SMOKE-FREE VENUE POLICIES IN TRINITY COUNTY

FINAL EVALUATION REPORT 2014 - 2017

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The Human Response Network Tobacco Education Program (TEP) would like to recognize and thank the Trinity County Fair Association Board and staff, The Weaverville-Douglas City Parks and Recreation District Board and staff, and the Trinity Little League Board for taking the time and energy to work with the Tobacco Education Program to improve the health of Trinity County residents. TEP would also like to thank the Local Coordinating Coalition (LCC), Trinity Coalition for Activity and Nutrition (TCAN), and Trinity High School Friday Night Live (FNL) for their ongoing support of the Tobacco Education Program and dedication to making Trinity County a healthier place for all.

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ABSTRACT

Trinity County Tobacco Education Program (TEP) has had previous success with smoke-free policy adoption efforts at local outdoor venues. This includes convincing the Trinity County Fair Board to work on a sample policy during the 2013-2014 grant period. TEP's previous smoke-free policy activities contributed to the rise in community support for smoke-free parks. For these reasons, TEP decided to work on getting two outdoor recreational venues to adopt and implement a smoke-free policy by June 30, 2017. The objective was met. Both the Trinity County Fairgrounds in Hayfork and Lee Fong Park in Weaverville adopted and implemented smoke-free policies.

In 2014 – 2017, TEP conducted baseline venue smoking observations, a public intercept survey and tobacco-related litter clean-ups to gather data for use in educational activities such as developing tailored educational packets for each venue, giving presentations to venue policymakers and implementing media activities. TEP originally targeted Trinity County Fairgrounds and Lowden Park (Trinity County Park) for the intervention activities. In 2015, TEP also began working with Lee Fong Park which was ready to update their park rules and ordinance. The Fairgrounds and Lee Fong Park adopted and implemented a smoke-free policy. The Little League Board was not interested in adopting a policy nor advocating for a policy with the Board of Supervisors. However, upon passage of SB 977, which prohibits smoking Two smoke-free outdoor recreational venue policies were adopted and implemented in Trinity County during the 2014-2017 funding cycle.

The Trinity County Fair Association Board adopted a voluntary policy for the Trinity County Fairgrounds in Hayfork on July 16, 2015.

The Weaverville-Douglas City Parks and Recreation District adopted a legislated policy for Lee Fong Park in Weaverville on November 5, 2015.

Both policies were implemented in 2016.

within 250 feet of any youth sporting event, the Little League Board was supportive in helping to implement the new law. TEP conducted post-intervention venue observation surveys at all three venues. A comparison of the Fairgrounds' post-intervention and baseline observation results showed successful policy implementation. Lee Fong Park and the Little League Field continue to have issues with visitors adhering to policy.

Key informant interviews with Fairground and Lee Fong Park representatives revealed that the tailored educational packets, TEP's guidance on drafting policy language, and the provision of signage was instrumental in gaining their support for policy adoption. The timing of engaging venue policymakers also affected the intervention outcomes. Recommendations for future activities include conducting direct public education activities at the venues and exploring plans for policy compliance monitoring.

AIM AND OUTCOME

Due to previous success with smoke-free policy adoption efforts at community outdoor recreational venues, the Trinity County Tobacco Education Program (TEP) set the following objective:

By June 30, 2017, two outdoor recreational venues such as the Trinity County Fair, Hayfork Park, or Junction City Little League Field will adopt and implement a smoke-free policy that designates the venue as completely smoke-free, including smoke or vapor produced by Electronic Smoking Devices. The corresponding Communities of Excellence Indicator is 2.2.1, Smoke-free Outdoor Recreational Areas.

TEP accomplished the objective. Both the Trinity County Fairgrounds in Hayfork and Lee Fong Park in Weaverville adopted and implemented smoke-free policies. TEP supported policy implementation activities by providing the venues with technical assistance and informing the public through media activities. Based on venue observations, Trinity County Fairgrounds has been successful at smoke-free policy implementation. However, despite signage posting and public education efforts through media activities, Lee Fong Park continues to have issues with policy enforcement.

BACKGROUND

Trinity County is a rural frontier county located in Northern California with an estimated population of 13,373. The county has no incorporated or charter cities. The main population centers, or towns, in the county are Weaverville and Hayfork. The Trinity Scenic Byway, Trinity Lake, and numerous historical sites attract tourists to the county. As such, the recreation and tourism industries are major contributors to the local economy. As the timber industry has declined over the past two decades, more and more emphasis is being placed on recreation and tourism as a key commodity for the county. Still, much of the county continues to struggle economically with an unemployment rate of 12.8% and 35% of children living in poverty (County Health Rankings and Roadmaps).

In 2014, Trinity County's adult smoking prevalence rate was 23%. These rates are typical of rural counties in Northern California but much higher than California's smoking prevalence rate of 13% (County Health Rankings and Roadmaps). The high smoking rate indicated that many community members in Trinity County still accepted smoking and needed education on the effects of tobacco use as well as secondhand smoke.

Although the county is small, it hosts many events for residents and visitors. Events are often held at outdoor recreational venues such as the Trinity County Fairgrounds and local parks. In 2003, the Trinity County Fairgrounds adopted a limited smoke-free policy that the first three rows of the grandstand arena and the Junior Livestock Barns were to be smoke-free. No parks in the county had a smoke-free policy at the time this objective was developed.

Since 2010, TEP has worked with local outdoor recreational venues to adopt smoke-free policies. The Highland Arts Center, a popular privately owned venue in Weaverville, adopted a smoke-free policy in 2011. This policy effort prompted The Trinity County Historical Society to adopt a smoke-free policy for

their public museum grounds at The Jake Jackson Memorial Museum in the same year. TEP began engagement of the Trinity County Fairgrounds in the smoke-free policy adoption process during the 2013-2014 California Tobacco Control Program (CTCP) grant period. Part of the process included the completion of a Public Intercept Survey. Survey results showed that 77.3% of the 300 respondents supported the idea of making some or all of the outdoor areas of the Fairgrounds smoke-free (Vanderhorst, 2014). Due to changes in staffing, the short timeline, and the impacted Trinity County Fair Board meeting schedule and decision making process, a smoke-free policy was not adopted during the grant period. Analyses of key informant interviews and meeting minutes completed at the end of the grant period did reveal that the Fair Board was receptive to the idea of adopting a more comprehensive smoke-free policy and was working on a sample policy. Continuing the policy adoption process with the Trinity County Fairgrounds became a priority for the 2014 -2017 CTCP grant period.

Several youth groups in the smaller communities conducted tobacco-related litter clean-up events between 2010 and 2013 and advocated for tobacco-free parks and Little League fields in their communities. A youth group in Hayfork approached the Hayfork Parks and Recreation District and presented a request to include "no smoking" in the park rules. The Hayfork Parks and Recreation Board indicated to the youth that they were amenable to the idea; however, the "no smoking" rule was never officially adopted as an ordinance. A different group of youth approached the caretakers of the Junction City Park and were allowed to post no smoking signs at the Little League field there.

This increase in advocacy for smoke-free parks along with the results from TEP's smoke-free policy adoption efforts with local venues were reviewed during the Communities of Excellence (CX) needs assessment process. Twelve community members representing organizations and groups such as health care, education, county government, law enforcement, behavioral health, alcohol and drug prevention, high school students, and community members participated in the assessment. Seventeen indicators were assessed. The indicator related to outdoor recreational facilities, areas, and venues with a voluntary policy that regulates smoking was highly rated based on the scope of the problem, community awareness and community support. Due to previous successful smoke-free policy efforts, the progress made with the Trinity County Fairgrounds, the rise in community support for smoke-free parks, and the CX needs assessment results, TEP decided to continue its work with local outdoor recreational venues on smoke-free policy adoption and implementation during the 2014-2017 grant period.

EVALUATION METHODS AND DESIGN

The evaluation plan included both outcome and process evaluation activities. Table 1 provides a summary of key outcome and process evaluation activities and parameters. Process data was used to inform intervention activities and strategies. Outcome data confirmed the implementation of the adopted smoke-free policy at the outdoor recreational venues. The plan used a non-experimental design with pre- and post-test measures.

Table 1. Key	Outcome and	Process	Evaluation	Activities

Evaluation Activity	Purpose	Sample	Instrument Source	Analysis Method	Timing/ Waves
Outcome	1				
Venue Observation Survey	Measure evidence of smoke-free policy implementation during a major venue event	Three venues	Evaluation Consultant	Tally of individuals smoking and observation of tobacco- related litter presence	Years 1 & 3 1 Wave
Process					
Key Informant Interviews with venue policymakers and staff	Identify facilitators and barriers to policy adoption, assess satisfaction with policy adoption and implementation, identify recommendations for policy implementation	Purposive sample of 5 (2 or 3 from each venue)	Evaluation Consultant	Content analysis	Year 3 1 Wave
Public Intercept Survey	Assess public attitudes towards outdoor smoking and smoke-free outdoor park policies	Convenience sample of 107	Evaluation Consultant	Descriptive statistics	Year 1 1 Wave

The successful outcome of smoke-free policy implementation at the Trinity County Fairgrounds was measured by comparing the amount of smoking and tobacco-related litter on the premises prior to and after policy adoption. Smoke-free policy implementation at Lee Fong Park was measured by a venue observation conducted after the policy was adopted. Although a smoke-free policy was not passed for the Little League Field at Lowden Park (Trinity County Park), a venue observation was conducted prior to and after the intervention since this venue was TEP's initial target for the intervention, and TEP ultimately provided the venue with technical assistance after the passing of SB-977 Tobacco: Youth Sports Events.

Three evaluation activities generated key process data. The Public Intercept Survey conducted in Year 1 assessed public attitudes towards outdoor smoking and smoke-free outdoor park policies. The media activity record in Years 1 through 3 was conducted to measure the success of media campaign efforts throughout the stages of the intervention. Key informant Interviews of venue policymakers and staff provided information on the facilitators and/or barriers to policy adoption, satisfaction with policy adoption and implementation, and recommendations for future policy implementation activities. Quantitative data were analyzed through descriptive statistics and qualitative data were analyzed through a content analysis.

A total of three data collection trainings were conducted for the Venue Observation Surveys at the Trinity County Fairgrounds and the Little League Field at Lowden Park to ensure that high quality data was collected. Three staff members collected the Public Intercept Survey data and completed a data collection training conducted by the TEP Program Coordinator.

LIMITATIONS

The main limitations of the design include the following:

- The Public Intercept Survey was administered to a convenience sample at one event held at the venue. Thus, the results may have represented the views of individuals who chose to attend that single community event and participate rather than the broader county population.
- Due to Lee Fong Park's short policy adoption timeline, TEP was not able to complete a preintervention Venue Observation Survey.

IMPLEMENTATION AND RESULTS

The order of key intervention and evaluation activities was planned so that Year 1 activities were the foundation of Year 2 and 3 activities. Figure 1 presents the chronology of the project's main activities.

Figure 1. Timeline of Key Intervention and Evaluation Activities in Chronological Order



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GATHERING EDUCATIONAL INFORMATION

During Years 1 and 2, TEP collected current local data in order to educate and gain support for outdoor smoke-free policy efforts amongst venue policymakers and community members. Results from the data collection activities were shared with the public and venue policymakers through local media activities and policymaker presentations.

Using local data is key in reaching local target audiences, as Trinity County residents and decision makers view the county as very different from other areas of California. The demographics of the county are largely white (83.5%) with Hispanic (7.1%) and American Indian (5.1%) making up the bulk of the remainder. African American and Asian ethnicities make up a combined 1.4% (County Health Rankings and Roadmaps). Thus ethnicity, while an important consideration, does not generally play as large of a role in tailoring materials and messaging as does the united identity of the county as rural. There is also a shared value of autonomy and independence, and in pockets, a strong mistrust of government entities. TEP has taken this into account in determining the best approach for working with venues and decision making bodies. A high value is also placed on community and relationship building. Actions viewed as bettering the community are generally looked upon favorably, especially if it will further protect youth. Not only do materials and messaging have to be targeted to the rural audience and in keeping with their values, the best messenger is someone who is a local person that has built up trust through relationships in the community. Having Human Response Network as the subcontractor for the Tobacco Education Program has proven very beneficial in this aspect as it is a community based (nongovernmental) organization with over a 30 year history serving the residents of Trinity County and building relationships.

VENUE OBSERVATIONS

TEP conducted venue observations at two popular community events, the Trinity County Fair held at the Trinity County Fairgrounds and a Little League game held at the Little League Field at Lowden Park (Trinity County Park). The goal of the venue observations was to collect information on public smoking behaviors and presence of tobacco litter at the two targeted venues. Appendix A contains the complete summary of observations completed at both venues.

During the pre-policy adoption observation at the Trinity County Fair, both smoking and tobacco litter were observed. Trained youth surveyors observed people smoking in three of the four Trinity County Fairgrounds observation areas during at least one of the three observation periods. The most smoking was observed in the family stage area next to the carnival. No presence of tobacco litter was observed in three of the four venue areas during all three observation periods. The presence of tobacco litter in one venue area was observed during two observation periods.

During the pre-policy adoption observation at the Little League Field at Lowden Park (Trinity County Park), no smoking was observed; however, tobacco litter was. Trained surveyors conducted a venue observation during a Little League game. Observations took place in two areas: the bleachers and snack shack area as well as the other bleachers by home plate and surrounding areas. They found no smoking in the observation areas during the three observation periods. Tobacco litter was present in the observation areas during all three observation periods. Temporary "No Smoking" signs were present in the observation areas during the Little League game.

PUBLIC INTERCEPT SURVEY

In order to collect information on public attitudes regarding secondhand smoke, tobacco-related litter, and local outdoor tobacco smoke policies, three trained TEP staff members conducted a public intercept survey during The Children's Festival at Lowden Park in May 2015. TEP collected 107 surveys from local residents. Overall, the survey results indicated that many people are supportive of having smoke-free areas at parks in Trinity County (Figure 2). Nearly half of the respondents (49.53%) were in favor of making all areas of Lowden Park smoke-free; nearly half of the respondents(49.53%) thought only the children's play areas of Lowden Park should be smoke-free; and a large majority (97.20%) of respondents thought smoking should not be allowed in the grandstands at Lowden Park. Appendix B presents all the Public Intercept Survey results.

Figure 2. Results of Public Intercept Survey, 2015



TOBACCO-RELATED LITTER CLEAN-UP

TEP completed two tobacco-related litter clean up events at Lowden Park, the first in Year 2015 and the second in 2016. During the Year 2015 event, a group of 15 people including TEP staff and Trinity High School Friday Night Live members collected 1,453 cigarette butts. During the 2016 event, a group of 37 local youth, adults, and families collected 1,653 cigarette butts. Not only did the amount of cigarette butt litter demonstrate that there was a problem, it also served to assist in education efforts. Subsequent to the 2015 litter pick up, a short article was published in the local newspaper highlighting the event. The cigarette butts collected in 2016 were used in a display during the presentation to the Trinity County Board of Supervisors.



Lowden Park Litter Clean-Up 2015 with Friday Night Live

EDUCATING AND ENGAGING VENUE POLICYMAKERS

At the beginning of the grant period, with input from the Tobacco Coalition, TEP chose two local venues to target, the Trinity County Fairgrounds in Hayfork and Lowden Park in Weaverville (Trinity County Park), with a focus on the Little League Field there. During the course of the policy adoption efforts, TEP was made aware that another local park, Lee Fong Park in Weaverville, was ready to change its park rules which could include a smoke-free policy. TEP took advantage of this opportunity and worked with the additional venue.

TRINITY COUNTY FAIRGROUNDS

TEP developed a Smoke-Free Fair educational packet for the Trinity County Fair Board Association and began the process of reengaging them in adopting a smoke-free policy for the Fairgrounds. This version of the educational packet contained results from the most current Trinity County Fair observation, relevant data from the educational packets distributed to the Fair Board during the 2013-2014 grant period, and a sample smoke-free policy tailored to the Fairgrounds. Although TEP had begun to work with the Fair during the 2013-2014 plan period, a new Fair manager had taken the position, prompting the need for additional meetings and education. In February of 2016, the TEP Project Director contacted the new Fair Manager to schedule a meeting with him. The Fair Manager declined the meeting and said that he found the packet given to the previous manager during the last grant period. He thought that was sufficient information. The Project Director met with Fair Board members that were on the Policy Committee to discuss draft policies and provide additional relevant information. On March 19, 2015, the Project Director met with the Trinity County Fair Board and presented selected information from the current educational packet. The major topics presented included the following:

- Benefits of smoke-free policies
- Examples of other rural county fairs with smoke-free policies
- Public intercept survey results from the 2013-2014 grant period which show public support for smoke-free areas at the Trinity County Fair
- Examples of assistance that TEP can provide the Fair Board

The Trinity County Fair Board Association adopted a smoke-free policy with designated smoking areas (parking lot, pit area, campgrounds, alcohol serving areas) for the Trinity County Fairgrounds on July 16, 2015.

The Evaluator conducted interviews with three representatives from the Trinity County Fairgrounds after policy adoption in order to assess support for policy adoption. All three representatives indicated that they are satisfied with the first version of the adopted policy. They felt that TEP was helpful to the policy adoption process, specifically citing the usefulness of the educational packet with sample policy language. One key informant stated, "The language of the policy is strong since it includes all smoking products and not just cigarettes." Two key informants stated that future policy revisions are a possibility. One key informant has found the need to clarify smoking areas and smoking policies at nonfair events. Another key informant believes that the smoke-free policy should eventually cover the entire Fairgrounds. For the entire summary of the Key Informant Interview content analysis, please see Appendix C.

LOWDEN PARK (TRINITY COUNTY PARK)

During Year 1, TEP developed a Smoke-Free Parks educational packet tailored to key stakeholders and decision makers for a smoke-free parks policy for Lowden Park. This packet included the results from the public opinion survey conducted at a Lowden Park event, information on the benefits of smoke-free parks, a list of other jurisdictions in Northern California that have smoke-free policies for recreation areas, and a model ordinance for smoke-free outdoor recreational areas. Stakeholder packets also included sample letters of support that could be sent to the Trinity County Board of Supervisors. TEP began educational efforts by scheduling presentations with key stakeholders that hold events at the park, including the Weaverville Lions Club and the Trinity Little League. In the Fall of 2015, TEP scheduled and made a presentation to the Weaverville Lions Club, who holds one of the largest events in the park each year, the 4th of July Festival. The Program Coordinator spoke about the benefits of smoke-free recreation venues, highlighted local support for smoke-free parks, and asked them to write letters of support to the Board of Supervisors in support of adopting a Smoke-Free Parks policy.

Following that, TEP provided a presentation to the Trinity Little League Board on November 17, 2015, after meeting with a Little League Board Member who expressed possible support for a smoke-free policy. Trinity Little League Board Members received the educational packets along with the example letters of support that Board Members could write to the Trinity County Board of Supervisors. The Project Coordinator met with the supportive Little League Board Member on February, 5, 2016 to follow up on the possibility of adopting a smoke-free policy for the Little League Fields. The Little League Board Member agreed to follow up on the topic at the February 9, 2016 meeting but declined the Project Coordinator's offer to attend the meeting. The Little League Board Member requested that TEP develop a Smoke-Free Event Policy covering all the games they sponsor at the different fields in the county. TEP provided the Little League Board meeting. The Project Coordinator checked in with the Board Member after the meeting and found out that the Little League Board was not interested in adopting a smoke-free parks policy with the Board of Supervisors. However, upon passage of SB 977, which prohibits smoking within 250 feet of any youth sporting event, the Little League Board was supportive in helping to implement the new law.

The final step in the effort to propose a Smoke-Free Parks Policy for Lowden Park was made in May 2016. Subsequent to the Tobacco-Related Litter Clean-Up held at Lowden Park, the TEP Program Coordinator and the President of Trinity High School Friday Night Live, who served as a youth member on the tobacco coalition, made a formal presentation to the Board of Supervisors. Staff and the youth coalition member shared information on the benefits of smoke-free parks, highlighted local public support for smoke-free parks as evidenced by the public intercept survey, and noted the impacts to the parks from smoking by sharing a display of the cigarette butts gathered during the Tobacco-Related Litter Clean-Up earlier that month. In closing, staff presented the Model Ordinance and offered to provide assistance in taking the ordinance forward. Two Board members spoke favorably of the presentation and concept of smoke-free parks; however, no further action was taken by the Trinity County Board of Supervisors.

LEE FONG PARK

Upon learning in January 2015 that the Weaverville Douglas City Parks and Recreation District was in the process of updating the park rules and ordinance for Lee Fong Park in Weaverville, the Program Coordinator approached the General Manager from the Recreation District to determine if they would

be interested in possibly including a provision for no smoking in the revised park rules. She found out that the Parks and Recreation District Board would be discussing the revision of park rules at the upcoming Board meeting on January 22, 2015. The Program Coordinator quickly took advantage of the opportunity by arranging to speak at the meeting. She discussed the benefits of adopting a smoke-free park policy and offered to give a longer presentation at the following meeting. At the following meeting, she completed an hour presentation in which she provided the Board with the Smoke-Free Parks educational packets and sample smoke-free policy language. The Program Coordinator also offered additional future technical assistance. In July 2015, the Weaverville-Douglas City Parks and Recreation District Board adopted the smoke-free policy for Lee Fong Park.

The Evaluator conducted interviews with representatives from the Weaverville-Douglas City Parks and Recreation District after the policy was adopted. Both key informants were satisfied with the adopted policy. One key informant stated, "I'm happy with the no smoking and vaping policy. The Board is happy with it." The other stated, "It (the smoke-free policy) is beneficial for the park. There was a picnic area that was occupied for a long time by drinkers and smokers. The policy helped free up that area and made it nice." Both key informants thought that law enforcement of the policy would be an obstacle since the Sherriff's Office has bigger issues to deal with. Appendix C presents the complete summary of the Key Informant Interview content analysis.

MEDIA CAMPAIGN

In order to educate the public about the dangers of secondhand smoke, tobacco-related litter, and the benefits of smoke-free parks and venues throughout Years 1 and 2, TEP developed advertisements and purchased placement in the Trinity Journal (Advertiser and Trinity County Recreation Guide inserts) and Trinity County Fair Premium Handbook. TEP also submitted press releases in Years 1 and 2 to publicize the Tobacco-Related Litter Clean-Up events at Lowden Park and share clean-up results with the community. The press releases led to published articles in the Trinity Journal. In Year 2, paid advertisements and press releases were used by TEP to inform the community that the Trinity County Fairgrounds and Lee Fong Park each adopted a smoke-free policy. The press releases led to published articles in the Trinity Journal. D.

POLICY IMPLEMENTATION AT VENUES

TEP provided a variety of technical assistance activities to the venues. In order to measure the success of policy implementation, TEP collected data during venue observations. Data from the key informant interviews conducted after policy adoption also provided valuable information regarding the implementation process.

TRINITY COUNTY FAIRGROUNDS

After the policy adoption, TEP provided the Trinity County Fair Board Association with technical assistance in implementation of the policy including researching and ordering signs for the venue.

On August 12, 2016 during the Trinity County Fair, a trained TEP staff member and a youth volunteer completed venue observations in order to assess the effectiveness of smoke-free policy implementation. Smoking was observed two times during all three observation periods of the four venue areas. Three of

the four venue areas had no people smoking during all three venue observation periods (Table 2). There was no presence of tobacco litter in all four venue areas.

Trinity County Fairgrounds Observation Areas	Total Number of Ti Smoking Was Obse	
	Pre-Intervention	Post-Intervention
	Observation	Observation
Lawn Stage and Eating Areas	0	0
Homestead, Walkways and Food Vendors	2	0
Vendor and Family Stage Area Next to Carnival	4	0
Main Carnival Area	1	2

Table 2. Trinity County Fairgrounds Pre- and Post-Intervention Venue Observation Results

During the key informant interviews, information regarding policy implementation was provided by the Trinity County Fairground representatives. The three representatives thought that the signage provided was useful to the implementation process. They cited the following activities as important next steps in the implementation process:

- Improve advertising of the new smoke-free policy.
- Work with TEP on educational activities for fair attendees such as hosting an educational booth.
- Continue to maintain signage.
- Work with TEP to keep up to date on changes in tobacco laws.
- Continue to improve enforcement of the policy in an educational non-threatening manner.

Two of the three key informants offered advice for groups adopting a smoke-free venue policy. One key informant thought that knowing your venue and clientele is essential while going through the policy adoption process. The other key informant suggested that groups work with TEP since they have helpful information which can move the policy adoption process forward.

LITTLE LEAGUE FIELD AT LOWDEN PARK (TRINITY COUNTY PARK)

After the passing of, SB-977 Tobacco: Youth Sports Events, TEP worked with the Little League Board to implement the new law at the Little League fields by posting signage provided by TEP at each of the Little League Fields. TEP also created and provided a fact sheet on the new regulations which the Little League shared with each of the coaches and teams.

TEP decided to complete a venue observation of the Little League Field at Lowden Park since the Program Coordinator provided the venue with signs and this venue was an initial intervention target. On May 23, 2017, a TEP staff member completed the venue observation during a T-ball game. She observed one person smoking while she walked into the bleachers and snack shack area. Half way through the area, she put out her cigarette on the ground and left the cigarette butt there. There were several "No Smoking" signs posted at the venue.

LEE FONG PARK

After the policy adoption, TEP provided the Weaverville-Douglas City Parks and Recreation District Board technical assistance with policy implementation including creating a one page summary of the new Lee Fong Park rules which details the "No Smoking" rule, developing laminated copies of the ordinance for posting at the park, and researching and ordering signage.

On May 26, 2017, two TEP staff members completed a venue observation in order to assess the success of the smoke-free policy implementation. Twelve people were present at the park during the half hour morning observation. One person was observed smoking in the designated smoking area and one person was observed smoking inside the park, a non-designated smoking area. Numerous cigarette butts were present on the ground around the picnic tables and trails. A total of five "No Smoking/No Vaping" signs and one "Designated Smoking Area" sign were posted. According to the park maintenance person, two of the "No Smoking/No Vaping" signs that were at the covered picnic area had been stolen/removed by others.



Lee Fong Park Signage

Key informant interviews with Weaverville-Douglas City Parks and Recreation District representatives also included information about the effectiveness of implementation. Both key informants stated that the signage in the park has changed the area. One representative has observed a reduction of tobacco-related litter in the park. There is still tobacco-related litter in the parking lot which is the designated smoking area. However, this representative thinks that the lack of law enforcement is not really a problem and that the signs are working. Suggestions for future policy implementation activities include the following:

- Work with TEP to improve messaging that encourages people to not smoke in the park.
- Collaborate with TEP to host more family friendly events at the park that discourage smoking.
- Continue to maintain signage.

Both key informants also offered advice for groups adopting a smoke-free venue policy. The suggestions included the following:

- Find other counties that have similar policies and get in line with them.
- Have a designated smoking area with ashtrays.
- Add specific information on signs regarding penalties for littering

SHARING RESULTS

Key findings were shared with the community including venue policymakers during the grant period through presentations, collaboration meetings, educational packets, paid advertisements, and press releases. The adoption of the smoke-free policy by the Trinity County Fairground and Lee Fong Park was covered by the main Trinity County newspaper, The Trinity Journal. In addition, TEP developed and placed a tailored advertisement in the Trinity County Fair Exhibitor Premium Handbook in order to educate fair attendees about the smoke-free policy and designated smoking areas.

CONCLUSIONS AND RECOMMENDATIONS

TEP's goal of adopting and implementing a smoke-free policy at two Trinity County outdoor recreational venues was met. TEP supported policy implementation activities at Trinity County Fairgrounds and Lee Fong Park by providing the venues with technical assistance (including signs) and informing the public through media activities. Based on venue observations, Trinity County Fairgrounds has been successful at smoke-free policy implementation. However, despite signage posting and public education efforts through media, Lee Fong Park continues to have some issues with park visitors adhering to the policy. TEP's initial target, Lowden Park, did not have decision maker support for smoke-free policy adoption and thus no policy was enacted. However, upon passage of SB 977, which prohibits smoking within 250 feet of any youth sporting event, the Little League Board was happy to help implement the new law by posting signage provided by TEP at each of the Little League fields, including the one at Lowden Park. TEP also created and provided a fact sheet on the new regulations which Little League shared with each of the coaches and teams.

Providing venues with tailored educational packets containing local data, sample policy language and successful smoke-free policy adoption examples was instrumental in gaining venue policymakers' support. In addition, TEP's guidance on drafting policy language and the offer to provide signage helped the Trinity County Fairgrounds and Lee Fong Park adopt smoke-free policies.

The timing of engaging policymakers proved to be a major factor in the success of TEP's policy adoption activities. The Trinity County Fair Board had previously worked with TEP to consider adoption of a smoke-free policy. However, it was not until this grant period, when their meeting schedule and decision making process could accommodate the smoke-free policy agenda item, did they adopt the policy. Lee Fong Park was ready to revise their park regulations when TEP initiated work with them. Thus, their Board was open to receiving smoke-free policy education and assistance in drafting sample policy language.

Based on information from key informant interviews, public education still needs to be addressed. TEP placed ads in and submitted press releases to the major local newspaper about the new smoke-free venue policies. However, direct public education during events held at venues could be more effective in educating local citizens about new smoke-free policies. For Lee Fong Park, policy adherance remains an issue based on the venue observation results. However, both representatives of the Weaverville-Douglas City Parks and Recreation District stated that the policy signage has changed the park. One representative stated that he has observed a reduction in tobacco-related litter in the designated smoking areas. TEP should consider exploring various plans for policy compliance monitoring in the future.

TEP has had continued success with smoke-free policy adoption efforts at various local venues. Thus, the program plans to work with Trinity County staff and elected officials on adopting a smoke-free policy for all county properties, agencies and facilities during the next grant period. Based on findings from the current grant period, TEP will continue to develop tailored educational packets for targeted organizations and offer their expertise with the policy adoption process such as drafting policy language.

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APPENDIX A

SUMMARY OF PRE-INTERVENTION VENUE OBSERVATION SURVEY RESULTS

TRINITY COUNTY FAIRGROUNDS

Four trained youth volunteers conducted an observational survey at the Trinity County Fairgrounds during the Trinity County Fair on August 8, 2014.

DESCRIPTION OF OBSERVED VENUE AREAS

Four major venue areas were observed (please view map for details).

Area 1: Lawn stage and eating areas

Area 2: Homestead walkways and food vendors

Area 3: Family stage area next to carnival

Area 4: Carnival

SURVEY METHOD

A pair of youth volunteers was responsible for observing two of the four selected venue areas. Three 5minute observations were completed at each of the four venue areas at different times during the event. See Table 1 for observation times for each venue area.

Table 1. Observation Times for Venue Areas

Observation Area	Observation 1	Observation 2	Observation 3
	Start Time	Start Time	Start Time
Area 1	11:01 AM	12:21 PM	3:10 PM
Area 2	10:47 AM	12:26 PM	3:20 PM
Area 3	10:53 AM	12:33 PM	3:14 PM
Area 4	10:56 AM	12:35 PM	3:05 PM

The trained youth volunteers collected the following data.

- Number of People in Each Area
- Number of People Smoking in Each Area
- Type of Smoking Area Designation
- Occurrence of Smoking Near Children

- Occurrence of Smoking at Eating Areas
- Presence of Tobacco Litter in the Area

SUMMARY OF RESULTS

Number of People

Figure 1 presents the number of people observed in each area during each observation period.



Occurrence of Smoking

Table 2 presents the number of people observed smoking in each area during the observation periods. Three of the four venue areas had people smoking during at least one observation period. All four venue areas were not designated as *No Smoking Areas*.

Observation 1 Observation 2 Observation 3 Observation Area 0 0 0 Area 1 0 2 0 Area 2 Area 3 1 0 3 Area 4 0 1 0

Table 2. Number of People Smoking in Venue Areas

Additional observations regarding the presence of smoking include the following:

- Area 1 and Area 4 had no presence of smoking near children and eating areas.
- Area 2 had presence of smoking near children and eating areas during the second observation period.
- Area 3 had presence of smoking near children during the first observation period and presence of smoking near eating areas during the third observation period.

Presence of Tobacco Litter

No presence of tobacco litter in Areas 1 through 3 was observed during all three observation periods. In Area 4, the presence of tobacco litter was observed during the first and second observation periods.

LOWDEN PARK LITTLE LEAGUE FIELD

The Trinity County Tobacco Education Program (TEP) conducted an observational survey at the Lowden Park Little League Field on April 20, 2015 during a Little League game.

DESCRIPTION OF OBSERVED VENUE AREAS

Two major venue areas were observed. Both areas were designated as a No Smoking area.

Area 1: Bleachers and snack shack

Area 2: Bleachers by home plate and surrounding areas

Survey Method

Two TEP staff members were responsible for observing the two selected venue areas. Three 5-minute observations were completed at each of the two venue areas at different times during the event. See Table 1 for observation times for each venue area.

Observation Area	Observation 1	Observation 2	Observation 3
	Start Time	Start Time	Start Time
Area 1	5:35 PM	5:50 PM	6:08 PM
Area 2	5:45 PM	6:00 PM	6:14 PM

Table 1. Observation Times for Venue Areas

TEP staff members collected the following data:

- Number of People in Each Area
- Number of People Smoking in Each Area
- Type of Smoking Area Designation
- Occurrence of Smoking Near Children
- Occurrence of Smoking at Eating Areas
- Presence of Tobacco Litter in the Area

SUMMARY OF RESULTS

Number of People

Figure 1 presents the number of people observed in each area during each observation period.



Occurrence of Smoking

There was no smoking observed in either area during all the observation periods.

Additional observations included the following:

- Area 1 had a "butt can" placed at the edge of the outfield next to the field by the fence.
- Area 1 and 2 had temporary "No Smoking" signs posted during the Little League game.

Presence of Tobacco Litter

Tobacco litter was present in both areas during all the observation periods.

APPENDIX B

SUMMARY OF SMOKE-FREE OUTDOOR PARKS POLICY PUBLIC INTERCEPT SURVEY RESULTS, 2015

Trinity County Tobacco Education Program Staff conducted the Smokefree Outdoor Parks Policy Survey on May 16, 2015 at the Children's Festival held at Lowden Park. The electronic survey administered by staff members consisted of 7 multiple-choice questions and 2 open-ended questions.

SURVEY RESPONDENTS

One hundred and seven attendees, with a mean age of 41, completed a survey. Seventy-nine (73.8%) of the respondents were parents or guardians of a child under the age of 18. Survey respondents were from 12 different zip code areas within Trinity County. A majority of the survey respondents, 81 (75%), were from the 96093 zip code area, which is the Weaverville area, the largest population center in the county.

TOBACCO USE

Twenty-six (24.3%) respondents stated that they currently smoke cigarettes, smoke cigars, use ecigarettes or use vapes. Of the 26 respondents that use tobacco, 21 (80.8%) smoke cigarettes, 2 (7.7%) smoke cigars, 2 (7.7%) use e-cigarettes, and 1 (3.9%) uses vapes.

ATTITUDES TOWARDS TOBACCO ISSUES

1. Do you think secondhand smoke is a health hazard?

One hundred and six (99.07%) respondents think that secondhand smoke is a health hazard. One (.93%) respondent does not know if secondhand smoke is a health hazard.

2. Is tobacco litter, such as cigarette butts, a problem in our community?



3. Does it bother you to be around people who smoke at outdoor events and parks?



4. Some parks in California are smoke-free. Which areas of parks in Trinity County would you support being smoke-free?



5. Do you think smoking should be allowed in the grandstands at Lowden Park?



APPENDIX C

ANALYSIS OF POST-INTERVENTION KEY INFORMANT INTERVIEWS

METHODS

In order to assess the smoke-free outdoor venue policy adoption process, the Program Evaluator conducted post-intervention key informant interviews in May 2017. Key informants included 3 Trinity County Fair Board Members and Staff plus 2 representatives from the Weaverville-Douglas City Parks and Recreation District who manage Lee Fong Park. The key informant questionnaire consisted of 8 open-ended questions developed to assess the facilitators and/or barriers to policy adoption, satisfaction with policy adoption and implementation, and recommendations for future policy implementation activities. The Program Evaluator, with input from the Tobacco Education Program (TEP) Program Coordinator, designed the instrument. A content analysis was used to analyze the interview data for common themes for each venue.

TRINITY COUNTY FAIRGROUNDS KEY INFORMANT INTERVIEWS

A summary of responses to each question follows.

1. How do you feel about the adopted smoke-free outdoor policy for Trinity County Fairgrounds? Are you satisfied with it? Why or why not?

All three key informants were satisfied with the smoke-free outdoor policy adopted at their venue. Key quotes include:

- "I like it. We should have done it years ago."
- "I am satisfied with it because it is the first step to making the entire Fairgrounds smokefree."
- 2. What, if any, are the strengths of the policy? What, if any, are the weaknesses? (i.e. concerns regarding implementation/enforcement or event attendance)

All 3 key informants described strengths of the policy, and 2 of the 3 cited weaknesses of the policy.

Strengths of Smoke-Free Policy	Weaknesses of Smoke-Free Policy
 All smoking products, not just cigarettes,	 Fairground alcohol serving areas in which
are included	smoking is allowed needs to be clarified
 Designated smoking areas addresses the	 Smoking policy for non-fair events held at
reality that people will still smoke	the Trinity County Fairgrounds needs to be

Strengths of Smoke-Free Policy	Weaknesses of Smoke-Free Policy
• Signage provided by the Trinity Tobacco Education Program (3 key informants)	clarifiedPolicy is not comprehensive enough and it should cover all the fairground areas

3. Was there any particular information you received that helped you in supporting or not supporting the policy?

Two key informants cited the educational packet with the sample policy language helped their board make an informed decision on how to move forward. One key informant thought the examples of fairgrounds who adopted smoke-free policies provided by TEP assisted his board with adopting the policy.

4. Was there information that might have helped you that you did not receive? Describe what information would be helpful.

None of the key informants could think of any additional information that could have been provided during the policy adoption process.

5. What do you think would be the important next steps for the board and venue staff?

Two of the three key informants described important next steps which included the following:

- One key informant discussed educating the public about the policy.
- One key informant thought posting or maintaining the non-smoking signs was a priority.
- One key informant thought figuring out enforcement was an important next step.
- One key informant stated that their board needs to clarify language in the policy regarding alcohol serving areas that allow smoking.
- One key informant thought that improving advertising of the new smoke-free policy is an important next step.

6. How could the Tobacco Education Program provide future assistance to your venue/community regarding this issue?

Two of the three key informants discussed ways that that TEP could provide future assistance.

- One key informant wanted help with continued sign maintenance.
- One key informant wanted to work with TEP to have an educational booth at the fair.
- One key informant requested that TEP inform them of any changes in the tobacco laws that applied to her venue.

7. Do you have any advice for groups considering adopting a similar policy?

Two of the three key informants offered advice for groups adopting a smoke-free venue policy. The suggestions included the following:

- Know your venue and clientele.
- Work with TEP since they have helpful information which can move the policy adoption process forward.

8. Do you have any additional comments regarding this topic?

Two of the three key informants reiterated how TEP was important and helpful to the policy adoption process.

WEAVERVILLE-DOUGLAS CITY PARKS AND RECREATION DISTRICT KEY INFORMANT INTERVIEWS

A summary of responses to each question follows.

1. How do you feel about the adopted smoke-free outdoor policy for Lee Fong Park? Are you satisfied with it? Why or why not?

Both key informants were satisfied with the smoke-free outdoor policy adopted at their respective venues. Key quotes include:

- "I'm happy with the no smoking and vaping policy. Board is happy with it."
- "It (the smoke-free policy) is beneficial for the park. There was a picnic area that was occupied for a long time by drinkers and smokers. The policy helped free up that area and made it nice. There has been a reduction in litter in the park area."

2. What, if any, are the strengths of the policy? What, if any, are the weaknesses? (i.e. concerns regarding implementation/enforcement or event attendance)

Strengths of Smoke-Free PolicyWeaknesses of Smoke-Free Policy• Language of the policy is strong
• Smoke-Free Park zones are clearly• Local law enforcement is not likely to
enforce the smoke-free park policy unless

Both key informants described strengths and weaknesses of the policy.

billoke free fulk zones are clearly	
indicated	
• Signage provided by the Trinity Tobacco	
Education Program (2 Key Informants)	

a specific complaint is called into the Sheriff's Department. (2 Key Informants)

3. Was there any particular information you received that helped you in supporting or not supporting the policy?

One key informant stated that the examples with positive policy adoption results included in the educational packet was helpful.

4. Was there information that might have helped you that you did not receive? Describe what information would be helpful.

None of the key informants could think of any additional information that could have been provided during the policy adoption process.

5. What do you think would be the important next steps for the board and venue staff?

Both key informants described important next steps which included the following:

- One key informant thought maintaining the non-smoking signs was important.
- One key informant mentioned continuing to work with TEP in order to improve the nosmoking in the park message to the community.

6. How could the Tobacco Education Program provide future assistance to your venue/community regarding this issue?

Both key informants discussed ways that that TEP could provide future assistance.

- Two key informants wanted help with continued sign maintenance.
- One key informant wanted TEP to host family friendly events that discourage smoking at the park.

7. Do you have any advice for groups considering adopting a similar policy?

Both key informants offered advice for groups adopting a smoke-free venue policy. The suggestions included the following:

- Find other counties that have similar policies and get in line with them.
- Have a designated smoking area with ashtrays.
- Add specific information on signs regarding penalties for littering.

8. Do you have any additional comments regarding this topic?

Both key informants expressed how TEP was helpful to the policy adoption process.

IMPLICATIONS

Overall, the key informants were satisfied with the smoke-free policy adopted at their respective venues. Clarifying designated smoking areas was an important component of the policy process for the venues. The assistance from TEP and the educational packet was helpful to the policy adoption process

at both venues. Looking ahead, educating the public about the adopted smoke-free policy as well as posting or maintaining signs are priorities for both venues.

APPENDIX D

ARTICLES PUBLISHED IN THE LOCAL NEWSPAPER THE TRINITY JOURNAL

The Trinity Journal, March 15, 2015

Help clean up Lowden Park

Trinity High School Friday Night Live invites the community to join them in cleaning up Lowden Park. FNL will be holding a cigarette butt and litter pickup at Lowden Park from 3:45 to 5 p.m. Friday, March 20. The cleanup will start near the playground. For more information contact Tricia Aberg at Human Response Network, 623-2024.

The Trinity Journal, March 25, 2015



Trinity High juniors Vanessa Vasquez and Jojo Pourian help clean the park.

Picking up in the park

Volunteers picked up 1,453 cigarette butts in just over an hour at Lowden Park in Weaverville Friday, March 20. Trinity High School Friday Night Live students donated their Friday afternoon to clean up cigarette butts and other litter at the park.

The students were joined by community members, including staff from Human Response Network, Trinity County Probation and Alcohol and Other Drug Services Departments, and Trinity High School.

Cigarette butts were found strewn around all areas of the park, including the children's playground and the Little League field. Parents who had brought their children to play at the park thanked FNL for picking up the cigarette butts from the playground. One mother said that her 1-year old is fascinated by them and tries to pick them up, which is of a big concern to her.

California state law prohibits smoking within 20 feet of playgrounds and "tot lots" to protect children from second hand smoke, yet cigarette butts were found both in and around the playground.

"Eliminating smoking in our local parks would go a long way toward protecting children from the dangers of both secondhand smoke and toxic cigarette butts," said Human Response Network Executive Director Marjorie Lee, who participated in the cleanup.

Cigarettes contain more than 7,000 chemicals most of which are highly toxic. This poses a risk to small children and wildlife that may pick up the butts and try to eat them, as well as aquatic ecosystems that the toxins leach into.

Cigarette butts are primarily made of plastic and do not easily decompose, meaning that out in the environment they never truly go away.

According to the American Legacy Foundation, cigarette butts are the most common littered item found along roadways and at beaches and other recreational areas.

For more information contact the Tobacco Education Program at Human Response Network, 623-2024.

Trinity County Fairgrounds, Lee Fong Park will be smoke-free

Lee Fong Park in Weaverville and the Trinity County Fairgrounds in Hayfork have joined the growing list of places in Trinity County that limit smoking in order to protect their visitors and the health of the community.

Lee Fong Park is the first park in the county to go "smoke-free." The smoking rules for the park were adopted as part of a new ordinance enacted by the Board of Directors of the Weaverville/Douglas City Parks and Recreation District on Nov. 5 to update the park rules and regulations. Smoking any substance, including electronic smoking devices, is not allowed in or upon Lee Fong Park grounds or facilities. Smoking of tobacco products is now limited to the Lee Fong Park paved parking lot only.

Marjorie Lee, executive director of the Human Response Network, which administers the Tobacco Education Program for Trinity County, praised Lee Fong for being the first designated smoke-free park in the county and said she hopes "this will set an example for other parks and recreation areas throughout the county to go smokefree."

Shortly before the fires broke out around Hayfork, the Fair Association Board adopted a smoking policy to prohibit smoking at the Trinity County Fairgrounds except in designated areas. The smoking policy pertains to all events that occur year-round at the fairgrounds, and creates designated smoking areas in the parking lots, pit areas at the track, campgrounds, and alcohol serving areas.

The fairgrounds and Lee Fong Park smoking policies apply to all forms of smoking including cigarettes, electronic cigarettes, vapes, pipes, cigars and marijuana.

In addition to protecting health, smokefree areas reduce cigarette butt litter, help prevent fires from improperly discarded butts, and demonstrate to youth that smoking is not acceptable.

Public opinion polls conducted by the Human Response Network show the large majority of Trinity County residents support having smoke-free areas at recreational venues such as fairgrounds, parks and children's play areas.

The fairgrounds and Lee Fong Park join the Highland Art Center and the Trinity County Historical Society's Jake Jackson Museum in designating their outdoor event and recreation areas as smoke-free.

For more information contact the Human Response Network at 623-2024.

APPENDIX E

Data Collection Instruments

- Venue Observation Survey
- Key Informant Interviews with venue policymakers and staff
- Public Intercept Survey

Observational Survey of Smoking Behavior

Date:

Surveyor Initials:

Name/Description of Location:

Directions for Survey: Record time and location for each observation period. Use one survey form for each location. Conduct 3 observations for 5 minutes each at each location at different times during the event to determine smoking behavior. If smoking is observed, record the total number of persons smoking during the 5 minute observation period. Count the total number of people at the location during each period. Note any other observations.

On the location map on the back, circle the area observed and make any changes to the boundary of the area as necessary.

Observation 1: Start Time: : AM or PM (circle one) to End Time: : AM or PM (circle one)

Total Number of People at	Total Number of	Is this a designated No Sm	oking area? □Yes □No
Location:	People Smoking:	Smoking near children?	□Yes □No
		Smoking at eating areas?	□Yes □No
		Tobacco litter present?	□Yes □No
		Other observations:	

Observation 2: Start Time: : AM or PM (circle one) to End Time: : AM or PM (circle one)

Total Number of People at	Total Number of	Smoking near children?	□Yes □No
Location:	People Smoking:	Smoking at eating areas?	□Yes □No
		Tobacco litter present?	□Yes □No
		Other observations:	

Observation 3: Start Time: : AM or PM (circle one) to End Time: : AM or PM (circle one) one)

Total Number of People at	Total Number of	Smoking near children?	□Yes □No
Location:	People Smoking:	Smoking at eating areas?	□Yes □No
		Tobacco litter present?	□Yes □No
		Other observations:	

Back Side: Circle the area observed and make any changes to the boundary of the area as necessary. (Insert Venue Map on back of page)

Objective 1

Evaluation Activity 1-E-2: Post-Intervention Key Informant Interview Questions

1. How do you feel about the adopted smoke-free outdoor policy for Lee Fong Park/Trinity County Fairgrounds? Are you satisfied with it? Why or why not?

2. What, if any, are the strengths of the policy? What, if any, are the weaknesses? (i.e. concerns regarding implementation/enforcement or event attendance)

3. Was there any particular information you received that helped you in supporting or not supporting the policy?

4. Was there information that might have helped you that you did not receive? Describe what information would be helpful.

5. What do you think would be the important next steps for the board and venue staff?

6. How could the Human Response Network Tobacco Education Program provide future assistance to your venue/community regarding this issue?

7. Do you have any advice for groups considering adopting a similar policy?

8. Do you have any additional comments regarding this topic?



Outdoor Secondhand Smoke Survey for Trinity County Parks

Please circle or fill in your answer for each question.

- 1. Do you think secondhand tobacco smoke is a health hazard?
 - □ Yes □ No □ I Don't Know
- 2. Is tobacco litter (cigarette butts) a problem in our community?
 - □ Yes □ No □ I Don't Know
- 3. Does it bother you to be around people who smoke at outdoor events and parks?

🗆 Yes 🛛 🛛	⊐ No	🗆 I Don't Know
-----------	------	----------------

- 4. Some parks in California are smoke-free. Which areas of parks in Trinity County would you support being smoke-free?
 - □ All areas
 - No areas
 - Children's play areas such as Little League Fields, swimming pools, and in and around playgrounds
- 5. Do you think smoking should be allowed in the grandstands at Lowden Park?
 - □ Yes □ No □ I Don't Know
- 6. What is your zip code? _____
- 7. What is your age? _____

8. Are you a parent of a child under the age of 18? Yes ____ No____

8. Do you currently smoke cigarettes or cigars or use e-cigarettes or vapes?
□ Yes

If yes, what products do you use? □ cigarettes □ cigars □ e-cigarettes □ vapes/vape pens □ No

Thank You!