

RESOLUTION APPROVING THE 2022-2025)
COMPREHENSIVE TOBACCO CONTROL)
PLAN FOR YUBA COUNTY'S TOBACCO)
CONTROL EDUCATION PROGRAM AND)
AUTHORIZING THE HEALTH & HUMAN) RESOLUTION NO.
SERVICES DIRECTOR TO EXECUTE THE) 2022-159
ANNUAL ACCEPTANCE OF ALLOCATION)
AGREEMENT AND ANY RELATED)
DOCUMENTS AND AUTHORIZING THE)
ACCEPTANCE OF FUNDS)

BE IT FURTHER RESOLVED by the Board of Supervisors of the County of Yuba as follows: that the HHSD Director is hereby authorized to: accept \$1,050,000 for the period of January 1, 2022 through June 30, 2025, and to execute, upon review and approval of County Counsel, the annual Acceptance of Allocation Agreement and any subsequent documents related to this program for the stated three-year period; to accept, allocate and transfer funds for the stated three-year period; and is further authorized to

amend contracts for additional or lesser funding, and execute amendments, agreements, or memorandums of understanding developed under this program if the allocation, or a portion thereof, is awarded. A copy of the fully executed agreement and any amendments thereto shall be filed in the office of the Clerk of the Board, County of Yuba.

PASSED AND ADOPTED at a regular meeting of the Board of Supervisors of the County of Yuba, State of California on the 10th day of May, 2022 by the following vote:

AYES: Supervisors Vasquez, Blaser, Fuhrer, Bradford, Fletcher

NOES: None

ABSENT: None

ABSTAIN: None

YUBA COUNTY

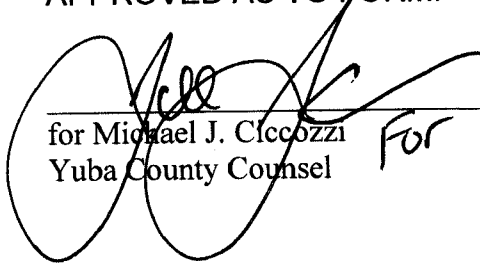
By: 

Chair

ATTEST: RACHEL FERRIS
Clerk of the Board of Supervisors



APPROVED AS TO FORM:


for Michael J. Ciccozzi
Yuba County Counsel

Combined Scope of Work

Procurement Name: LLA 2022-2025 Comprehensive Tobacco Control Guidelines

Contract Number: CTCP-21-58

Agency Name: Yuba County Health Services Department

Project Name: Yuba 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: 02/14/2022 08:14 AM

Cessation Policy Support Activities

Intervention Activity Plan

Activity C-1-1

Activity:	Annually conduct an environmental scan to identify the availability of state and local tobacco cessation services available within Marysville/Yuba 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.	
Copyright:	No	
Program Deliverable Percentage:	1.50 %	
Start Date Period:	01/22-06/22	
Completion Date Period:	01/25-06/25	
Associated Objectives:	<ul style="list-style-type: none"> Objective 2: By June 30, 2025, at least one jurisdiction in Yuba County (e.g. Marysville) 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. Objective 3: By June 30, 2025, at least 1 jurisdictions in Yuba County (e.g. Marysville) will adopt and implement a policy that eliminates smoking (including burning or heating of tobacco and other plant products, natural or synthetic) within multi-unit housing of two or more units (market-rate, public, and subsidized), including 25 feet from all doors, windows, patios, and balconies, and emphasizes a graduated enforcement process. 	
Tracking Measures:	Measure	Submit
	Environmental Scan Summary	Yes
	Verification of Submission to Kick It California	Yes
Responsible Parties:	Responsible Party	Budget Type
	Project Director	Budgeted

Activity C-5-2

Activity:	Collaborate with the local health departments programs such as Oral Health, Asthma, Maternal & Child Health] to integrate tobacco use identification, referral, and treatment activities into the county oral health program by providing at least 20 hours of training and technical assistance, review of documents, and other supporting activities.		
Copyright:	No		
Program Deliverable Percentage:	1.50 %		
Start Date Period:	01/22-06/22		
Completion Date Period:	01/25-06/25		
Associated Objectives:	<ul style="list-style-type: none">Objective 1: By June 30, 2025, Maintain a community coalition with a minimum 10 diverse organizations in Marysville/Yuba County, at least half of which will represent priority populations as defined by the Tobacco Education and Research Oversight Committees Master Plan, that serves to participate in a minimum of six (6) coalition meetings (i.e. general meetings, committees) and four (4) non-meeting activities annually, to enable the coalition to effectively recruit new members and educate the public about tobacco control issues in the community.		
Tracking Measures:	Measure	Submit	
	Log Technical Assistance	Yes	
Responsible Parties:	Responsible Party	Budget Type	
	Project Director	Budgeted	

Activity C-7-3

Activity:	Annually participate in 3-5 of 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)).		
Copyright:	No		
Program Deliverable Percentage:	1.00 %		
Start Date Period:	01/22-06/22		
Completion Date Period:	01/25-06/25		
Associated Objectives:	<ul style="list-style-type: none">Objective 1: By June 30, 2025, Maintain a community coalition with a minimum 10 diverse organizations in Marysville/Yuba County, at least half of which will represent priority populations as defined by the Tobacco Education and Research Oversight Committees Master Plan, that serves to participate in a minimum of six (6) coalition meetings (i.e. general meetings, committees) and four (4) non-meeting activities annually, to enable the coalition to effectively recruit new members and educate the public about tobacco control issues in the community.		
Tracking Measures:	Measure	Submit	

	Log - Events	Yes
Responsible Parties:	Responsible Party	Budget Type
	Coalition and Community Engagement Coordinator	Budgeted
	Project Director	Budgeted

Activity C-6-4

Activity:	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 CTCP partners and post a minimum of 10 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.	
Copyright:	No	
Program Deliverable Percentage:	1.50 %	
Start Date Period:	01/22-06/22	
Completion Date Period:	01/25-06/25	
Associated Objectives:	<ul style="list-style-type: none"> Objective 2: By June 30, 2025, at least one jurisdiction in Yuba County (e.g. Marysville) 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. Objective 3: By June 30, 2025, at least 1 jurisdictions in Yuba County (e.g. Marysville) will adopt and implement a policy that eliminates smoking (including burning or heating of tobacco and other plant products, natural or synthetic) within multi-unit housing of two or more units (market-rate, public, and subsidized), including 25 feet from all doors, windows, patios, and balconies, and emphasizes a graduated enforcement process. 	
Tracking Measures:	Measure	Submit
	Six-month Cessation Social Media Calendar	Yes
Responsible Parties:	Responsible Party	Budget Type
	Media Specialist	Budgeted

Activity C-8-5

Activity:	Promote Kick It California cessation services, including telephone counseling, text, chat, Alexa skill, and/or website resources on program/coalition website, distribution to coalition and community partners, listserv distribution, and/or community newsletters 5-10 times per year.
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Copyright:	No				
Program Deliverable Percentage:	1.50 %				
Start Date Period:	01/22-06/22				
Completion Date Period:	01/25-06/25				
Associated Objectives:	<ul style="list-style-type: none"> Objective 2: By June 30, 2025, at least one jurisdiction in Yuba County (e.g. Marysville) 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. Objective 3: By June 30, 2025, at least 1 jurisdictions in Yuba County (e.g. Marysville) will adopt and implement a policy that eliminates smoking (including burning or heating of tobacco and other plant products, natural or synthetic) within multi-unit housing of two or more units (market-rate, public, and subsidized), including 25 feet from all doors, windows, patios, and balconies, and emphasizes a graduated enforcement process. 				
Tracking Measures:	<table> <tr> <th>Measure</th><th>Submit</th></tr> <tr> <td>Log - Promotion</td><td>Yes</td></tr> </table>	Measure	Submit	Log - Promotion	Yes
Measure	Submit				
Log - Promotion	Yes				
Responsible Parties:	<table> <tr> <th>Responsible Party</th><th>Budget Type</th></tr> <tr> <td>Media Specialist</td><td>Budgeted</td></tr> </table>	Responsible Party	Budget Type	Media Specialist	Budgeted
Responsible Party	Budget Type				
Media Specialist	Budgeted				

Activity C-9-6

Activity:	Provide multi-unit owners and managers with resources to cessation services and quit-kits to be displayed at MUH facilities who participate in voluntary smoke-free policies.				
Copyright:	No				
Program Deliverable Percentage:	1.00 %				
Start Date Period:	01/22-06/22				
Completion Date Period:	01/25-06/25				
Associated Objectives:	<ul style="list-style-type: none"> Objective 3: By June 30, 2025, at least 1 jurisdictions in Yuba County (e.g. Marysville) will adopt and implement a policy that eliminates smoking (including burning or heating of tobacco and other plant products, natural or synthetic) within multi-unit housing of two or more units (market-rate, public, and subsidized), including 25 feet from all doors, windows, patios, and balconies, and emphasizes a graduated enforcement process. 				
Tracking Measures:	<table> <tr> <th>Measure</th><th>Submit</th></tr> <tr> <td>Distribution Log</td><td>Yes</td></tr> </table>	Measure	Submit	Distribution Log	Yes
Measure	Submit				
Distribution Log	Yes				

Responsible Parties:	Responsible Party Budget Type	
	Paid Intern	Budgeted
	Project Director	Budgeted

Evaluation Activity Plan		
Activity C-E1-1	Education/Participant Survey	
Evaluation Activity:	Develop and annually release an electronic survey to assess overall satisfaction with collaboration activities to coordinate and promote cessation activities among the coalition and other relevant partners. The survey results will be analyzed using descriptive statistics such as percentages, frequencies and means and summarized in a report. This activity is in association with C-7-3.	
Purpose of Data Collection:	Process	
Waves of Data Collection:	4	
Data Collection Period(s):		
Begin/End Periods - Wave 1:	01/22-06/22 to 07/22-12/22	
Begin/End Periods - Wave 2:	01/23-06/23 to 07/23-12/23	
Begin/End Periods - Wave 3:	01/24-06/24 to 07/24-12/24	
Begin/End Periods - Wave 4:	01/25-06/25 to 01/25-06/25	
Data Collection Training:	Yes	
Copyright:	No	
Program Deliverable Percentage:	1.50 %	
Associated Objectives:	<ul style="list-style-type: none"> Objective 2: By June 30, 2025, at least one jurisdiction in Yuba County (e.g. Marysville) 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. Objective 3: By June 30, 2025, at least 1 jurisdictions in Yuba County (e.g. Marysville) will adopt and implement a policy that eliminates smoking (including burning or heating of tobacco and other plant products, natural or synthetic) within multi-unit housing of two or more units (market-rate, public, and subsidized), including 25 feet from all doors, windows, patios, and balconies, and emphasizes a graduated enforcement process. 	
Tracking Measures:	Measure	Submit
	Cessation Partners Survey Instrument	Yes
	Cessation Partners Survey Summary Report	Yes
Responsible Parties:	Responsible Party	Budget Type

	Local Program Evaluator	Budgeted
	Project Director	Budgeted

Media Activities

Intervention Activity Plan

Activity M-1-1

Activity:	In collaboration with the coalition and other funded partners within the targeted media market, complete the Communications Plan form in 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.						
Copyright:	No						
Program Deliverable Percentage:	3.00 %						
Start Date Period:	01/22-06/22						
Completion Date Period:	01/25-06/25						
Associated Objectives:	<ul style="list-style-type: none"> Objective 1: By June 30, 2025, Maintain a community coalition with a minimum 10 diverse organizations in Marysville/Yuba County, at least half of which will represent priority populations as defined by the Tobacco Education and Research Oversight Committees Master Plan, that serves to participate in a minimum of six (6) coalition meetings (i.e. general meetings, committees) and four (4) non-meeting activities annually, to enable the coalition to effectively recruit new members and educate the public about tobacco control issues in the community. Objective 2: By June 30, 2025, at least one jurisdiction in Yuba County (e.g. Marysville) 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. 						
Tracking Measures:	<table border="1"> <thead> <tr> <th>Measure</th><th>Submit</th></tr> </thead> <tbody> <tr> <td>Paid Media Tracking Form</td><td>Yes</td></tr> <tr> <td>Published Media Summary</td><td>Yes</td></tr> </tbody> </table>	Measure	Submit	Paid Media Tracking Form	Yes	Published Media Summary	Yes
Measure	Submit						
Paid Media Tracking Form	Yes						
Published Media Summary	Yes						
Responsible Parties:	<table border="1"> <thead> <tr> <th>Responsible Party</th><th>Budget Type</th></tr> </thead> <tbody> <tr> <td>Coalition Members</td><td>Non-Budgeted</td></tr> <tr> <td>Office Specialist</td><td>Budgeted</td></tr> </tbody> </table>	Responsible Party	Budget Type	Coalition Members	Non-Budgeted	Office Specialist	Budgeted
Responsible Party	Budget Type						
Coalition Members	Non-Budgeted						
Office Specialist	Budgeted						

		Project Director	Budgeted
Activity M-2-2			
Activity:	Maintain a Yuba County Tobacco Education Program (YCTEP) social media page on Facebook and Instagram in collaboration with the coalition to increase public health communication and engagement with the community members on tobacco control issues. Create a comprehensive six-month calendar of messages, videos, and interactive activities to be promoted that are both culturally- and linguistically-tailored to the community on mentholated and flavored tobacco products and tobacco-free outdoor places, CHAT coalition recruitment, in addition to other tobacco topics. The calendar will identify partner agency contributions. The minimum number of posts for social media each month should follow recommendations in the Tobacco Education Clearinghouse of Californias Social Media Toolkit section: Posting: How Often, When, and What Content? as appropriate for each social media site. A minimum of 50 percent of the posts each month will be paid/promoted (paid/promoted posts that are not part of a specific policy campaign do not require completion of a Communications Plan).		
Copyright:	No		
Program Deliverable Percentage:	2.00 %		
Start Date Period:	01/22-06/22		
Completion Date Period:	01/25-06/25		
Associated Objectives:	<ul style="list-style-type: none"> Objective 1: By June 30, 2025, Maintain a community coalition with a minimum 10 diverse organizations in Marysville/Yuba County, at least half of which will represent priority populations as defined by the Tobacco Education and Research Oversight Committees Master Plan, that serves to participate in a minimum of six (6) coalition meetings (i.e. general meetings, committees) and four (4) non-meeting activities annually, to enable the coalition to effectively recruit new members and educate the public about tobacco control issues in the community. Objective 2: By June 30, 2025, at least one jurisdiction in Yuba County (e.g. Marysville) 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. Objective 3: By June 30, 2025, at least 1 jurisdictions in Yuba County (e.g. Marysville) will adopt and implement a policy that eliminates smoking (including burning or heating of tobacco and other plant products, natural or synthetic) within multi-unit housing of two or more units (market-rate, public, and subsidized), including 25 feet from all doors, windows, patios, and balconies, and emphasizes a graduated enforcement process. 		
Tracking Measures:	Measure	Submit	

	Six-month Social Media Calendar Yes Social Media Site Analytics Summary Yes
Responsible Parties:	Responsible Party Budget Type Media Specialist Budgeted
Activity M-6-3	
Activity:	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 on limiting tobacco access, flavored tobacco, secondhand smoke, and multi-unit housing in Marysville, CA 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.
Copyright:	No
Program Deliverable Percentage:	3.00 %
Start Date Period:	07/22-12/22
Completion Date Period:	01/25-06/25
Associated Objectives:	<ul style="list-style-type: none"> Objective 1: By June 30, 2025, Maintain a community coalition with a minimum 10 diverse organizations in Marysville/Yuba County, at least half of which will represent priority populations as defined by the Tobacco Education and Research Oversight Committees Master Plan, that serves to participate in a minimum of six (6) coalition meetings (i.e. general meetings, committees) and four (4) non-meeting activities annually, to enable the coalition to effectively recruit new members and educate the public about tobacco control issues in the community. Objective 2: By June 30, 2025, at least one jurisdiction in Yuba County (e.g. Marysville) 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. Objective 3: By June 30, 2025, at least 1 jurisdictions in Yuba County (e.g. Marysville) will adopt and implement a policy that

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Tracking Measures:	<table> <tr> <th>Measure</th><th>Submit</th></tr> <tr> <td>Media Activity Record</td><td>Yes</td></tr> <tr> <td>Media Content Analysis</td><td>Yes</td></tr> </table>	Measure	Submit	Media Activity Record	Yes	Media Content Analysis	Yes
Measure	Submit						
Media Activity Record	Yes						
Media Content Analysis	Yes						
Responsible Parties:	<table> <tr> <th>Responsible Party</th><th>Budget Type</th></tr> <tr> <td>Media Specialist</td><td>Budgeted</td></tr> </table>	Responsible Party	Budget Type	Media Specialist	Budgeted		
Responsible Party	Budget Type						
Media Specialist	Budgeted						

Activity M-7-4

Activity:	In coordination with the coalition, develop and submit a minimum of 4-6 press releases, letters to the editor, and/or op-ed to make announcements on flavored and menthol tobacco products, the impact of tobacco on priority populations (e.g. people experiencing Low SES and individuals living in rural communities), and or local issues with underage purchase.						
Copyright:	No						
Program Deliverable Percentage:	2.00 %						
Start Date Period:	07/22-12/22						
Completion Date Period:	01/25-06/25						
Associated Objectives:	<ul style="list-style-type: none"> Objective 2: By June 30, 2025, at least one jurisdiction in Yuba County (e.g. Marysville) 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. 						
Tracking Measures:	<table> <tr> <th>Measure</th><th>Submit</th></tr> <tr> <td>Copies of Press Releases</td><td>Yes</td></tr> <tr> <td>Copies of Published News Stories</td><td>Yes</td></tr> </table>	Measure	Submit	Copies of Press Releases	Yes	Copies of Published News Stories	Yes
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Responsible Party	Budget Type						
Coalition Members	Non-Budgeted						
Media Specialist	Budgeted						

Activity M-5-5

Activity:	Create and/or customize 5-10 existing anti-tobacco digital, radio, print and/or outdoor advertising ads developed by CDPH or other state and federal agencies about tobacco litter and dangers of secondhand smoke (SHS) and provide paid placement of the ads to best reach the target
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	<p>audience utilizing primarily outdoor advertising, digital/social media, radio, and local newspapers. A Communications Plan will be prepared detailing specific ads and placement in coordination with the CTCP Media Unit. Advertisements will be placed annually and make use of 1-3 of the advertising mediums listed per year. Create and/or customize 10-20 existing anti-tobacco digital, radio, print and/or outdoor advertising ads developed by CDPH or other state and federal agencies about health issues with underage tobacco access and the impact of tobacco on priority populations (e.g. people experiencing low SES, individuals living in rural communities), flavored and menthol tobacco products and provide paid placement of the ads to best reach the target audience utilizing primarily outdoor advertising, digital media, radio, and local newspapers. A Communications Plan will be prepared detailing specific ads and placement in coordination with the CTCP Media Unit. Advertisements will be placed annually and make use of 2-3 of the advertising mediums listed per year. This activity is associated with objectives 2&3.</p>									
Copyright:	No									
Program Deliverable Percentage:	5.00 %									
Start Date Period:	01/22-06/22									
Completion Date Period:	01/25-06/25									
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Measure	Submit									
Consumer Testing Instrument	Yes									
Consumer Testing Summary Report	Yes									
New Ads (Files or Permanent Links)	Yes									
Responsible Parties:	<table border="1"> <thead> <tr> <th>Responsible Party</th><th>Budget Type</th></tr> </thead> <tbody> <tr> <td>Media Specialist</td><td>Budgeted</td></tr> </tbody> </table>		Responsible Party	Budget Type	Media Specialist	Budgeted				
Responsible Party	Budget Type									
Media Specialist	Budgeted									
Activity M-7-6										
Activity:	Conduct consumer testing to assess the appropriateness and appeal of the content, logic, wording, design and/or takeaway message of the educational materials developed for this objective. Using guidelines from the Tobacco									

	Education Clearinghouse of California (TECC), develop the testing instrument and protocol, pilot test it, and revise as needed for field use. Conduct a minimum of two focus groups, 6-10 participants each and document participant reactions to the material/ instrument. Analyze and summarize participant responses for common themes in order to make recommendations for material/instrument revisions. Share results with project personnel and use to improve materials/instruments; final summary report must be submitted to MatTrack on TECCs website with material submissions.	
Copyright:	No	
Program Deliverable Percentage:	2.00 %	
Start Date Period:	01/23-06/23	
Completion Date Period:	01/25-06/25	
Associated Objectives:	<ul style="list-style-type: none"> Objective 1: By June 30, 2025, Maintain a community coalition with a minimum 10 diverse organizations in Marysville/Yuba County, at least half of which will represent priority populations as defined by the Tobacco Education and Research Oversight Committees Master Plan, that serves to participate in a minimum of six (6) coalition meetings (i.e. general meetings, committees) and four (4) non-meeting activities annually, to enable the coalition to effectively recruit new members and educate the public about tobacco control issues in the community. Objective 2: By June 30, 2025, at least one jurisdiction in Yuba County (e.g. Marysville) 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. Objective 3: By June 30, 2025, at least 1 jurisdictions in Yuba County (e.g. Marysville) will adopt and implement a policy that eliminates smoking (including burning or heating of tobacco and other plant products, natural or synthetic) within multi-unit housing of two or more units (market-rate, public, and subsidized), including 25 feet from all doors, windows, patios, and balconies, and emphasizes a graduated enforcement process. 	
Tracking Measures:	Measure	Submit
	Consumer Testing Instrument	Yes
	Consumer Testing Summary Report	Yes
Responsible Parties:	Responsible Party	Budget Type
	Local Program Evaluator	Budgeted
	Media Specialist	Budgeted
Evaluation Activity Plan		
Objective 1		

Objective Overview

Objective: By June 30, 2025, Maintain a community coalition with a minimum 10 diverse organizations in Marysville/Yuba County, at least half of which will represent priority populations as defined by the Tobacco Education and Research Oversight Committees Master Plan, that serves to participate in a minimum of six (6) coalition meetings (i.e. general meetings, committees) and four (4) non-meeting activities annually, to enable the coalition to effectively recruit new members and educate the public about tobacco control issues in the community.

Objective ID: 1

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.

Secondary Asset: (3.1) **Coalition/Advisory Committee Diversity:** The degree our program engages a coalition or advisory committee in designing and implementing tobacco control activities that includes diversity across race/ethnicity, culture, sexual orientation and gender identity, geography, and non-traditional partners (e.g., housing, employee development, law enforcement, parks and recreation, environmental groups).

Is this a primary objective? No

Evaluation Plan Type: Other without Measurable Outcome

Target Audience: **Audience Group**

- Adults 18 years and older
- Business
- Coalitions
- College Students/faculty/staff
- Event Organizers
- Families
- Low SES
- Parks and Recreation
- Rural Populations
- Tobacco Retailers

General Population Groups

- African American/Black
- American Indian/Native American
- Asian
- Hispanic/Latino
- Multi-ethnic
- White, Non-Hispanic

Specific Ethnic Population Groups

- Hmong
- Laotian
- Mexican

Intervention Jurisdiction(s):

- Marysville

Intervention Topic(s)

- Coalition Satisfaction Survey
- CTCP Cultural Competency Review

- Cultural Competency Training
- Environmental Organization Collaboration
- Facebook
- Focus Groups
- Leadership Training
- Policy/System Change Training
- Priority Population Organizations Collaboration
- Social Service Organization Collaboration
- Volunteer Recruitment
- Website Maintained
- YouTube, Slide Share or other Multi-media Social Networking

Intervention Activity Plan

Activity 1-1-1

Activity:	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 and foster a learning and networking environment. Annually, write a minimum of one Spotlight On including significant steps taken, milestones achieved and barriers encountered at the completion of the campaign.		
Intervention Category:	Coordination/Collaboration Activities		
Copyright:	No		
Program Deliverable Percentage:	0.50 %		
Start Date Period:	01/22-06/22		
Completion Date Period:	01/25-06/25		
Tracking Measures:	Measure	Submit	
	Activity Log	Yes	
Responsible Parties:	Responsible Party	Budget Type	
	Paid Intern	Budgeted	
	Project Director	Budgeted	

Activity 1-1-3

Activity:	Coordinate with Coalition members to review and revise (if necessary) the Coalition's mission statement, operation guidelines, and orientation packet (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. Orientation packets will be distributed to each new coalition member; 8-12 will be given out. The review and revision will take place every two years, in 2022 and 2024.		
Intervention Category:	Coordination/Collaboration Activities		
Copyright:	No		
Program Deliverable Percentage:	1.50 %		
Start Date Period:	01/22-06/22		
Completion Date Period:	01/25-06/25		
Tracking Measures:	Measure	Submit	

	Coalition Strategic Plan Yes	
Responsible Parties:	Responsible Party	Budget Type
	Coalition and Community Engagement Coordinator	Budgeted
	Coalition Members	Non-Budgeted

Activity 1-1-4

Activity:	Annually recruit and maintain 7-15 volunteer CHAT members to participate in the projects coalition activities, events, and meetings. Members will be recruited through presentations, community outreach, word of mouth, social media, etc as outlined in an annual Recruitment Plan that outlines organizations and community sectors the coalition wants to prioritize inviting to the coalition. The recruitment committee will prioritize ensuring organizations that represent or work with priority populations are part of the recruitment strategy. New members will participate in an orientation process as outlined by the committee.	
Intervention Category:	Coordination/Collaboration Activities	
Copyright:	No	
Program Deliverable Percentage:	1.50 %	
Start Date Period:	01/22-06/22	
Completion Date Period:	01/25-06/25	
Tracking Measures:	Measure	Submit
	Log of Meeting	Yes
	Orientation Outline	Yes
Responsible Parties:	Responsible Party	Budget Type
	Coalition and Community Engagement Coordinator	Budgeted
	Coalition Members	Non-Budgeted

Activity 1-2-6

Activity:	Participate in 3-4 community events, (e.g. health fairs, Fall Festivals, Veteran's Stand Down) in Yuba County. Distribute information on the coalition's mission to reduce tobacco use in Yuba County, tobacco prevention activities, and to recruit potential coalition members.	
Intervention Category:	Community Education Activities	
Copyright:	No	
Program Deliverable Percentage:	1.00 %	
Start Date Period:	01/23-06/23	
Completion Date Period:	01/25-06/25	
Tracking Measures:	Measure	Submit
	Activity Log	Yes
	Event Photos	Yes
Responsible Parties:	Responsible Party	Budget Type
	Coalition and Community Engagement Coordinator	Budgeted
	Project Director	Budgeted

Activity 1-2-7

Activity:	Create and maintain a listserv of contact information for coalition members and those recommended by coalition members for recruitment. Information on listserv is to include: contact information, volunteer availability, skills sets, interests, and causes they care about. Email information, meeting reminders, resources and offers of technical assistance 10-12 times annually through the listserv, and provide a place for volunteers to register for trainings or activities, manage a calendar of events, track volunteer activity and efficiency, and identify and engage with loyal volunteers. The platform will include email blasts, trainings, and the project will engage with members on the platform at least weekly.	
Intervention Category:	Community Education Activities	
Copyright:	No	
Program Deliverable Percentage:	1.50 %	
Start Date Period:	01/22-06/22	
Completion Date Period:	01/25-06/25	
Tracking Measures:	Measure	Submit
	Copy of Communications Sent	Yes
	Listsers	On File
Responsible Parties:	Responsible Party	Budget Type
	Office Specialist	Budgeted

Activity 1-3-8

Activity:	In consultation with statewide grantees and coalition members, develop 1-3 new or update recruitment postcard, membership sign-up form, updated logo, coalition position statements, fact sheets that highlight existing members and activities, etc., or adapt existing materials to suit the needs of the Yuba County community: rural population, Spanish and Hmong translations that will be disseminated at community outreach events and during educational presentations to community groups. Recruitment materials will be adapted or formatted appropriately to be posted on Yuba County Public Health and the Tobacco Education Coalition social media page.. Chosen audiences will include adults 18 years and older, college students, advocates, coalition members, rural populations, etc. 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.	
Intervention Category:	Educational Materials Development	
Copyright:	No	
Program Deliverable Percentage:	1.50 %	
Start Date Period:	07/22-12/22	
Completion Date Period:	07/23-12/23	
Tracking Measures:	Measure	Submit
	Distribution Log	Yes
	Recruitment Brochure	Yes
Responsible Parties:	Responsible Party	Budget Type

	Coalition and Community Engagement Coordinator	Budgeted
	Coalition Members	Non-Budgeted
	Media Specialist	Budgeted

Activity 1-7-10

Activity:	Annually host 2-5 of general membership meetings for CHAT 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.	
Intervention Category:	Policy Activities	
Copyright:	Yes	
Program Deliverable Percentage:	1.50 %	
Start Date Period:	07/22-12/22	
Completion Date Period:	01/25-06/25	
Tracking Measures:	Measure	Submit
	Sample Letters of Support	Yes
Responsible Parties:	Responsible Party	Budget Type
	Coalition and Community Engagement Coordinator	Budgeted
	Coalition Members	Non-Budgeted
	Project Director	Budgeted

Activity 1-7-11

Activity:	Participate in 2 Information and Education (I&E) Days at the State Capitol to educate policymakers about key tobacco control issues. Coordinate the participation of staff and coalition members/volunteers to visit key state elected officials in their District Offices.	
Intervention Category:	Policy Activities	
Copyright:	No	
Program Deliverable Percentage:	0.00 %	
Start Date Period:	01/23-06/23	
Completion Date Period:	01/25-06/25	
Tracking Measures:	Measure	Submit
	Attendance Records	Yes
Responsible Parties:	Responsible Party	Budget Type
	Coalition and Community Engagement Coordinator	Budgeted
	Project Director	Budgeted

Activity 1-11-12

Activity:	Conduct 4-6 trainings for approximately 45 minutes- 2 hours in length to 5-10 coalition members and collaborative partners to increase their knowledge on skills needed to carry out campaign tasks and tactics. Training topics may include, but are not limited to: community organizing,
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	letter writing, meeting facilitation, peer-to-peer training, public speaking and presentations, social media use, media advocacy, and spokesperson(s)/media interactions	
Intervention Category:	Training/Technical Assistance Activities	
Copyright:	No	
Program Deliverable Percentage:	1.50 %	
Start Date Period:	01/22-06/22	
Completion Date Period:	01/25-06/25	
Tracking Measures:	Measure	Submit
	Training Agendas	Yes
	Training Materials	Yes
Responsible Parties:	Responsible Party	Budget Type
	Coalition and Community Engagement Coordinator	Budgeted

Activity 1-2-13		
Activity:	Host one annual event with a local spin to participate in an annual tobacco advocate day (e.g. Great American Smokeout, Take Down Tobacco Day, World No Tobacco Day). Produce a plan for activities to host in coordination with the event (in-person or virtual), how the event will be promoted, and what the outcome of the event will be (e.g. commitments to make a quit plan; recruitment/participation of youth in a national effort, social media communications, etc.)	
Intervention Category:	Community Education Activities	
Copyright:	No	
Program Deliverable Percentage:	1.50 %	
Start Date Period:	01/23-06/23	
Completion Date Period:	01/25-06/25	
Tracking Measures:	Measure	Submit
	Activity Log	Yes
	Event Photos	Yes
Responsible Parties:	Responsible Party	Budget Type
	Coalition and Community Engagement Coordinator	Budgeted
	Project Director	Budgeted

Evaluation Activity Plan

Activity 1-E-4	Education/Participant Survey
Evaluation Activity:	Using the online TCEC coalition survey, a census of all coalition members will be completed annually to assess member diversity, functioning, and satisfaction. Data will be analyzed using descriptive statistics such as percentages, frequencies, and means will be used to analyze findings. Results will be summarized and used to improve coalition functioning, meetings, trainings, and technical assistance services.
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:	1.50 %						
Tracking Measures:	<table> <tr> <th>Measure</th><th>Submit</th></tr> <tr> <td>Summary of Survey Results</td><td>Yes</td></tr> <tr> <td>Survey instrument</td><td>Yes</td></tr> </table>	Measure	Submit	Summary of Survey Results	Yes	Survey instrument	Yes
Measure	Submit						
Summary of Survey Results	Yes						
Survey instrument	Yes						
Responsible Parties:	<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>Local Program Evaluator</td><td>Budgeted</td></tr> </table>	Responsible Party	Budget Type	Coalition and Community Engagement Coordinator	Budgeted	Local Program Evaluator	Budgeted
Responsible Party	Budget Type						
Coalition and Community Engagement Coordinator	Budgeted						
Local Program Evaluator	Budgeted						

Activity 1-E-6	Education/Participant Survey								
Evaluation Activity:	The External Evaluator will develop a set of focus group questions to learn from current adult coalition members their thoughts about best practices about recruitment of new members, potential partners, and how to improve coalition functioning. Focus group will consist of 6-10 current adult coalition members. Focus group results will be qualitatively analyzed to identify common themes in responses. Results will be used to tailor future outreach and coalition recruitment methods. Each focus group will be audio-taped and a transcription made, and an observer of the group will take notes of participant responses.								
Purpose of Data Collection:	Process								
Waves of Data Collection:	2								
Data Collection Period(s):									
Begin/End Periods - Wave 1:	07/22-12/22 to 01/23-06/23								
Begin/End Periods - Wave 2:	07/23-12/23 to 01/24-06/24								
Data Collection Training:	No								
Copyright:	Yes								
Program Deliverable Percentage:	1.00 %								
Tracking Measures:	<table> <tr> <th>Measure</th><th>Submit</th></tr> <tr> <td>Training Survey Instrument</td><td>Yes</td></tr> <tr> <td>Training Survey Summary Report</td><td>Yes</td></tr> </table>	Measure	Submit	Training Survey Instrument	Yes	Training Survey Summary Report	Yes		
Measure	Submit								
Training Survey Instrument	Yes								
Training Survey Summary Report	Yes								
Responsible Parties:	<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>Local Program Evaluator</td><td>Budgeted</td></tr> <tr> <td>Office Specialist</td><td>Budgeted</td></tr> </table>	Responsible Party	Budget Type	Coalition and Community Engagement Coordinator	Budgeted	Local Program Evaluator	Budgeted	Office Specialist	Budgeted
Responsible Party	Budget Type								
Coalition and Community Engagement Coordinator	Budgeted								
Local Program Evaluator	Budgeted								
Office Specialist	Budgeted								

Activity 1-E-1	Focus Group
Evaluation Activity:	The External Evaluator will develop a set of focus group questions to learn from current adult coalition members their thoughts about best practices about recruitment of new members, potential partners, and how to improve coalition functioning. Focus group will consist of 6-10 current adult coalition members. Focus group results will be qualitatively analyzed to identify common themes in responses. Results will be used to tailor future

	outreach and coalition recruitment methods. Each focus group will be audio-taped and a transcription made, and an observer of the group will take notes of participant responses. This activity is in association with activity 1-3-8.	
Purpose of Data Collection:	Process	
Waves of Data Collection:	2	
Data Collection Period(s):		
Begin/End Periods - Wave 1:	07/22-12/22 to 01/23-06/23	
Begin/End Periods - Wave 2:	07/23-12/23 to 01/24-06/24	
Data Collection Training:	No	
Copyright:	Yes	
Program Deliverable Percentage:	1.00 %	
Tracking Measures:	Measure	Submit
	Copy of focus Group Questions	Yes
	Summary of Results	Yes
Responsible Parties:	Responsible Party	Budget Type
	Coalition and Community Engagement Coordinator	Budgeted
	Local Program Evaluator	Budgeted
	Office Specialist	Budgeted

Activity 1-E-2	Other						
Evaluation Activity:	Conduct 1 Coalition Asset Mapping exercise to help create a "map" of the resources available within the Yuba County Tobacco Education Coalition utilizing the Coalition Asset Mapping Tool provided by the Tobacco Control Evaluation Center (TCEC). This "map" will serve to strengthen already existing relationships and create new partnerships, identify needs in the coalition, and determine targets, strategies, and tactics to achieve tobacco control program campaign objectives. Qualitative analysis will be used to identify areas of strength within the coalition and areas in need of growth.						
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 border="0"> <tr> <td>Measure</td> <td>Submit</td> </tr> <tr> <td>Participation/Activity Log Form</td> <td>Yes</td> </tr> <tr> <td>Participation/Activity Summary Report</td> <td>Yes</td> </tr> </table>	Measure	Submit	Participation/Activity Log Form	Yes	Participation/Activity Summary Report	Yes
Measure	Submit						
Participation/Activity Log Form	Yes						
Participation/Activity Summary Report	Yes						
Responsible Parties:	<table border="0"> <tr> <td>Responsible Party</td> <td>Budget Type</td> </tr> <tr> <td>Local Program Evaluator</td> <td>Budgeted</td> </tr> <tr> <td>Office Specialist</td> <td>Budgeted</td> </tr> </table>	Responsible Party	Budget Type	Local Program Evaluator	Budgeted	Office Specialist	Budgeted
Responsible Party	Budget Type						
Local Program Evaluator	Budgeted						
Office Specialist	Budgeted						
Activity 1-E-3	Other						

Evaluation Activity:	Develop a tracking tool to identify the opportunities coalition members will have to participate in coalition activities. Update tool and submit annually, or more often as needed. Track attendance, participation, and involvement per year, for all four years to demonstrate overall involvement and success at meeting the objective. Results will be summarized and used to improve recruitment and member engagement.		
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:	0.50 %		
Tracking Measures:	Measure	Submit	
	Participation/ Activity Summary form	Yes	
	Participation/Activity Log Form	Yes	
Responsible Parties:	Responsible Party	Budget Type	
	Local Program Evaluator	Budgeted	
	Office Specialist	Budgeted	

Activity 1-E-5	Final Evaluation Report
Data Analysis Plan:	To document the projects organizational history, learn from past efforts, and share strategies with other projects complete one brief evaluation report. For this objective, Tell Your Story reporting guidelines from the Tobacco Control Evaluation Center (TCEC) will be used to write a report that documents what the project was trying to achieve, how the project went about it, what happened as a result, what the project would do differently next time. With the report, create a roadmap of your approach by describing tactics used and to what effect, support/opposition encountered, and how challenges and barriers were addressed. Explain how activities built upon each other and how evaluation supported or informed the work. State how you tailored strategies and approaches to your target audiences. Use content analysis, descriptive and inferential statistics, and data visualization to analyze and summarize findings. Identify and assess key activities that were crucial to the effort in the report conclusions. Draw specific, concrete recommendations for future work from report findings. Explain how evaluation results were shared with data sources and other stakeholders in appropriate formats.
Methods to Disseminate Findings:	Partners Presentations Other
Other Dissemination Methods:	Coalition Meetings
Study Limitations or Challenges:	Challenges may occur in scheduling participants for the focus group and asset mapping due to the busy schedules of the coalition members. With advanced planning around scheduling and possibly incorporating the focus group and asset mapping activities into a regular meeting agenda we can overcome this potential challenge.
Copyright:	Yes
Program Deliverable Percentage:	2.00 %

Activity Start Date Period:	01/22-06/22	
Activity Completion Date Period:	01/25-06/25	
Tracking Measures:	Measure	Submit
	Brief Evaluation Report	Yes
Responsible Parties:	Responsible Party	Budget Type
	Local Program Evaluator	Budgeted
	Project Director	Budgeted

Narrative Summary

Community Assessment Analysis:	<p>This project will primarily address the following priority populations of focus: individuals experiencing a low socio-economic status (SES) and individuals who live in rural communities. This project will primarily work in the following geographic community: The city of Marysville, which is a rural city largely comprised of Caucasian, Hispanic and Hmong populations. In the past work plans, developing youth to become tobacco control advocates has been a primary focus of the Yuba County Tobacco Education Program (YCTEP). YCTEP teamed with Yuba County Office of Education to work with their Youth Coalition Students of Wheatland Highschool Against Tobacco (SOWHAT). While rating SOWHAT in asset 2.4 and CHAT with asset 2.5 and 3.1, the youth coalition received a score of excellent while the adult received a fair rating for asset 2.4 and a poor rating for asset 3.1. In addition to the lower scores for the adult coalition, YCTEP firmly believes that the adult coalition is in need of improvement and development. The coalition has had diverse and nontraditional partnerships. A vast array of organizations including housing, military, voluntary health, alcohol & drug treatment services, mental health, and youth development have attended coalition meetings during the 2017-2021 grant cycle. Attendance from these non-traditional partners has declined over the course of three years, as can be seen in coalition sign-in sheets. The current membership consists of school administration and educators and other CTCP funded organizations (First 5, Leadership in Equity Action & Development). Our current members are crucial to coalition functioning, but there is a severe under representation of non-traditional partners, persons of color, members of the LGBTQ+ community, and those from low SES. The CHAT coalition would greatly benefit having a diverse coalition.</p>
Major Intervention Activities:	<p>The proposed intervention activities are geared toward enabling the Community Health Action Team (CHAT) coalition effectively engage in tobacco control activities in the community. Tobacco staff will conduct a minimum of one strategic planning session for the coalition, with community partners and stakeholders to identify short-term/intermediate/long-term goals and organizational considerations, to create a plan for the coalition's activities for the year. Conduct 2-3, small group meetings annually with each newly recruited member to the coalition, to review the orientation packet, answer questions, and build a relationship with new member. Project staff will educate the community and community groups by conducting educational presentations on how to join the coalition and become engaged in local tobacco work, as well as how Yuba County Tobacco Education can help with their present goals. Tobacco staff will also engage the community, in collaboration with the coalition, at local health fairs and community outreach events to recruit members and distribute information on the coalition's mission. A social media page will be created to increase public health communication and engagement with the community members on tobacco control issues. Tobacco staff and the Coalition will work together to develop and gather sample letters of support to address youth access to flavored products for inclusion in educational packets and at presentations</p>

	to city council. The coalition will also be encouraged to attend I & E Days events to educate their local elected officials. Coalition recruitment materials will be created in collaboration with statewide grantees such as The Center, to be placed into the new member orientation packets for newly joined members. 4-6 trainings to increase their knowledge on skills needed to carry out the campaign tasks and tactics will be conducted during regularly scheduled coalition meetings.
Theory of Change:	A Community Organizing Theory of Change model will be used to reach this objective's aim to recruit, train, and maintain members of the adult Community Health Action Team (CHAT) coalition to enable them to effectively engage in tobacco control activities such as educational presentations, earned media activities, community education, and coalition recruitment. This model approach ensures that empowered community members will mobilize to address issues and define the path forward to achieving menthol and flavor ban and tobacco-free parks and outdoor public area policies. CHAT will build bridges of support for policies through community- led activities. Coalition members will define the scope and breadth of the issue in the community, collaboratively identify which efforts should be used to target these areas, and raise awareness and support through community-developed media placements and intervention activities. Coalition members will also be trained to educate the community and policymakers on the importance of menthol/flavor ban and tobacco-free parks and outdoor public area policies at venues such as city official meetings, and one- on- one meetings with key community leaders, as well as how to leverage connections in the community to garner letters of support. This community driven approach will influence decision makers to support and promote menthol/flavor ban policies and tobacco-free parks and outdoor public area policies in the target jurisdictions.
Evaluation Summary Narrative:	The primary purpose of the evaluation is to support the adult coalition in Yuba County in order to increase knowledge among project staff and the coalition itself about coalition functioning and satisfaction. This will be accomplished through a focus group with 6-10 current adult coalition members that seeks to learn their thoughts about best practices for recruitment of new members, potential partners, and how to improve coalition functioning. Other focus groups will review any educational or recruitment materials developed for this objective. A coalition asset mapping exercise will highlight the resources available within the Community Health Action Team coalition to identify unknown resources among its members and identify areas of strength and weakness among the coalition. Also, satisfaction surveys with all coalition members will be used to determine their attitudes regarding the efforts undertaken by the coalition, overall coalition satisfaction, and recruitment processes. Attendance tracking will be used to demonstrate coalition members' engagement and retention. Analysis will be summarized in a Brief Evaluation report using quantitative analyses for satisfaction survey results, attendance tracking, and qualitative content analysis for focus group results and the asset map. These results will be used to improve the coalition's functioning and recruitment, health equities in the community, reduce coalition attrition, and be disseminated to Partners and shared with coalition members and other colleagues.

Objective 2

Objective Overview

Objective: By June 30, 2025, at least one jurisdiction in Yuba County (e.g. Marysville) 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.

Objective ID: 2

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

Secondary Priority Area: (3) Reduce the Availability of Tobacco

Is this a primary objective? Yes

Evaluation Plan Type: Legislated Policy -- Adoption and Implementation

Target Audience: **Audience Group**

- Adults 18 years and older
- Coalitions
- Families
- Parks and Recreation
- Restaurant Owners/Managers
- Tobacco Retailers

General Population Groups

- African American/Black
- Asian
- Hispanic/Latino
- Southeast Asian
- White, Non-Hispanic

Specific Ethnic Population Groups

- Hmong
- Laotian
- Mexican

Intervention Jurisdiction(s): • Marysville (Primary)

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
- Communications Plan
- Environmental Organization Collaboration

- Facebook
- Instagram
- Key Informant Interviews
- Letters to the Editor/Opposite the Editorial (Op-Ed)
- Materials Testing
- Media Activity Record
- Observational Survey
- Parks and Recreation Collaboration
- Policy Record
- Policy/System Change Training
- Press release(s)
- Radio Advertising
- Transit/Bus Stop Advertising
- Website Maintained
- Website/Article Advertising
- Young Adult Tobacco Purchase Survey

Intervention Activity Plan

Activity 2-2-1

Activity:	Conduct 2-3 community education events (e.g. forums, town halls, presentations) to 10-30 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.		
Intervention Category:	Community Education Activities		
Copyright:	No		
Program Deliverable Percentage:	1.50 %		
Start Date Period:	01/22-06/22		
Completion Date Period:	01/25-06/25		
Tracking Measures:	Measure	Submit	
	Presentation	Yes	
	Presentation Log	Yes	
Responsible Parties:	Responsible Party	Budget Type	
	Coalition and Community Engagement Coordinator	Budgeted	
	Project Director	Budgeted	

Activity 2-3-4

Activity:	Create one infographic or educational brochure with information such as harmful effects of secondhand smoke, how a tobacco-free park policies protect the public, how smoke-free outdoor public places protect the public, and promote access to the Kick It California, public opinion poll results, results from the park tobacco litter survey and information on how to get involved with the coalition. Material will be focus group tested and adjusted based on feedback. Distribution will occur at events such as: community outreach, packets presented to City Council members and/or their staff, and community educational presentations; material will be translated into Spanish and Hmong, by a Yuba County certified translator staff and distributed during outreach events and educational presentations. 75-125
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	will be distributed and the infographic will be submitted to the Tobacco Education Clearinghouse of California (TECC) upon completion.	
Intervention Category:	Educational Materials Development	
Copyright:	Yes	
Program Deliverable Percentage:	1.50 %	
Start Date Period:	01/23-06/23	
Completion Date Period:	01/25-06/25	
Tracking Measures:	Measure	Submit
	Infographic	Yes
	Infographic Distribution Log	On File
Responsible Parties:	Responsible Party	Budget Type
	Media Specialist	Budgeted
	Project Director	Budgeted

Activity 2-7-7

Activity:	Within the first 6 months conduct one strategic planning session(s) for each jurisdiction the project is considering policy within, with community partners and stakeholders for 2-4 hours, to complete the Midwest Academy Strategy Chart (MASC) which will identify short, intermediate, and long term goals, organizational considerations, constituents, allies, opponents, targets, and tactics to create a plan for tobacco free outdoor public area policy and tobacco free park policy. Consult with the Center for Tobacco Policy and Organizing to prepare for and/or facilitate the strategic planning session(s). Update each MASC regularly throughout each policy campaign to adapt to new targets and tactics as they are revealed.	
Intervention Category:	Policy Activities	
Copyright:	No	
Program Deliverable Percentage:	2.00 %	
Start Date Period:	01/22-06/22	
Completion Date Period:	01/25-06/25	
Tracking Measures:	Measure	Submit
	Completed MASC	Yes
	Sign-In Sheet	Yes
Responsible Parties:	Responsible Party	Budget Type
	Coalition and Community Engagement Coordinator	Budgeted
	Office Specialist	Budgeted
	Project Director	Budgeted

Activity 2-4-13

Activity:	Incentive materials (e.g. merchandise cards) are provided to program participants to motivate and/or reinforce positive behavior, participation, and/or involvement in tobacco control 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
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	[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. At the conclusion of the agreement, surplus incentives must be returned to CTCP.	
Intervention Category:	Incentives	
Copyright:	No	
Program Deliverable Percentage:	0.00 %	
Start Date Period:	01/22-06/22	
Completion Date Period:	01/25-06/25	
Tracking Measures:	Measure	Submit
	Log- Incentives	On File
Responsible Parties:	Responsible Party	Budget Type
	Office Specialist	Budgeted
	Project Director	Budgeted
	Senior Accounting Technician	Budgeted

Activity 2-3-16

Activity:	In consultation with statewide grantees and local partners, translate new and existing flavors materials into Spanish and Hmong that will be disseminated. Chosen audiences will include parents, business owners, policy makers, and community partners. 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.	
Intervention Category:	Educational Materials Development	
Copyright:	Yes	
Program Deliverable Percentage:	1.50 %	
Start Date Period:	01/22-06/22	
Completion Date Period:	01/23-06/23	
Tracking Measures:	Measure	Submit
	Materials Developed	Yes
	MatTrack Submission Verification	Yes
Responsible Parties:	Responsible Party	Budget Type
	Media Specialist	Budgeted
	Project Director	Budgeted
	Translator	Non-Budgeted

Activity 2-1-17

Activity:	Conduct 2-4 presentations, 15-20 minutes in length, at Yuba Community College to interested classes, health focused campus club meetings to recruit 8-12 young adult volunteers, and/or other youth focused community events to participate in the California Youth Tobacco Survey data collection. The presentations will include information such as the issues in the community with tobacco sales to underage persons, priority
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	populations (e.g. people experiencing low socioeconomic statuses (SES), individuals living in rural communities), discuss the harm of flavored and menthol tobacco products, the purpose of the YATPS and training details, and survey protocol.	
Intervention Category:	Coordination/Collaboration Activities	
Copyright:	No	
Program Deliverable Percentage:	1.50 %	
Start Date Period:	01/22-06/22	
Completion Date Period:	01/25-06/25	
Tracking Measures:	Measure	Submit
	Presentation Log	Yes
	Presentation Materials	Yes
Responsible Parties:	Responsible Party	Budget Type
	Coalition and Community Engagement Coordinator	Budgeted

Activity 2-2-18

Activity:	Conduct 3-4 presentations annually, 15-30 minutes in length, to community-based organizations, community groups, and/or businesses (e.g. Kiwanis Club, Lions Club, Parent/Teacher Association meetings) in the target jurisdiction. Presentations will focus on topics such as, tobacco issues impacting priority populations (e.g. people experiencing low SES, individuals living in rural communities), discuss the harm of flavored and menthol tobacco products, present YATPS results, and present potential policy solutions. At the conclusion of the presentation, participants will be asked for letters of support to include in educational materials packet, and be extended an invitation to join the coalition.	
Intervention Category:	Community Education Activities	
Copyright:	No	
Program Deliverable Percentage:	1.50 %	
Start Date Period:	07/22-12/22	
Completion Date Period:	01/25-06/25	
Tracking Measures:	Measure	Submit
	Presentation	Yes
	Presentation Log	Yes
Responsible Parties:	Responsible Party	Budget Type
	Coalition and Community Engagement Coordinator	Budgeted
	Project Director	Budgeted

Activity 2-3-21

Activity:	Create one infographic or educational brochure with information such as the results of the local and statewide YATPS, Public opinion poll results, the impact on tobacco priority populations (e.g. people experiencing low SES, individuals living in rural communities) and information on how to get involved with the coalition. Material will be focus group tested and adjusted based on feedback. Distribution will occur at events such as: community outreach, packets presented to City Council members and/or their staff, and community educational presentations; material will be translated into
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	Spanish and Hmong and distributed during outreach events and educational presentations. 100-150 will be distributed and the infographic will be submitted to the Tobacco Education Clearinghouse of California (TECC) upon completion.	
Intervention Category:	Educational Materials Development	
Copyright:	Yes	
Program Deliverable Percentage:	1.50 %	
Start Date Period:	07/22-12/22	
Completion Date Period:	01/25-06/25	
Tracking Measures:	Measure	Submit
	Activity Log	Yes
	Infographic/Educational Brochure	Yes
Responsible Parties:	Responsible Party Budget Type	
	Media Specialist	Budgeted
	Project Director	Budgeted

Activity 2-2-24

Activity:	Facilitate participation of 8-20 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 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, one-on-one educational presentations to policy makers, 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.	
Intervention Category:	Community Education Activities	
Copyright:	No	
Program Deliverable Percentage:	2.00 %	
Start Date Period:	07/23-12/23	
Completion Date Period:	01/25-06/25	
Tracking Measures:	Measure	Submit
	Meeting Minutes/Agenda	Yes
	Presentation Log	Yes
Responsible Parties:	Responsible Party Budget Type	
	Office Specialist	Budgeted
	Project Director	Budgeted

Activity 2-11-25

Activity:	Conduct 2 trainings for 8-12 young adults, lasting 60-90 minutes which will train them how to comply with the YATPS protocol. The training will include didactic, practice in identifying tobacco products, asking to purchase tobacco products and conducting a transaction.
Intervention Category:	Training/Technical Assistance Activities

Copyright:	No				
Program Deliverable Percentage:	1.50 %				
Start Date Period:	07/23-12/23				
Completion Date Period:	01/25-06/25				
Tracking Measures:	<table> <tr> <th>Measure</th><th>Submit</th></tr> <tr> <td>Training Presentation</td><td>Yes</td></tr> </table>	Measure	Submit	Training Presentation	Yes
Measure	Submit				
Training Presentation	Yes				
Responsible Parties:	<table> <tr> <th>Responsible Party</th><th>Budget Type</th></tr> <tr> <td>Project Director</td><td>Budgeted</td></tr> </table>	Responsible Party	Budget Type	Project Director	Budgeted
Responsible Party	Budget Type				
Project Director	Budgeted				

Activity 2-1-26

Activity:	In consultation with statewide grantees and local partners, develop 3-5 new presentations 15-30 minutes in length to recruit 8-14 volunteers, putting together an educational tool (e.g. PhotoVoice, flyer to post on the Yuba County Tobacco website, etc.), function as community spokespersons, as well as other Tobacco Education activities associated with the retail objective or adapt existing materials, e.g. translate existing material into Spanish or Hmong, and for a rural population that will be disseminated at presentation locations, community outreach events, email to local parnters, social media, etc . Chosen audiences will include the Associated Students of Yuba College, Yuba College classes, clubs or community organizations. 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.		
Intervention Category:	Coordination/Collaboration Activities		
Copyright:	No		
Program Deliverable Percentage:	1.50 %		
Start Date Period:	01/23-06/23		
Completion Date Period:	01/25-06/25		
Tracking Measures:	Measure	Submit	
	List of Volunteers	On File	
	Presentation Outline	Yes	
	Recruitment Materials List	Yes	
Responsible Parties:	Responsible Party	Budget Type	
	Coalition and Community Engagement Coordinator	Budgeted	
	Project Director	Budgeted	

Activity 2-1-27

Activity:	Recruit 5-10 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.	
Intervention Category:	Coordination/Collaboration Activities	

Copyright:	No	
Program Deliverable Percentage:	2.00 %	
Start Date Period:	01/23-06/23	
Completion Date Period:	01/25-06/25	
Tracking Measures:	Measure	Submit
	Log - Recruitment	Yes
	Log - Speaker Bureau's Activities	Yes
Responsible Parties:	Responsible Party	Budget Type
	Coalition and Community Engagement Coordinator	Budgeted
	Project Director	Budgeted

Activity 2-1-28

Activity:	Develop a committee or work group of 3-7 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 WIC, Cal Fresh).	
Intervention Category:	Coordination/Collaboration Activities	
Copyright:	No	
Program Deliverable Percentage:	2.00 %	
Start Date Period:	07/22-12/22	
Completion Date Period:	01/25-06/25	
Tracking Measures:	Measure	Submit
	Local Business Plan	Yes
	Log - Meetings	Yes
	Meeting Materials	Yes
Responsible Parties:	Responsible Party	Budget Type
	Coalition and Community Engagement Coordinator	Budgeted
	Project Director	Budgeted

Activity 2-1-29

Activity:	Coordinate and collaborate with local law enforcement to develop an implementation and enforcement plan for 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 by participating in conference calls, local and regional coalition meetings, workgroup. Ensure implementation plan is prepared ahead of policy adoption and is updated as needed.	
Intervention Category:	Coordination/Collaboration Activities	

Copyright:	No						
Program Deliverable Percentage:	2.00 %						
Start Date Period:	01/23-06/23						
Completion Date Period:	01/25-06/25						
Tracking Measures:	<table> <tr> <th>Measure</th><th>Submit</th></tr> <tr> <td>Implementation Plan</td><td>Yes</td></tr> <tr> <td>Log - Meetings</td><td>Yes</td></tr> </table>	Measure	Submit	Implementation Plan	Yes	Log - Meetings	Yes
Measure	Submit						
Implementation Plan	Yes						
Log - Meetings	Yes						
Responsible Parties:	<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>Project Director</td><td>Budgeted</td></tr> </table>	Responsible Party	Budget Type	Coalition and Community Engagement Coordinator	Budgeted	Project Director	Budgeted
Responsible Party	Budget Type						
Coalition and Community Engagement Coordinator	Budgeted						
Project Director	Budgeted						

Evaluation Activity Plan

Activity 2-E-1	Education/Participant Survey								
Evaluation Activity:	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 trained to conduct outdoor secondhand smoke and tobacco retailer observations. Using a pen and paper (or online) survey developed in consultation with TCEC, a census of 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.								
Purpose of Data Collection:	Process								
Waves of Data Collection:	2								
Data Collection Period(s):									
Begin/End Periods - Wave 1:	01/22-06/22 to 01/22-06/22								
Begin/End Periods - Wave 2:	01/24-06/24 to 01/24-06/24								
Data Collection Training:	No								
Copyright:	No								
Program Deliverable Percentage:	1.50 %								
Tracking Measures:	<table> <tr> <th>Measure</th><th>Submit</th></tr> <tr> <td>Training Survey Instrument</td><td>Yes</td></tr> <tr> <td>Training Survey Summary Report</td><td>Yes</td></tr> </table>	Measure	Submit	Training Survey Instrument	Yes	Training Survey Summary Report	Yes		
Measure	Submit								
Training Survey Instrument	Yes								
Training Survey Summary Report	Yes								
Responsible Parties:	<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>Local Program Evaluator</td><td>Budgeted</td></tr> <tr> <td>Paid Intern</td><td>Budgeted</td></tr> </table>	Responsible Party	Budget Type	Coalition and Community Engagement Coordinator	Budgeted	Local Program Evaluator	Budgeted	Paid Intern	Budgeted
Responsible Party	Budget Type								
Coalition and Community Engagement Coordinator	Budgeted								
Local Program Evaluator	Budgeted								
Paid Intern	Budgeted								
Activity 2-E-2	Key Informant Interview								
Evaluation Activity:	To inform project staff about the background, goals, and directions of target jurisdictions priorities for ending commercial tobacco, conduct								

	interviews with decision makers (and/or their staff if unavailable). Develop a key informant interview guide using a minimum set of required questions from the Tobacco Control Evaluation Center, then pilot test and revise as needed. Conduct 5-10 (per jurisdiction) telephone and/or in-person interviews to determine effective approaches/tactics, identify points of view, anticipate facilitators and barriers to adopting or implementing a policy that eliminates smoking in all outdoor public places and a policy that eliminates the sale and/or distribution of any mentholated cigarettes and other flavored tobacco products by June 2022. Each interview will be approximately 20-30 minutes in length. Qualitative analysis of interview results will be used to summarize and report interview findings. Findings will be shared with data sources and other decision makers and used to tailor intervention activities to support the adoption of these policies.								
Purpose of Data Collection:	Process								
Waves of Data Collection:	1								
Data Collection Period(s):									
Begin/End Periods - Wave 1:	01/22-06/22 to 01/22-06/22								
Data Collection Training:	No								
Copyright:	No								
Program Deliverable Percentage:	1.50 %								
Tracking Measures:	<table> <tr> <th>Measure</th><th>Submit</th></tr> <tr> <td>End Commercial Tobacco Campaign KII Instrument</td><td>Yes</td></tr> <tr> <td>End Commercial Tobacco Campaign KII Summary Report</td><td>Yes</td></tr> <tr> <td>Training Materials</td><td>Yes</td></tr> </table>	Measure	Submit	End Commercial Tobacco Campaign KII Instrument	Yes	End Commercial Tobacco Campaign KII Summary Report	Yes	Training Materials	Yes
Measure	Submit								
End Commercial Tobacco Campaign KII Instrument	Yes								
End Commercial Tobacco Campaign KII Summary Report	Yes								
Training Materials	Yes								
Responsible Parties:	<table> <tr> <th>Responsible Party</th><th>Budget Type</th></tr> <tr> <td>Local Program Evaluator</td><td>Budgeted</td></tr> <tr> <td>Project Director</td><td>Budgeted</td></tr> </table>	Responsible Party	Budget Type	Local Program Evaluator	Budgeted	Project Director	Budgeted		
Responsible Party	Budget Type								
Local Program Evaluator	Budgeted								
Project Director	Budgeted								

Activity 2-E-3	Public Intercept Survey / Opinion Poll
Evaluation Activity:	To improve understanding of community knowledge, attitudes, and perceptions of ending commercial tobacco, a public opinion survey will be conducted with a sample of 100-200 residents of the target jurisdiction by December 2022. A convenience sample of the general public will be surveyed at community events and/or online using a mobile device or online survey. Develop a survey and protocol using a minimum set of required questions from the Tobacco Control Evaluation Center, then pilot test and revise as needed. 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.
Purpose of Data Collection:	Process
Waves of Data Collection:	1
Data Collection Period(s):	
Begin/End Periods - Wave 1:	01/22-06/22 to 01/22-06/22
Data Collection Training:	Yes
Copyright:	No

Program Deliverable Percentage:	1.50 %	
Tracking Measures:	Measure	Submit
	POS Instrument and Protocol	Yes
	POS Summary Report	Yes
	Training Materials	Yes
Responsible Parties:	Responsible Party	Budget Type
	Coalition and Community Engagement Coordinator	Budgeted
	Local Program Evaluator	Budgeted
	Paid Intern	Budgeted

Activity 2-E-8	Tobacco Purchase Survey	
Evaluation Activity:	The California Tobacco Control Program's Young Adult Tobacco Purchase Survey (YATPS) will be used. Onsite inspections will be conducted to assess illegal sales to young adults, aged 18-19 years old, and compliance with other local and state retail laws (e.g., posting age-of-sale warning sign, self-service display). The survey will be conducted using a random sample/purposive in the following communities: City of Marysville, City of Wheatland, and County of Yuba. Two waves of the survey will be completed: one at the beginning of the project to show the extent of the issue of tobacco sales to young adults and another near the end of the project to show the impact of a policy, if passed, or to collect additional data for further efforts if a policy has not yet been passed. A minimum of 30 tobacco retailers will be included in each wave of the survey. Tobacco retailers will be selected from a list of licensed tobacco retailers provided by the California Board of Equalization. The results will be shared with project staff and coalition members and help guide campaign interventions	
Type of Tobacco Product to be Purchased:	Cigarettes Electronic Smoking Devices Little Cigars, Cigarillos	
Other Product to be Purchased:		
Age of Decoys:	18,19,20	
Survey Protocol:	Standard (consummated)	
Other Protocol:		
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?:	No	
Purpose of Data Collection:	Process	
Waves of Data Collection:	1	
Data Collection Period(s):		
Begin/End Periods - Wave 1:	01/23-06/23 to 07/23-12/23	
Data Collection Training:	Yes	
Copyright:	Yes	
Program Deliverable Percentage:	2.00 %	
Tracking Measures:	Measure	Submit
	YATPS Dataset	Yes

	YATPS Instrument	Yes
	YATPS Summary Report	Yes
Responsible Parties:	Responsible Party	Budget Type
	Coalition and Community Engagement Coordinator	Budgeted
	Local Program Evaluator	Budgeted
	Project Director	Budgeted

Activity 2-E-4	Other						
Evaluation Activity:	Conduct consumer testing to assess the appropriateness and appeal of the content, logic, wording, design and/or takeaway message of the educational materials developed for this objective. Using guidelines from the Tobacco Education Clearinghouse of California (TECC), develop the testing instrument and protocol, pilot test it, and revise as needed for field use. Conduct a minimum of two focus groups, 6-10 participants each and document participant reactions to the material/ instrument. Analyze and summarize participant responses for common themes in order to make recommendations for material/instrument revisions. Share results with project personnel and use to improve materials/instruments; final summary report must 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:	No						
Program Deliverable Percentage:	1.50 %						
Tracking Measures:	<table> <tr> <td>Measure</td><td>Submit</td></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						
Responsible Parties:	<table> <tr> <td>Responsible Party</td><td>Budget Type</td></tr> <tr> <td>Coalition and Community Engagement Coordinator</td><td>Budgeted</td></tr> <tr> <td>Local Program Evaluator</td><td>Budgeted</td></tr> </table>	Responsible Party	Budget Type	Coalition and Community Engagement Coordinator	Budgeted	Local Program Evaluator	Budgeted
Responsible Party	Budget Type						
Coalition and Community Engagement Coordinator	Budgeted						
Local Program Evaluator	Budgeted						

Activity 2-E-5	Observation Data
Evaluation Activity:	For the statewide End Commercial Tobacco Campaign, conduct two waves (in Spring 2022, Spring 2024) of observations of select outdoor public places (e.g. parks, sidewalks, outdoor dining) and tobacco retailers. Use a standardized data collection instrument and protocol from CTCP using mobile devices. Descriptive statistics will be used to analyze and summarize the data. Findings will be disseminated to data sources, staff, coalition members, decision makers, and the general public as reports, factsheets, and media releases, as appropriate for the audience and used to educate the target audiences about the results of the observations. Guidance for selecting communities sample sizes will be provided.
Purpose of Data Collection:	Both
Waves of Data Collection:	2

Data Collection Period(s):											
Begin/End Periods - Wave 1:	01/22-06/22 to 01/22-06/22										
Begin/End Periods - Wave 2:	01/24-06/24 to 01/24-06/24										
Data Collection Training:	Yes										
Copyright:	No										
Program Deliverable Percentage:	1.00 %										
Tracking Measures:	<table> <tr> <th>Measure</th><th>Submit</th></tr> <tr> <td>End Commercial Tobacco Campaign Observation Instrument and Protocol</td><td>Yes</td></tr> <tr> <td>End Commercial Tobacco Campaign Observation Summary Report</td><td>Yes</td></tr> </table>	Measure	Submit	End Commercial Tobacco Campaign Observation Instrument and Protocol	Yes	End Commercial Tobacco Campaign Observation Summary Report	Yes				
Measure	Submit										
End Commercial Tobacco Campaign Observation Instrument and Protocol	Yes										
End Commercial Tobacco Campaign Observation Summary Report	Yes										
Responsible Parties:	<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>Local Program Evaluator</td><td>Budgeted</td></tr> <tr> <td>Paid Intern</td><td>Budgeted</td></tr> <tr> <td>Project Director</td><td>Budgeted</td></tr> </table>	Responsible Party	Budget Type	Coalition and Community Engagement Coordinator	Budgeted	Local Program Evaluator	Budgeted	Paid Intern	Budgeted	Project Director	Budgeted
Responsible Party	Budget Type										
Coalition and Community Engagement Coordinator	Budgeted										
Local Program Evaluator	Budgeted										
Paid Intern	Budgeted										
Project Director	Budgeted										

Activity 2-E-6	Policy Record								
Evaluation Activity:	To inform staff about policymaker support/opposition, key issues raised by policymakers and staff, and other insights from public policy meetings about smoke-free outdoor public places and eliminating the sale and distribution of mentholated and other flavored tobacco products, complete a comprehensive policy record review for each target jurisdiction. Policy record reviews should 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.								
Purpose of Data Collection:	Both								
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:	No								
Program Deliverable Percentage:	1.50 %								
Tracking Measures:	<table> <tr> <th>Measure</th><th>Submit</th></tr> <tr> <td>Decision Maker Background Summary</td><td>Yes</td></tr> <tr> <td>Document Review Summary</td><td>Yes</td></tr> <tr> <td>Signed Policy</td><td>Yes</td></tr> </table>	Measure	Submit	Decision Maker Background Summary	Yes	Document Review Summary	Yes	Signed Policy	Yes
Measure	Submit								
Decision Maker Background Summary	Yes								
Document Review Summary	Yes								
Signed Policy	Yes								
Responsible Parties:	<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>Project Director</td><td>Budgeted</td></tr> </table>	Responsible Party	Budget Type	Coalition and Community Engagement Coordinator	Budgeted	Project Director	Budgeted		
Responsible Party	Budget Type								
Coalition and Community Engagement Coordinator	Budgeted								
Project Director	Budgeted								
Activity 2-E-7	Final Evaluation Report								

Data Analysis Plan:	To document the Yuba County Tobacco Education Program's organizational history, learn from past efforts, and share strategies with other projects, and complete one final evaluation report. For this Objective, Tell Your Story reporting guidelines from the Tobacco Control Evaluation Center (TCEC) will be used to write a report that documents what the 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 final report will include analyses of required Endgame Campaign activities such as outdoor public place and tobacco retail observations and public intercept surveys. These data will be analyzed using quantitative methods (frequencies, percentages, means, etc.) as appropriate for the dataset to demonstrate the nature and extent of the issues of secondhand smoke and the retail environment and community support for policies that address these issues. Key Informant Interviews will be analyzed qualitatively for common themes in responses and help inform the project of potential support, challenges, and barriers to proposed policies. A policy record will track any progress toward policy adoption and materials testing will be completed for any educational materials developed for this objective. Volunteers trained for completing tobacco retailer and outdoor secondhand smoke observations will be surveyed and quantitative and qualitative analysis of their responses will be used to demonstrate their readiness to complete the observations. Overall, the data collected will be used to identify public support and readiness among decision makers for Endgame policies; inform media messaging; guide and target educational efforts; and understand the impact of the intervention on moving toward tobacco endgame goals. Conclusions and recommendations in the evaluation report will be based on evaluation results and findings. Key results will be shared publicly.		
Methods to Disseminate Findings:	Fact Sheets Partners Presentations		
Other Dissemination Methods:			
Study Limitations or Challenges:	Adoption of these Endgame policies will be challenging due to their ambitious nature. Identifying policy champions through Key Informant Interviews and working with coalition partners will be important to the success of the objective. The evaluation plan is limited by its non-experimental design and reliance on convenience samples for data collection activities such as public intercept surveys and outdoor area and retailer observations. This design does not allow results from these data collection activities to be extrapolated to the community at large, but it may be effective at demonstrating a need for change to decision makers.		
Copyright:	No		
Program Deliverable Percentage:	3.00 %		
Activity Start Date Period:	01/25-06/25		
Activity Completion Date Period:	01/25-06/25		
Tracking Measures:	Measure	Submit	
	Final Evaluation Report	Yes	
Responsible Parties:	Responsible Party	Budget Type	
	Local Program Evaluator	Budgeted	
	Project Director	Budgeted	

Narrative Summary

<p>Community Assessment Analysis:</p>	<p>This project will primarily address the following priority population(s) of focus: individuals experiencing a low SES and individuals who live in rural communities. This project will primarily work in the following geographical communities: the city of Marysville, which is rural, with a majority of the residents identifying as Caucasian, Hispanic, and Hmong. The Endgame Pathway B2 was selected and Indicators 3.2.9 (Menthol and Other Flavored Tobacco Products) and 2.2.35 (Smokefree Outdoor Public Places). The project will work to educate the community, specifically young people, on the harm of flavored and menthol tobacco products, which appeal to young people, making them eight times more likely to try tobacco for the first time. Through outreach events, community educational presentations, and public opinion polls, the project will seek to engage the priority populations (e.g. people experiencing low SES, individuals living in rural communities) who are targeted with these cheap, flavorful tobacco products. According to the 2019 Tobacco Facts and Figures publication, Yuba County has one of the highest rates of smoking at 22.4%, compared to statewide rates at 11.7%. According to the California Tobacco Health Assessment Tool, there are 83 tobacco retailers in Yuba County, with a majority of them being in Marysville.</p> <p>There are many disparities in tobacco control for these populations which are seen throughout Yuba County, in terms of smoking rates and secondhand smoke exposure. Yuba County has one of the highest adult smoking rates statewide at 22.4% according to California Tobacco Control Program's (CTCP) California Tobacco Facts and Figures, 2019. 32.5% of both adults and youth were exposed to e- cigarette vapor (CTCP, 2019). Whether they are exposed at home, in the car, or in the environment, it is an issue that needs to be remedied and protective layers provided. Protecting the community and children from the dangers of Environmental Tobacco Smoke (or secondhand smoke) exposure is the main concern for this project during the 22/25 Project Year. During the Communities of Excellence (CX) Assessment, it was noted by many of those attending, that secondhand smoke exposure is a big concern in our county; and the community is well aware. Historically, the Yuba County Tobacco Education Program has sought efforts to pass policies surrounding this issue, but has been met with mixed feelings. While decision makers were in support of protecting the community and preventing fire hazards, they also felt that enforcing the ordinances would pose a problem for the already "thinly-stretched" law enforcement agencies; the issue of tobacco-free parks was viewed as "low priority". However, the project feels that with a lot of community education and engagement from the coalition, this can soften the ground for a tobacco-free parks policy to succeed. In addition to smoke-free/tobacco-free parks, the program will also gain support to have the historical Marysville area tobacco-free as well. (Historical Marysville is a popular location for both tourist and locals full of small business, shopping, dining, museums, etc). The project intends to invite Parks and Recreation representatives, law enforcement, and small business owners to join the coalition and to gain support for this objective through education and training. Many, if not all, of Yuba County's recreation is outdoor-centered, including parks and rivers. This will be an opportunity to promote health and wellness, and prevent county residents from inhaling the harmful substances in tobacco smoke 24.8% of Californians report they were in a recreation space including parks and beaches the last time they were exposed to secondhand smoke and 50.0% of adults reported to have been exposed to second hand smoke on a side walk (Online California Adult Tobacco Survey 2019).</p>
<p>Major Intervention Activities:</p>	<p>Yuba County staff will begin by meeting with local environmental health representatives to discuss conducting Young Adult Tobacco Purchase Surveys. This collaborative will be important to the execution of the YATPS component in the scope of work. Students from Yuba</p>

	<p>Community College will be recruited to assist and conduct the YATPS. To ensure quality of data collection during the YATPS, a protocol and data collection training will be provided to young adult volunteers participating in the YATPS. Strategies for policy adoption and collaboration will be discussed with the Community Health Action Team and community partners during the Midwest Academy Strategy Chart (MASC) planning session. The assistance of statewide grantees and technical assistance providers will provide model of menthol/flavor ban policy samples, suggestions for policy adoption, development of educational and other awareness materials. The project will conduct educational presentations to community-based organizations and distribute fact sheets and educational materials during outreach at local events. Packets will be developed and distributed to policy makers by coalition members during educational visits, which will include topics such as local YATPS data.. A strategic planning meeting using the MASC will take place with community partners and stakeholders. Media activities will include annual outdoor advertisement campaigns that will be customized and developed in collaboration with CTCP's Media Unit will be utilized to promote awareness in the community of illegal tobacco sales to underage individuals, tobacco's impact on individuals experiencing low SES and individuals living in rural communities especially flavored tobacco products.</p> <p>The project will seek to educate the community through tabling events at local community events and health fairs. Educational presentations to community organizations will be conducted 2-3 times annually as a way to educate community members about the tobacco issues related to tobacco's impact on the environment including secondhand smoke and tobacco waste hazards. Educational materials will be created to reflect new data that will be collected during the Tobacco Litter Clean-Up. New data will include concerns about secondhand aerosol, the benefits of tobacco-free outdoor recreational areas, and promote access to the California Smoker's Helpline. This material will be disseminated to members of the community during educational presentations and events hosted by YCTEP in community parks. A MASC will be used identify short, intermediate, and long term goals and organizational considerations, constituents, allies, opponents, targets, and tactics. Collaboration with statewide grantees to plan and prepare for the strategic planning sessions will occur.</p>
Theory of Change:	<p>A logic model depicts the interconnections of inputs, outputs (activities and reach) and outcomes. It indicates how the community goal – reductions in tobacco use by youth – is expected to be enhanced, as well as reductions in secondhand smoke in outdoor public areas. It shows that a combination of involvement and enforcement activities are targeted to the community, parents/caretakers, law enforcement, retailers, and health department. Resources and support will be provided to community groups to help them engage in a process of critical reflection and analysis about social forces causing problems and what solutions might look like. As a result, these individuals and groups can be expected to make certain changes. In the short-term, they can be expected to increase their awareness of the need to eliminate youth tobacco access to flavored tobacco products (including knowledge of industry tactics, existing laws and noncompliance), as well as increased awareness in the harmful effects of second and thirdhand smoke and increase their commitment to eliminating access to and sources of tobacco. These short-term outcomes link to two main medium-term outcomes: increased compliance and enforcement of laws and policies and decreased supply to minors and decrease exposure to secondhand smoke. Through the formative research and collaboration process, assets (e.g. money, staff, public concern/interest, readiness of organizations to act) will be identified and leveraged to increase the chance of success. These, in turn, link to the long-term outcome of decreased</p>

	access to tobacco for minors, decrease exposure to secondhand smoke in public areas, and also lead to changes in social norms in the community.
Evaluation Summary Narrative:	<p>The evaluation for this legislated policy adoption and implementation objective will include analyses of required Endgame Campaign activities such as outdoor public place and tobacco retail observations and public intercept surveys. This data will be analyzed using quantitative methods (frequencies, percentages, means, etc.) as appropriate for the dataset to demonstrate the nature and extent of the issues of secondhand smoke and the retail environment and community support for policies that address these issues. Key Informant Interviews will be analyzed qualitatively for common themes in responses and help inform the project of potential support, challenges, and barriers to proposed policies. A policy record will track any progress toward policy adoption and materials testing will be completed for any educational materials developed for this objective. Volunteers trained for completing tobacco retailer and outdoor secondhand smoke observations will be surveyed and quantitative and qualitative analysis of their responses will be used to demonstrate their readiness to complete the observations. Overall, the data collected will be used to identify public support and readiness among decision makers for Endgame policies; inform media messaging; guide and target educational efforts; and understand the impact of the intervention on moving toward tobacco endgame goals. Conclusions and recommendations in the evaluation report will be based on evaluation results and findings. Key results will be shared publicly.</p>

Objective 3

Objective Overview

Objective: By June 30, 2025, at least 1 jurisdictions in Yuba County (e.g. Marysville) will adopt and implement a policy that eliminates smoking (including burning or heating of tobacco and other plant products, natural or synthetic) within multi-unit housing of two or more units (market-rate, public, and subsidized), including 25 feet from all doors, windows, patios, and balconies, and emphasizes a graduated enforcement process.

Objective ID: 3

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

Is this a primary objective? No

Evaluation Plan Type: Voluntary Policy -- Adoption Only

Target Audience: **Audience Group**

- Adults 18 years and older
- College Students/faculty/staff
- Families
- Low SES
- Multi-Unit Housing Owners/Managers
- Multi-Unit Housing Residents
- Tobacco Users

General Population Groups

- African American/Black
- Asian
- Hispanic/Latino
- Multi-ethnic
- South Asian
- Southeast Asian
- White, Non-Hispanic

Specific Ethnic Population Groups

- Hmong
- Laotian
- Mexican

Intervention Jurisdiction(s): • Marysville

Indicator(s)**Primary**

2.2.13 Smokefree Multi-Unit Housing: The number of jurisdictions with a policy prohibiting smoking in the individual units of multi-unit housing including balconies and patios. (CORE)

Intervention Topic(s)

- Communications Plan
- Cultural Competency Training
- Facebook
- Housing Organization Collaboration
- Instagram
- Key Informant Interviews
- Letters to the Editor/Opposite the Editorial (Op-Ed)
- Media Activity Record
- Observational Survey
- Policy Record
- Policy/System Change Training
- Press release(s)
- Website Maintained
- YouTube, Slide Share or other Multi-media Social Networking

Intervention Activity Plan**Activity 3-1-1**

Activity: Participate in the monthly Smokefree Housing meeting Communities of Practice workgroup 5-10 times a year to increase learning about the planning process, access colleagues and statewide technical assistance support for engaging in planning work. Obtain other examples of ongoing work, language to use to support the projects efforts.

Intervention Category: Coordination/Collaboration Activities

Copyright: No

Program Deliverable Percentage: 1.00 %

Start Date Period: 01/22-06/22

Completion Date Period: 01/25-06/25

Tracking Measures:

Measure	Submit
Log - Meetings	Yes

Responsible Parties:

Responsible Party	Budget Type
Paid Intern	Budgeted
Project Director	Budgeted

Activity 3-7-2

Activity:	Facilitate participation of 3-5 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 target 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.	
Intervention Category:	Policy Activities	
Copyright:	No	
Program Deliverable Percentage:	1.00 %	
Start Date Period:	07/23-12/23	
Completion Date Period:	01/25-06/25	
Tracking Measures:	Measure	Submit
	Formal Requests to Speak (if any)	On File
	Log - Presentations	Yes
	Presentation Materials	Yes
Responsible Parties:	Responsible Party	Budget Type
	Coalition and Community Engagement Coordinator	Budgeted
	Coalition Members	Non-Budgeted

Activity 3-11-3

Activity:	Conduct 1-2 trainings for approximately 5-15 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.	
Intervention Category:	Training/Technical Assistance Activities	
Copyright:	No	
Program Deliverable Percentage:	1.00 %	
Start Date Period:	01/23-06/23	
Completion Date Period:	01/25-06/25	
Tracking Measures:	Measure	Submit
	Log - Trainings	Yes
	Training Materials	Yes
Responsible Parties:	Responsible Party	Budget Type
	Coalition and Community Engagement Coordinator	Budgeted
	Project Director	Budgeted

Activity 3-3-4

Activity:	In consultation with statewide grantees and local partners, develop 1-2 new infographic/fact sheet or adapt existing materials (e.g. translate existing material into new language, for a rural population). that will be disseminated at events such as: community outreach, packets presented to City Council members and/or their staff, and community educational presentations. Chosen audiences will include community members, property owners, property members, tenants/residents who reside in multiunit housing. 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.	
Intervention Category:	Educational Materials Development	
Copyright:	No	
Program Deliverable Percentage:	1.00 %	
Start Date Period:	01/23-06/23	
Completion Date Period:	01/25-06/25	
Tracking Measures:	Measure	Submit
	Materials Developed	Yes
	MatTrack Submission Verification	Yes
Responsible Parties:	Responsible Party	Budget Type
	Media Specialist	Budgeted
	Project Director	Budgeted

Activity 3-4-5

Activity:	Incentive materials (e.g. merchandise cards) are provided to program participants to motivate and/or reinforce positive behavior, participation, and/or involvement in tobacco control 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. At the conclusion of the agreement, surplus incentives must be returned to CTCP.	
Intervention Category:	Incentives	
Copyright:	No	
Program Deliverable Percentage:	0.00 %	
Start Date Period:	01/22-06/22	
Completion Date Period:	01/25-06/25	
Tracking Measures:	Measure	Submit
	Log - Incentives	On File
Responsible Parties:	Responsible Party	Budget Type
	Office Specialist	Budgeted
	Senior Accounting Technician	Budgeted

Activity 3-2-6

Activity:	Conduct 2-3 community education events (e.g. forums, town halls, HOA meetings, presentations) to 20-50 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.		
Intervention Category:	Community Education Activities		
Copyright:	No		
Program Deliverable Percentage:	1.50 %		
Start Date Period:	01/23-06/23		
Completion Date Period:	01/25-06/25		
Tracking Measures:	Measure	Submit	
	Event Materials	Yes	
	Log - Events	Yes	
Responsible Parties:	Responsible Party Budget Type		
	Project Director	Budgeted	

Activity 3-2-7

Activity:	Conduct 3-4 community engagement events (e.g. Bok Kai Festival, Kiwanis Fishing Derby, and/or Peach Festival town halls, forums, presentations), with participation by approximately 50-100 individuals at each event. Participants will be Yuba County Tobacco Education Program Staff, volunteers, or CHAT members. The participants will be recruited through recruitment methods such as existing relationships, social networks, CHAT meetings, etc.		
Intervention Category:	Community Education Activities		
Copyright:	No		
Program Deliverable Percentage:	1.00 %		
Start Date Period:	07/22-12/22		
Completion Date Period:	01/25-06/25		
Tracking Measures:	Measure	Submit	
	Activity Log	Yes	
	Event Photos	Yes	
Responsible Parties:	Responsible Party Budget Type		
	Paid Intern	Budgeted	
	Project Director	Budgeted	

Activity 3-7-8

Activity:	Within the first six months 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 eliminating or restricting the sale and distribution of any
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	mentholated cigarettes and flavored tobacco products. Consult with appropriate statewide partners and review existing trainings to prepare for and facilitate the strategic planning session(s). Update and submit each jurisdictions MASC regularly throughout each policy campaign to adapt to new information as it is revealed.	
Intervention Category:	Policy Activities	
Copyright:	No	
Program Deliverable Percentage:	1.50 %	
Start Date Period:	01/23-06/23	
Completion Date Period:	01/25-06/25	
Tracking Measures:	Measure	Submit
	Meeting Materials	Yes
	Updated MASC	Yes
Responsible Parties:	Responsible Party	Budget Type
	Coalition and Community Engagement Coordinator	Budgeted
	Coalition Members	Non-Budgeted
	Office Specialist	Budgeted

Activity 3-2-10

Activity:	Conduct 5-6 presentations in collaboration with coalition members to decision makers, their staff, and other officials who weigh in on policy (e.g. city council attorneys) to formally or informally to educate them on tobacco policy best practices, including conversations about equity in penalties, policy, and enforcement. Provide educational packets, presentation materials, model policy samples, and other resources as appropriate.	
Intervention Category:	Community Education Activities	
Copyright:	No	
Program Deliverable Percentage:	1.50 %	
Start Date Period:	01/23-06/23	
Completion Date Period:	01/25-06/25	
Tracking Measures:	Measure	Submit
	Meeting Log	Yes
	Signed Letter of Support	On File
Responsible Parties:	Responsible Party	Budget Type
	Coalition and Community Engagement Coordinator	Budgeted
	Coalition Members	Non-Budgeted
	Project Director	Budgeted

Activity 3-7-12

Activity:	Up to four incentive materials (e.g. no smoking signage) are provided to multi-unit housing owners/property managers to display to motivate residents and/or reinforce positive behavior, participation and/or involvement in tobacco control activities. The required action for an MUH to receive incentive is to voluntarily pass a smoke-free policy during 2022-25 grant cycle. The cost of incentive may not exceed \$50.00 in value, per multi-unit housing, per year. The project will prepare a log sheet that will
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	track and identify each of the signs distributed, date, and recipient. At the conclusion of the agreement, surplus incentives must be returned to CTCP.	
Intervention Category:	Policy Activities	
Copyright:	No	
Program Deliverable Percentage:	1.00 %	
Start Date Period:	01/22-06/22	
Completion Date Period:	01/25-06/25	
Tracking Measures:	Measure	Submit
	Distribution Log	Yes
Responsible Parties:	Responsible Party	Budget Type
	Project Director	Budgeted
	Senior Accounting Technician	Budgeted

Evaluation Activity Plan

Activity 3-E-1	Key Informant Interview	
Evaluation Activity:	To inform project staff about the background, goals, and directions of a community and the decision makers (and/or their staff if unavailable) who have the power to enact policies, conduct interviews with key informants who can provide insights into their community, their own priorities. Develop or adapt key informant interview questions in consultation with the Tobacco Control Evaluation Center (TCEC), pilot test it, and revise as needed for field use. Conduct 5-8 telephone and/or in-person interviews with decision makers in the target jurisdiction, such as city council members or board of supervisors, to determine effective approaches/tactics, identify points of view, anticipate facilitators and barriers to adopting or implementing smoke-free multiunit housing. Each interview will be approximately 15-20 minutes in length. Qualitative analysis of interview results will be used to summarize and report interview findings. Findings will be shared with data sources, staff, and the general community and be used to tailor intervention activities to best meet decision makers where they are at in moving toward adopting and implementing smoke-free multiunit housing policies.	
Purpose of Data Collection:	Process	
Waves of Data Collection:	1	
Data Collection Period(s):		
Begin/End Periods - Wave 1:	07/22-12/22 to 01/23-06/23	
Data Collection Training:	No	
Copyright:	No	
Program Deliverable Percentage:	1.00 %	
Tracking Measures:	Measure	Submit
	DMKII Instrument	Yes
	DMKII Summary Report	Yes
	Training Materials	Yes
Responsible Parties:	Responsible Party	Budget Type
	Local Program Evaluator	Budgeted

	Project Director	Budgeted
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Activity 3-E-3	Public Intercept Survey / Opinion Poll	
Evaluation Activity:	To improve staff understanding of community knowledge, attitudes, and perceptions regarding smoke-free multiunit housing, a public intercept survey will be conducted with 100-200 residents of multiunit housing in the target jurisdiction. A convenience sample of the general public will be surveyed at community events, at the public health department, and at major commercial centers using a mobile device. The survey and protocol will be developed in consultation from the Tobacco Control Evaluation Center. Data will be analyzed using descriptive statistics and inferential statistics to document support/opposition to policy strategies, 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.	
Purpose of Data Collection:	Process	
Waves of Data Collection:	1	
Data Collection Period(s):		
Begin/End Periods - Wave 1:	01/22-06/22 to 01/23-06/23	
Data Collection Training:	Yes	
Copyright:	No	
Program Deliverable Percentage:	1.50 %	
Tracking Measures:	Measure	Submit
	PIS Instrument and Protocol	Yes
	PIS Summary Report	Yes
	Training Materials	Yes
Responsible Parties:	Responsible Party	Budget Type
	Coalition and Community Engagement Coordinator	Budgeted
	Local Program Evaluator	Budgeted
	Paid Intern	Budgeted

Activity 3-E-5	Other	
Evaluation Activity:	Conduct consumer testing to assess the appropriateness and appeal of the content, logic, wording, design and/or takeaway message of the material/ instrument for educational materials developed for the smoke-free multiunit housing objective. Using guidelines from the Tobacco Education Clearinghouse of California (TECC), develop the testing instrument and protocol, pilot test it, and revise as needed for field use. Conduct a minimum of two focus groups with 6-10 people from the materials' target audiences and document participant reactions to the material/ instrument. Analyze and summarize participant responses for common themes in order to make recommendations for material/instrument revisions. Share results with project personnel and use to improve materials/instruments; final summary report must 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:	No	
Program Deliverable Percentage:	1.50 %	
Tracking Measures:	Measure	Submit
	Consumer Testing Instrument	Yes
	Consumer Testing Summary Report	Yes
Responsible Parties:	Responsible Party	Budget Type
	Coalition and Community Engagement Coordinator	Budgeted
	Local Program Evaluator	Budgeted

Activity 3-E-2	Observation Data
Evaluation Activity:	To document the extent of the problem and confirm smoke-free policy implementation, conduct 8-10 pre- and post-policy observations at multi-unit housing complexes with at least 10 units in the target jurisdiction using an instrument developed for a mobile device. Develop or adapt data collection instrument and protocol in consultation with the Tobacco Control Evaluation Center (TCEC), pilot test it, and revise as needed for field use. The instrument will document observations of the size and type of MUH complex, date and time of day, weather, the presence of smokers, butt receptacles, smoke-free signage, and written description of current smoking policy. Observations sites will be selected from a list of MUH complexes with at least 10 units in the target jurisdiction using a convenience sample in a pre-/post-adoption design. MUH management approval will be gained before observations are conducted. Each observation will last 30-45 minutes. Post-policy observations will be conducted at the same complexes where the pre-policy data collection occurred. Once a policy is adopted, sufficient time will be allowed for implementation and enforcement activities before post-policy adoption observations are conducted. Descriptive statistics analysis will be used to analyze and summarize the data. Pre-/post data will be compared to measure any change in the number of signs, the presence of smokers and tobacco litter that may have resulted following the policy adoption. Findings will be disseminated to staff, coalitions members, decision makers, and the general community via reports and factsheets, as appropriate for the audience. The pre-policy results will be used to educate the public about the extent of the problem and the post-policy results will be used to show the extent to which the policy has been effectively implemented.
Purpose of Data Collection:	Both
Waves of Data Collection:	2
Data Collection Period(s):	
Begin/End Periods - Wave 1:	07/22-12/22 to 07/22-12/22
Begin/End Periods - Wave 2:	01/25-06/25 to 01/25-06/25
Data Collection Training:	Yes
Copyright:	No
Program Deliverable Percentage:	1.50 %
Tracking Measures:	Measure Submit
	SFMUH Observation Instrument and Protocol Yes
	SFMUH Observation Summary Report Yes

	Training Materials	Yes
Responsible Parties:	Responsible Party	Budget Type
	Coalition and Community Engagement Coordinator	Budgeted
	Local Program Evaluator	Budgeted
	Project Director	Budgeted

Activity 3-E-4	Policy Record								
Evaluation Activity:	To inform staff about policymaker support/opposition, key issues raised by policymakers and staff, and other insights from public policy meetings about smoke-free multiunit housing, complete a comprehensive policy record review for each target jurisdiction. Policy record reviews should 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.								
Purpose of Data Collection:	Both								
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:	No								
Program Deliverable Percentage:	1.00 %								
Tracking Measures:	<table> <tr> <td>Measure</td><td>Submit</td></tr> <tr> <td>Decision Maker Background Summary</td><td>Yes</td></tr> <tr> <td>Document Review Summary</td><td>Yes</td></tr> <tr> <td>Signed Policy</td><td>Yes</td></tr> </table>	Measure	Submit	Decision Maker Background Summary	Yes	Document Review Summary	Yes	Signed Policy	Yes
Measure	Submit								
Decision Maker Background Summary	Yes								
Document Review Summary	Yes								
Signed Policy	Yes								
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Responsible Party	Budget Type								
Coalition and Community Engagement Coordinator	Budgeted								
Project Director	Budgeted								

Activity 3-E-6	Final Evaluation Report
Data Analysis Plan:	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 the Tobacco Control Evaluation Center (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.

Methods to Disseminate Findings:	Fact Sheets Partners Presentations						
Other Dissemination Methods:							
Study Limitations or Challenges:	Small sample sizes for activities like observations and public intercept surveys may make the results of these activities less persuasive to decision makers. A policy may not be passed, so a post-policy implementation observation of multiunit housing sites may not be possible. If no policy is passed, the observations can instead demonstrate an ongoing need for a policy or any other changes that have been made due to intervention activities.						
Copyright:	No						
Program Deliverable Percentage:	2.00 %						
Activity Start Date Period:	01/25-06/25						
Activity Completion Date Period:	01/25-06/25						
Tracking Measures:	<table> <tr> <th>Measure</th><th>Submit</th></tr> <tr> <td>Brief Evaluation Report</td><td>Yes</td></tr> </table>	Measure	Submit	Brief Evaluation Report	Yes		
Measure	Submit						
Brief Evaluation Report	Yes						
Responsible Parties:	<table> <tr> <th>Responsible Party</th><th>Budget Type</th></tr> <tr> <td>Local Program Evaluator</td><td>Budgeted</td></tr> <tr> <td>Project Director</td><td>Budgeted</td></tr> </table>	Responsible Party	Budget Type	Local Program Evaluator	Budgeted	Project Director	Budgeted
Responsible Party	Budget Type						
Local Program Evaluator	Budgeted						
Project Director	Budgeted						

Narrative Summary

Community Assessment Analysis:	<p>This project will primarily address the following priority population(s) of focus: individuals experiencing a low SES and individuals who live in rural communities. This project will primarily work in the following geographical communities: the city of Marysville, which is rural, with a majority of the residents identifying as Caucasian, Hispanic, and Hmong. The program will work to educate the community, specifically property owners, property managers/landlords, and tenants, on the harm of secondhand smoke inside multi-unit housing and in common areas around multi-unit housing. 20% of the housing in Yuba County is multi-unit housing and 36% of Yuba County Residents are renters (Census Reporter, US Bureau, 2019). Through outreach events, community educational presentations, and public opinion polls, the project will seek to engage the priority populations (e.g. people experiencing low SES, individuals living in rural communities) who either own multi-unit housing, manage multi-unit housing, or live in multiunit housing. According to the Centers of Disease Control and Prevention, children are most exposed to secondhand smoke in the home, and its a major are of exposure for adults (CDC, 2020). Expectant mothers who are exposed to secondhand smoke while pregnant are more likely to have lower birth weights and can be at increased risk of other health problems (CDC, 2020). The Secondhand Smoke fact sheet provided by CTCP states that "California renters support smoke-free housing restrictions to protect themselves and their families" (CDPH, Secondhand Smoke in Multi-Unit Housing, 2017).</p> <p>As stated in the primary objective, there are many disparities in tobacco control for these populations which are seen throughout Yuba County, in terms of smoking rates and secondhand smoke exposure. Yuba County has one of the highest adult smoking rates statewide at 22.4% according to California Tobacco Control Program's (CTCP) California Tobacco Facts and Figures, 2019. 32.5% of both adults and youth were exposed to e-cigarette vapor (CTCP, 2019). Whether they are exposed at home, in the</p>
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	<p>car, or in the environment, it is an issue that needs to be remedied and protective layers provided. Protecting the community and children from the dangers of Secondhand Tobacco Smoke exposure is a concern for this project during the 22/25 Project Year. Historically, the Yuba County Tobacco Education Program has not sought efforts to pass policies surrounding this issue. While decision makers were in support of protecting the community and preventing fire hazards, they also felt that enforcing the ordinances would pose a problem for the already "thinly-stretched" law enforcement agencies. However, the project feels that with current partnerships within Yuba County's Housing and Stabilization unit with property owners and a lot of community education and engagement from the coalition, this can soften the ground for a smoke-free multi-unit housing policy to succeed.</p>
Major Intervention Activities:	<p>The project will seek to educate the community through tabling events at local community events and health fairs. Educational presentations to community organizations will be conducted 2-3 times annually as a way to educate community members about the tobacco issues related to tobacco's impact on secondhand smoke in and around multi-unit housing. 10-20 informational workshops to address issues such as harmful effects of tobacco on the body, second-and thirdhand smoke, tobacco litter, and cessation resources (target audience will be property owners, property managers, and tenants). Educational materials will be created to in a form if an infographic. Data on infographic will include concerns about secondhand aerosol, the benefits of smoke-free multiunit housing, and promote access to the California Smoker's Helpline. This material will be disseminated to members of the community during educational presentations and events hosted by Yuba County Tobacco Education Program.. A Midwest Academy Strategy Chart will be used identify short, intermediate, and long term goals and organizational considerations, constituents, allies, opponents, targets, and tactics. Collaboration with statewide grantees to plan and prepare for the strategic planning sessions will occur.</p>
Theory of Change:	<p>A Community Organizing Theory of Change model will be used to reach this objective's aim to pass a smoke-free multi-unit housing policy in the target jurisdiction. This model approach ensures that empowered community members will mobilize to address issues and define the path forward to achieving smoke-free multi-unit housing. The Community Health Action Team coalition will build bridges of support for prohibition through community-led activities. Coalition members will define the scope and breadth of the issue in the community, collaboratively identify which efforts should be used to target these areas, and raise awareness and support through community- developed media placements. Coalition members will also educate the community and policymakers know the importance of smoke-free multi-unit housing policiess and tobacco-free, through venues like city official meetings, and one- on- one meetings with key community leaders. This community driven approach will influence decision makers to support and promote smoke-free multi-unit housing policies in the target jurisdictions.</p>
Evaluation Summary Narrative:	<p>The evaluation for this voluntary policy, adoption only on bjective will include Key Informant Interviews with decision makers, observations of multiunit housing sites, a public intercept survey of multiunit housing residents, a policy record, and consumer testing focus groups. The key informant interviews will analyzed qualitatively with content analysis and resutlis will be used to determine which decision makers are supportive/opposed to smoke-free multiunit housing policies and the challenges are barriers to adoption and implementation of such policies. The pre/post-policy observations at multiunit housing sites will first demonstrate the extent of the issues of secondhand smoke and tobacco litter within multiunit housing sites and then</p>

post-policy show the impact of any policies adopted and implemented. The observation data will be analyzed using descriptive statistics such as frequencies and means and the pre/post data will be analyzed comparatively to show changes over time. The public intercept survey will also be analyzed quantitatively with descriptive statistics and will show the level of support among multiunit housing residents for smoke-free housing. The results of the KII, observations, and public intercept surveys will be useful in developing educational materials to inform the public about smoke-free housing and community support for smoke-free housing policies. Any educational materials developed will be tested using consumer focus groups to refine the materials before they are disseminated to the target audiences. Finally, a policy record review protocol will be established to track decision makers' attitudes and opinions about smoke-free multiunit housing and related issues. Any policies adopted will also be tracked with the policy record. All of these evaluation activities will be summarized in a Brief Evaluation Report written according to TCEC guidelines, which will be shared with staff, coalition members, decision makers, and Partners.