

## Project Abstract

**Procurement Name:** LLA 2022-2025 Comprehensive Tobacco Control Guidelines

**Contract Number:** CTCP-21-35

**Agency Name:** San Benito County Health Department

**Project Name:** San Benito County Tobacco Education Program

**Project Type:** Local Lead Agency

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

**Effective Date:** 01/01/2022

**Plan Version ID:** 1.0

**Report Generated:** 01/13/2022 04:17 PM

### Project Abstract

San Benito County Public Health Services Tobacco Education Program (TEP) serves as the Local Lead Agency (LLA) for tobacco prevention and control efforts countywide. The major goals of the San Benito County Tobacco Education Program for fiscal year 2021-2025 are: 1) one jurisdiction in San Benito County (e.g. Hollister) will adopt and implement both 1) a policy that eliminates 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/beaches, sidewalks, dining, entryways, worksites, event sites, bike lanes/paths, alleys, and parking structures) without designated smoking areas or distances; and 2) a policy eliminating the sale and/or distribution of any mentholated cigarettes and other flavored tobacco products, and paraphernalia (e.g., smokeless tobacco products, dissolvable tobacco products, flavored premium cigars such as little cigars, cigarillos, hookah tobacco, e-cigarettes, e-hookah, wrappers). The policy will not criminalize the purchase, use, or possession of tobacco products by individuals; 2) at least 6-8 San Benito County youth ages 13-25 will be recruited, trained and engaged by the San Benito County Tobacco Control Program staff to enable them to effectively educate the community about tobacco control issues. Trained youth volunteers will increase their tobacco control advocacy skills and knowledge by at least 70 percent, as evidenced by a pre- and post-test measurement, and will participate in a minimum of two tobacco control activities annually; and 3) create 2-5 new partnerships with organizations serving or addressing substance use disorder, oral health, mental health, LGBTQ+, parks and recreation, and/or business sector as evidenced by 1-3 of the following: implementation of joint activities, co-hosting community events, tobacco control content incorporated in to organizations policies, media (website, social media, printed publications, etc.), and/or specific activities for policy, systems, and environmental change collaboration.

San Benito County TEP will accomplish the above objectives by conducting a comprehensive array of activities such as: planning with community partners; researching, creating and distributing information packets; making presentations and conducting a training for stakeholders and volunteers; providing technical assistance on policy development, adoption, and implementation; collaborating locally and with statewide groups; providing youth tobacco education, prevention and outreach; working with youth to develop skills; staffing informational booths at community events throughout the county; and writing and releasing media pieces.

Evaluation will be based on: outcome and process data, key informant interviews, training assessments, satisfaction surveys, observational surveys, volunteer participation and activity tracking logs, policy and media record reviews, and public opinion polls.

The population of San Benito County is 57,600 with 85% of that population residing in the city of Hollister, the only incorporated city in the county. The needs of the rural county population, particularly of Hispanic or Latino, 57.3% percent for San Benito County as compared to California at 38.2% and those with lower socio-economic status, are taken into consideration when implementing intervention activities.

## Combined Scope of Work

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**Project Type:** Local Lead Agency

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**Report Generated:** 01/13/2022 04:08 PM

### Cessation Policy Support Activities

#### Intervention Activity Plan

##### Activity C-1-1

<b>Activity:</b>	Annually conduct an environmental scan to identify the availability of state and local tobacco cessation services available within San Benito County by means of an electronic survey, review of websites, and phone calls. Gain permission to list tobacco cessation services and resources on the projects website and for Kick it California to provide a link to this information and for Quit Coaches to reference as appropriate when assisting the public. Summarize the services available, post on the programs website, and send the list and the programs website address to Kick It California cshoutreach@health.ucsd.edu by October 31 annually.
<b>Copyright:</b>	No
<b>Program Deliverable Percentage:</b>	1.50 %
<b>Start Date Period:</b>	01/22-06/22
<b>Completion Date Period:</b>	01/25-06/25
<b>Associated Objectives:</b>	<ul style="list-style-type: none"> <li>Objective 1: By June 30, 2025, at least one jurisdiction in San Benito County (e.g. Hollister) will adopt and implement both 1) a policy that eliminates 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/beaches, sidewalks, dining, entryways, worksites, event sites, bike lanes/paths, alleys, and parking structures) without designated smoking areas or distances; and 2) a policy eliminating the sale and/or distribution of any mentholated cigarettes and other flavored tobacco products, and paraphernalia (e.g., smokeless tobacco products, dissolvable tobacco products, flavored premium cigars such as little cigars, cigarillos, hookah tobacco, e-cigarettes, e-hookah, wrappers). The policy will not criminalize the purchase, use, or possession of tobacco products by individuals.</li> <li>Objective 2: By June 30, 2025, at least 10 San Benito County youth ages 13-18 will be recruited, trained, and engaged to take part in the San Benito Youth Association to enable them to effectively educate the community about tobacco control issues. Trained youth volunteers will increase their tobacco control advocacy skills and knowledge by at least 70 percent, as evidenced by a pre- and post-test measurement, and will participate in a minimum of two tobacco control activities annually.</li> <li>Objective 3: By June 30, 2025, create at least five new partnerships with organizations in San Benito County serving or addressing substance use disorder, oral health, mental health, LGBTQ+, parks and recreation, and/or business sector as evidenced by at least one of the following: implementation of joint activities, co-hosting community events, tobacco control content incorporated in to organizations policies, media (website, social</li> </ul>

	media, printed publications, etc.), and/or specific activities for policy, systems, and environmental change collaboration.	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Environmental Scan Summary	Yes
	Verification of Submission to Kick It California	Yes
<b>Responsible Parties:</b>	<b>Responsible Party Budget Type</b>	
	Health Assistant	Budgeted
	Intern(s)	Budgeted
	Project Coordinator	Budgeted

#### Activity C-6-2

<b>Activity:</b>	Create or adapt cessation-related social media posts from the Centers for Disease Control and Prevention, California Tobacco Control Program, Kick It California, or other California Tobacco Control Program (CTCP) partners and post a minimum of 15-20 messages on social media platforms such as Facebook, Instagram, Twitter, YouTube or other appropriate site per year to motivate quitting and increase awareness about tobacco cessation support services. Coordinate placement with policy campaigns and events such as the Great American Smokeout, Take Down Tobacco Day, etc.	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	2.00 %	
<b>Start Date Period:</b>	01/22-06/22	
<b>Completion Date Period:</b>	01/25-06/25	
<b>Associated Objectives:</b>	<ul style="list-style-type: none"> <li>Objective 3: By June 30, 2025, create at least five new partnerships with organizations in San Benito County serving or addressing substance use disorder, oral health, mental health, LGBTQ+, parks and recreation, and/or business sector as evidenced by at least one of the following: implementation of joint activities, co-hosting community events, tobacco control content incorporated in to organizations policies, media (website, social media, printed publications, etc.), and/or specific activities for policy, systems, and environmental change collaboration.</li> </ul>	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Six-month Cessation Social Media Calendar	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Coalition and Community Engagement Coordinator	Budgeted
	Health Assistant	Budgeted
	Project Coordinator	Budgeted

#### Activity C-8-3

<b>Activity:</b>	Promote Kick It California cessation services, including telephone counseling, text, chat, Alexa skill, and website resources on program/coalition website, distribution to coalition and community partners, listserv distribution, and community newsletters.
<b>Copyright:</b>	No

<b>Program Deliverable Percentage:</b>	1.50 %	
<b>Start Date Period:</b>	01/22-06/22	
<b>Completion Date Period:</b>	01/25-06/25	
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<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Log - Promotion	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Coalition and Community Engagement Coordinator	Budgeted
	Health Assistant	Budgeted
	Project Coordinator	Budgeted
<b>Activity C-7-4</b>		
<b>Activity:</b>	Annually participate in 2-5 community events such as the Great American Smokeout, Juneteenth Celebrations, Take Down Tobacco Day, World No Tobacco Day, Freedom from Smoking Day, Red Ribbon Week, New Year/Lunar New Year Celebrations, American Heart Month, and/or other local events to promote and support cessation services through educational outreach activities (e.g., participating in community events, making presentations to community groups).	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	1.50 %	

<b>Start Date Period:</b> 01/22-06/22									
<b>Completion Date Period:</b> 01/25-06/25									
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Health Assistant	Budgeted								
Project Coordinator	Budgeted								
<b>Evaluation Activity Plan</b>									
<b>Media Activities</b>									
<b>Intervention Activity Plan</b>									
<b>Activity M-1-1</b>									
<b>Activity:</b>	In collaboration with the coalition and other funded partners within the targeted media market, complete the Communications Plan form in the Online Tobacco Information System (OTIS), which will identify communications objectives, target audiences, locations, messages, the communications tactics (paid advertising, earned media and social media) and key metrics for the media campaign. A completed Communications								

	Plan must be entered into the OTIS Communications Plan form to prior to using assets from the CTCP media library, developing any project-made ads, and/or receiving technical assistance for the plan. A paid media tracking form must be submitted with each progress report media dollars were spent.									
<b>Copyright:</b>	No									
<b>Program Deliverable Percentage:</b>	2.00 %									
<b>Start Date Period:</b>	01/22-06/22									
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Health Assistant	Budgeted									
Project Coordinator	Budgeted									
<b>Activity M-3-2</b>										
<b>Activity:</b>	Maintain a website for the San Benito County Tobacco Education Program and its coalitions (San Benito Youth Association and Wellness Coalition of									

	San Benito County) as a central hub for networking, strategizing, and information dissemination, which incorporates current resources including advocacy campaign tools and information; policy enforcement, model policies and/or policy databases; fact sheets; cessation resources; links to coalition/program social media, partner websites and social media; etc. The website will provide a menu/calendar of training and campaign opportunities. Review and update website information 5-15 times per year.	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	3.00 %	
<b>Start Date Period:</b>	01/22-06/22	
<b>Completion Date Period:</b>	01/25-06/25	
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<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Log Website Updates	Yes
	Website Analytics Summary	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Coalition and Community Engagement Coordinator	Budgeted
	Health Assistant	Budgeted
	Intern(s)	Budgeted
	Project Coordinator	Budgeted
<b>Activity M-6-3</b>		

<b>Activity:</b>	<p>To inform the coalition and project staff about opportunities to engage the community and understand how tobacco control is being portrayed in local media, the Tobacco Control Evaluation Centers Media Activity Record tool will be used to track and assess media related to menthol and other flavored tobacco products, secondhand smoke in outdoor areas, youth and adult engagement in tobacco control in San Benito County and California to build a formative understanding of how these issues intersect in local media. Research will be conducted using online news, social media websites and blogs, area and local radio, area and local television, hard-copy community newspapers and newsletters will be tracked, including details of media placement, date, and coverage. The number, type, reach, and sentiment (positive/negative/neutral) as well as any project messaging or response taken will be monitored and reported. Data will be used in real time to engage on relevant topics or correct misconceptions. Media Activity Records will be updated continuously so the project benefits from real-time awareness of the news cycle. At the end of each progress report period, data will be analyzed using descriptive statistics and content analysis to assess the media effectiveness at delivering messages, tone of media coverage, support and opposition for the issues and the need for further community education.</p>
<b>Copyright:</b>	No
<b>Program Deliverable Percentage:</b>	1.00 %
<b>Start Date Period:</b>	01/22-06/22
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<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Media Activity Record	Yes
	Media Content Analysis	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Health Assistant	Budgeted
	Project Coordinator	Budgeted

#### Activity M-4-4

<b>Activity:</b>	Maintain and update information on the San Benito County Public Health Services webpage about the tobacco control program. At least monthly, submit tobacco-related posts to the public health departments social media site(s) which will provide new information and resources such as fact sheets, cessation resources, links to coalition/program social media, and policy enforcement for San Benito County residents, including rural, parents, and Latino/as, and promote links to other local tobacco-related projects and resources. Review and update site information at least 4-10 times annually.
<b>Copyright:</b>	No
<b>Program Deliverable Percentage:</b>	1.50 %
<b>Start Date Period:</b>	01/22-06/22
<b>Completion Date Period:</b>	01/25-06/25
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<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Log County Social Media Posts	Yes
	Log Website Updates	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Coalition and Community Engagement Coordinator	Budgeted
	Health Assistant	Budgeted
	Project Coordinator	Budgeted

#### Activity M-5-5

<b>Activity:</b>	Adapt or use 2-3 existing distinct anti-tobacco television (TV), digital, radio, print and/or outdoor advertising ads about flavored tobacco products and the dangers of secondhand smoke, and provide paid placement of the ads to best reach the target audience. Complete a Communications Plan (M-1-1) to fully develop a campaign to launch with developed advertising.	
<b>Copyright:</b>	Yes	
<b>Program Deliverable Percentage:</b>	3.00 %	
<b>Start Date Period:</b>	01/22-06/22	
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<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Ads (Files or Permanent Links)	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Coalition and Community Engagement Coordinator	Budgeted
	Health Assistant	Budgeted
	Project Coordinator	Budgeted

#### Evaluation Activity Plan

#### Objective 1

#### Objective Overview

**Objective:** By June 30, 2025, at least one jurisdiction in San Benito County (e.g. Hollister) will adopt and implement both 1) a policy that eliminates smoking (including burning or heating of tobacco and other plant products, natural or synthetic) in all outdoor recreational and non-recreational public places

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**Objective ID: 1**

**Primary Priority Area:** (3) Reduce the Availability of Tobacco

**Secondary Priority Area:** (2) Reduce Exposure to Secondhand Smoke, Tobacco Smoke Residue, Tobacco Waste, and Other Tobacco Products

**Is this a primary objective?** Yes

**Evaluation Plan Type:** Legislated Policy -- Adoption and Implementation

**Target Audience:** **Audience Group**

- 13-17 years
- Adults 18 years and older
- Advocates
- Business
- Coalitions
- Elected Officials
- Enforcement Agencies
- Low SES
- Parks and Recreation
- Restaurant Owners/Managers
- Rural Populations
- Tobacco Retailers
- Tobacco Users

**General Population Groups**

- Multi-ethnic

**Intervention Jurisdiction(s):** • Hollister

**Indicator(s)**

**Primary**

**3.2.9 Menthol and Other Flavored Tobacco Products:** The number of jurisdictions with a policy eliminating or restricting the sale and/or distribution of any mentholated cigarettes and other flavored tobacco products, and paraphernalia (e.g., smokeless tobacco products, dissolvable tobacco products, flavored premium cigars such as little cigars, cigarillos, hookah tobacco, e-cigarettes, e-hookah, wrappers). (CORE)

**Secondary**

**2.2.35 Smokefree Outdoor Public Places:** The number of jurisdictions with a comprehensive policy eliminating smoking in outdoor recreational and non-recreational public places (including beaches, parks, sidewalks, dining, entryways, worksites, event sites, bike lanes/paths, alleys, and parking structures) without designated smoking areas or distances. (CORE)

**Intervention Topic(s)**

- Business Organizations/Associations
- Endorsements Collected
- Key Informant Interviews
- Law Enforcement Collaboration
- Leadership Training

- Observational Survey
- Policy Record
- Policy/System Change Training
- Priority Population Organizations Collaboration
- Public Intercept Surveys
- Schools Collaboration
- Spokespersons Training
- Young Adult Tobacco Purchase Survey

## Intervention Activity Plan

### Activity 1-4-1

<b>Activity:</b>	Distribute 20-100 incentive (e.g. merchandise cards). Incentives are provided to program participants to motivate and/or reinforce positive behavior, participation, and/or involvement in tobacco control activities (e.g. YATPS, data collection activities) and require action on the part of the recipient to receive the incentive. The cost of incentives may not exceed \$50 in value, per person, per year and shall not include merchandise cards that can be used to purchase tobacco, alcohol, and/or cannabis products. The project is responsible for the possession, security (e.g. will keep under lock and key), and accountability of the merchandise cards. The project will prepare a log sheet that will track and identify each of the merchandise cards, value, merchandise card transfer date, and recipient. The purchase of merchandise cards must be limited to an amount sufficient to cover no more than a two to three month period to avoid potential security issues. At the conclusion of the agreement, surplus incentives must be returned to CTCP.		
<b>Intervention Category:</b>	Incentives		
<b>Copyright:</b>	No		
<b>Program Deliverable Percentage:</b>	0.00 %		
<b>Start Date Period:</b>	01/22-06/22		
<b>Completion Date Period:</b>	01/25-06/25		
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>	
	Log - Incentives	On File	
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>	
	Coalition and Community Engagement Coordinator	Budgeted	
	Health Assistant	Budgeted	
	Project Coordinator	Budgeted	

### Activity 1-7-2

<b>Activity:</b>	Conduct at least one strategic planning session(s) for each jurisdiction the project is considering policy within, with community partners and stakeholders for 3-6 hours, to complete the Midwest Academy Strategy Chart [MASC] which will identify short, intermediate, and long term goals, organizational considerations, constituents, allies, opponents, decision makers, and tactics to create a plan for a policy eliminating the sale of all flavored tobacco products and a comprehensive policy that addresses smoking in all outdoor recreational and non-recreational public places. Consult with appropriate statewide partners and review existing trainings to prepare for and facilitate the strategic planning session(s). Complete the first draft of the MASC within the first 6 months. Update and submit each
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	jurisdictions MASC regularly throughout each policy campaign to adapt to new information as it is revealed.											
<b>Intervention Category:</b>	Policy Activities											
<b>Copyright:</b>	No											
<b>Program Deliverable Percentage:</b>	2.00 %											
<b>Start Date Period:</b>	01/22-06/22											
<b>Completion Date Period:</b>	01/25-06/25											
<b>Tracking Measures:</b>	<table border="1"> <thead> <tr> <th>Measure</th><th>Submit</th></tr> </thead> <tbody> <tr> <td>Meeting Materials</td><td>Yes</td></tr> <tr> <td>Updated MASC</td><td>Yes</td></tr> </tbody> </table>	Measure	Submit	Meeting Materials	Yes	Updated MASC	Yes					
Measure	Submit											
Meeting Materials	Yes											
Updated MASC	Yes											
<b>Responsible Parties:</b>	<table border="1"> <thead> <tr> <th>Responsible Party</th><th>Budget Type</th></tr> </thead> <tbody> <tr> <td>Adult Coalition Members</td><td>Non-Budgeted</td></tr> <tr> <td>Coalition and Community Engagement Coordinator</td><td>Budgeted</td></tr> <tr> <td>Health Assistant</td><td>Budgeted</td></tr> <tr> <td>Project Coordinator</td><td>Budgeted</td></tr> </tbody> </table>	Responsible Party	Budget Type	Adult Coalition Members	Non-Budgeted	Coalition and Community Engagement Coordinator	Budgeted	Health Assistant	Budgeted	Project Coordinator	Budgeted	
Responsible Party	Budget Type											
Adult Coalition Members	Non-Budgeted											
Coalition and Community Engagement Coordinator	Budgeted											
Health Assistant	Budgeted											
Project Coordinator	Budgeted											

  

<b>Activity 1-2-3</b>												
<b>Activity:</b>	Conduct 20-25 community education events (e.g. forums, town halls, presentations) to 30-60 participants. Presentations will be made to community groups identified in the Midwest Academy Strategy Chart (MASC) planning process as potential supporters for the objective. Provide a sample of and request a policy endorsement/letter of support from community group(s) at each presentation.											
<b>Intervention Category:</b>	Community Education Activities											
<b>Copyright:</b>	No											
<b>Program Deliverable Percentage:</b>	3.00 %											
<b>Start Date Period:</b>	01/22-06/22											
<b>Completion Date Period:</b>	01/25-06/25											
<b>Tracking Measures:</b>	<table border="1"> <thead> <tr> <th>Measure</th><th>Submit</th></tr> </thead> <tbody> <tr> <td>Copies of Endorsements/Letters of Support</td><td>On File</td></tr> <tr> <td>Event Materials</td><td>Yes</td></tr> <tr> <td>Log - Events</td><td>Yes</td></tr> <tr> <td>Sample Letter of Support or Endorsement</td><td>Yes</td></tr> </tbody> </table>	Measure	Submit	Copies of Endorsements/Letters of Support	On File	Event Materials	Yes	Log - Events	Yes	Sample Letter of Support or Endorsement	Yes	
Measure	Submit											
Copies of Endorsements/Letters of Support	On File											
Event Materials	Yes											
Log - Events	Yes											
Sample Letter of Support or Endorsement	Yes											
<b>Responsible Parties:</b>	<table border="1"> <thead> <tr> <th>Responsible Party</th><th>Budget Type</th></tr> </thead> <tbody> <tr> <td>Coalition and Community Engagement Coordinator</td><td>Budgeted</td></tr> <tr> <td>Health Assistant</td><td>Budgeted</td></tr> <tr> <td>Intern(s)</td><td>Budgeted</td></tr> <tr> <td>Project Coordinator</td><td>Budgeted</td></tr> </tbody> </table>	Responsible Party	Budget Type	Coalition and Community Engagement Coordinator	Budgeted	Health Assistant	Budgeted	Intern(s)	Budgeted	Project Coordinator	Budgeted	
Responsible Party	Budget Type											
Coalition and Community Engagement Coordinator	Budgeted											
Health Assistant	Budgeted											
Intern(s)	Budgeted											
Project Coordinator	Budgeted											

  

<b>Activity 1-1-4</b>		
<b>Activity:</b>	Recruit and maintain 2-5 community representatives to become members of a speakers bureau for the projects End Commercial Tobacco Campaign efforts that is culturally- and linguistically representative of the intervention community. Speakers will be tapped to provide public statements, presentations, interviews, op-eds, and/or letters to the editor, etc., to	

	educate the public about tobacco control issues and promote endgame-related goals.	
<b>Intervention Category:</b>	Coordination/Collaboration Activities	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	2.00 %	
<b>Start Date Period:</b>	01/22-06/22	
<b>Completion Date Period:</b>	01/25-06/25	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Log - Recruitment	Yes
	Log - Speaker Bureau's Activities	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Coalition and Community Engagement Coordinator	Budgeted
	Health Assistant	Budgeted
	Project Coordinator	Budgeted

#### Activity 1-1-5

<b>Activity:</b>	Develop and maintain a workgroup of 3-5 members to create and implement a local plan to help small businesses transition away from tobacco product sales, foster small business economic development through partnerships with city, county, regional and/or tribal economic development programs and local Chambers of Commerce to collaborate on business-related workshops and consultation for small businesses that enables them to prosper without tobacco product sales (e.g., sponsor training and consultation on storefront improvement, store accessibility, using social media to promote small businesses, store website design, e-commerce for small businesses, and how to increase engagement with public health programs such as Women, Infants, and Children (WIC), Cal Fresh).	
<b>Intervention Category:</b>	Coordination/Collaboration Activities	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	2.50 %	
<b>Start Date Period:</b>	01/22-06/22	
<b>Completion Date Period:</b>	01/25-06/25	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Local Business Plan	Yes
	Log - Meetings	Yes
	Meeting Materials	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Coalition and Community Engagement Coordinator	Budgeted
	Project Coordinator	Budgeted
	Project Director	Budgeted

#### Activity 1-1-6

<b>Activity:</b>	Coordinate and collaborate with City of Hollister, elected officials, and/or restaurant owners/managers to develop an implementation and enforcement plan for the Endgame Campaign policies (mentholated and
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	other flavored tobacco products and comprehensive smoke-free outdoor public places) by participating in conference calls, local and regional coalition meetings, workgroup, etc. Ensure implementation plan is prepared ahead of policy adoption and is updated as needed.	
<b>Intervention Category:</b>	Coordination/Collaboration Activities	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	2.00 %	
<b>Start Date Period:</b>	01/22-06/22	
<b>Completion Date Period:</b>	01/25-06/25	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Implementation Plan	Yes
	Log - Meetings	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Coalition and Community Engagement Coordinator	Budgeted
	Project Coordinator	Budgeted
	Project Director	Budgeted

#### Activity 1-1-7

<b>Activity:</b>	Develop a public health pipeline (PHP) project that offers 1-3 internship placement opportunities to high school and college students at San Benito High School, Anzar High School, San Andreas High School, Gavilan College, San Jose State University, California State University Monterey Bay, and Hartnell College. As part of the PHP project, 1) establish the necessary agreements with participating colleges/universities, 2) outline recruitment strategy plans, 3) create guidelines for developing personalized internship goals/objectives with a diverse pool of participants; and 4) establish reporting processes with participating schools. Provide \$17.00 - \$19.00 per hour, in an amount not to exceed \$4,500 per semester for interns completing 40 hours of service per month.	
<b>Intervention Category:</b>	Coordination/Collaboration Activities	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	3.50 %	
<b>Start Date Period:</b>	07/22-12/22	
<b>Completion Date Period:</b>	07/23-12/23	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Agreements with Participating School(s)	Yes
	List of Participants	On File
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Coalition and Community Engagement Coordinator	Budgeted
	Intern(s)	Budgeted
	Project Coordinator	Budgeted
	Project Director	Budgeted

#### Activity 1-11-8

<b>Activity:</b>	Provide a minimum of 10-15 hours of technical assistance (TA) on issues related to policy education, adoption, implementation and sustainability to
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	community partners, decision makers, those who will be tasked with enforcement, etc. TA will be provided using in-person/virtual meetings, by phone, and/or email.	
<b>Intervention Category:</b>	Training/Technical Assistance Activities	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	2.00 %	
<b>Start Date Period:</b>	01/22-06/22	
<b>Completion Date Period:</b>	01/25-06/25	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Log - Technical Assistance	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Coalition and Community Engagement Coordinator	Budgeted
	Project Coordinator	Budgeted

#### Activity 1-1-9

<b>Activity:</b>	Establish a Community Engagement Agreements (CEA) Program. The CEA Program will award funds of less than \$5000 annually to 1-2 local culturally and ethnically diverse organizations serving low SES, youth, rural and the Hispanic/Latino population, whose projects support the objective. Prepare a plan and process for disseminating information to diverse organizations with information about the funding opportunities, timelines, and guidelines. Coordinate with the Coalition and partner organizations to recruit review panelists and develop a scoring tool with equity in mind. Hold an annual 30-90 minute informational meeting/bidders conference about the CEA Program approximately 2-3 weeks after the release of each CEA Request for Applications (RFA) to explain the program to potential applicants and answer any questions.	
<b>Intervention Category:</b>	Coordination/Collaboration Activities	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	4.00 %	
<b>Start Date Period:</b>	01/22-06/22	
<b>Completion Date Period:</b>	07/23-12/23	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Log - Presentations	Yes
	Recruitment Plan for Applicants	Yes
	Scoring Tool	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Coalition and Community Engagement Coordinator	Budgeted
	Community Engagement Agreements	Budgeted
	Project Coordinator	Budgeted
	Project Director	Budgeted

#### Activity 1-7-10

<b>Activity:</b>	Facilitate participation of 2-7 of coalition members, members of the public and stakeholders to present at meetings of decision makers, their staff, and other officials who weigh in on policy (e.g. city attorneys) in each
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	jurisdiction to formally or informally educate them about on tobacco policies, best practices in policy adoption, including conversations about equity in penalties, policy, and enforcement. Provide educational packets, presentation materials, model policy samples, and other resources as appropriate. Project staff will only present in public forums (e.g. city council, board of supervisor meetings) if invited to do so formally, in-writing, by decision makers offices.											
<b>Intervention Category:</b>	Policy Activities											
<b>Copyright:</b>	No											
<b>Program Deliverable Percentage:</b>	2.00 %											
<b>Start Date Period:</b>	01/22-06/22											
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Responsible Party	Budget Type											
Adult Coalition Members	Non-Budgeted											
Coalition and Community Engagement Coordinator	Budgeted											
Project Coordinator	Budgeted											
Youth Coalition Members	Non-Budgeted											

  

<b>Activity 1-11-11</b>												
<b>Activity:</b>	Conduct 1-2 trainings annually for approximately 5-10 coalition members and collaborative partners to increase their knowledge on tobacco-related issues in the community. Training topics may include, but are not limited to: topics and talking points related to the objective, including current and emerging tobacco-related issues, health disparities, environmental justice, secondhand/thirdhand smoke, electronic smoking devices, tobacco industry tactics, etc.											
<b>Intervention Category:</b>	Training/Technical Assistance Activities											
<b>Copyright:</b>	No											
<b>Program Deliverable Percentage:</b>	1.50 %											
<b>Start Date Period:</b>	01/22-06/22											
<b>Completion Date Period:</b>	01/25-06/25											
<b>Tracking Measures:</b>	<table border="1"> <thead> <tr> <th>Measure</th><th>Submit</th></tr> </thead> <tbody> <tr> <td>Log - Trainings</td><td>Yes</td></tr> <tr> <td>Training Materials</td><td>Yes</td></tr> </tbody> </table>	Measure	Submit	Log - Trainings	Yes	Training Materials	Yes					
Measure	Submit											
Log - Trainings	Yes											
Training Materials	Yes											
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Responsible Party	Budget Type											
Coalition and Community Engagement Coordinator	Budgeted											
Health Assistant	Budgeted											
Intern(s)	Budgeted											
Project Coordinator	Budgeted											

  

<b>Activity 1-3-13</b>		
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<b>Activity:</b>	Research and update talking points for speaking with elected officials or the press. One talking points document will be developed and reviewed and updated annually. Talking points will be appropriate for LLA staff, coalition members, youth volunteers, and community partners. Information will be updated as needed to cover the most current information on the End Commercial Tobacco Campaign - related to flavors/menthol and smokefree outdoor public places.	
<b>Intervention Category:</b>	Educational Materials Development	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	1.50 %	
<b>Start Date Period:</b>	01/22-06/22	
<b>Completion Date Period:</b>	01/25-06/25	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Copy of Talking Points	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Adult Coalition Members	Non-Budgeted
	Coalition and Community Engagement Coordinator	Budgeted
	Project Coordinator	Budgeted
	Youth Coalition Members	Non-Budgeted

#### Activity 1-2-14

<b>Activity:</b>	Over the course workplan, LLA staff will conduct 3-7, 30-60 minute status report meetings with the Public Health Officer, Agency Director, Deputy Director, and/or City Administrators, to determine support for the flavored tobacco campaign and the comprehensive smokefree outdoor public places campaign. LLA staff will request letters of support from the Public Health Officer to include in educational packets.	
<b>Intervention Category:</b>	Community Education Activities	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	1.50 %	
<b>Start Date Period:</b>	01/22-06/22	
<b>Completion Date Period:</b>	01/25-06/25	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Copy of Letters of Support	Yes
	Meeting Notes	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Coalition and Community Engagement Coordinator	Budgeted
	Project Coordinator	Budgeted
	Project Director	Budgeted

#### Activity 1-1-16

<b>Activity:</b>	Collaborate with statewide grantees and other Local Lead Agencies (LLAs) engaged in similar efforts (e.g. CTCP Menthol/Flavors Community of Practice meetings), to share information, obtain resources such as model policy, and consult for assistance on smoke-free outdoor areas and issues. LLA staff will participate in 6-8 collaboration activities, that may include
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	phone and email conversations, online research, virtual meetings and face-to-face meetings.	
<b>Intervention Category:</b>	Coordination/Collaboration Activities	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	0.00 %	
<b>Start Date Period:</b>	01/22-06/22	
<b>Completion Date Period:</b>	01/25-06/25	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Collaboration Notes	On File
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Coalition and Community Engagement Coordinator	Budgeted
	Health Assistant	Budgeted
	Project Coordinator	Budgeted

  

<b>Activity 1-2-17</b>		
<b>Activity:</b>	Create and maintain a directory for smoke-free outdoor public places such as recreational areas, public events, outdoor dining, etc. Update directory quarterly and post updates on project website.	
<b>Intervention Category:</b>	Community Education Activities	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	1.00 %	
<b>Start Date Period:</b>	01/22-06/22	
<b>Completion Date Period:</b>	01/25-06/25	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Outdoor Public Places Directory	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Health Assistant	Budgeted
	Intern(s)	Budgeted
	Project Coordinator	Budgeted

  

<b>Activity 1-3-19</b>		
<b>Activity:</b>	Compile and distribute 25-50 educational packets for community members and elected officials containing information relevant to the flavored tobacco and comprehensive smoke-free outdoor public places campaign. Packets will include information about flavored tobacco and Electronic Smoking Devices (ESDs), the retail environment youth smoking, and/or tobacco industry targeting of youth and priority populations. They will also include information regarding the dangers of secondhand smoke and ESD aerosol both indoors and outdoors, public opinion poll results, a list of communities with similar regulations, and/or sample policy language. Relevant materials from Partners website and campaign endorsement letters will be included and existing materials from statewide grantees and the California Department of Public Health (CDPH) will be used and/or adapted.	
<b>Intervention Category:</b>	Educational Materials Development	
<b>Copyright:</b>	No	

<b>Program Deliverable Percentage:</b>	2.00 %	
<b>Start Date Period:</b>	01/22-06/22	
<b>Completion Date Period:</b>	01/25-06/25	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Distribution Log	On File
	Educational Packet	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Adult Coalition Members	Non-Budgeted
	Coalition and Community Engagement Coordinator	Budgeted
	Health Assistant	Budgeted
	Intern(s)	Budgeted
	Project Coordinator	Budgeted
	Youth Coalition Members	Non-Budgeted

<b>Activity 1-2-20</b>		
<b>Activity:</b>	Conduct 9-15 educational visits approximately 10-20 minutes in length to restaurant owners, managers, staff, Hollister Downtown Association, etc. regarding secondhand smoke (SHS), electronic smoking devices (ESD), the benefits of a policy prohibiting smoking at outdoor public areas after policy is passed to inform them of the new law. Distribute 9-15 educational packets which include information and materials on the following topic areas: SHS, ESD, the benefits of a policy prohibiting smoking at outdoor public areas, and thirdhand smoke.	
<b>Intervention Category:</b>	Community Education Activities	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	1.00 %	
<b>Start Date Period:</b>	01/22-06/22	
<b>Completion Date Period:</b>	01/25-06/25	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	List of Packet Materials	Yes
	Meeting Log	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Coalition and Community Engagement Coordinator	Budgeted
	Health Assistant	Budgeted
	Intern(s)	Budgeted
	Project Coordinator	Budgeted

### Evaluation Activity Plan

<b>Activity 1-E-6</b>	<b>Education/Participant Survey</b>
<b>Evaluation Activity:</b>	To inform staff and trainers about how to improve future trainings and to determine the preparedness of trainees (e.g., with measurement activities), a post-training survey will be administered to a census of training participants using a paper or online survey. The survey will be created by the Evaluator in consultation with and meeting all requirements of the Tobacco Control Evaluation Center (TCEC). The survey will provide information on training feedback, anticipated needs, changes in

	knowledge, comfort, confidence, preparation, and satisfaction with the training objectives. Data will be analyzed using descriptive statistics and content analysis and results will be shared with participants, trainers, and staff to improve future trainings and determine other training, education, or service needs.	
<b>Purpose of Data Collection:</b>	Process	
<b>Waves of Data Collection:</b>	1	
<b>Data Collection Period(s):</b>		
Begin/End Periods - Wave 1:	01/22-06/22 to 01/25-06/25	
<b>Data Collection Training:</b>	No	
<b>Copyright:</b>	Yes	
<b>Program Deliverable Percentage:</b>	1.00 %	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Training Survey Instrument	Yes
	Training Survey Summary Report	Yes
<b>Responsible Parties:</b>	<b>Responsible Party Budget Type</b>	
	External Evaluator	Budgeted
	Project Coordinator	Budgeted

<b>Activity 1-E-3</b>	<b>Key Informant Interview</b>	
<b>Evaluation Activity:</b>	To inform project staff about the background, goals, and directions of the target jurisdiction(s) priorities for ending commercial tobacco, interviews will be conducted with decision makers (and/or their staff if unavailable). The key informant interview guide will be created by the Evaluator in consultation with and meeting all requirements of the Tobacco Control Evaluation Center. At least 5 telephone and/or in-person interviews per jurisdiction will be conducted to determine effective approaches/tactics, identify points of view, anticipate facilitators and barriers to adopting or implementing each endgame policy by June 2022. Each interview will be approximately 30 minutes in length. Qualitative analysis of interview results will be used to summarize and report interview findings. Findings will be shared with program staff, data sources, and other stakeholders to inform next steps and improve interventions.	
<b>Purpose of Data Collection:</b>	Process	
<b>Waves of Data Collection:</b>	1	
<b>Data Collection Period(s):</b>		
Begin/End Periods - Wave 1:	01/22-06/22 to 07/22-12/22	
<b>Data Collection Training:</b>	No	
<b>Copyright:</b>	Yes	
<b>Program Deliverable Percentage:</b>	1.50 %	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	End Commercial Tobacco Campaign KII Instrument	Yes
	End Commercial Tobacco Campaign KII Summary Report	Yes
	Training Materials	Yes
<b>Responsible Parties:</b>	<b>Responsible Party Budget Type</b>	

	External Evaluator    Budgeted Health Assistant      Budgeted Project Coordinator    Budgeted						
<b>Activity 1-E-4</b>	<b>Public Intercept Survey / Opinion Poll</b>						
<b>Evaluation Activity:</b>	To improve understanding of community knowledge, attitudes, and perceptions of ending commercial tobacco, a public opinion survey will be conducted with a convenience sample of at least 100 residents in the target jurisdiction(s) by December 2022. Participants will be surveyed at public events (e.g., health fairs), outdoor recreation areas, and retail settings related to the target policies using a mobile device, paper survey, or online survey. The survey and protocol will be created by the Evaluator in consultation with and according to requirements from TCEC. Data will be analyzed using descriptive statistics and inferential statistics to document tobacco endgame knowledge, awareness, beliefs, and demographic information provided by survey participants. Results will be shared with program staff, data sources, and other stakeholders to inform next steps and improve interventions.						
<b>Purpose of Data Collection:</b>	Process						
<b>Waves of Data Collection:</b>	1						
<b>Data Collection Period(s):</b>							
<b>Begin/End Periods - Wave 1:</b>	07/22-12/22 to 01/23-06/23						
<b>Data Collection Training:</b>	No						
<b>Copyright:</b>	Yes						
<b>Program Deliverable Percentage:</b>	1.50 %						
<b>Tracking Measures:</b>	<table> <tr> <th>Measure</th><th>Submit</th></tr> <tr> <td>POS Instrument and Protocol</td><td>Yes</td></tr> <tr> <td>POS Summary Report</td><td>Yes</td></tr> </table>	Measure	Submit	POS Instrument and Protocol	Yes	POS Summary Report	Yes
Measure	Submit						
POS Instrument and Protocol	Yes						
POS Summary Report	Yes						
<b>Responsible Parties:</b>	<b>Responsible Party Budget Type</b> External Evaluator    Budgeted Intern(s)                Budgeted Project Coordinator    Budgeted						
<b>Activity 1-E-7</b>	<b>Tobacco Purchase Survey</b>						
<b>Evaluation Activity:</b>	To document the extent of illegal sales of tobacco/vaping products to young adults and/or to confirm compliance with tobacco retail license policy provisions and/or other local/state retail laws (e.g., posting age-of-sale warning sign, self-service display), conduct a Young Adult Tobacco Purchase survey of 22-25 tobacco/vape retailers in each target jurisdiction for a total of 22-25. The California Tobacco Control Program's Young Adult Tobacco Purchase Survey (YATPS) will be used before and after policy adoption. Data collectors will be recruited, trained and assessed for readiness to administer instrument protocols. Selected from a list of tobacco/vape retailers operating in the jurisdiction obtained from the city of Hollister Business Licensing Department, onsite inspections will be conducted in all tobacco retailers in the city of Hollister. Descriptive and inferential statistics will be used to analyze and summarize the data. Pre-/post data will be compared to measure any trends. Findings will be disseminated with elected officials, stakeholders and the general public through meetings and a press release and used to give momentum to the						

	flavored tobacco retail policy in the city of Hollister and to raise awareness of tobacco issues in the jurisdiction.	
<b>Type of Tobacco Product to be Purchased:</b>	Cigarettes E-liquids Electronic Smoking Devices Hookah Large Cigars Little Cigars, Cigarillos Smokeless	
<b>Other Product to be Purchased:</b>		
<b>Age of Decoys:</b>	18,19,20	
<b>Survey Protocol:</b>	Standard (consummated)	
<b>Other Protocol:</b>		
<b>Will citations or warnings be issued to retailers or clerks who sell tobacco to minors for inspections that are part of the tobacco products sale survey?:</b>	Yes	
<b>Purpose of Data Collection:</b>	Process	
<b>Waves of Data Collection:</b>	2	
<b>Data Collection Period(s):</b>		
Begin/End Periods - Wave 1:	01/22-06/22 to 07/22-12/22	
Begin/End Periods - Wave 2:	01/24-06/24 to 01/25-06/25	
<b>Data Collection Training:</b>	Yes	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	1.00 %	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Training Materials	Yes
	YATPS Instrument and Protocol	Yes
	YATPS Summary Report	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Coalition and Community Engagement Coordinator	Budgeted
	External Evaluator	Budgeted
	Health Assistant	Budgeted
	Project Coordinator	Budgeted
<b>Activity 1-E-1</b>	<b>Observation Data</b>	
<b>Evaluation Activity:</b>	For the statewide End Commercial Tobacco Campaign, two waves of observations (Spring 2022, Spring 2024) will be conducted, separately for each target policy (i.e., outdoor smoking, flavored tobacco products) with the target jurisdiction(s). The observation tool and protocols (including guidance for selecting community sample sizes and locations) will be created by the Evaluator in consultation with and meeting all requirements of CTCP and TCEC. Measurements will be conducted using mobile devices. Descriptive statistics will be used to analyze and summarize the data. Findings will be shared with program staff, data sources, and other stakeholders to guide the policy campaign(s). Data collection training will	

	be provided to all data collectors, who will be surveyed before and after the training to assess their preparedness.	
<b>Purpose of Data Collection:</b>	Both	
<b>Waves of Data Collection:</b>	2	
<b>Data Collection Period(s):</b>		
Begin/End Periods - Wave 1:	01/22-06/22 to 07/22-12/22	
Begin/End Periods - Wave 2:	01/24-06/24 to 07/24-12/24	
<b>Data Collection Training:</b>	Yes	
<b>Copyright:</b>	Yes	
<b>Program Deliverable Percentage:</b>	2.00 %	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	End Commercial Tobacco Campaign Observation Instrument and Protocol	Yes
	End Commercial Tobacco Campaign Observation Summary Report	Yes
	Training Materials	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Coalition and Community Engagement Coordinator	Budgeted
	External Evaluator	Budgeted
	Project Coordinator	Budgeted

<b>Activity 1-E-2</b>	<b>Policy Record</b>	
<b>Evaluation Activity:</b>	To inform staff about policymaker support/opposition, key issues raised by policymakers and staff, and other insights from public policy meetings about the target policies of this Objective, a comprehensive policy record review will be implemented for each target jurisdiction. Policy record reviews will begin within the first six months during the period the project is engaged in the jurisdiction, updated regularly and submitted with each progress report through policy adoption. Signed policies will be submitted in the progress report after a final vote has occurred.	
<b>Purpose of Data Collection:</b>	Both	
<b>Waves of Data Collection:</b>	1	
<b>Data Collection Period(s):</b>		
Begin/End Periods - Wave 1:	01/22-06/22 to 01/25-06/25	
<b>Data Collection Training:</b>	No	
<b>Copyright:</b>	Yes	
<b>Program Deliverable Percentage:</b>	1.00 %	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Decision Maker Background Summary	Yes
	Document Review Summary	Yes
	Signed Policy	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	External Evaluator	Budgeted
	Intern(s)	Budgeted



	Project Coordinator	Budgeted
<b>Activity 1-E-5</b>	<b>Final Evaluation Report</b>	
<b>Data Analysis Plan:</b>	To document the projects organizational history, learn from past efforts, and share strategies with other projects, complete one final evaluation report. Tell Your Story reporting guidelines from the TCEC will be used to write a report that documents what your project was trying to achieve, how the project went about it, what happened as a result, what the project would do differently next time. The report will create a roadmap of your approach by describing tactics used and to what effect, support/opposition encountered, and how challenges and barriers were addressed. The report will explain how activities built upon each other and how evaluation supported or informed the work. The report will state how the project strategies and approaches were tailored to the target audiences. Content analysis, descriptive and inferential statistics, and data visualization will be used to analyze and summarize findings. The report will identify and assess key activities that were crucial to the effort in the report conclusions. Findings will draw specific, concrete recommendations for future work from report findings. The evaluation report will explain who lessons and results were shared with data sources and other stakeholders in appropriate formats. The report will include an abstract.	
<b>Methods to Disseminate Findings:</b>	Presentations Other	
<b>Other Dissemination Methods:</b>	Results will be reported with our annual internal evaluation report and lessons will be shared during our end-of-the year coalition meeting. The Final Evaluation Report will be shared with our LLA/Public Health staff, CTCP, and at least one professional audience representing the stakeholders related to the target policies (e.g., Parks and Recreation, Chamber of Commerce).	
<b>Study Limitations or Challenges:</b>	The evaluation design does not include a control group or condition. Therefore, any changes that may occur (e.g., policy adoption and implementation) may be influenced by temporal/seasonal factors, unique history of measurement targets (e.g., retailers, staff), and other known and unknown confounders.	
<b>Copyright:</b>	Yes	
<b>Program Deliverable Percentage:</b>	2.00 %	
<b>Activity Start Date Period:</b>	01/25-06/25	
<b>Activity Completion Date Period:</b>	01/25-06/25	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Final Evaluation Report	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Coalition and Community Engagement Coordinator	Budgeted
	External Evaluator	Budgeted
	Project Coordinator	Budgeted
<b>Narrative Summary</b>		

**Community Assessment  
Analysis:**

This project will primarily address the priority populations of youth, rural residents, people of low socioeconomic status or with limited education, and Latinos/as.

This project will primarily work in the geographical community of the City of Hollister. Hollister is the county seat of San Benito County (SBC) with a population of 40,740 as of 2019.

**The End Commercial Tobacco Pathway for this Objective is B.2: Menthol and Other Flavored Tobacco Products and Smokefree Outdoor Public Places.**

The town serves the surrounding farms, orchards, and ranches. The county has been described as a “bedroom community for Silicon Valley” where many residents commute 100 miles or more each day for greater job opportunities and higher wages. According to the U.S. Census Bureau 2019 statistics, over half (69.3%) of residents are Hispanic/Latino, and almost a third of the population (28.8%) is under 18 years old. The median household income is \$80,629.

Though the US Food and Drug Administration banned the sale of flavored cigarettes in 2009, other forms of flavored tobacco and electronic smoking devices (ESD) are still allowed. Cigars, smokeless tobacco, hookah, and electronic cigarettes come in flavors such as chocolate, berry, cherry, apple, wintergreen, and these flavors mask the naturally harsh taste of tobacco.

Though the prevalence of cigarette smoking among youth has declined in recent years, at the same time, there has been an increase in the amount of youth using e-cigarettes and hookah tobacco. (Arrazola, R.A., et al., MMWR 2015). In 2018, the current vaping use rate estimate among California high school youth was 10.9%; an increase from the 8.6% estimate in 2016 (California Student Tobacco Survey 2015-16 to 2017-18).

To address these concerns, the Wellness Coalition chose to address flavored tobacco in their 2017-2021 workplan in Hollister. The Hollister City Council was in the process of considering an amendment to the existing tobacco retail licensing policy to include a flavored tobacco plug-in, but the

	<p>process was halted because of the unexpected coronavirus (COVID-19) pandemic in 2020-2021.</p> <p>During the Community of Excellence (CX) process of 2021, the Wellness Coalition once again rated menthol and other flavored tobacco indicator (3.2.9) as a high priority. CX showed that flavored tobacco continues to be readily available in local stores and that community members are concerned about the issue. The observation survey of tobacco retailers in SBC (2019) shows 84.6% of the retailers surveyed sell flavored tobacco products. In a recent opinion poll of San Benito County residents, 65% of respondents think it is easy for people under the age of 21 to obtain flavored tobacco products and e-cigarettes from stores in Hollister. 60% would support a city-wide ban on the sale of all flavored tobacco products, including e-cigarettes in Hollister and 78% would support a policy limiting the sale of flavored tobacco products and e-cigarettes to only smoke-shops in Hollister. Coalition members believe more work is needed to raise support levels. Based on these CX findings, the Wellness Coalition wants to build on the work and lessons learned from working on flavored tobacco issues in Hollister during the 2017-2021 workplan and feels the attempt will be more successful as the COVID-19 pandemic slows and attention is no longer shifted towards addressing the emergency.</p> <p>Indicator 2.2.35, Smokefree Outdoor Public Places was also rated as a high priority. According to a local 2018 public intercept survey, 7 out of 10 of adults within SBC report having been exposed to secondhand smoke in outdoor areas in the county. Results of the CX data shows a high level of community support and evidence that shows existence of a public health problem to address other recreational areas.</p>
<b>Major Intervention Activities:</b>	<p>We will continue the flavored tobacco work started during the 2017-2021 workplan but that was halted due to prioritizing of the COVID-19 pandemic among our local elected officials. The intervention strategies will focus on continuing to raise awareness of and building support for flavored tobacco and ESD issues among community members and decision makers. In regards to smokefree outdoor public places, because this is the first time we have worked with the City of Hollister on this topic area, our intervention strategies will focus on raising awareness of and building support for outdoor secondhand smoke and ESD aerosol issues among</p>

	<p>local community members and decision makers. For both policies, we will begin by conducting a strategy planning session using the Midwest Academy Strategy Chart, and this will guide our new and renewed campaign strategies.</p> <p>Existing educational materials will be tailored to our community to include local statistics and to be culturally appropriate for rural residents, Hispanic/Latino community, and low-income families. We will distribute these materials and conduct presentations to a wide range of groups including schools, business associations, parent groups, and community partners. The Wellness Coalition of San Benito will play a vital role in educating policy makers and other key decision makers. To prepare coalition members, we will train volunteers to be subject matter experts and effective spokespersons.</p> <p>In addition to the efforts of the Wellness Coalition of San Benito, the youth coalition will play a vital role in educating policy makers and other key decision makers. Flavored tobacco is an issue that youth have rallied behind. To prepare both the adults and youth, we will train volunteers to be subject matter experts and effective spokespersons. Youth and adult coalition members will conduct outreach, collect petitions, conduct an interview on a local radio station, and meet with policy makers. LLA will provide organizations within San Benito County the opportunity to apply and receive funding to implement anti-flavored tobacco campaigns, activities and/or other interventions within or outside the populations they serve through community engagement agreements.</p> <p>In conclusion, LLA will provide organizations within SBC the opportunity to apply and receive funding to implement anti-flavored tobacco and SHS campaigns, activities and/or other interventions within or outside the populations they serve. In doing so, the LLA will develop new partnerships, build on existing relations, involve non-traditional populations in the anti-tobacco movement and increase coalition membership. Agreements will not exceed \$5,000 per subcontractor.</p>
<b>Theory of Change:</b>	<p>Because flavored tobacco and comprehensive smokefree outdoor recreational areas are still a relatively new issue for Hollister, this objective will follow a Diffusion of Innovation</p>

	<p>model. The theory looks at how members of a society adopt new ideas or behaviors and how some members adopt new ideas or behaviors at different rates. One key idea is that in addition to advertising and media stories, peer-to-peer conversations help spread the adoption of a new idea. It is the people we know and trust who can give us confidence to accept a new idea. Recognizing this concept, adult and youth coalition members will play a critical role in educating their fellow community members about flavored tobacco and secondhand smoke. First, adult and youth coalition members will be recruited to work on the flavored campaign and will be trained as spokespersons. Next, coalition members will help disseminate the message by speaking on local radio stations, participating in community outreach events, and meeting with policy makers. Educational messages and strategies will be tailored to various levels of readiness to accept the new idea. Possible strategies will include showing how prohibiting flavored tobacco is aligned with the community's values and past policy efforts to protect youth from the tobacco industry's marketing strategies. Building awareness of the dangers of flavored tobacco and SHS in outdoor recreational areas will be promoted through radio, social media, billboards and movie ads to gather support from community members. Another way to gather support will be community engagement agreements with local community based organizations to conduct activities to implement both campaigns. Experiences of nearby communities/counties throughout CA will be shared with community members and policy makers to help show the importance of such policies. This community led effort to spread the message will influence decision makers to support both policies.</p>
<b>Evaluation Summary Narrative:</b>	<p>The objective is adopt and implement a legislative policy, and the purpose of the evaluation is to advance and document the process of advocating for policies prohibiting the sale of flavored tobacco products and comprehensive smokefree outdoor areas in San Benito County. The study design is non-experimental and includes an outcome measure and a series of process measures.</p> <p>For flavored tobacco, the outcome measure is an observation survey of the 26 tobacco retailers in Hollister in the fourth year. The survey will be a shortened version of the HSHC survey and will assess the availability of flavored products</p>

after policy adoption. Descriptive statistics such as frequencies and percentages will be used to analyze the results. The results will be compared with prior HSHC observation surveys to measure any changes in the availability of flavored products and will help assess whether the objective was met. For smokefree outdoor areas,

The first process measure will be a post-training survey to determine the quality and usefulness of the flavored tobacco training for coalition members and another training for law enforcement. To ensure uniform survey methodology, a post-training survey will be administered after the data collection training for the observation of flavored tobacco products at tobacco retailers. A census sample of all training participants will be used. The results will be analyzed using descriptive statistics and will be used to improve future trainings and identify gaps in knowledge. The outcome measure will be a pre- and post-observation survey of smoking incidents, tobacco litter, and no-smoking signs at outdoor areas (i.e. parks, outdoor dining, sidewalks, etc). Descriptive statistics will be used to analyze the results, and pre- and post-observations will be compared to assess any changes after policy adoption.

Data will be collected in multiple ways: an observation survey of retailers and outdoor recreational areas, public intercept surveys, media records, and policy records. The observation survey will examine the availability of tobacco and other products as well as advertising/promotions, pricing, and placement of products. It will also examine the prevalence of smoking and secondhand smoke in outdoor recreational areas. The media record will be used to determine the extent of both earned and paid media and assess whether public sentiment is leaning positively or negatively towards campaign issues. The other data collection methods will assess the attitudes of the community and key opinion leaders regarding the retail environment and assess their level of support for policy change.

In the Final Evaluation Report, all data sources will be summarized following the guidelines specified by the California Tobacco Control Program and will discuss which intervention strategies were successful and why, challenges faced and how they were addressed, and recommendations for future efforts. A summary of the report will be submitted to

Partners and shared with coalition members, community members, key stakeholders, and other programs working on flavored tobacco issues.

## Objective 2

### Objective Overview

**Objective:** By June 30, 2025, at least 10 San Benito County youth ages 13-18 will be recruited, trained, and engaged to take part in the San Benito Youth Association to enable them to effectively educate the community about tobacco control issues. Trained youth volunteers will increase their tobacco control advocacy skills and knowledge by at least 70 percent, as evidenced by a pre- and post-test measurement, and will participate in a minimum of two tobacco control activities annually.

**Objective ID:** 2

**Primary Asset:** (2.4) **Youth Engagement in Tobacco Control:** 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.

**Is this a primary objective?** No

**Evaluation Plan Type:** Other without Measurable Outcome

**Target Audience:** **Audience Group**

- 13-17 years
- Adults 18 years and older
- Advocates
- Coalitions
- Low SES
- Rural Populations

**General Population Groups**

- Multi-ethnic

**Intervention Jurisdiction(s):**

- Hollister
- San Juan Bautista
- Unincorporated, San Benito

### Intervention Topic(s)

- Alcohol and Drug Prevention Collaboration
- Coalition Satisfaction Survey
- Leadership Training
- Policy/System Change Training
- Priority Population Organizations Collaboration
- Schools collaboration (K-12)
- Spokespersons Training
- Volunteer Recruitment
- Youth Summit

### Intervention Activity Plan

**Activity 2-4-1**

<b>Activity:</b>	Distribute 400-500 incentives, approximately 115-140 per year, (e.g. merchandise cards). Incentives are provided to program participants to motivate and/or reinforce positive behavior, participation, and/or involvement in tobacco control activities (e.g. art contest, data collection participation, event volunteering) and requires action on the part of the recipient to receive the incentive. The cost of the incentive may not exceed \$50 in value, per person, per year and shall not include merchandise cards that can be used to purchase tobacco, alcohol, and/or cannabis products. The project is responsible for the possession, security (e.g., will keep under lock and key), and accountability of the merchandise cards. The project will prepare a log sheet that will track and identify each of the merchandise cards, value, merchandise card transfer date, and recipient. The purchase of merchandise cards must be limited to an amount sufficient to cover no more than a two to three month period to avoid potential security issues. At the conclusion of the agreement, surplus incentives must be returned to CTCP.		
<b>Intervention Category:</b>	Incentives		
<b>Copyright:</b>	No		
<b>Program Deliverable Percentage:</b>	0.00 %		
<b>Start Date Period:</b>	01/22-06/22		
<b>Completion Date Period:</b>	01/25-06/25		
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>	
	Log - Incentives	On File	
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>	
	Health Assistant	Budgeted	
	Project Coordinator	Budgeted	

#### Activity 2-2-2

<b>Activity:</b>	Host one annual event (in person and/or virtual) with a local spin to participate in an annual tobacco advocate day (e.g. Great American Smokeout, Earth Day, Take Down Tobacco Day, World No Tobacco Day). Events will be decided on by youth, will be 30 minutes to 3 hours in length and will involve 10-15 community youth in tobacco control awareness promotion events.		
<b>Intervention Category:</b>	Community Education Activities		
<b>Copyright:</b>	No		
<b>Program Deliverable Percentage:</b>	2.00 %		
<b>Start Date Period:</b>	01/22-06/22		
<b>Completion Date Period:</b>	01/25-06/25		
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>	
	Photos of Event	Yes	
	Promotion Materials	Yes	
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>	
	Community Engagement Agreements	Budgeted	
	Health Assistant	Budgeted	
	Intern(s)	Budgeted	
	Youth Coalition Members	Non-Budgeted	



**Activity 2-1-3**

<b>Activity:</b>	Annually, update a list of all youth-serving organizations and key contacts in San Benito County, such as Youth Alliance, San Andreas High School, San Benito High School, and Friday Night Live, for outreach and recruitment of potential youth coalition members. Through these contacts, develop a calendar of educational activities to serve as opportunities for youth coalition member engagement in tobacco prevention.	
<b>Intervention Category:</b>	Coordination/Collaboration Activities	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	0.50 %	
<b>Start Date Period:</b>	01/22-06/22	
<b>Completion Date Period:</b>	01/25-06/25	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Calendar of Educational Activities	Yes
	List of Youth Serving Organizations	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Health Assistant	Budgeted
	Project Coordinator	Budgeted

**Activity 2-2-4**

<b>Activity:</b>	Annually conduct 2-4, 15-20 minute tobacco education and recruitment presentations at local high schools, youth based organizations and groups such as Youth Alliance, San Benito High School (after hours), and/or Youth Explorers with the Sheriff Department. Through these presentations, at least 10 youth will be recruited to participate in the Youth Coalition. Presentations will consist of education on the effects of tobacco use and advertising, other tobacco products (OTP), electronic smoking devices (ESD), and tobacco control policy work.	
<b>Intervention Category:</b>	Community Education Activities	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	2.00 %	
<b>Start Date Period:</b>	01/22-06/22	
<b>Completion Date Period:</b>	01/25-06/25	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Log - Presentation	Yes
	Presentation Materials	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Coalition and Community Engagement Coordinator	Budgeted
	Health Assistant	Budgeted
	Project Coordinator	Budgeted

**Activity 2-11-5**

<b>Activity:</b>	Annually, conduct 3-4 informal trainings for approximately 5-10 San Benito Youth Association members to increase their skills needed to carry out campaign tasks and tactics. Training topics may include but are not limited to: the health risk of tobacco use, tobacco industry tactics including
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	marketing, flavors, secondhand smoke issues, community organizing, public speaking and presentations and/or leadership skills.	
<b>Intervention Category:</b>	Training/Technical Assistance Activities	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	2.00 %	
<b>Start Date Period:</b>	01/22-06/22	
<b>Completion Date Period:</b>	01/25-06/25	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Attendance Records	On File
	Training Agendas and Training Materials	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Coalition and Community Engagement Coordinator	Budgeted
	Health Assistant	Budgeted
	Project Coordinator	Budgeted

#### Activity 2-1-6

<b>Activity:</b>	Local Lead Agency (LLA) staff will facilitate 5-6 youth/young adult-led meetings each year. During these meetings, youth engagement and training opportunities will occur to support and maintain a coalition each school year, and assist with leading activities in the project's scope of work.	
<b>Intervention Category:</b>	Coordination/Collaboration Activities	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	2.00 %	
<b>Start Date Period:</b>	01/22-06/22	
<b>Completion Date Period:</b>	01/25-06/25	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Log - Meetings	Yes
	Meeting Materials	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Coalition and Community Engagement Coordinator	Budgeted
	Health Assistant	Budgeted
	Project Coordinator	Budgeted

#### Activity 2-2-7

<b>Activity:</b>	Organize and facilitate 1-2 youth advocacy events (i.e. tobacco and substance abuse youth conference). The event will be attended by 20-50 students from various school districts. Content for the summit will include topics such as youth development, tobacco control issues related to youth, vaping, flavors, and substance use. Collaborate with youth/young adult-serving organizations and substance use organizations to plan, promote, and implement the event. A minimum of 2-4 presentations of 20-45 minutes in length related to tobacco control issues will be provided by stand and/or youth coalition members.
<b>Intervention Category:</b>	Community Education Activities

<b>Copyright:</b>	No										
<b>Program Deliverable Percentage:</b>	3.00 %										
<b>Start Date Period:</b>	01/22-06/22										
<b>Completion Date Period:</b>	01/25-06/25										
<b>Tracking Measures:</b>	<table> <tr> <th>Measure</th><th>Submit</th></tr> <tr> <td>Event Materials</td><td>Yes</td></tr> <tr> <td>Sign-In Sheet(s)</td><td>On File</td></tr> </table>	Measure	Submit	Event Materials	Yes	Sign-In Sheet(s)	On File				
Measure	Submit										
Event Materials	Yes										
Sign-In Sheet(s)	On File										
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Responsible Party	Budget Type										
Coalition and Community Engagement Coordinator	Budgeted										
Health Assistant	Budgeted										
Intern(s)	Budgeted										
Project Coordinator	Budgeted										

#### Activity 2-2-8

<b>Activity:</b>	Conduct at least 3-5 tobacco control education presentations to youth/young adult-based organizations (e.g., Friday Night Live, Boys and Girls Clubs, Mayors Youth Advisory Council, etc.) to promote the tobacco and substance abuse youth conference, the tobacco art contest, and encourage youth/YA participation.								
<b>Intervention Category:</b>	Community Education Activities								
<b>Copyright:</b>	No								
<b>Program Deliverable Percentage:</b>	2.00 %								
<b>Start Date Period:</b>	01/22-06/22								
<b>Completion Date Period:</b>	01/25-06/25								
<b>Tracking Measures:</b>	<table> <tr> <th>Measure</th><th>Submit</th></tr> <tr> <td>Log - Presentations</td><td>Yes</td></tr> <tr> <td>Presentation Materials</td><td>Yes</td></tr> </table>	Measure	Submit	Log - Presentations	Yes	Presentation Materials	Yes		
Measure	Submit								
Log - Presentations	Yes								
Presentation Materials	Yes								
<b>Responsible Parties:</b>	<table> <tr> <th>Responsible Party</th><th>Budget Type</th></tr> <tr> <td>Coalition and Community Engagement Coordinator</td><td>Budgeted</td></tr> <tr> <td>Health Assistant</td><td>Budgeted</td></tr> <tr> <td>Project Coordinator</td><td>Budgeted</td></tr> </table>	Responsible Party	Budget Type	Coalition and Community Engagement Coordinator	Budgeted	Health Assistant	Budgeted	Project Coordinator	Budgeted
Responsible Party	Budget Type								
Coalition and Community Engagement Coordinator	Budgeted								
Health Assistant	Budgeted								
Project Coordinator	Budgeted								

#### Activity 2-2-9

<b>Activity:</b>	Annually LLA staff and/or youth will participate in 4-7 community events, such as farmers markets, National Night Out, etc. throughout San Benito County. Information and educational materials regarding the dangers of tobacco including flavors, ESD, OTP, secondhand smoke (SHS), promotion of Kick It California, youth recruitment, surveys, petitions, etc. will be distributed.
<b>Intervention Category:</b>	Community Education Activities
<b>Copyright:</b>	No
<b>Program Deliverable Percentage:</b>	2.00 %
<b>Start Date Period:</b>	01/22-06/22
<b>Completion Date Period:</b>	01/25-06/25

<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Event Log	Yes
	Photos of Participation at Events	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Coalition and Community Engagement Coordinator	Budgeted
	Health Assistant	Budgeted
	Intern(s)	Budgeted
	Project Coordinator	Budgeted

#### Activity 2-7-10

<b>Activity:</b>	Conduct one strategic planning session annually for the youth coalition with community partners, youth/young adults and other stakeholders for 1-2 hours. Identify short, intermediate, and long term goals and organizational considerations to create a plan for the coalition's activities for the year.	
<b>Intervention Category:</b>	Policy Activities	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	2.00 %	
<b>Start Date Period:</b>	01/22-06/22	
<b>Completion Date Period:</b>	01/25-06/25	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Strategy Chart	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Health Assistant	Budgeted
	Project Coordinator	Budgeted

#### Activity 2-2-11

<b>Activity:</b>	To give voice to youth, the San Benito Youth Association will conduct at least one tobacco art contest that informs policymakers, staff, coalition, and the general public about tobacco related issues impacting San Benito County youth. Artwork will be presented to decision makers and the community through a display in a community space, social media, and the LLA's program website. Collaborate with youth/young adult-serving organizations to recruit 10-15 youth/young adults to take part in the event and to help promote the contest. Engage participants to submit artwork for the contest and help promote the event. The participants will be recruited through methods such as existing relationships, educational presentations, social networking, school partnerships, etc.	
<b>Intervention Category:</b>	Community Education Activities	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	3.00 %	
<b>Start Date Period:</b>	01/23-06/23	
<b>Completion Date Period:</b>	01/25-06/25	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Log - Recruitment	Yes

	Photos of Event/Displayed Art Yes	
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Coalition and Community Engagement Coordinator	Budgeted
	Community Engagement Agreements	Budgeted
	Health Assistant	Budgeted
	Project Coordinator	Budgeted
	Youth Coalition Members	Non-Budgeted

#### Activity 2-7-12

<b>Activity:</b>	Annually, 2-4 youth and adult partners will participate in Youth Quest at the State Capitol to educate policymakers about key tobacco control issues.	
<b>Intervention Category:</b>	Policy Activities	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	0.00 %	
<b>Start Date Period:</b>	01/22-06/22	
<b>Completion Date Period:</b>	01/25-06/25	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Attendance Records	On File
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Coalition and Community Engagement Coordinator	Budgeted
	Health Assistant	Budgeted
	Project Coordinator	Budgeted
	Youth Coalition Members	Non-Budgeted

#### Evaluation Activity Plan

<b>Activity 2-E-1</b>	<b>Education/Participant Survey</b>	
<b>Evaluation Activity:</b>	To inform staff and coalition members about how to improve coalition functioning, satisfaction, and diversity, the online Tobacco Education Clearinghouse of California (TCEC) coalition survey will be utilized. The survey link will be sent to a census of coalition members annually. Data will be analyzed using descriptive statistics and content analysis and results will be shared with coalition members and community outreach staff to strategize how to fill the gaps in training, opportunities, skill building, meetings, functioning, technical assistance, diversity, and representation. In addition, results from all waves will be compared to determine if/how the coalition has changed over time.	
<b>Purpose of Data Collection:</b>	Process	
<b>Waves of Data Collection:</b>	1	
<b>Data Collection Period(s):</b>		
<b>Begin/End Periods - Wave 1:</b>	01/23-06/23 to 01/25-06/25	
<b>Data Collection Training:</b>	No	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	0.50 %	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>

	Coalition Survey Instrument	Yes
	Coalition Survey Summary Report	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Coalition and Community Engagement Coordinator	Budgeted
	External Evaluator	Budgeted
	Health Assistant	Budgeted
	Intern(s)	Budgeted
	Project Coordinator	Budgeted

<b>Activity 2-E-4</b>	<b>Education/Participant Survey</b>	
<b>Evaluation Activity:</b>	To inform staff and trainers about how to improve future trainings and to determine the preparedness of youth coalition members to support tobacco use prevention, a post-event (e.g., training, technical assistance, other activity) survey will be administered to a census of youth participants using a paper or online survey. The survey will be created by the Evaluator in consultation with and meeting all requirements of TCEC. The survey will provide information on training feedback, anticipated needs, changes in knowledge, comfort, confidence, preparation, and satisfaction with the training objectives. Data will be analyzed using descriptive statistics and content analysis and results will be shared with participants, trainers, and staff to improve future trainings and determine other training, education, or service needs.	
<b>Purpose of Data Collection:</b>	Process	
<b>Waves of Data Collection:</b>	1	
<b>Data Collection Period(s):</b>		
<b>Begin/End Periods - Wave 1:</b>	01/22-06/22 to 01/25-06/25	
<b>Data Collection Training:</b>	No	
<b>Copyright:</b>	Yes	
<b>Program Deliverable Percentage:</b>	0.50 %	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Training Survey Instrument	Yes
	Training Survey Summary Report	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Coalition and Community Engagement Coordinator	Budgeted
	External Evaluator	Budgeted
	Health Assistant	Budgeted
	Intern(s)	Budgeted
	Project Coordinator	Budgeted

<b>Activity 2-E-2</b>	<b>Other</b>
<b>Evaluation Activity:</b>	A youth engagement tracking tool, referred to as the Member Participation Record (MPR), will be developed and used to track and summarize diversity of partnerships and key partnership engagement in campaign activities, outreach efforts, meetings, and trainings. The tool will be developed by the Evaluator in consultation with and meeting all requirements of TCEC. The MPR will describe participation of coalition members in all planned activities. The MPR will be updated regularly and

	will consist of the following fields for recording youth participation including, but not limited to: event name, date, location, partner organization name(s), committee memberships, and description of activity(ies) and/or event(s), including a brief description of how members were participating (e.g. wrote an article for newsletter, conducted a presentation, participating in social media planning, etc.). This form will be regularly reviewed for patterns in youth participation by project staff and coalition members. The results from this MPR will help project staff to see if it is meeting its annual coalition recruitment and retention goals. Findings from the MPR will be shared with project staff and coalition members to guide campaign activities.										
<b>Purpose of Data Collection:</b>	Process										
<b>Waves of Data Collection:</b>	1										
<b>Data Collection Period(s):</b>											
Begin/End Periods - Wave 1:	01/22-06/22 to 01/25-06/25										
<b>Data Collection Training:</b>	No										
<b>Copyright:</b>	Yes										
<b>Program Deliverable Percentage:</b>	1.00 %										
<b>Tracking Measures:</b>	<table border="1"> <thead> <tr> <th>Measure</th><th>Submit</th></tr> </thead> <tbody> <tr> <td>Coalition Participation Tracking Form</td><td>Yes</td></tr> <tr> <td>Coalition Participation Tracking Instrument/Protocol</td><td>Yes</td></tr> </tbody> </table>	Measure	Submit	Coalition Participation Tracking Form	Yes	Coalition Participation Tracking Instrument/Protocol	Yes				
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Coalition and Community Engagement Coordinator	Budgeted										
External Evaluator	Budgeted										
Health Assistant	Budgeted										
Project Coordinator	Budgeted										
<b>Activity 2-E-3</b>	<b>Final Evaluation Report</b>										
<b>Data Analysis Plan:</b>	To document the projects organizational history, learn from past efforts, and share strategies with other projects, complete one brief evaluation report (BER) using the Tell Your Story reporting guidelines from TCEC. The BER will document project goals, process, results and recommendations, and will include an abstract. The report will describe tactics used and to what effect, support/opposition encountered, and how challenges and barriers were addressed. Information will be included on how activities built upon each other, how evaluation supported or informed the work, and how strategies were tailored to reach target audiences. Content analysis, descriptive and inferential statistics, and data visualization to analyze and summarize findings. The conclusion will identify and assess key activities that were crucial to the effort and specific, concrete recommendations for future work will be provided. Evaluation results will be shared with data sources, participants, and other stakeholders as identified in the dissemination plan.										
<b>Methods to Disseminate Findings:</b>	Presentations Other										
<b>Other Dissemination Methods:</b>	Results will be reported with our annual internal evaluation report and lessons will be shared during our end-of-the year youth coalition meeting. The Brief Evaluation Report will be shared with LLA/Public Health staff, and CTCP										

<b>Study Limitations or Challenges:</b>	This evaluation of the youth coalition process and outcomes uses a case study approach that is specific to the participants and conditions of the coalition. The evaluation design does not include a control group or condition. Therefore, any changes that may occur (e.g., coalition function, member participation) may be influenced by temporal/seasonal factors, unique history of measurement targets (e.g., coalition members, project staff), and other known and unknown confounders.		
<b>Copyright:</b>	Yes		
<b>Program Deliverable Percentage:</b>	2.00 %		
<b>Activity Start Date Period:</b>	01/25-06/25		
<b>Activity Completion Date Period:</b>	01/25-06/25		
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>	
	Brief Evaluation Report	Yes	
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>	
	Coalition and Community Engagement Coordinator	Budgeted	
	External Evaluator	Budgeted	
	Project Coordinator	Budgeted	
	Project Director	Budgeted	
	Youth Coalition Members	Non-Budgeted	

## Narrative Summary

<b>Community Assessment Analysis:</b>	<p>This project will primarily address the priority populations of youth, rural residents, Hispanic/Latino community, and low-income populations.</p> <p>This project will primarily work in the geographical community of San Benito County. San Benito County is primarily an agricultural community with a mix of row crops, orchards and cattle ranches but it has also been described as a “bedroom community for Silicon Valley” where many residents commute over 100 miles per day for higher wages. The U.S. Census Bureau estimated San Benito County’s population in 2019 to be 62,808. According to census data over half (60.8%) of residents are Hispanic/Latino, and almost a third of the residents are under 18 years of age (25.5%%). Other ethnic groups combined comprise less than 10% of the population. The median household income is \$86,958.</p> <p>During the Community of Excellence process of 2021, the Wellness Coalition of San Benito rated the Youth Engagement in Tobacco Control asset (2.4) as a high priority. The Wellness Coalition would like to build on the highly successful youth coalition that was established during the 2014-2017 workplan. Recent satisfaction surveys and tracking logs show the youth coalition is diverse, members</p>
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	<p>feel they are well prepared to educate about policies, and members have been active in tobacco control activities. Among members who participated in the satisfaction survey in 2018, 50% self-identify as Hispanic/Latino, 21% self-identify as low income and 14% self-identify as LGBT+. The survey also showed that most of the respondents say they can make positive changes in their community (100%), have gained new skills/knowledge (80%), feel confident presenting a tobacco issue to elected officials (70%), and know how to advocate for tobacco policies in their community (70%). Ten members participated in seven activities and five members participated in at least three trainings. Activities included talking/writing to elected officials, conducting surveys, and participating in a health fair/community event.</p> <p>The Wellness Coalition selected to continue a youth focused objective during the 2022-2025 workplan because they believe the youth coalition is an effective advocacy group and will make significant advances in tobacco control policies in the community.</p>
<b>Major Intervention Activities:</b>	<p>We plan to continue the intervention strategies that have been proven to be successful during the previous workplan. To recruit new coalition members, we will conduct presentations at the beginning of the school year at local high schools, youth based organizations such as the Youth Alliance and/or the Youth Explorers with Sheriff Department. New strategies to recruit youth will include hosting youth events such as a youth summit. New and continuing members will also be trained on a variety of tobacco control topics such as “Tobacco 101”, tobacco industry marketing strategies including flavored products, Electronic Nicotine Delivery Devices (ENDD), Other Flavored Tobacco Products (OTP) and the glamorous portrayal of smoking in the movies. Additional trainings will focus on public speaking, leadership skills, developing talking points during meetings with elected officials, and community organizing.</p> <p>Coalition members will meet at least 6 to 7 times over the school year. During these meetings, youth engagement and training opportunities will be identified and discussed, and youth will be encouraged and mobilized to participate in tobacco control activities that they are interested in. We will also work with members to create their own bylaws and</p>

	<p>mission statement to help build the coalition's infrastructure. Through all these strategies, the youth will become effective, tobacco control advocates.</p>
<b>Theory of Change:</b>	<p>This objective will follow the community organizing theory. The community organizing theory is based on a grassroots effort where community members are mobilized to identify issues in their community and develop their own solutions. The LLA staff will recruit youth from high priority populations to participate in a youth coalition. Staff will provide trainings that aim to empower youth to assume a greater role in creating change in their community. The LLA will support the youth's efforts by developing leadership skills and building knowledge about tobacco issues and other health equity issues. Equipped with new skills and vision, youth will act as catalyst for change in their community.</p>
<b>Evaluation Summary Narrative:</b>	<p>The primary purpose of the evaluation is to guide intervention strategies and to determine if the objective is met. The study design is non-experimental, and several process measures and one outcome measure will be used to evaluate whether 10 youth coalition members are recruited and trained to participate in at least two tobacco control activities.</p> <p>The first process measure will be a post-training survey to determine the quality and usefulness of each of the coalition trainings. The survey will be administered pen-to-paper. Questions will assess whether the participants gained any skills or knowledge. The results will be analyzed using descriptive statistics and will be used to improve future trainings.</p> <p>The second process measure will be a coalition satisfaction survey. The survey will identify which priority populations are represented, measure members' level of participation in meetings and activities, and assess their readiness to be advocates. The survey instrument developed during the previous workplan will be updated and administered both online and pen-to-paper. Descriptive statistics will be used to analyze the data. The results will be used to improve recruitment and training efforts and, along with the tracking log, will help determine if youth participated in the number of activities required in the objective.</p> <p>A tracking log will be used as a process measure to track members' participation in tobacco control activities. LLA staff will use the log developed during the previous work plan. Every 6 months, the logs will be analyzed to determine the number of new members recruited, which target groups they represented, and how often they participated in coalition activities. These results will help assess whether the objective was met and will inform the Brief Evaluation Report.</p> <p>The final process measure will be a media record review for both earned and paid media. A content analysis of the media record form will help determine the extent of news and media coverage and assess whether public sentiment is leaning positively or negatively towards campaign issues.</p> <p>The greatest challenge will be ensuring an adequate response rate to the satisfaction survey. Incentives will be used to increase the response rate, and the data collected from the training assessments and the recruitment log will help fill any gaps.</p> <p>In the Brief Evaluation Report, all data sources will be summarized following the guidelines specified by the California Tobacco Control Program and will</p>

identify effective recruitment and training strategies, barriers and challenges, and recommendations for other programs seeking to engage youth coalitions. A summary of the report will be submitted to Partners, and shared with the Wellness Coalition of San Benito County, the community, and other programs who may want to tackle a similar objective.

## Objective 3

### Objective Overview

**Objective:** By June 30, 2025, create at least five new partnerships with organizations in San Benito County serving or addressing substance use disorder, oral health, mental health, LGBTQ+, parks and recreation, and/or business sector as evidenced by at least one of the following: implementation of joint activities, co-hosting community events, tobacco control content incorporated in to organizations policies, media (website, social media, printed publications, etc.), and/or specific activities for policy, systems, and environmental change collaboration.

**Objective ID:** 3

**Primary 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.

**Is this a primary objective?** No

**Evaluation Plan Type:** Other without Measurable Outcome

**Target Audience:** **Audience Group**

- Adults 18 years and older
- Advocates
- Coalitions
- College Students/faculty/staff
- Elected Officials
- LGBTQ+
- Low SES
- Mental Health
- Faith-Based Organizations
- Rural Populations
- Substance Abuse
- Tobacco Retailers
- Tobacco Users

**General Population Groups**

- Multi-ethnic

**Intervention Jurisdiction(s):**

- Hollister
- San Juan Bautista
- Unincorporated, San Benito

### Intervention Topic(s)

- Coalition Satisfaction Survey
- Focus Groups
- Leadership Training
- Policy/System Change Training

- Priority Population Organizations Collaboration
- Spokespersons Training
- Volunteer Recruitment

## Intervention Activity Plan

### Activity 3-2-1

<b>Activity:</b>	Create and distribute an electronic newsletter 3-4 times annually, which will include topics such as the LLAs policy goals, other CTCP grantee policy goals, information about the coalitions upcoming events, member spotlight, education on new/emerging tobacco products, and education on secondhand smoke (SHS) exposure. Disseminate to the coalitions listserv, which includes non-profits serving priority populations, schools, local government organizations, and youth serving organizations. Coalition members will contribute to the development of content for the newsletter.	
<b>Intervention Category:</b>	Community Education Activities	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	2.50 %	
<b>Start Date Period:</b>	01/22-06/22	
<b>Completion Date Period:</b>	01/25-06/25	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Analytics Summary	Yes
	Copy of Newsletter(s)	Yes
	Distribution List	On File
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Adult Coalition Members	Non-Budgeted
	Coalition and Community Engagement Coordinator	Budgeted
	Health Assistant	Budgeted
	Project Coordinator	Budgeted

### Activity 3-3-2

<b>Activity:</b>	In consultation with statewide grantees and coalition members, develop 2-7 new or updated coalition materials such as recruitment postcards, membership sign-up form, updated logo, coalition position statements, fact sheets that highlight existing members and activities, or adapt existing materials such as translating existing material into a new language, formatting an urban-themed material for a rural population, that will be disseminated through the a newsletter, emails, coalition website, and in person meetings. Chosen audiences will include non-profits, schools, youth serving organizations, and government agencies. Consumer testing of materials is required and described in the Evaluation Plan. Once completed, market materials to appropriate audiences to facilitate distribution. Submit new or adapted material(s) to the Tobacco Education Clearinghouse of California (TECC) Material Submission page (MatTrack) upon completion.
<b>Intervention Category:</b>	Educational Materials Development
<b>Copyright:</b>	Yes
<b>Program Deliverable Percentage:</b>	2.00 %

<b>Start Date Period:</b>	01/22-06/22	
<b>Completion Date Period:</b>	01/25-06/25	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Materials Developed	Yes
	MatTrack Submission Verification	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Adult Coalition Members	Non-Budgeted
	Coalition and Community Engagement Coordinator	Budgeted
	Health Assistant	Budgeted
	Project Coordinator	Budgeted

### Activity 3-11-3

<b>Activity:</b>	Conduct at least 3-7 trainings for approximately 10-25 coalition members and collaborative partners to increase their skills needed to carry out campaign tasks and tactics. Training topics may include, but are not limited to: community organizing, letter writing, meeting facilitation, peer-to-peer training, public speaking and presentations, social media use, media advocacy, and spokesperson(s)/media interactions.	
<b>Intervention Category:</b>	Training/Technical Assistance Activities	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	2.00 %	
<b>Start Date Period:</b>	01/22-06/22	
<b>Completion Date Period:</b>	01/25-06/25	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Log - Trainings	Yes
	Training Materials	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Coalition and Community Engagement Coordinator	Budgeted
	Health Assistant	Budgeted
	Project Coordinator	Budgeted

### Activity 3-1-4

<b>Activity:</b>	Annually host 3-4 general membership meetings for Wellness Coalition of San Benito County members to participate in planning, data collection, educational visits, public speaking, letter writing, etc. The Local Lead Agency will serve as the Backbone Agency to the coalition, providing the community the space, knowledge, and resources to come together and support problem-solving efforts to advance tobacco control work, by assisting with meeting logistics, administrative needs, and note-keeping.	
<b>Intervention Category:</b>	Coordination/Collaboration Activities	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	1.50 %	
<b>Start Date Period:</b>	01/22-06/22	
<b>Completion Date Period:</b>	01/25-06/25	

Tracking Measures:	Measure	Submit
	Log - Meetings	Yes
	Meeting Materials	Yes
Responsible Parties:	Responsible Party	Budget Type
	Adult Coalition Members	Non-Budgeted
	Coalition and Community Engagement Coordinator	Budgeted
	Health Assistant	Budgeted
	Project Coordinator	Budgeted

#### Activity 3-1-5

<b>Activity:</b>	Weekly, log onto Partners to identify upcoming trainings, new information and advocacy campaign tools. Monthly, contribute a minimum of one post to InfoHub to share information or pose or respond to a question. Annually, write a minimum of one Spotlight On including significant steps taken, milestones achieved, and barriers encountered at the completion of the campaign.		
<b>Intervention Category:</b>	Coordination/Collaboration Activities		
<b>Copyright:</b>	No		
<b>Program Deliverable Percentage:</b>	0.00 %		
<b>Start Date Period:</b>	01/22-06/22		
<b>Completion Date Period:</b>	01/25-06/25		
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>	
	Partners Six Month InfoHub Report	Yes	
	Partners Six Month Login Report	Yes	
	Spotlight On Submission(s)	Yes	
<b>Responsible Parties:</b>	<b>Responsible Party</b>		<b>Budget Type</b>
	Coalition and Community Engagement Coordinator		Budgeted
	Health Assistant		Budgeted
	Project Coordinator		Budgeted

#### Activity 3-1-6

<b>Activity:</b>	Coordinate with Coalition members to review and revise (if necessary) the Coalition's mission statement and operation guidelines (e.g. bylaws) to make sure they are compliant with the 2022-2025 Local Lead Agency (LLA) Guidelines, inclusive of the needs of targeted priority populations within the community, and in line with the goals and ambitions of the Coalition. The review and revision will take place every two years, in 2022 and 2024.		
<b>Intervention Category:</b>	Coordination/Collaboration Activities		
<b>Copyright:</b>	No		
<b>Program Deliverable Percentage:</b>	1.00 %		
<b>Start Date Period:</b>	01/22-06/22		
<b>Completion Date Period:</b>	01/25-06/25		
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>	
	Updated Guidelines & Mission Statement	Yes	

<b>Responsible Parties:</b>	<table border="1"> <thead> <tr> <th>Responsible Party</th> <th>Budget Type</th> </tr> </thead> <tbody> <tr> <td>Adult Coalition Members</td> <td>Non-Budgeted</td> </tr> <tr> <td>Coalition and Community Engagement Coordinator</td> <td>Budgeted</td> </tr> <tr> <td>Health Assistant</td> <td>Budgeted</td> </tr> <tr> <td>Project Coordinator</td> <td>Budgeted</td> </tr> </tbody> </table>	Responsible Party	Budget Type	Adult Coalition Members	Non-Budgeted	Coalition and Community Engagement Coordinator	Budgeted	Health Assistant	Budgeted	Project Coordinator	Budgeted
Responsible Party	Budget Type										
Adult Coalition Members	Non-Budgeted										
Coalition and Community Engagement Coordinator	Budgeted										
Health Assistant	Budgeted										
Project Coordinator	Budgeted										

  

<b>Activity 3-7-7</b>							
<b>Activity:</b>	Annually, 1-2 coalition members and/or staff will participate in Information and Education (I&E) Days at the State Capitol to educate policymakers about key tobacco control issues.						
<b>Intervention Category:</b>	Policy Activities						
<b>Copyright:</b>	No						
<b>Program Deliverable Percentage:</b>	0.00 %						
<b>Start Date Period:</b>	01/22-06/22						
<b>Completion Date Period:</b>	01/25-06/25						
<b>Tracking Measures:</b>	<table border="1"> <thead> <tr> <th>Measure</th> <th>Submit</th> </tr> </thead> <tbody> <tr> <td>Attendance Records</td> <td>On File</td> </tr> </tbody> </table>	Measure	Submit	Attendance Records	On File		
Measure	Submit						
Attendance Records	On File						
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Responsible Party	Budget Type						
Health Assistant	Budgeted						
Project Coordinator	Budgeted						

  

<b>Activity 3-11-9</b>									
<b>Activity:</b>	Staff will solicit a community presentation from Wellness Coalition and/or community members on various topics such as: behavioral health, suicide prevention, tobacco toxic waste, cannabis, driving under the influence, opioids, oral health, walkable communities, emerging tobacco products and/or electronic smoking devices and healthy communities. Topics will support the efforts of the Wellness Coalition. Each presentation will be approximately 15-30 minutes and will include time for Coalition members to ask questions. Community presentations will be conducted at the beginning of each Coalition meeting for a total of 6-9 presentations over the course of the workplan. Staff will conduct a survey after each community presentation that will gather information on the presentation and future trainings.								
<b>Intervention Category:</b>	Training/Technical Assistance Activities								
<b>Copyright:</b>	No								
<b>Program Deliverable Percentage:</b>	1.50 %								
<b>Start Date Period:</b>	01/22-06/22								
<b>Completion Date Period:</b>	01/25-06/25								
<b>Tracking Measures:</b>	<table border="1"> <thead> <tr> <th>Measure</th> <th>Submit</th> </tr> </thead> <tbody> <tr> <td>Meeting Agendas</td> <td>Yes</td> </tr> </tbody> </table>	Measure	Submit	Meeting Agendas	Yes				
Measure	Submit								
Meeting Agendas	Yes								
<b>Responsible Parties:</b>	<table border="1"> <thead> <tr> <th>Responsible Party</th> <th>Budget Type</th> </tr> </thead> <tbody> <tr> <td>Adult Coalition Members</td> <td>Non-Budgeted</td> </tr> <tr> <td>Coalition and Community Engagement Coordinator</td> <td>Budgeted</td> </tr> <tr> <td>Health Assistant</td> <td>Budgeted</td> </tr> </tbody> </table>	Responsible Party	Budget Type	Adult Coalition Members	Non-Budgeted	Coalition and Community Engagement Coordinator	Budgeted	Health Assistant	Budgeted
Responsible Party	Budget Type								
Adult Coalition Members	Non-Budgeted								
Coalition and Community Engagement Coordinator	Budgeted								
Health Assistant	Budgeted								

	Project Coordinator	Budgeted
<b>Activity 3-1-10</b>		
<b>Activity:</b>	Consult with statewide grantees (e.g. The Center for Tobacco Policy and Organizing, The LOOP) and other LLAs, who engage priority populations and develop new partnerships, for training and technical assistance, and for recommendations for coalition recruitment and retention.	
<b>Intervention Category:</b>	Coordination/Collaboration Activities	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	0.00 %	
<b>Start Date Period:</b>	01/22-06/22	
<b>Completion Date Period:</b>	01/25-06/25	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Collaboration Notes	On File
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Coalition and Community Engagement Coordinator	Budgeted
	Health Assistant	Budgeted
	Project Coordinator	Budgeted
<b>Activity 3-2-11</b>		
<b>Activity:</b>	Conduct at least 2 community engagement events (such as a tobacco and substance use conference), with participation by approximately 15-40 individuals at each event. Participants will be Latinos/as, low socioeconomic status (SES), rural residents, parents, etc. The participants will be recruited through methods such as existing relationships, educational presentations, social networking, etc.	
<b>Intervention Category:</b>	Community Education Activities	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	2.00 %	
<b>Start Date Period:</b>	01/22-06/22	
<b>Completion Date Period:</b>	01/25-06/25	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Event Materials	Yes
	Log - Recruitment	Yes
	Sign-in Sheet(s)	On File
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Adult Coalition Members	Non-Budgeted
	Coalition and Community Engagement Coordinator	Budgeted
	Community Engagement Agreements	Budgeted
	Health Assistant	Budgeted
	Intern(s)	Budgeted
	Project Coordinator	Budgeted
<b>Evaluation Activity Plan</b>		



<b>Activity 3-E-1</b>	<b>Education/Participant Survey</b>										
<b>Evaluation Activity:</b>	To inform staff and coalition members about how to improve coalition functioning, satisfaction, and diversity, the online Tobacco Control Evaluation Center (TCEC) coalition survey will be utilized. The survey link will be sent to a census of coalition members annually. Data will be analyzed using descriptive statistics and content analysis and results will be shared with coalition members and community outreach staff to strategize how to fill the gaps in training, opportunities, skill building, meetings, functioning, technical assistance, diversity, and representation. In addition, results from all waves will be compared to determine if/how the coalition has changed over time.										
<b>Purpose of Data Collection:</b>	Process										
<b>Waves of Data Collection:</b>	1										
<b>Data Collection Period(s):</b>											
<b>Begin/End Periods - Wave 1:</b>	01/23-06/23 to 01/25-06/25										
<b>Data Collection Training:</b>	No										
<b>Copyright:</b>	No										
<b>Program Deliverable Percentage:</b>	0.50 %										
<b>Tracking Measures:</b>	<table> <tr> <th>Measure</th><th>Submit</th></tr> <tr> <td>Coalition Survey Instrument</td><td>Yes</td></tr> <tr> <td>Coalition Survey Summary Report</td><td>Yes</td></tr> </table>	Measure	Submit	Coalition Survey Instrument	Yes	Coalition Survey Summary Report	Yes				
Measure	Submit										
Coalition Survey Instrument	Yes										
Coalition Survey Summary Report	Yes										
<b>Responsible Parties:</b>	<table> <tr> <th>Responsible Party</th><th>Budget Type</th></tr> <tr> <td>Coalition and Community Engagement Coordinator</td><td>Budgeted</td></tr> <tr> <td>External Evaluator</td><td>Budgeted</td></tr> <tr> <td>Intern(s)</td><td>Budgeted</td></tr> <tr> <td>Project Coordinator</td><td>Budgeted</td></tr> </table>	Responsible Party	Budget Type	Coalition and Community Engagement Coordinator	Budgeted	External Evaluator	Budgeted	Intern(s)	Budgeted	Project Coordinator	Budgeted
Responsible Party	Budget Type										
Coalition and Community Engagement Coordinator	Budgeted										
External Evaluator	Budgeted										
Intern(s)	Budgeted										
Project Coordinator	Budgeted										
<b>Activity 3-E-5</b>	<b>Education/Participant Survey</b>										
<b>Evaluation Activity:</b>	To inform staff and trainers about how to improve future trainings (or to improve future technical assistance (TA) or identify resource gaps), a post-training (or TA) assessment will be administered to participants of activity 3-11-3. Using a pen and paper (or online) survey developed in consultation with TCEC, a census of training participants at each event will be surveyed to understand training feedback, anticipated needs, changes in knowledge, comfort, confidence, preparation, and intent to engage in tobacco prevention activities (or satisfaction with services, participation levels, additional needs, and/or data collector readiness). Data will be analyzed using descriptive statistics and content analysis and results will be shared with participants, trainers, and staff to improve future trainings (or TA) and determine other training, education, or service needs.										
<b>Purpose of Data Collection:</b>	Process										
<b>Waves of Data Collection:</b>	1										
<b>Data Collection Period(s):</b>											
<b>Begin/End Periods - Wave 1:</b>	01/22-06/22 to 01/25-06/25										
<b>Data Collection Training:</b>	No										
<b>Copyright:</b>	Yes										
<b>Program Deliverable Percentage:</b>	0.50 %										

<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Training Survey Instrument	Yes
	Training Survey Summary Report	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Coalition and Community Engagement Coordinator	Budgeted
	External Evaluator	Budgeted
	Health Assistant	Budgeted
	Project Coordinator	Budgeted

Activity 3-E-2	Other								
Evaluation Activity:	Consumer testing will be used to assess the appropriateness and appeal of the content, logic, wording, design and/or takeaway message of the material/ instrument for the intended audience(s). A consumer testing tool (e.g., survey, focus group) will be created by the Evaluator using guidelines and existing models from the Tobacco Education Clearinghouse of California (TECC) and TCEC. Consumer testing of each material will engage two groups with 6-10 adults or 5-7 youth. Participant responses will be analyzed and summarized for common themes in order to make recommendations for material/instrument revisions. Results will be shared with project staff to prepare the final versions of materials. A final summary report will be submitted to MatTrack on TECCs website with material submissions.								
Purpose of Data Collection:	Process								
Waves of Data Collection:	1								
Data Collection Period(s):									
Begin/End Periods - Wave 1:	01/22-06/22 to 01/25-06/25								
Data Collection Training:	No								
Copyright:	Yes								
Program Deliverable Percentage:	1.00 %								
Tracking Measures:	<table><tr><th>Measure</th><th>Submit</th></tr><tr><td>Consumer Testing Instrument</td><td>Yes</td></tr><tr><td>Consumer Testing Summary Report</td><td>Yes</td></tr></table>	Measure	Submit	Consumer Testing Instrument	Yes	Consumer Testing Summary Report	Yes		
Measure	Submit								
Consumer Testing Instrument	Yes								
Consumer Testing Summary Report	Yes								
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Responsible Party	Budget Type								
Coalition and Community Engagement Coordinator	Budgeted								
External Evaluator	Budgeted								
Project Coordinator	Budgeted								

<b>Activity 3-E-3</b>	<b>Other</b>
<b>Evaluation Activity:</b>	A partner engagement tracking tool, referred to as the Member Participation Record (MPR), will be developed and used to track and summarize diversity of partnerships and key partnership engagement in campaign activities, outreach efforts, meetings, and trainings. The tool will be developed by the Evaluator in consultation with and meeting all requirements of TCEC. The MPR will describe participation of coalition members in all planned activities. The MPR will be updated regularly and will consist of the following fields for recording organization/individual member participation including, but not limited to: event name, date, location, partner organization name(s), committee memberships, and

	description of activity(ies) and/or event(s), including a brief description of how members were participating (e.g. wrote an article for newsletter, conducted a presentation, participating in social media planning, etc.). This form will be regularly reviewed for patterns in participation by project staff and coalition members. The results from this MPR will help project staff to see if it is meeting its annual coalition recruitment and retention goals. Findings from the MPR will be shared with project staff and coalition members to guide campaign activities.												
<b>Purpose of Data Collection:</b>	Process												
<b>Waves of Data Collection:</b>	1												
<b>Data Collection Period(s):</b>													
<b>Begin/End Periods - Wave 1:</b>	01/22-06/22 to 01/25-06/25												
<b>Data Collection Training:</b>	No												
<b>Copyright:</b>	Yes												
<b>Program Deliverable Percentage:</b>	0.50 %												
<b>Tracking Measures:</b>	<table border="1"> <thead> <tr> <th>Measure</th><th>Submit</th></tr> </thead> <tbody> <tr> <td>Coalition Participation Tracking Form</td><td>Yes</td></tr> <tr> <td>Coalition Participation Tracking Instrument/Protocol</td><td>Yes</td></tr> </tbody> </table>	Measure	Submit	Coalition Participation Tracking Form	Yes	Coalition Participation Tracking Instrument/Protocol	Yes						
Measure	Submit												
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Responsible Party	Budget Type												
Coalition and Community Engagement Coordinator	Budgeted												
External Evaluator	Budgeted												
Health Assistant	Budgeted												
Intern(s)	Budgeted												
Project Coordinator	Budgeted												
<b>Activity 3-E-4</b>	<b>Final Evaluation Report</b>												
<b>Data Analysis Plan:</b>	To document the projects organizational history, learn from past efforts, and share strategies with other projects, complete one final evaluation report (Brief Evaluation Report or BER). Tell Your Story reporting guidelines from TCEC will be used to write a report that documents what your project was trying to achieve, how the project went about it, what happened as a result, what the project would do differently next time. The report will create a roadmap of your approach by describing tactics used and to what effect, support/opposition encountered, and how challenges and barriers were addressed. The report will explain how activities built upon each other and how evaluation supported or informed the work. The report will state how the project strategies and approaches were tailored to the target audiences. Content analysis, descriptive and inferential statistics, and data visualization will be used to analyze and summarize findings. The report will identify and assess key activities that were crucial to the effort in the report conclusions. Findings will draw specific, concrete recommendations for future work from report findings. The evaluation report will explain who lessons and results were shared with data sources and other stakeholders in appropriate formats. The report will include an abstract.												
<b>Methods to Disseminate Findings:</b>	Presentations Other												
<b>Other Dissemination Methods:</b>	Results will be reported with our annual internal evaluation report and lessons will be shared during our end-of-the year youth coalition meeting. The Brief Evaluation Report will be shared with LLA/Public Health staff,												

	CTCP, and at least one organization representing members of the new partnerships developed during the project.	
<b>Study Limitations or Challenges:</b>	This evaluation of the coalition process and outcomes uses a case study approach that is specific to the participants and conditions of the coalition. The evaluation design does not include a control group or condition. Therefore, any changes that may occur (e.g., coalition function, member participation) may be influenced by temporal/seasonal factors, unique history of measurement targets (e.g., coalition members, project staff), and other known and unknown confounders.	
<b>Copyright:</b>	Yes	
<b>Program Deliverable Percentage:</b>	2.00 %	
<b>Activity Start Date Period:</b>	01/25-06/25	
<b>Activity Completion Date Period:</b>	01/25-06/25	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Brief Evaluation Report	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Coalition and Community Engagement Coordinator	Budgeted
	External Evaluator	Budgeted
	Project Coordinator	Budgeted

## Narrative Summary

<b>Community Assessment Analysis:</b>	<p>This project will primarily address the priority populations of youth, rural residents, Hispanic/Latino community, and low-income populations.</p> <p>This project will primarily work in the geographical community of San Benito County. San Benito County is primarily an agricultural community with a mix of row crops, orchards and cattle ranches but it has also been described as a “bedroom community for Silicon Valley” where many residents commute over 100 miles per day for higher wages. The U.S. Census Bureau estimated San Benito County’s population in 2019 to be 62,808. According to census data over half (60.8%) of residents are Hispanic/Latino, and almost a third of the residents are under 18 years of age (25.5%%). Other ethnic groups combined comprise less than 10% of the population. The median household income is \$86,958.</p> <p>During the Community of Excellence process of 2021, the Wellness Coalition of San Benito rated Adult Engagement in Tobacco Control asset (2.5) as a priority. The Wellness Coalition would like to build on the existing adult coalition, sharing that is has helped foster better relationships between organizations and is a good resource for the</p>
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	<p>community. Recent coalition satisfaction surveys show that all or most of the respondents agreed that the Wellness Coalition benefits them by: exchange of information, representation of their agency, and networking. Membership is diverse, and the respondents represent a wide variety of priority populations. Notably, 89% of respondents represent Hispanic/Latino communities and 85% represent people with low socio-economic status. The survey shows that the majority say they have gained new skills and knowledge (91%), are knowledgeable about the latest tobacco and/or e-cigarette issues (87%) and know how to advocate for public policies in their community (79%).</p> <p>Implementing an adult coalition objective during the 2022-2025 workplan will strengthen local tobacco control efforts because the Wellness Coalition will contribute to better decisions by having decision be based on mutual input from a wide-range of community members with diverse backgrounds and community understanding. The input/feedback of a diverse and multi-faceted coalition will be more objective, robust, reliable and thorough, comprehensive, as well as timely. In addition, more and better overall feedback will contribute to better lives for all through better decisions being made in relation to monitoring and achieving goals and objectives within the workplan. The adult coalition will represent a county-wide consensus resulting in better lives for all.</p>
<b>Major Intervention Activities:</b>	<p>In consultation with statewide grantees and coalition members, coalition recruitment materials such as postcards, membership sign-up forms, updated logo, and factsheets will be developed or updated to assist in recruitment of new adult partners. Multiple trainings for coalition members and collaborative partners will be conducted to increase knowledge on skills needed to carry out activities for policy, systems, and environmental change. Training topics may include, but are not limited to meeting facilitation, social media use, spokesperson(s)/media advocacy, and public speaking. Community engagement events will also be conducted in partnership with partners and an electronic newsletter will also be created and distributed 3-4 times annually.</p>
<b>Theory of Change:</b>	<p>This objective will follow the community organizing theory. The community organizing theory is based on a grassroots effort where community members are mobilized to identify issues in their community and develop their own solutions. The LLA staff will recruit and create new partnerships with organizations from high priority populations to participate in The Wellness Coalition of San Benito County. Staff will provide trainings that aim to empower coalition members to assume a greater role in creating change in their community. The LLA will support the coalition's efforts by building capacity through education and trainings on topics such as community organizing, public speaking and presentations, social media use, media advocacy, meeting facilitation, and peer-to-peer training. Equipped</p>

	with new skills and vision, the coalition will enhance and facilitate change in their community.
<b>Evaluation Summary Narrative:</b>	<p>The primary purpose of the evaluation is to guide intervention strategies and to determine if the objective is met. The study design is non-experimental, and several process measures and one outcome measure will be used to evaluate whether 2-5 new partnerships with organizations serving or addressing substance use disorder, oral health, mental health, LGBTQ+, parks and recreation, and/or business sector. This will be evidenced by either implementation of joint activities, co-hosting of community events, media, and/or specific activities for policy, systems, and environmental change collaboration.</p> <p>The first process measure will be a post-training survey to determine the quality and usefulness of each of the coalition trainings. The survey will be administered pen-to-paper. Questions will assess whether the participants gained any skills or knowledge. The results will be analyzed using descriptive statistics and will be used to improve future trainings.</p> <p>The second process measure will be a coalition satisfaction survey. The survey will identify which priority populations are represented, measure members' level of participation in meetings and activities, and assess their readiness to be advocates. The online TEC coalition survey instrument will be updated and administered both online and pen-to-paper. Descriptive statistics will be used to analyze the data. The results will be used to improve recruitment and training efforts and, along with the tracking log, will help determine if youth participated in the number of activities required in the objective.</p> <p>A partner engagement tracking log will be used as a process measure to track and summarize diversity of partnerships and key partnership engagement in campaign activities, outreach effort, meetings, and meetings. Every 6 months, the log will be analyzed to determine the number of new members recruited and retained, patterns of participation, which target groups they represented, and how often they participated in coalition activities. These results will help assess whether the objective was met and will inform the Brief Evaluation Report.</p> <p>In the Brief Evaluation Report, all data sources will be summarized following the guidelines specified by the California Tobacco Control Program and will identify effective recruitment and training strategies, barriers and challenges, and recommendations for other programs seeking to engage adult partners. A summary of the report will be submitted to Partners, and shared with the Wellness Coalition of San Benito County, the community, and other programs who may want to tackle a similar objective.</p>

## Budget Justification

**Procurement Name:** LLA 2022-2025 Comprehensive Tobacco Control Guidelines

**Contract Number:** CTCP-21-35

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

**Agency Name:** San Benito County Health Department

**Effective Date:** 01/01/2022

**Project Name:** San Benito County Tobacco Education Program

**Plan Version ID:** 1.0

**Project Type:** Local Lead Agency

**Report Generated:** 01/13/2022 04:16 PM

Budget Section	FY 21/22	FY 22/23	FY 23/24	FY 24/25	Total
A. Personnel Costs	\$ 66,356	\$ 143,187	\$ 145,330	\$ 152,111	\$ 506,984
B. Fringe Benefits @ 40% - 50%	\$ 33,177	\$ 69,432	\$ 72,664	\$ 76,057	\$ 251,330
C. Operating Expenses	\$ 5,298	\$ 4,443	\$ 12,492	\$ 4,443	\$ 26,676
D. Equipment Expenses	\$ 892	\$ 892	\$ 892	\$ 892	\$ 3,568
E. Travel/Per Diem and Training	\$ 1,272	\$ 5,688	\$ 6,128	\$ 4,920	\$ 18,008
F. Subcontracts and Consultants	\$ 16,000	\$ 26,600	\$ 21,600	\$ 21,600	\$ 85,800
G. Other Costs	\$ 7,001	\$ 11,592	\$ 2,360	\$ 860	\$ 21,813
H. Indirect Expenses @ 15% - 25%	\$ 20,004	\$ 38,166	\$ 38,534	\$ 39,117	\$ 135,821
<b>Total Expenses</b>	<b>\$ 150,000</b>	<b>\$ 300,000</b>	<b>\$ 300,000</b>	<b>\$ 300,000</b>	<b>\$ 1,050,000</b>

A. Personnel Costs	FY 21/22	FY 22/23	FY 23/24	FY 24/25	Total Budget
<b>Title:</b> Project Coordinator  <b>Salary Calculation:</b> FY 21/22: \$4,657-\$5,946 x 1.0 full-time equivalent (FTE) x 6 months=\$28,560  FY 22/23: \$4,797-\$6,125 x 1.0 FTE x 12 months=\$59,976  FY 23/24: \$4,941-\$6,308 x 1.0 FTE x 12 months=\$62,976  FY 24/25: \$5,089-\$6,624 x 1.0 FTE x 12 months=\$66,120 <b>Duties Description:</b> Oversees day-to-day operation of the Tobacco Education Program. Serves as key contact with the Tobacco Education coalition. Develops plan and coordinates activities related to the objectives/activities within the work plan. Coordinates coalition and community outreach. Responsible for downloading, printing, and distributing Partners data on a weekly basis. Coordinates and oversees youth and community outreach projects. Twenty percent of the Project Coordinator's time will be spent as internal evaluation lead providing the required 10% FTE evaluation oversight and overseeing the coordination and implementation of the outcome evaluation component. Twenty percentage equates to 8 hours per week. The coordinator has knowledge and background in working with the priority	\$ 28,560	\$ 59,976	\$ 62,976	\$ 66,120	\$ 217,632

populations, including flavored electronic smoking devices (ESD) products among low socioeconomic (SES) and the Hispanic/Latino populations. Fifty percent of the duties for the Project Coordinator position accelerates or monitors the rate of decline in tobacco-related disparities as supported in objectives 1,2 and 3.					
<b>Title:</b> Project Director  <b>Salary Calculation:</b> FY 21/22: \$7,998-\$9,598 x .10 FTE x 6 months=\$4,799  FY 22/23: \$7,998-\$9,886 x .10 FTE x 12 months=\$9,598  FY 23/24: \$7,998-\$10,138 x .10 FTE x 12 months=\$9,598  FY 24/25: \$7,998-\$10,488 x .10 FTE x 12 months=\$9,598 <b>Duties Description:</b> The Project Director (PD) acts as the primary day-to-day point of contact for the California Tobacco Control Program's communication to the LLA. Directs and supervises County Tobacco Education Program. Participates in plan development, implementation, and evaluation. Develops subcontract specifications and awards subcontracts. Oversees and monitors Project Coordinator activities, subcontractor, and clerical staff, not already provided by Project Coordinator. Serves as program contact person on administrative issues. For training new staff and increasing supervision/oversight of program with the increase workload/staff contributed to the passage of Prop. 56 in addition to Prop. 99 funds. Serves as a liaison to city and county government officials. Serves as a liaison to Tobacco Education Coalition. This will be a .10 position which equates to four hours a week. Twenty-five percent of the .10 FTE will be allocated to evaluation which equates to one hour a week. The Director has knowledge and background in working with the priority populations, including flavored electronic smoking devices (ESD) products among low SES and the Hispanic/Latino populations.	\$ 4,799	\$ 9,598	\$ 9,598	\$ 9,598	\$ 33,593
<b>Title:</b> Health Assistant  <b>Salary Calculation:</b> FY 21/22: \$2,886-\$3,868 x 1.0 FTE x 6 months=\$18,186  FY 22/23: \$2,972-\$3,984 x 1.0 FTE x 12 months=\$38,189  FY 23/24: \$3,061-\$4,104 x 1.0 FTE x 12 months=\$40,098	\$ 18,186	\$ 38,189	\$ 40,098	\$ 42,103	\$ 138,576



<p>FY 24/25: \$3,153-\$4,309 x 1.0 FTE x 12 months=\$42,103</p> <p><b>Duties Description:</b>  Duties of the Health Assistant will be to conduct community-based surveys, tabulate data, compile packets for presentations, assist with facilitating youth coalition meetings, take minutes for youth and adult tobacco coalition meetings, participate in outreach events, order of equipment and supplies, develop and maintain equipment and supplies tracking measures, schedule meetings for all objectives (key policy makers, teachers, community-based organization staff, etc.), set up meeting sites, prepare educational materials for meetings, document progress in entry logs for progress reports and provide other health assistant duties as assigned. The Health Assistant has knowledge and background in working with the priority populations, including flavored electronic smoking devices (ESD) products among low SES and the Hispanic/Latino populations.</p>					
<p><b>Title:</b>  Coalition and Community Engagement Coordinator</p> <p><b>Salary Calculation:</b>  FY 21/22: \$4,891-\$5,135 x .5 FTE x 6 months=\$14,811</p> <p>FY 22/23: \$5,037-\$5,289 x .5 FTE x 12 months=\$31,104</p> <p>FY 23/24: \$5,188-\$5,448 x .5 FTE x 12 months=\$32,658</p> <p>FY 24/25: \$5,344-\$5,720 x .5 FTE x 12 months=\$34,290</p> <p><b>Duties Description:</b>  Under the supervision of the Project Director, the Coalition and Community Engagement Coordinator (CCEC) works with the coalition and seeks to broaden community engagement in tobacco control efforts. The CCEC is responsible for recruitment of a diverse membership, developing an orientation process for new members and training of adult (and youth if applicable) coalition members. In addition, the CCEC is responsible for scheduling coalition meetings, arranging meeting logistics, working with coalition chair(s) on agenda development, taking meeting minutes, seeking regular consultation of statewide partners to increase training and coordination of coalition efforts, conducting an annual coalition survey (to include diversity, engagement, and satisfaction measures), and tracking the quantity and types of activities in which coalition members were engaged. The CCEC maintains a rapid response method in order to disseminate information to all coalition members in a timely manner. The Coordinator has knowledge and background in working with the priority populations, including flavored electronic smoking devices (ESD)</p>	\$ 14,811	\$ 31,104	\$ 32,658	\$ 34,290	\$ 112,863

products among low SES and the Hispanic/Latino populations.					
<b>Title:</b> Intern(s)  <b>Salary Calculation:</b> FY 22/23: One intern x \$18/hourly rate 40/hours monthly x 6/months = \$4,320 <b>Duties Description:</b> Under the supervision of the Project Coordinator, the Intern assists with activities related to public health education, policy, communication, and other Scope of Work related activities as needed in order to expand the workforce on a temporary basis and facilitate diversification of the public health workforce.	\$ 0	\$ 4,320	\$ 0	\$ 0	\$ 4,320
<b>Total Personnel Costs:</b>	<b>\$ 66,356</b>	<b>\$ 143,187</b>	<b>\$ 145,330</b>	<b>\$ 152,111</b>	<b>\$ 506,984</b>
<b>B. Fringe Benefits</b>	<b>FY 21/22</b>	<b>FY 22/23</b>	<b>FY 23/24</b>	<b>FY 24/25</b>	<b>Total Budget</b>
<b>At approximately 40% - 50% of Total Personnel Costs, Fringe Benefits includes the following:</b>  Actual Benefit Factor is 50% of salaries with FICA at 7.65%, Workman's Compensation Insurance "premium" at 1.79%, health insurance at 17.93%, Public Employees Retirement System (PERS) at 19.13% and Other Post Employment Benefits (OPEB) at 9.00%. OPEB is part of the total compensation provided to employees, yet is separate from pension. As stated in Government Accounting Standard Board (GASB) Statement #45 it includes postemployment healthcare. The statement is to reflect differences between pension benefits and OPEB per the GASB.  There is a 5% salary increase resulting in an increase in annual fringe benefit amounts.	\$ 33,177	\$ 69,432	\$ 72,664	\$ 76,057	\$ 251,330
<b>C. Operating Expenses</b>	<b>FY 21/22</b>	<b>FY 22/23</b>	<b>FY 23/24</b>	<b>FY 24/25</b>	<b>Total Budget</b>
<b>Title:</b> CTCP Communications Network (PARTNERS)  <b>Description:</b> Includes estimated hours of usage of personal computer (network) support and Internet connection to Partners and OTIS. Internet fees for 2.6 FTEs x \$28 per month x # 12 months= \$873.	\$ 436	\$ 873	\$ 873	\$ 873	\$ 3,055
<b>Title:</b> Space Rent/Lease  <b>Description:</b> FY 21/22 Space will be utilized by budgeted staff in support of the approved Scope of Work for the Agreement period.	\$ 2,762	\$ 0	\$ 8,199	\$ 0	\$ 10,961

<p>2.6 budgeted FTE x 150 sq. ft. x \$1.60-\$2.00 cost per sq. ft. x 4 months = \$2,496. This covers the last 4 months of the year. Balance of two months will be in-kind.</p> <p>Common space includes use of conference rooms, break room(s), restrooms, and storage. 41.52 sq. ft. x \$1.60-\$2.00 cost per sq. ft. x 4 months = \$266. Balance of two months will be in-kind. \$2,496 + \$266=\$2,762</p> <p>FY 22/23 Space rent/lease will be paid in-kind</p> <p>FY 23/24 2.6 budgeted FTE x 150 sq. ft. x \$1.90-\$2.00 cost per sq. ft. x 10 months = \$7,410. Balance of two months will be in-kind.</p> <p>Common space includes use of conference rooms, break room(s), restrooms, and storage. 41.52 sq. ft. x \$1.90-\$2.00 cost per sq. ft. x 10 months = \$789. Balance of two months will be in-kind.</p> <p>FY 24/25 Space rent/lease will be paid in-kind</p>					
<p><b>Title:</b> Office Supplies</p> <p><b>Description:</b> Office supplies cost is divided between the county programs to determine tobacco portion of the cost. Office supplies includes all general office supplies to maintain the tobacco control education program such as pens, pencils, paperclips, paper, binders, notepads, easel pads, mailing labels, markers, highlighters, tape, glue, file folders, laser and color cartridges, CD's, toner, etc.</p> <p>Costs vary month-to-month but on the average are budgeted at approximately \$75-\$150 per month.</p>	\$ 780	\$ 930	\$ 780	\$ 930	\$ 3,420
<p><b>Title:</b> Communications</p> <p><b>Description:</b> Communications calculation based on program FTEs to total department FTEs. Costs include monthly telephone costs and telephone system costs. An estimation of expenditures for this line item, based on historical costs, is \$80 per month x 12 months for per FY.</p> <p>Monthly subscriptions for telephone costs and telephone system costs. Two cell phones purchased in the previous contract period \$70 monthly Verizon fee=\$840 each (annual total: \$1,680).</p> <p>21/22 = \$70 x 6 months x 2 phones= \$840 22/23-24/25: \$70 x 12 months x 2 phones = \$1,680</p>	\$ 1,320	\$ 2,640	\$ 2,640	\$ 2,640	\$ 9,240

Communication costs were divided up over the programs and FTE's.					
<b>Total Operating Expenses:</b>	<b>\$ 5,298</b>	<b>\$ 4,443</b>	<b>\$ 12,492</b>	<b>\$ 4,443</b>	<b>\$ 26,676</b>
<b>D. Equipment Expenses</b>	<b>FY 21/22</b>	<b>FY 22/23</b>	<b>FY 23/24</b>	<b>FY 24/25</b>	<b>Total Budget</b>
<b>Title:</b> Equipment  <b>Description:</b> Non-software, web-based platform will be purchased and subscribed to assist the program in engagement techniques for coalition totaling \$892 annually.  1) Constant Contact, a web-based platform used to disseminate updates and newsletters to coalition = \$492 yearly  2) Canva, web-based platform used to create/update tobacco materials that are visually appealing = \$120 yearly  3) WIX, platform to develop and maintain a website, \$280 yearly	\$ 892	\$ 892	\$ 892	\$ 892	\$ 3,568
<b>Total Equipment Expenses:</b>	<b>\$ 892</b>	<b>\$ 892</b>	<b>\$ 892</b>	<b>\$ 892</b>	<b>\$ 3,568</b>
<b>E. Travel/Per Diem and Training</b>	<b>FY 21/22</b>	<b>FY 22/23</b>	<b>FY 23/24</b>	<b>FY 24/25</b>	<b>Total Budget</b>
<b>Title:</b> Project Travel/Training  <b>Description:</b> Project local travel for TCP funded staff for the first six month will be minimal considering the status of the pandemic. Project Travel for FY 21/22 is calculated at \$0.56 per mile for approximately 50-75 miles per month x 6 months = \$168-\$252/6 months. In-person trainings begin in FY 2022/2023. Project local travel/training for TCP funded staff the remaining FY's is calculated at \$0.56 per mile for approximately 100-220 miles per month x 12 months = \$880-\$1,478/year to conduct presentations, trainings, meetings with local community leaders, meetings with other Prop 99/56 projects and statewide contractors to support Scope of Work activities, and travel to Sacramento to meet with CTCP. Training may include media development and regional collaborations trainings applicable to approved Scope of Work and/or staff development.	\$ 252	\$ 1,478	\$ 1,478	\$ 880	\$ 4,088
<b>Title:</b> CTCP Travel/Training  <b>Description:</b> Includes travel costs, registration, and per diem expenses to attend trainings and conferences provided by CTCP Statewide Contractors and/or	\$ 1,020	\$ 1,020	\$ 1,020	\$ 1,020	\$ 4,080

<p>CTCP. Trainings and conferences attended will relate to and will be in support of the Scope of Work. Training's include</p> <p>FY 21/22; FY 22/23; FY 23/24 and FY 24/25, 1-2 TCP funded staff or Coalition members (Project Coordinator, Community Engagement Coordinator and youth/adult coalition members) to attend the California Youth Advocacy Network's (CYAN) Youth Quest and Youth Advocacy Camp annually to increase youth involvement in local and statewide tobacco-free initiatives.</p> <p>Hotel - \$100/nt x 1 night/2 rooms = \$200  Mileage (roundtrip by car to Sacramento) - \$.56 per mile x 304 miles (RT) = \$170  Parking at \$10 x 1 day = \$10  Registration = \$100 x 2 staff (Project Coordinator, Community Engagement Coordinator) = \$200 and \$100 x 2 coalition members = \$200 = \$400  Per diem = \$60-80/day x 2 days x 2 staff = \$240</p> <p>Total = \$1,020/per year for FY 21/22; FY 22/23; FY 23/24 and FY 24/25</p>					
<p><b>Title:</b> Required CTCP Travel/Training</p> <p><b>Description:</b> FY21/22 1-2 TCP funded staff to attend the virtual End Commercial Tobacco Campaign Community Data Collections Training in FY 21/22. Total=\$0</p> <p>1 TCP staff to attend the Annual Information and Education (I&amp;E) visits to the State Capitol = FY 21/22 meeting will be virtual - Total = \$0</p> <p>FY22/23 1-2 TCP funded staff to attend the Tobacco-free California Projects Meeting Hotel - \$100/nt x 3 nights/1 rooms = \$300 Mileage (roundtrip by car to Sacramento) - \$.56 per mile x 304 miles (RT) = \$170 Parking at \$10 x 3 days=\$30 Registration = \$100 x 1 staff (Project Director, Project Coordinator) = \$100 Per diem = \$60-80/day x 3 days x 1 staff = \$180 Total=\$780</p> <p>1 TCP staff to attend I&amp;E visits Hotel - \$100/nt x 2 nights/1 room = \$200 Mileage (roundtrip by car to Sacramento) - \$.56 per mile x 304 miles (RT) = \$170 Parking at \$10 x 2 days=\$20 Registration = \$100 x 1 TCP funded staff = \$100 Per diem = \$60-80/day x 2 days x 1 staff = \$120 Total per year=\$610</p> <p>1 TCP staff to (Project Coordinator or Community Engagement Coordinator) attend three additional</p>	\$ 0	\$ 3,190	\$ 3,630	\$ 3,020	\$ 9,840

<p>required trainings</p> <p>Hotel - \$100/nt x 2 nights/1 room = \$200</p> <p>Mileage (roundtrip by car to Sacramento) - \$.56 per mile x 304 miles (RT) = \$170</p> <p>Parking at \$10 x 1 day = \$10</p> <p>Registration = \$100 x 1 TCP funded staff = \$100</p> <p>Per diem = \$60-80/day x 2 days x 1 staff = \$120</p> <p>Total for the three trainings per year = \$1,800.</p> <p>FY23/24</p> <p>1 TCP staff to attend Joining Forces Training</p> <p>Hotel - \$100/nt x 2 night/1 rooms = \$200</p> <p>Mileage (roundtrip by car to Sacramento) - \$.56 per mile x 304 miles (RT) = \$170</p> <p>Parking at \$10 per day x 2 days = \$20</p> <p>Registration = \$100 x 1 TCP funded staff = \$100</p> <p>Per diem = \$60-80/day x 2 days x 1 staff = \$120</p> <p>Total = \$610</p> <p>1-2 TCP staff to attend Communities of Excellence (CX) Training</p> <p>Hotel - \$100/nt x 2 night/1 rooms = \$200</p> <p>Mileage (roundtrip by car to Sacramento) - \$.56 per mile x 304 miles (RT) = \$170</p> <p>Parking at \$10 per day x 2 days = \$20</p> <p>Registration = \$100 x 1 TCP funded staff (Project Coordinator, Community Engagement Coordinator) = \$100</p> <p>Per diem = \$60-80/day x 2 days x 1 staff = \$120</p> <p>Total = \$610</p> <p>1 TCP staff to (Project Coordinator or Community Engagement Coordinator) attend three additional required trainings (See cost breakdown for 22/23) = \$1800</p> <p>1 TCP staff to attend I&amp;E visits = \$610 (See cost breakdown for 22/23)</p> <p>FY24/25</p> <p>1-2 TCP staff to attend LLA Guideline Training</p> <p>Hotel - \$100/nt x 2 night/1 rooms = \$200</p> <p>Mileage (roundtrip by car to Sacramento) - \$.56 per mile x 304 miles (RT) = \$170</p> <p>Parking at \$10 per day x 2 days = \$20</p> <p>Registration = \$100 x 1 TCP funded staff (Project Coordinator, Coalition and Community Engagement Coordinator) = \$100</p> <p>Per diem = \$60-80/day x 2 days x 1 staff = \$120</p> <p>Total = \$610</p> <p>1 TCP staff (Project Coordinator or Community Engagement Coordinator) attend three additional required trainings = \$1800</p> <p>1 TCP staff to attend I&amp;E visits = \$610 (See breakdown for 22/23)</p> <p>Summary</p>					
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FY21/22 - \$0 Capitol I&E Days \$0 End Commercial Data collection training \$0  FY22/23 - \$3190 Tobacco-free California Projects Meeting \$780 Capitol I&E Days \$610 Required 3 additional trainings \$1800  FY23/24 - \$3630 Joining forces \$610 Capitol I&E Days \$610 Communities of Excellence Training \$610 Required 3 additional trainings \$1800  FY24/25 - \$3020 Capitol I&E Days \$610 LLA Guidelines Training \$610 Required 3 additional trainings \$1800  Note: Agency acknowledges that if a CTCP required training is not attended, funds budgeted for required travel will revert back to CTCP at the end of the fiscal year and cannot be used by the agency for other purposes.					
<b>Title:</b> Out-of-State Travel	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
<b>Description:</b> No Out-of-State travel is being requested					
<b>Total Travel/Per Diem and Training:</b>	<b>\$ 1,272</b>	<b>\$ 5,688</b>	<b>\$ 6,128</b>	<b>\$ 4,920</b>	<b>\$ 18,008</b>
<b>F. Subcontracts and Consultants</b>	<b>FY 21/22</b>	<b>FY 22/23</b>	<b>FY 23/24</b>	<b>FY 24/25</b>	<b>Total Budget</b>
<b>Title:</b> External Evaluator	\$ 11,000	\$ 21,600	\$ 21,600	\$ 21,600	\$ 75,800
<b>Description:</b> Under the direction of the Project Coordinator, the External Evaluator (EE) Community Initiatives for Collective Impact (Ci4Ci) provides services for planning evaluation activities, evaluation study design, implementing activities such as development of data collection instructions, data collection training and protocols, sampling methodology, data analysis, report writing, and outcome evaluation. The EE assists with and reviews case studies and other evaluation data collection and reporting.  Funding will be shared between the External Evaluator's other Tobacco Evaluation contracts.  FY 21/22: 17-18 hours a month x 6 months x \$100-\$105 per hour, not to exceed 11,000 total for the contract year.  FY 22/23: 17-18 hours a month x 12 months x \$100-\$110 per hour, not to exceed \$21,600 total for					

contract year.  FY 23/24: 17-18 hours a month x 12 months x \$100-\$115 per hour, not to exceed \$21,600 total for contract year.  FY 24/25: 17-18 hours a month x 12 months x \$100-\$120 per hour, not to exceed \$21,600 total for contract year.					
<b>Title:</b> Community Engagement Agreements  <b>Description:</b> Establish a Community Engagement Agreements (CEA) Program. The CEA Program will award funds of less than \$5000 FY 21/22 and FY 22/23 to 1-2 local organizations serving: 13-17 years Low SES Rural Populations Hispanic/Latino whose projects support the objective.	\$ 5,000	\$ 5,000	\$ 0	\$ 0	\$ 10,000
<b>Total Subcontracts and Consultants:</b>	<b>\$ 16,000</b>	<b>\$ 26,600</b>	<b>\$ 21,600</b>	<b>\$ 21,600</b>	<b>\$ 85,800</b>
<b>G. Other Costs</b>	<b>FY 21/22</b>	<b>FY 22/23</b>	<b>FY 23/24</b>	<b>FY 24/25</b>	<b>Total Budget</b>
<b>Title:</b> Educational Materials  <b>Description:</b> Includes purchasing brochures, pamphlets, posters, curriculum, cessation brochures, and other materials for distribution to target audiences and used in educational packets. Educational materials are included in the approved Scope of Work for these program activities: 1-3-13, 1-3-19 and 3-3-2 at 500-1,000 per year. Educational materials will be purchased in English and other languages, as appropriate. Costs are calculated per item rather than on a monthly basis. Average material costs range from \$.35 to \$1.25 per unit x 500-1,000 units. FY 21/22: \$1,041; FY 22/23: \$1,000; FY 23/24: \$1,000; FY 24/25: \$200.	\$ 1,041	\$ 1,000	\$ 1,000	\$ 200	\$ 3,241
<b>Title:</b> Incentives  <b>Description:</b> Non-consumable incentives are provided to program participants to motivate and/or reinforce positive behavior, participation, and/or involvement in tobacco control activities and requires action on the part of the recipient to receive the incentive. The cost of the incentive may not exceed \$50 in value, per person, per year and shall not include merchandise cards that can be used to purchase tobacco, alcohol, and/or cannabis products. The Agency will be responsible for possession, security (e.g. will keep under lock and key), and accountability of the	\$ 2,800	\$ 2,400	\$ 1,200	\$ 500	\$ 6,900



<p>merchandise cards. The Agency will prepare a log sheet that will track and identify each of the merchandise cards, value, merchandise card transfer date, and recipient. The purchase of merchandise cards must be limited to an amount sufficient to cover no more than a two-to-three month period to avoid potential security issues. At the conclusion of the agreement, surplus incentives (e.g., merchandise cards that were not distributed) must be returned to CTCF. Materials consistent with California Department of Public Health/California Tobacco Control Program guidelines will be provided to adult and youth volunteers participating in the following Scope of Work activities: 1-4-1 (20-100 incentives) and 2-4-1 (400-500 incentives). Materials will range in value from \$5.00 to \$20.00 and be provided to approximately 600 individuals total, averaging 170 per year. Estimated total cost each fiscal year: FY 21/22: \$1,800; FY 22/23: \$1,400; FY 23/24: \$800; FY 24/25: \$250. Cost reduced in last year due to reduction in funds.</p> <p>Consumable (Food/Refreshments) incentives will be provided for Scope of Work activities, including: 2-1-6 (200-280 incentives) and 3-1-4 (200-280 incentives), averaging 50-100 per year.</p> <p>Consumable incentives will not exceed \$50 in value, per person, per year and will range in unit value from \$5.00 to \$10.00, provided to approximately 400 individuals total. Estimated total cost each fiscal year: FY 21/22: \$1,000; FY 22/23: \$1,000; FY 23/24: \$400; FY 24/25: \$250.</p>					
<p><b>Title:</b> Paid Media</p> <p><b>Description:</b> Paid Media activities consist of placement of advertisements in TV, radio, movie theaters, newspapers; outdoor advertisements (billboards, bus ads, transit shelters, etc.); or digital advertisements (e.g., ads in newspapers websites or other sites including social media channels, online search campaigns, etc.). These activities support the following Scope of Work activities: M-5-5 and C-6-2. In FY 22/23 we are placing a movie advertisement for \$4,500-\$5,032.</p> <p>In FY 21/22 and FY 22/23 we are placing one billboard (each year) for three months for \$2,500-3,000 (ea).</p> <p>"Boosting" social media posts @ \$160 yearly. "Boosting" posts increases a post's engagement and reach beyond the people following the program's social media account.</p>	\$ 3,160	\$ 8,192	\$ 160	\$ 160	\$ 11,672
<p><b>Title:</b> Booth Rental/Facilities Fees</p> <p><b>Description:</b></p>	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0

There are no activities linked to booth rental.					
<b>Total Other Costs:</b>	<b>\$ 7,001</b>	<b>\$ 11,592</b>	<b>\$ 2,360</b>	<b>\$ 860</b>	<b>\$ 21,813</b>
<b>H. Indirect Expenses</b>	<b>FY 21/22</b>	<b>FY 22/23</b>	<b>FY 23/24</b>	<b>FY 24/25</b>	<b>Total Budget</b>
<b>At approximately 15% - 25% of Personnel and Fringe Benefits, Indirect Expenses includes the following:</b>  At approximately 15%-25% of Indirect costs include administrative expenses such as overhead accounting support and payroll services, county counsel, utilities, building and equipment maintenance, janitorial services, insurances costs, dues and subscriptions, and annual audit expenses. Indirect costs comply with ICR proposal submitted to CDPH.	\$ 20,004	\$ 38,166	\$ 38,534	\$ 39,117	\$ 135,821