health and Human Services Agency Health Services (HHS). when needed Language Line is utilized. Cultural competency trainings are held regularly through HHS.
	3.6 Equity in Funding The degree to which culturally and ethnically diverse organizations are funded to implement community norm change-focused tobacco control efforts in the community, in proportion to community demographics.	Fair (2)	<p>Currently, there are no organizations that are funded for tobacco control and/or prevention efforts through MSA funds. The Public Health Divisions MSATPP was funded 2002 through 2007. Through the MSATPP mini-grants, twenty (20) youth development projects with an emphasis on tobacco prevention were funded during that time.</p> <p>The local health department is funding a specific community norm change-focused tobacco control effort within the Latinx communities. South Lake Tahoe Family Resource Center is funded to enable individuals and families to achieve self-sufficiency and economic stability, to develop resilience in both parents and children, and to allow families to become a contributing part of the community. The Family Resource Center also offers Bilingual advocacy, and translations for a variety of issues including mental wellness, educational success, healthy living, navigating the health care system, job searches, and other resilience building activities.</p>
Tobacco Control Planning Assets	4.1 Tobacco-Related Recommendations in Community Plans The extent our program participates in local planning to integrate tobacco-related interventions recommendations into local and regional general plans,	Excellent (5)	During the past three years, project staff and coalition members have participated in five (5) planning processes with and provided tobacco-related prevention and intervention contributions. Participation in the planning processes included Barton Health - Community Health Needs Assessment, El Dorado County ACES Collaborative, El Dorado County Maternal , Child and Adolescent Health Needs Assessment, First 5 El Dorado County Children and Families Commission 2016-2021 Strategic Plan, Marshall Medical Center - Community Health Needs Assessment and El Dorado County Mental Health

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Asset Categories	Asset & Description	Rating	Comments
	community health/health equity frameworks, Adverse Childhood Experience protocols, health department accreditations, and/or other similar evidence-informed, community planning processes.		Services Act (MHSA). The last collaboration with El Dorado County Planning and Building Department including Ordinances regarding the Sign Ordinance was in 2015. Collaboration With the City of Placerville occurred in 2015 and 2017.
	<p>4.2 Affordable Care Act Community Health Needs Assessment Participation</p> <p>The number of local tobacco control advocates who actively participate in the Community Health Needs Assessment, which is required to be conducted by non-profit hospitals every three years pursuant to the Affordable Care Act*, for the purpose of promoting the inclusion of indicators and interventions that support tobacco-free living (e.g., physical environment and housing improvement, economic development, community support, leadership development, coalition development, community-health improvement.</p>	Good (3)	<p>El Dorado County Community Health Planning Process used a community driven approach. A Community Health Advisory Committee (individuals, Tribal, agency representatives) played a vital role in the planning process and also ensured that the information received was representative of the County.</p> <p>In addition to providing overall guidance and helpful insights, the Advisory Committee supported the community engagement strategies, helped increase awareness and mobilized the community and facilitated participation in community input activities. Tobacco control project staff assisted with the facilitation process.</p> <p>The following list identifies the most important issues gathered during individual interviews with Key Informants:</p> <p>The need to better plan for an aging population (El Dorado County has a disproportionately high population over age 65 compared to the rest of California) and its impact on chronic diseases and use of health, transportation and social services.</p> <p>Sufficient intervention especially in early childhood multi-generational problems of high substance abuse rates including tobacco use and mental health issues.</p> <p>Maintain an understanding of the Affordable Care Act (ACA) and its impact at the local level; for example, understanding the needs new enrollees bring with them (e.g., mental health concerns) and the way medical care is paid by Medi-Cal.</p>

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Asset Categories	Asset & Description	Rating	Comments
			<p>Increase ways to integrate drug and alcohol and mental/behavioral health and tobacco use assessment with primary care (still to come with ACA).</p> <p>Look at healthier communities (and reaching consensus on what this means) as a way of reducing future healthcare costs.</p> <p>Increase personal responsibility for managing health, chronic health conditions and changing unhealthy behaviors. Understand that the healthcare delivery system, including the public health system, has only so much capacity to help and those dollars and human resources are finite.</p> <p>Better understand how increased state and federal funding requirements result in decreased funding available for direct services, impact our community.</p> <p>Respond to increased rates of childhood obesity without interdisciplinary resources to help.</p> <p>Prepare to deal with future Medi-Cal system changes concerning medications and drugs that increase the type of benefits and streamline the continuum of care, with more people becoming eligible for the benefits.</p> <p>Leverage federal and state transportation funding that emphasizes walking, public transit and bicycling connections with all new developments and within existing transportation networks.</p> <p>This community health assessment paved the way for the tobacco control project to work on Indicators 2.2.10 Smoke-free Health Care Campuses and 4.1.4 Cessation Assessment and Referral Systems in the 2017-2021 work plan. Three treatment providers received funding from CTCP Tobacco-Free for Recovery.</p>

Appendix D. CX Needs Assessment Survey Summary Findings

CX Needs Assessment Survey Questions and Responses

Q1. Did you know that 132 multi-unit housing managers were surveyed in El Dorado County in 2020 with 50% being smoke-free or have some type of a smoke-free policy? Unfortunately, the majority of low-income residents are still exposed to secondhand and thirdhand smoke. By 2025, at least six low income/subsidized multi-unit housing (MUH) complexes in one city and/or the unincorporated areas of the county will: 1) adopt a written policy prohibiting smoking in outdoor common areas; 2) designate 100% of contiguous balconies and patios smoke-free as evidenced by a no smoking clause in the resident lease/agreement; and 3) will designate 20% of units as smoke-free. Priority Area: Reduce Exposure to secondhand smoke and promotion and referral to cessation services. Please rate each objective/priority area.

Question	None	Poor	Fair	Good	Excellent
a. The importance of this issue in El Dorado County.	3.23% (n=1)	0% (n=0)	9.68% (n=3)	22.58% (n=7)	64.52% (n=20)
b. Extent of support from local key opinion leaders of this issue.	0% (n=0)	6.45% (n=2)	32.26% (n=10)	25.81% (n=8)	35.48% (n=11)
c. Extent of public awareness and education on this issue.	0% (n=0)	22.58% (n=7)	25.81% (n=8)	25.81% (n=8)	25.81% (n=8)
d. Extent of public support on this issue.	0% (n=0)	16.13% (n=5)	35.48% (n=11)	16.13% (n=5)	32.26% (n=10)
e. Ability to create a social norm change i.e., voluntary policy, policy and/or ordinance (law)	3.23% (n=1)	6.45% (n=2)	25.81% (n=8)	35.48% (n=11)	29.03% (n=9)

Q2. Did you know that Sierra-At-Tahoe and Heavenly Valley ski resorts have smoke-free lifts and food areas? Also, that the El Dorado County Fair is 100% smoke-free? Unfortunately, there are designated smoking areas and patrons are still exposed to secondhand smoke. By 2025, at least four recreational facilities in El Dorado County (e.g., skate parks, outdoor parks, walking trails, etc.) will adopt written policies which designate a portion of or all of outdoor areas as smoke-free/tobacco-free including electronic smoking devices. Priority Area: Priority Area: Reduce Exposure to secondhand smoke, tobacco residue, tobacco waste. and other tobacco products. Promote tobacco cessation. Please rate each objective/priority area.

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Question	None	Poor	Fair	Good	Excellent
a. The importance of this issue in El Dorado County.	0% (n=0)	6.45% (n=2)	6.45% (n=2)	29.03% (n=9)	58.06% (n=18)
b. Extent of support from local key opinion leaders of this issue.	0% (n=0)	6.45% (n=2)	22.58% (n=7)	41.94% (n=13)	29.03% (n=9)
c. Extent of public awareness and education on this issue.	3.23% (n=1)	9.68% (n=3)	35.48% (n=11)	19.35% (n=6)	32.26% (n=10)
d. Extent of public support on this issue.	0% (n=0)	9.68% (n=3)	32.26% (n=10)	29.03% (n=9)	29.03% (n=9)
e. Ability to create a social norm change i.e., voluntary policy, policy and/or ordinance (law)	0% (n=0)	9.68% (n=3)	19.35% (n=6)	38.71% (n=12)	32.26% (n=10)

Q3. Did you know that Sweeties Pies, and Buttercup Pantry in Placerville and two McDonalds in South Lake Tahoe have smoke-free outdoor dining? Unfortunately, patrons at other outdoor dining areas/patios are still exposed to secondhand smoke. By 2025, the percentage of restaurants, within the City(s) of Placerville and/or South Lake Tahoe that adopt a written policy that designates outdoor dining areas as smoke-free including electronic smoking devices will increase by 50% from baseline to be established in 2022. Priority Area: Reduce Exposure to secondhand smoke, tobacco residue, tobacco waste. and other tobacco products. Promote tobacco cessation. Please rate each objective/priority area.

Question	None	Poor	Fair	Good	Excellent
a. The importance of this issue in El Dorado County.	0% (n=0)	3.23% (n=1)	6.45% (n=2)	22.58% (n=7)	67.4% (n=21)
b. Extent of support from local key opinion leaders of this issue.	0% (n=0)	3.23% (n=1)	22.58% (n=7)	38.71% (n=12)	35.48% (n=11)
c. Extent of public awareness and education on this issue.	0% (n=0)	12.90% (n=4)	35.48% (n=11)	22.58% (n=7)	29.03% (n=9)
d. Extent of public support on this issue.	0% (n=0)	3.23% (n=1)	38.71% (n=12)	22.58% (n=7)	35.48% (n=11)

Question	None	Poor	Fair	Good	Excellent
e. Ability to create a social norm change i.e., voluntary policy, policy and/or ordinance (law)	0% (n=0)	3.23% (n=1)	22.58% (n=7)	38.71% (n=12)	35.48% (n=11)

Q4. Did you know 93 Tobacco retailers were surveyed in 2018, 16% of stores sold to underage individuals and only 30% had the required state signage? By 2025, one city such as Placerville or South Lake Tahoe and/or the unincorporated areas of El Dorado County will adopt and implement a policy to 1) require all tobacco retailers to obtain a license in order to sell tobacco products and electronic smoking devices; with 2) sufficient fees to conduct regular tobacco product compliance checks; and restrict outdoor window signage to ensure compliance with the County's Sign Ordinance. Priority Area: Reduce the availability of tobacco and limit tobacco promoting influences. Please rate each objective/priority area.

Question	None	Poor	Fair	Good	Excellent
a. The importance of this issue in El Dorado County.	0% (n=0)	0% (n=0)	16.13% (n=5)	22.58% (n=7)	61.29% (n=19)
b. Extent of support from local key opinion leaders of this issue.	0% (n=0)	9.68% (n=3)	19.35% (n=6)	38.71% (n=12)	32.26% (n=10)
c. Extent of public awareness and education on this issue.	0% (n=0)	19.35% (n=6)	29.03% (n=9)	22.58% (n=7)	29.03% (n=9)
d. Extent of public support on this issue.	0% (n=0)	9.68% (n=3)	35.48% (n=11)	25.81% (n=8)	29.03% (n=9)
e. Ability to create a social norm change i.e., voluntary policy, policy and/or ordinance (law)	0% (n=0)	0% (n=0)	32.26% (n=10)	38.71% (n=12)	29.03% (n=9)

Q5. Did you know that El Dorado County does not have smoke-free/tobacco-free government buildings which include walkways and parking lots? State law restricts smoking 20 feet from entrances/exits. Unfortunately, employees and the public must walk through smoke-filled areas to receive services. By 2025, one city such as Placerville or South Lake Tahoe and/or the unincorporated areas of El Dorado County will adopt and implement a policy eliminating smoking on the campuses including walkways and parking lots of public worksites. Priority Area: Reduce Exposure to secondhand smoke, tobacco residue, tobacco waste, and other tobacco products. Promote tobacco cessation. Please rate each objective/priority area.

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Question	None	Poor	Fair	Good	Excellent
a. The importance of this issue in El Dorado County.	0% (n=0)	3.23% (n=1)	3.23% (n=1)	25.81% (n=8)	67.74% (n=21)
b. Extent of support from local key opinion leaders of this issue.	0% (n=0)	3.23% (n=1)	22.58% (n=7)	32.26% (n=10)	41.94% (n=13)
c. Extent of public awareness and education on this issue.	0% (n=0)	22.58% (n=7)	25.81% (n=8)	16.13% (n=5)	35.48% (n=11)
d. Extent of public support on this issue.	0% (n=0)	9.68% (n=3)	22.58% (n=7)	32.26% (n=10)	35.48% (n=11)
e. Ability to create a social norm change i.e., voluntary policy, policy and/or ordinance (law)	0% (n=0)	6.45% (n=2)	16.13% (n=5)	38.71% (n=12)	38.71% (n=12)

Q6. Did you know that project staff and coalition members participated in 131 networking opportunities even during the COVID-19 pandemic? Think about how your continued participation will help end tobacco and nicotine use! By 2025, the Adult Tobacco Prevention Coalition and Latinx Coalition members will increase their level of engagement by 25% from baseline in the following: 1) coalition attendance: 2) participation in scope of work activities; and 3) members who have gained new skills/knowledge through community participation. Priority Area: Adult engagement in tobacco control and tobacco endgame strategies. Please rate each objective/priority area.

Question	None	Poor	Fair	Good	Excellent
a. The importance of this issue in El Dorado County.	0% (n=0)	3.23% (n=1)	6.45% (n=2)	35.48% (n=11)	54.84% (n=17)
b. Extent of support from local key opinion leaders of this issue.	3.23% (n=1)	0% (n=0)	16.13% (n=5)	51.61% (n=16)	29.03% (n=9)
c. Extent of public awareness and education on this issue.	6.45% (n=2)	0% (n=0)	35.48% (n=11)	29.03% (n=9)	29.03% (n=9)
d. Extent of public support on this issue.	6.45% (n=2)	6.45% (n=2)	22.58% (n=7)	38.71% (n=12)	25.81% (n=8)

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Question	None	Poor	Fair	Good	Excellent
e. Ability to create a social norm change i.e., voluntary policy, policy and/or ordinance (law)	3.23% (n=1)	3.23% (n=1)	22.58% (n=7)	35.48% (n=11)	35.48% (n=11)

Q7. Please feel free to comment on anything related to the above objectives/priority areas

Theme	Quote(s)
Support Smoke-Free Policies (n=2)	<ul style="list-style-type: none"> ▶ Hope we can have smoke-free campus ASAP. As the PH Department we should be setting an example and allowing staff to have a healthy working environment. ▶ All smoking reductions proposed are good goals.
Support Eliminating Childhood Secondhand Smoke Exposure (n=1)	<ul style="list-style-type: none"> ▶ It is important to eliminate the exposure of secondhand smoke exposure to children.
Limited Public Support (n=1)	<ul style="list-style-type: none"> ▶ Speaking to D. "Extent to Public Support" ...can often make me hesitant because it is rarely support, yet opposition.

Appendix E. Satisfaction Survey Summary Findings

Satisfaction Survey Questions, Responses & Analysis

1. Have you participated in the Communities of Excellence Needs Assessment meetings, CX survey and email(s) in previous years and, if so, how many times?

Answer	Count	Percent
f. I participated 1 time before	6	37.5%
g. I participated 2 times before	5	31.25%
h. I do not recall	5	31.25%
Total	16	100%

2. Approximately how many hours did you spend on the 2021 Communities of Excellence Needs Assessment meetings, CX survey and email(s) , including time spent reviewing background information and participating in the meeting(s)?

Answer	Count	Percent
a. 0-2 hours	13	81.25%
b. 3-4 hours	3	18.75%
Total	16	100%

3. Did you feel that it was worth your time? Why or why not? (Open-ended)

Theme	Quote(s)
It was worth my time (n=6)	<ul style="list-style-type: none"> ▶ <i>"Yes, I think collaboration is the key to this issue"</i> ▶ <i>Yes – good information</i> ▶ <i>Yes. These are important issues that need to be addressed</i>
Not Applicable (n=2)	I don't think I participated
Need more background information (n=1)	If it was the most recent survey I completed, I did not have enough background info to answer the questions.
It was not worth my time (n=1)	I did not feel it was worth my time because I did not understand the purpose of the meeting and/or it did not relate to me.

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4. Please indicate your level of agreement or disagreement with the following statements about the Communities of Excellence Needs Assessment meeting(s), CX survey and email(s).

Question	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Score (mean)
a. I The purpose of the CX process was clear to me	0% (n=0)	0% (n=0)	31% (n=5)	31% (n=5)	38% (n=6)	4.06
b. I understood how the CX process helps establish the El Dorado County Tobacco Use Prevention Program's future priorities	0% (n=0)	0% (n=0)	25% (n=4)	31% (n=5)	44% (n=7)	4.19
c. I was encouraged to participate and contribute equally.	0% (n=0)	6% (n=1)	19% (n=3)	25% (n=4)	50% (n=8)	4.19
d. As a result of my participation, I better understood the role of the El Dorado County Tobacco Use Prevention Program in my community.	0% (n=0)	0% (n=0)	31% (n=5)	31% (n=5)	38% (n=6)	4.06
e. I believe the final decision of the group reflected what matters to the community in terms of tobacco	0% (n=0)	0% (n=0)	25% (n=4)	38% (n=6)	38% (n=6)	4.19

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Question	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Score (mean)
prevention and control.						
Average Score						4.12

5. If you would like to add to your responses for questions 4a – 4e, feel free to use the comment box below.

Theme	Quote(s)
Need more background information (n=1)	I do not know the context of these meetings

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