**Attachment IV**

**Tobacco Use Prevention and Cessation Services RFP**

**ACTION PLAN**

**FY 2018 – 2019**

**Prevention Services (Select one)**

**North Region *OR* Cessation Services   
 Central Region**

**South Region**

Performance Objectives:

1. By June 30, 2020, report a stabilization and/or reduction in the prevalence of smoking among the youth population, depending on Orange County youth smoking trends.
2. By June 30, 2020, report a stabilization and/or reduction in the prevalence of e-cigarette use among the youth population, depending on Orange County e-cigarette use trends.

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| **Objectives and Activities** | **Timeline** | **Responsible Party** | **Tracking & Evaluation Measures** |
| **Objective 1: By June 30, 2018, conduct classroom tobacco educational presentations to a minimum of three hundred (300) 9th graders and three hundred (300) 10th graders in one (1) high school in the catchment area and to two hundred (200) 6th, (200) 7th, and (200) 8th grade students in one feeder middle schools for a total of three hundred (600) high school students and six hundred (600) middle school students.** | **7/18-6/19** | **PD:** Prevention Director  **PC:** Program Coordinator **HE:** Health Educator  **EVAL:** Evaluation Consultant **MDP:** Media Design Professional | **Process Evaluation:** Program performance will be determined by quarterly review of all tracking measures and process activities.  **Outcome Evaluation:** Analysis of data received from presentation pre/post surveys. |
| 1. Assessment: Research and adapt evidence-based tobacco youth educational presentations using evidence-based tobacco resources such as CDC, Partnership for Drug Free America, World Health Organization, American Lung Association, American Cancer Society, Tobacco-Free Kids, Stanford Tobacco Prevention Toolkit, local cessation service provider, and others. | 7/18-11/18 | PC, HE | Summary of collected sources |
| 1. Assessment: Update list of appropriate administrators and teachers to coordinate tobacco education presentations with health classes, or related subjects for 6th, 7th, 8th,9th, and 10th graders at each school location. | 7/18-9/18 | PD, PC, HE | List of administrators and teachers |
| 1. Capacity: Collaborate with health teachers to ensure age-appropriate educational presentations for each age group identified based on the Common Core, current California State Standards, and student formative research findings. Topics may include Media Literacy, Refusal Skills, etc. | 7/18-10/18 | PC, HE | Copy of educational presentations |
| 1. Capacity: Develop pre/post surveys to measure an increase in knowledge, change in attitude, and skill resulting from the tobacco educational presentations. | 7/18-10/18 | PD, PC. HE, EVAL | Copy of pre/post survey |
| 1. Implementation: Conduct tobacco educational presentations to a minimum of three hundred (300) 9th graders and three hundred (300) 10th graders in one (1) high school in the catchment area and to two hundred (200) 6th, (200) 7th, and (200) 8th grade students in one (1) feeder middle school. | 11/18-6/19 | PC, HE | Presentation log |
| 1. Implementation: Administer pre/post surveys in conjunction with tobacco education presentations. | 11/18-6/19 | PC, HE | Copies of pre/post surveys |
| 1. Implementation: Conduct at least one (1) tobacco educational presentation and two (2) tobacco interactive activities to students who are at a higher risk for tobacco use in catchment area. (May include students from ACCESS school sites, other alternative schools, and students on current campuses that are identified as at risk). | 11/18-6/19 | PC, HE | Presentation log |
| 1. Implementation: Administer pre/post surveys to higher risk students in conjunction with tobacco education presentations. | 11/18-6/19 | PC, HE | Copies of pre/post surveys |
| 1. Implementation: Conduct at least two (2) tobacco interactive activities for youth in the catchment area attending local community groups like the Boys and Girls Club, YMCA, Mentor Up, after school programs, or other local groups. | 7/18-6/19 | PC, HE | Activity log |
| 1. Evaluate: Conduct a stratified analysis of both general and high-risk student pre/post surveys to evaluate increases in knowledge, attitudes, or skills resulting from the tobacco education presentations Produce brief evaluation summary. | 11/18-6/19 | PC, HE, | Completed pre/post database, analytical syntax, brief evaluation summary |
| 1. Evaluate: Coordinate bi-annual meetings with the evaluation and project staff to review results of pre/post surveys, reflect on the quality of presentations, and make any needed improvements. Share the findings and improvement plans with TUPP during scheduled monthly monitor meetings. | 9/18-6/19 | PD, PC, HE, EVAL | Meeting minutes |
| 1. Evaluation: Submit completed reports, including financial, progress, year-end performance, and monthly reports. | 7/18-6/19 | PD, PC, HE, EVAL | Copy of reports |
| **Objective 2: By June 30, 2019, maintain a student task force, consisting of at least 1 teacher/advisor and at least 12 students per campus who will serve as peer educators on *each* middle school and high school campus, and facilitate a minimum of five (5) middle school and four (4) high school campus-wide and/or community-based events, for a total of nine (9) events.** | **7/18-6/19** | **PD:** Prevention Director  **PC:** Program Coordinator **HE:** Health Educator  **EVAL:** Evaluation Consultant **MDP:** Media Design Professional | **Process Evaluation:** Program performance will be determined by quarterly review of all tracking measures and process activities.  **Outcome Evaluation:** Analysis from Task Force year-end post assessment surveys. |
| 1. Assessment: Collaborate with the Activities Directors at each school site to coordinate a student task force. Coordination will include recruitment of at least 1 teacher/advisor and a minimum of twelve (12) students per campus to organize campus-wide and/or community-based events. | 7/18-11/18 | PC, HE | Roster of task force members |
| 1. Assessment: Research and update a calendar of national tobacco related designated days (i.e. WNTD, GAS, Kick-Butts Day, etc.) to use as a guide for scheduling campus-wide events. | 7/18-10/18 | PC, HE | Copy of calendar |
| 1. Assessment: Research and update materials to build on the Year 1 skills of task force students to become peer educators for their student body (i.e. 40 Developmental Assets, Tobacco-Free Kids, Partnership for Drug Free America, the PLUS Program, Teens Against Tobacco Use, local cessation service provider, and others). | 7/18-6/19 | PC, HE | Copy of materials |
| 1. Assessment: Assess and update the Year 1 Strengths Weaknesses Opportunities and Threats (SWOT) analysis with the Task Force members to identify internal and external factors that affect planning and implementing Task Force events. | 9/18-11/18 | PC, HE | Copy of SWOT results |
| 1. Capacity: Update the Year 1 educational toolkit to be given to the task force members at the high school and middle schools at the beginning of Year 2 during the peer education trainings. | 7/18-11/18 | PC, HE | Copy of toolkit |
| 1. Planning: Train high school and middle school student Task Forces to be peer leaders and build capacity to educate about the dangers of tobacco and e-cigarette use, peer leadership, executing campus-wide and/or community-based events, and promote awareness on campus. | 9/18-6/19 | PC, HE | Training agendas, Meeting minutes, Sign-in sheets |
| 1. Planning: In collaboration with the student task forces at each campus, update educational and event materials needed for campus-wide and/or community-based tobacco education events. | 9/18-6/19 | PC, HE | List of event activities and copies of event materials |
| 1. Implementation: In collaboration with teachers/advisorsand student Task Forces, conduct five (5) middle school and four (4) high school tobacco education campus-wide and/or community-based events. | 10/18-6/19 | PC, HE | Event log, Event photos, Sign-in sheets, Log of items disseminated |
| 1. Implementation: In collaboration with the student Task Forces on each campus, promote their school’s Text-a-Tip line and provide tobacco and e-cigarette free zone signage for use on campus. | 10/18-6/19 | PC, HE | Copy of Text-a-Tip promotion materials, Log of signage disseminated |
| 1. Evaluation: Debrief with student task force members regarding successes and possible areas for improvement after each campus-wide event. | 10/18-6/19 | PC, HE | Meeting minutes |
| 1. Evaluation: Administer and analyze year-end post assessment surveys to determine the overall experience of student participation, determine Task Force functioning across key areas, and assess student engagement to identify any needed changes to the Task Force and inform collaboratively created improvements as appropriate. Produce brief evaluation summary. Share the findings and improvement strategies with TUPP during scheduled monthly monitor meetings. and possible areas for improvement. | 3/19-6/19 | PC, HE, EVAL | Copies of post-assessments, completed pre/post database, analytical syntax, brief evaluation summary, meeting minutes |
| 1. Evaluation: Submit completed reports, including financial, progress, year-end performance, and monthly IRF reports. | 7/18-6/19 | PD, PC, HE, EVAL | Copy of completed results |
| **Objective 3: By June 30, 2019, collaborate with local law enforcement, including School Resource Officers (SRO) and Drug Liaison Officers (DLO), to assess illegal tobacco and e-cigarette sales to youth by conducting “Attempted Buys” with 17 stores in the catchment area to assess illegal tobacco and e-cigarette sales to persons under 21 years of age.** | **7/18-6/19** | **PD:** Prevention Director  **PC:** Program Coordinator **HE:** Health Educator  **EVAL:** Evaluation Consultant **MDP:** Media Design Professional | **Process Evaluation:** Program performance will be determined by quarterly review of all tracking measures and process activities.  **Outcome Evaluation:** Analysis of data collected from Youth Attempted Purchase Surveys. |
| 1. Maintain law enforcement to collaboration e with from the high school catchment area. Examples of partners include the local police department, OCSD, School Resource Officers (SRO), and Drug Liaison Officers (DLO). | 7/18-9/18 | PD, PC, HE | List of local law enforcement partners |
| 1. Assessment: Update list of tobacco retailers using information from the California Department of Taxes and Fees (CDTF) and business licensing databases from the cities of Aliso Viejo and Laguna Niguel to select merchants within 2 miles from the target school sites. List of merchants will include traditional and non-traditional tobacco retailers, as well as e-cigarette specific retailers. | 7/18-9/18 | PC, HE | Tobacco retailer CDTF list, Map of retailers, List of selected retailers. |
| 1. Assessment: Identify youth under 21 years of age to conduct the “attempted buys” at the identified tobacco and e-cigarette retail establishments. | 9/18-12/18 | PC, HE | Youth volunteer roster |
| 1. Assessment: In collaboration with TUPP, update Research information and materials for the “attempted buy” program. Materials will include guidelines, procedures for the attempted buy, and adapted “attempted buy” assessment forms from the California Department of Public Health California Tobacco Control Program. | 7/18-9/18 | PC, HE | Copy of materials |
| 1. Capacity: Request and obtain a Letter of Immunity from the Orange County District Attorney’s Office for youth participating in the “attempted buys.” | 7/18-9/18 | PD, PC, HE | Copy of Letter of Immunity |
| 1. Capacity: Collaborate with local law enforcement to develop and maintain a list of non-compliant merchants who sell tobacco, including e-cigarettes, and/or have sold tobacco to persons under 21 years of age. | 7/18-6/19 | PD, PC, HE | List of non-compliant merchants |
| 1. Planning: In collaboration with local law enforcement and OCHCA, develop the training materials and protocol for the “attempted buy” program. | 7/18-11/18 | PD, PC, HE, EVAL | Copy of training materials and protocol |
| 1. Implementation: In each city of the identified catchment area, meet with city staff to describe the Tobacco Use Prevention Program and proposed interventions, and provide resources, technical assistance as needed on California’s new tobacco laws, and best practice environmental strategies, in collaboration with TUPP. | 7/18-6/19 | PD, PC, HE | Meeting log, Meeting packet |
| 1. Implementation: Provide training for local youth volunteers to conduct “attempted buys” at identified tobacco and e-cigarette retail merchants, in collaboration with local law enforcement. | 9/18-11/18 | PC, HE | Training agenda, Sign-in sheets |
| 1. Implementation: In collaboration with local youth volunteers and local law enforcement, facilitate Attempted Buys and complete “Pre-Attempted Purchase Surveys” with selected tobacco merchants, including non-traditional establishments such as donut shops and e-cigarette retailers. | 11/18-5/19 | PD, PC, HE | Completed “Pre-Attempted Purchase Surveys” |
| 1. Implementation: In collaboration with local youth volunteers and local law enforcement, facilitate Attempted Buys and complete “Post-Attempted Purchase Surveys” with selected tobacco and e-cigarette merchants after they have received merchant education. | 11/18-5/19 | PD, PC, HE | Completed “Post-Attempted Purchase Surveys” |
| 1. Implementation: In collaboration with local youth volunteers and local law enforcement, facilitate “Final-Attempted Purchase Surveys” with qualifying tobacco and e-cigarette merchants after they have passed a Compliance Check. | 1/19-6/19 | PD, PC, HE | Completed “Youth Attempted Purchase Surveys” |
| 1. Evaluation: Analyze data collected from “Attempted Buy” assessment forms to assess changes in sale rate and other project metrics. Produce brief evaluation summary. | 11/18-6/19 | PD, PC, HE, EVAL | Completed attempted purchase database, analytical syntax, brief evaluation summary |
| 1. Evaluation: Coordinate bi-annual meetings with the evaluation and project staff to review results of attempted buy surveys and make any needed improvements. Share the findings and improvement plans with TUPP during scheduled monthly monitor meetings. | 11/18-6/19 | PD, PC, HE, EVAL | Meeting minutes |
| 1. Evaluation: Submit completed reports, including financial, progress, year-end performance, and monthly IRF reports. | 7/18-6/19 | PD, PC, HE, EVAL | Copy of completed reports |
| **Objective 4: By June 30, 2019, in collaboration with local law enforcement and youth volunteers, merchant education will be conducted with the 17 previously surveyed (“Attempted Buys”) retailers in catchment area to provide information on the laws governing the sale and advertising of traditional and non-traditional tobacco products, and the new requirements from the five tobacco control bills signed into California law in 2016. At least 25% of the stores will sign a merchant education commitment form.** | **7/18-6/19** | **PD:** Prevention Director  **PC:** Program Coordinator **HE:** Health Educator  **EVAL:** Evaluation Consultant **MDP:** Media Design Professional | **Process Evaluation:** Program performance will be determined by quarterly review of all tracking measures and process activities.  **Outcome Evaluation:** Analysis of data collected from Tobacco Retailer Site Assessments. |
| 1. Assessment: Research Update strategies and maintain best practices used to perform merchant education with the selected list of tobacco retailers, including non-traditional tobacco retailers such as donut shops. | 7/18-10/18 | PC, HE | Copy of information |
| 1. Capacity: Collaborate with local law enforcement and youth volunteers from “attempted buys” to build the capacity for the merchant education program. | 10/18-12/18 | PD, PC, HE | Training agenda, Sign-in sheets |
| 1. Planning: In collaboration with local law enforcement, update training materials for the merchant education program. Materials will be included for non-English speaking employees. | 9/18-10/18 | PD, PC, HE | Copy of materials |
| 1. Implementation: In collaboration with youth volunteers and local law enforcement, conduct Tobacco Retailer Site Assessments of the selected list of tobacco retailers to assess tobacco retailer’s compliance to tobacco laws and policies including, but not limited to, proper posting of signage, placement of tobacco products, and tobacco sales. Analysis of data will assist project staff in determining merchant education needed for the specific retailers. | 11/18-5/19 | PC, HE | Completed Tobacco Retailer Site Assessments |
| 1. Implementation” In collaboration with youth volunteers and local law enforcement, facilitate merchant education with selected tobacco merchants, including non-traditional establishments. | 11/18-5/19 | PC, HE | Log of merchants receiving educational packet, copies of Initial Tobacco Retailer Site Assessment Surveys |
| 1. Implementation: Facilitate continued merchant education with any of the tobacco merchants that record a “sale” during any of the Youth Attempted Purchase Surveys or are not in compliance with subsequent initial merchant education. | 11/18-5/19 | PC, HE | Log of merchants receiving continued merchant education, Copies of Tobacco Retailer Site Assessment Re-Check Surveys |
| 1. Implementation: Collect commitment forms from at least 25% of the tobacco retailers receiving merchant education. | 11/18-5/19 | PC, HE | Copy of commitment forms |
| 1. Evaluation: Analyze data collected from the Tobacco Retailer Site Assessments to determine tobacco retailer’s compliance to tobacco laws and policies and if further action is warranted. Produce brief evaluation summary. | 11/18-6/19 | EVAL | Completed tobacco retailer site purchase database, analytical syntax, brief evaluation summary |
| 1. Evaluation: Coordinate bi-annual meetings with the evaluator and project staff to review results of Tobacco Retailer Site Assessments and make any needed improvements. Share the findings and improvement plans with TUPP during scheduled monthly monitor meetings. | 11/18-6/19 | PD, PC, HE, EVAL | Meeting Minutes |
| 1. Evaluation: Analyze data collected from the Tobacco Retailer Site Assessment surveys to determine tobacco retailer’s compliance to tobacco laws and policies. Produce brief evaluation summary. | 7/18-6/19 | PD, PC, HE | Tobacco Retailer Site Assessment database, analytical syntax, brief evaluation summary |
| 1. Evaluation: Submit completed reports, including financial, progress, year-end performance, and monthly IRF reports. | 7/18-6/19 | PD, PC, HE | Copy of completed reports |
| **Objective 5: By June 30, 2019, adapt and implement the “5 Star Merchant” recognition program to recognize responsible tobacco retailers in the high school catchment areas.** | **7/18-6/19** | **PD:** Prevention Director  **PC:** Program Coordinator **HE:** Health Educator  **EVAL:** Evaluation Consultant **MDP:** Media Design Professional | **Process Evaluation:** Program performance will be determined by quarterly review of all tracking measures and process activities.  **Outcome Evaluation:** Analysis of data collected from Compliance Check Forms. |
| 1. Planning: In collaboration with local law enforcement, update the existing “5 Star Merchant” recognition program, including the information packet that will include the guidelines to qualify for the program and benefits of being a “5 Star Merchant.” | 7/18-10/18 | PC, HE | Copy of retailer guidelines |
| 1. Planning: In collaboration with the Media Design Professional, recognition items will be developed to give to the “5 Star Merchants.” Items may include a plaque, window clings, and advertisements in the local newspaper. | 7/18-12/18 | PC, HE, MDP | Copy of recognition items |
| 1. Capacity: Collaborate with and identify the local law enforcement to confirm the retailers who are in compliance with all of the “5 Star Merchant” requirements. | 10/18-5/19 | PC, HE | Merchant log |
| 1. Implementation: Conduct quarterly Compliance Checks and any necessary follow-up Compliance Checks with selected tobacco retailers to determine eligibility for the “5 Star Merchant” recognition program. | 7/18-5/19 | PD, PC, HE | Copies of Compliance Checks |
| 1. Implementation: In collaboration with local law enforcement and youth volunteers, present “5 Star Merchant” award to merchants in store and present the list of qualifying merchants to City Council meetings. | 4/19-6/19 | PD, PC, HE | Log of merchants receiving award |
| 1. Evaluation: Analyze data collected from the Compliance Check surveys to determine tobacco retailer’s compliance to tobacco laws and policies. Produce brief evaluation summary. | 11/18/-6/19 | EVAL | Compliance check database, analytical syntax, brief evaluation summary |
| 1. Evaluation: Submit completed reports, including financial, progress, year-end performance, and monthly IRF reports. | 7/18-6/19 | PD, PC, HE, EVAL | Copy of completed reports |
| **Objective 6: By June 30, 2019, in collaboration with the Orange County Health Care Agency/Tobacco Use Prevention Program, Media Design Professional and other providers, develop a catchment area specific educational campaign to increase awareness about social sources of tobacco among youth and adults.** | **7/18-6/19** | **PD:** Prevention Director  **PC:** Program Coordinator **HE:** Health Educator  **EVAL:** Evaluation Consultant **MDP:** Media Design Professional | **Process Evaluation:** Program performance will be determined by quarterly review of all tracking measures and process activities.  **Outcome Evaluation:** Assessment of campaign distribution, placement, and reach of physical materials, outdoor advertisements, and social media. |
| 1. Assessment: In collaboration with OCHCA/TUPP, other providers, and contracted Media Design Professional, research existing information and materials about the social sources of tobacco access and parent-child communication. | 7/18-9/18 | PC, HE, MDP | Copy of information |
| 1. Capacity: Conduct formative research with 5-8 parents and/or community adults in the catchment area to identify themes and areas of focus for media campaigns. Campaign messages may address the tobacco age of purchase laws or consequences of furnishing tobacco to youth to increase adherence to tobacco laws and regulations and strategies for effective parent-child communication. | 7/18-10/18 | PC, HE | Sign-in sheets, Formative research findings summary |
| 1. Capacity: Facilitate focus group testing with 5-8 parents and/or community adults in the catchment area to finalize the media campaigns and ensure the campaign materials are received by the target audience as intended. | 10/18-12/18 | PC, HE | Sign-in sheets, Focus group findings summary |
| 1. Planning: Based on formative research, focus group testing, and other research, develop media campaigns for parents and other adults, to increase awareness of the consequences of furnishing tobacco products to persons under 21 years of age and effective parent-child communication. Campaign will include print media, promotional items, and other print materials to be placed at point-of-sale locations. | 1/19-6/19 | PD, PC. HE, MDP | Copy of media campaign |
| 1. Planning: Develop a plan for best placement of the media education campaign materials to inform the public of the legal and social consequences of providing tobacco to persons under 21 years of age and to enhance parent-child communication. Campaign placement will include high-traffic locations with high parent or community adult traffic, and will also target the tobacco retail point-of-sale. | 9/18-1/19 | PD, PC, HE | Copy of media placement plan |
| 1. Implementation: Disseminate promotional items to promote the media educational campaign to local tobacco retailers and other community adults in the community. Items may include pens, penny trays, stickers, posters, postcards, lip balm, sticky notes, canvas bags, etc. | 1/19-6/19 | PC, HE | Log of items disseminated |
| 1. Implementation: Provide education and/or outreach activities to at least two (2) parent groups within the catchment area. Education and/or outreach activities can include educational workshops, tabling events, panels, town hall meetings, etc. | 7/18/-6/19 | PC, HE | Log of technical assistance |
| 1. Evaluation: Track the distribution, placement, and reach of physical materials, outdoor advertisements, and social media used in the social sources campaign. | 7/18-6/19 | PC, HE, EVAL | Social sources marketing campaign evaluation report |
| 1. Evaluation: Submit completed reports, including financial, progress, year-end performance, and monthly IRF reports. | 7/19-6/19 | PD, PC, HE, EVAL | Copy of completed results |