



HEALTH SERVICES AGENCY
ADMINISTRATION

COUNTY OF SANTA CRUZ

HEALTH SERVICES AGENCY

POST OFFICE BOX 962, 1080 EMELINE AVENUE
SANTA CRUZ, CA 95061-0962
(408) 454-4066 FAX: (408) 454-4488
TDD: (408) 454-4123

October 6, 1998

AGENDA: October 20, 1998

BOARD OF SUPERVISORS

Santa Cruz County
701 Ocean Street
Santa Cruz, CA 95060

Re: APPROVAL OF AN AMENDMENT TO STATE REVENUE AGREEMENT FOR
THE TOBACCO EDUCATION PROGRAM

Dear Board Members:

The Health Services Agency requests approval of the attached amendment to the State revenue agreement extending the term of the Tobacco Education Program to June 30, 2001 and incorporating currently authorized funding allocations. Also attached for your Board's approval is the updated Comprehensive Tobacco Education plan for Santa Cruz County.

The County has been receiving tobacco education funding since 1990 as a result of the Proposition 99 tobacco tax initiative and subsequent authorizing legislation. In order to expend these funds, the County is required to submit a Comprehensive Tobacco Education Plan (attached) that reflects current funding allocations and contains a proposed program budget with updated goals and objectives. The 1998-99 State budget includes full funding for tobacco education programs.

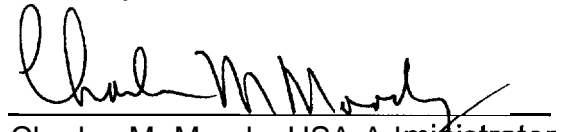
HSA's Tobacco Education program has budgeted \$203,938 for 1998-99, of which \$150,000 will come from the 1998-99 allocation from the State and the remaining \$53,938 from unspent funds from previous years. As detailed in the attached Plan, HSA's Tobacco Education program will continue to provide referrals to smoking cessation classes, conduct various educational activities in coordination with local

schools and community groups to reduce tobacco use among youth, provide information about local smoking regulations, participate in a regional linkage project, and sponsor a youth coalition. HSA staff will work with the Tobacco Education Coalition, a State-required local advisory group, to design and implement the tobacco use prevention, education and cessation programs.

It is therefore RECOMMENDED that your Board:


1. Adopt the attached resolution approving the amendment to the State Standard agreement for the Tobacco Education Program and the updated Comprehensive Tobacco Education Plan and authorizing the Health Services Agency Administrator to sign and amendment; and
2. Direct the Clerk of the Board to forward eight copies of the amendment with original signature, along with three certified copies of the attached resolution approving the amendment, to the Health Services Agency for processing with the State.

Sincerely,



Charles M. Moody, HSA Administrator

RECOMMENDED:



Susan A. Mauriello
County Administrative Officer

cc: County Administrative Office
Auditor-Controller
County Counsel
HSA Administration

BEFORE THE BOARD OF SUPERVISORS
OF THE COUNTY OF SANTA CRUZ, STATE OF CALIFORNIA

RESOLUTION NO. _____

On the motion of Supervisor
duly seconded by Supervisor
the following resolution is
adopted:

**RESOLUTION APPROVING AMENDMENT TO THE STATE STANDARD
AGREEMENT FOR THE TOBACCO EDUCATION CONTROL PROGRAM**

WHEREAS, the County of Santa Cruz is the Local Lead Agency for the Tobacco Education Program and is the recipient of State funds via State contract #89-97933 to provide various health education activities related to tobacco education; and

WHEREAS, the State has prepared an amendment to the State Standard Agreement for the Tobacco Education Program incorporating current funding allocations and extending the term of the Agreement to June 30, 2001; and

WHEREAS, the State requires a resolution from the local governing body approving the above referenced amendment of the State Standard Agreement for the Tobacco Education Program.

NOW, THEREFORE, BE IT RESOLVED AND ORDERED that the Santa Cruz County Board of Supervisors hereby approves the amendment to the State Standard Agreement (State contract #89-97933, A9) for the Tobacco Education Program (contract period January 1, 1990 through June 30, 2001) and authorizes the Health Services Agency Administrator to sign the amendment.

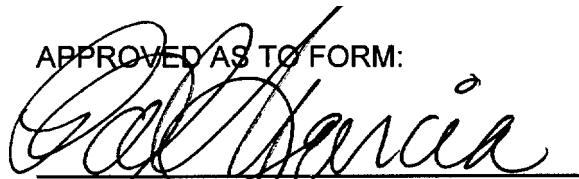
PASSED and ADOPTED by the Board of Supervisors of the County of Santa Cruz, State of California, this _____ day of _____, 1998, by the following vote:

AYES: Supervisors
NOES: Supervisors
ABSENT: Supervisors

Chairman of said Board

AI-TEST: _____
Clerk of the Board

APPROVED AS TO FORM:



Assistant County Counsel

cc: County Administrative Officer
Auditor/Controller

County Counsel
Health Services Agency

COUNTY OF SANTA CRUZ
REQUEST FOR APPROVAL OF AGREEMENT

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TO: Board of Supervisors
County Administrative Officer
County Counsel
Auditor-Controller

FROM: **HEALTH SERVICES AGENCY** (Dept.)
C Moody (Signature) 10/7/98 t e

The Board of Supervisors is hereby requested to approve the attached agreement and authorize the execution of the same.

COUNTY OF SANTA CRUZ (Health Services Agency)

1. Said agreement is between the STATE OF CALIFORNIA, DEPARTMENT OF HEALTH SERVICES (Agency)
and 714 P street, Sacramento, CA 95814 (Name & Address)

2. The agreement will provide funding for tobacco contral education activities (nulti-year agreement).
Amendment extending the term to 6/30/01. State contract # 89-97933-09.

3. The agreement is needed. to provide for the above State funding.

4. Period of the agreement is from January 1, 1990 to June 30, 2001

5. Anticipated cost is \$ n/a - revenue agreement (Fixed amount; Monthly rate; Not to exceed)

6. Remarks: Maximum allocation for the period 1/1/90 through 6/30/01 is \$1,951,207. FY 1998-99
amount is \$203,938 budgeted in rev acct. /sub: 362800/0660.

7. Appropriations are budgeted in n/a - revenue agreement (Index#) (Subobject)

NOTE: IF APPROPRIATIONS ARE INSUFFICIENT, ATTACH COMPLETED FORM AUD-74

Appropriations are available and have been encumbered. Contract No. R-479 Date 10/8/98
are not will be
NA

GARY A. KNUTSON, Auditor - Controller
By Linda T. Chou Deputy.

Proposal reviewed and approved. It is recommended that the Board of Supervisors approve the agreement and authorize the
HSA Administrator to execute the same on behalf of the County of Santa Cruz
Health Services Agency (Agency).

Remarks: ES (Analyst)
County Administrative Officer
By G. S. Joy Date 10/15/98

Agreement approved as to form. Date _____

Distribution:
Bd. of Supv. - White
Auditor-Controller - Blue
County Counsel - Green
Co. Admin. Officer - Canary
Auditor-Controller - Pink
Originating Dept. - Goldenrod

*To Orig. Dept. if rejected.

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ADM - 29 (6/95)

State of California)
County of Santa Cruz) SS
I _____ ex-officio Clerk of the Board of Supervisors of the County of Santa Cruz,
State of California, do hereby certify that the foregoing request for approval of agreement was approved by
said Board of Supervisors as recommended by the County Administrative Officer by an order duly entered
in the minutes of said Board on _____ County Administrative Officer
_____ 19 _____ By _____ Deputy Clerk

STANDARD AGREEMENT-

APPROVED BY THE
ATTORNEY GENERAL

STD. 2 (REV. 5-91)

CONTRACT NUMBER	AM. NO.
89-97933	09
TAXPAYER'S FEDERAL EMPLOYER IDENTIFICATION NUMBER	
94-6000534	

THIS AGREEMENT, made and entered into this 30th day of June, 19 98,
in the State of California, by and between State of California, through its duly elected or appointed, qualified and acting

TITLE OF OFFICER ACTING FOR STATE AGENCY
Chief, Program Support Branch Department of Health Services, hereafter called the State, and
CONTRACTOR'S NAME
County of Santa Cruz, hereafter called the Contractor

WITNESSETH: That the Contractor for and in consideration of the covenants, conditions, agreements, and stipulations of the State hereinafter expressed does hereby agree to furnish to the State services and materials as follows: (Set forth service to be rendered by contractor, amount to be paid Contractor, time for performance or completion, and attach plans and specifications, if any.)

I. In that certain Agreement between this State and the County of Fresno dated January 1, 1990, the following are amended as follows:

A. Paragraph 2 is amended to read:




2. Term of the Agreement

The term of this Agreement shall be from January 1, 1990 to June 30, 2001.



CONTINUED ON 1 SHEETS, EACH BEARING NAME OF CONTRACTOR AND CONTRACT NUMBER.

The provisions on the reverse side hereof constitute a part of this agreement.
IN WITNESS WHEREOF, this agreement has been executed by the parties hereto, upon the date first above written.

STATE OF CALIFORNIA		CONTRACTOR	
AGENCY Department of Health Services		CONTRACTOR (If other than an individual, state whether a corporation, partnership, etc.) County of Santa Cruz	
BY (AUTHORIZED SIGNATURE) 		BY (AUTHORIZED SIGNATURE) 	
PRINTED NAME OF PERSON SIGNING Edward Stahlbera		PRINTED NAME AND TITLE OF PERSON SIGNING Charles Moody, Agency Administrator	
TITLE Chief, Program Support Branch		ADDRESS P.O. Box 962 Santa Cruz, CA 95061	
AMOUNT ENCUMBERED BY THIS DOCUMENT \$ 150,000.00	PROGRAM/CATEGORY (CODE AND TITLE) 99-Local Assist. Clearing Acct	FUND TITLE General	
PRIOR AMOUNT ENCUMBERED FOR THIS CONTRACT \$ 1,501,207.00	(OPTIONAL USE) Local Lead Agency (F231)		
TOTAL AMOUNT ENCUMBERED TO DATE \$ 1,651,207.00	ITEM 4260-111-0001	CHAPTER 324	STATUTE 1998
	OBJECT OF EXPENDITURE (CODE AND TITLE) 98-51385-4506-702-68	FISCAL YEAR 98/99	
I hereby certify upon my own personal knowledge that budgeted funds are available for the period and purpose of the expenditure stated above.		T.B.A. NO.	B.R. No.
SIGNATURE OF ACCOUNTING OFFICER 		DATE	

Department of General Services
Us8 Only
This contract is exempt from Department of General Services approval per Chapter-310, Statutes of 1998.

☐ CONTRACTOR ☐ STATE AGENCY ☐ DEPT. OF GEN. SER. ☐ CONTROLLER ☐

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County of Santa Cruz

Contract No. 89-97933-09

B. Paragraph 3, subparagraphs A, C and D, are amended to read:

3. Amount Payable

- A. The maximum amount to be allocated under this Agreement from Fiscal Year (FY) 1989-90 is \$229,412.00; from FY 1990-91 is \$228,179.00; from FY 1991-92 is \$157,591.00; from FY 1992-93 is \$150,660.00; from FY 1993-94 is \$122,338.00; from FY 1994-95 is \$1 10,000.00; from FY 1995-96 is \$1 10,000.00; from FY 1996-97 is \$171,758.00; from FY 1997-98 is \$221,269.00; from FY 1998-99 is \$150,000.00; from FY 1999-00 is \$150,000.00; and from FY 2000-01 is \$150,000.00.
- C. Any requirement of performance by the State and the Contractor for the period of the Agreement subsequent to June 30, 1999 will be dependent upon the availability of future appropriations.
- D. The total maximum amount payable under this Agreement shall not exceed \$1,951,207.

C. Paragraph 4, subparagraph A, is amended to read:

4. Funding or Funding Reduction in Subsequent Fiscal Years

- A. Funds are presently not available for performance under this Agreement beyond June 30, 1999. The State's obligation for performance of this Agreement beyond that date is contingent upon the availability of appropriated funds by the Legislature from which payment for contract purposes can be made. No legal liability on the part of the State for any payment may arise for performance under this Agreement beyond June 30, 1999 until funds are made available to the State for performance and until the Contractor receives notice of availability, to be confirmed in writing by the State.

II. The effective date of this amendment is June 30, 1998.

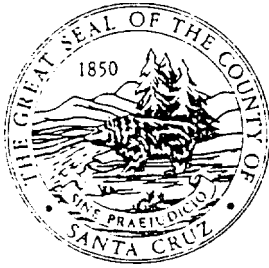
III. All other terms and conditions of this agreement shall remain in full force and effect.



1998-2001 COMPREHENSIVE TOBACCO CONTROL PLAN

Santa Cruz County Health Services Agency
Celia Barry, MPH
P. O. Box 962
Santa Cruz, CA 95061
(408) 454-4318
(408) 454-4982

July, 1998



COUNTY OF SANTA CRUZ³³⁶

HEALTH SERVICES AGENCY

POST OFFICE BOX 962, 1400 EMELINE AVENUE

SANTA CRUZ, CA 95061-0962

FAX: (408) 454-4982 TDD: (408) 454-4123

Community Health and Prevention Programs
*} Health Education 454-4141
} AIDS Program 454-2437
} Homeless Persons Health Project..... 454-2080

June 5, 1998

Department of Health Services
Tobacco Control Section
ATTN: Diane Hightree
Mail Station #555
601 North 7th Street
Sacramento, CA 95814

Attention: Comprehensive Tobacco Control Plan

Dear Ms. Hightree:

Enclosed are the amended budget, community profile, and work plan for the contract period of 7/1/98 - 6/30/01. The following are highlights of the major changes:

- Added a new objective about adopting a tobacco advertising ordinance
- Added outreach to medical providers in order to promote the Helpline
- Included a random sample in the restaurant/bar compliance survey and increased the sample size
- Included a random sample in the youth access survey
- Changed the objective regarding the "Its Our Planet, Not An Ashtray" campaign

Please note that the cigar survey being conducted by Field will yield results specific to Santa Cruz County.

As we discussed with Jeri, our evaluation efforts will concentrate on restaurant/bar compliance, smoking in the movies, and promotion of the Helpline.

Celia Barry will be away from the office for several weeks. In her absence, please contact me at (408) 454-4297 if there are any questions.

Sincerely,

NATASHA KOWALSKI, MPH
Health Educator

Enclosures

1998-01 COMPREHENSIVE TOBACCO CONTROL PLAN CHECKLIST

- X One (1) original and six (6) copies of the 1998-2001 Comprehensive Tobacco Control Plan
- X Cover Page
- X Table of Contents
- X Tobacco Control Coalition Certification
- X Local Lead Agency Fund Certification
- X Local Lead Agency Information Form
- X Community Profile
- X Tobacco Control Coalition Operating Procedures
- X Media Use Agreement
- X Workplan
- X Administrative/Collaborative Activities
- X Project Summary Form
- X Budget Form
- X Budget Justification
- X Equipment Request/Justification
- X Subcontract/Consultant&hi-grant S&vices List

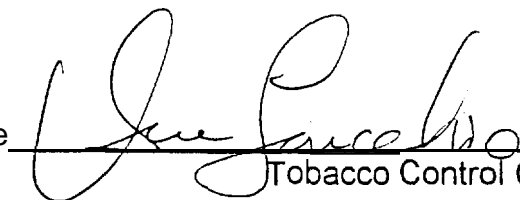
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TOBACCO CONTROL COALITION CERTIFICATION

The Tobacco Control Coalition certifies that it has reviewed the 1998-2001 Comprehensive Tobacco Control Plan and has had an opportunity to provide input.

Original Signature


Tobacco Control Coalition Chair


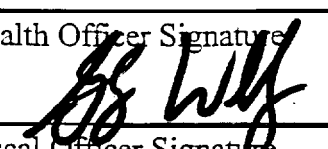
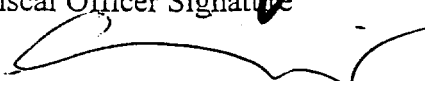
Date 4-8-98

LOCAL LEAD AGENCY FUND CERTIFICATION

We, the undersigned, on behalf of the City/County of Santa Cruz do hereby certify that we understand the following:

1. Local Lead Agency (LLA) funds, which includes the annual allocation, interest earned on the allocation funds and any generated revenue, can be spent only to accomplish goals and objectives outlined and identified in the 1998-2001 Comprehensive Tobacco Control Plan and Budget. The LLA cannot divert these funds to cover costs or expenses not specifically included in the Comprehensive Tobacco Control Plan and Budget.
2. All LLA funds must be maintained in a separate interest bearing trust account. All interest earned and revenue generated by the program must be accounted for within the account. These monies can only be used for the activities identified in the 1998-2001 Comprehensive Tobacco Control Plan and Budget.
3. The LLA cannot divert, freeze, restrict, or prevent the use of these funds, in whole or in part, for the purposes other than conducting activities described in the 1998-2001 Tobacco Control Comprehensive Plan and Budget.
4. If audited and it is found that these funds have been used for personnel, equipment, and/or operating expenses for programs other than the tobacco control program, the LLA may be held liable and required to repay the funds or future funding may be withheld by the California Department of Health Services.

We understand and agree to the above conditions.

	George Wolfe, MD	April 8, 1998
Health Officer Signature	Printed Name	Date
	David McCollum	April 8, 1998
Fiscal Officer Signature	Printed Name	Date
	Celia Barry, MPH	April 8, 1998
Tobacco Control Project Director Signature	Printed Name	Date

LOCAL LEAD AGENCY INFORMATION

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Tobacco Control Project Director:

Name: Celia Barry, M.P.H.

Title: Senior Health Educator

Address: P. O. Box 962
Santa Cruz, CA 95061

Phone: (408) 454-4318 FAX: (408) 454-4982

Local Lead Agency Director:

Name: Charles M. Moody

Title: Agency Administrator

Address: P. O. Box 962
Santa Cruz, CA 95061

Phone: (408) 454-4066 FAX: (408) 454-4488

Agency Fiscal Officer:

Name: David McCollum

Title: Chief of Fiscal Services

Address: P. O. Box 962
Santa Cruz, CA 95061

Phone: (408) 454-4329 FAX: (408) 454-4488

Fiscal Contact Person:

Name: Tom Johnson

Title: Accountant III

Address: P. O. Box 962
Santa Cruz, CA 95061

Phone: (408) 454-4328 FAX: (408) 454-4488

Agency Official with Board Authority to Commit Agency to an Agreement:

Name: Charles M. Moody

Title: Agency Administrator

Address: P. O. Box 962
Santa Cruz, CA 95061

Phone: (408) 454-4066 FAX: (408) 454-4488

Community Profile: County Description

The County of Santa Cruz is located on the Pacific Coast in the central coast region of California. The County's boundaries are chiefly natural ones - the Santa Cruz mountains to the east, the Pajaro River on the south, and to the west, the Monterey Bay and Pacific Ocean. The northern border with San Mateo County is mountainous and wooded.

Santa Cruz covers 439 square miles and is the second smallest county in California by size. Cities and communities within the County include Boulder Creek, Ben Lomond, Felton, Scotts Valley, Capitola, Soquel, Aptos, Santa Cruz, and Watsonville. The majority of the population resides within and around the two major cities, Santa Cruz, the County seat, in the north, and Watsonville, in the south. Santa Cruz County is a vacation and recreation area drawing over 15 million visitors annually. The southern part of the County, located in the Pajaro Valley, is a productive agricultural area. Ancillary industries such as food canning and freezing are located in or near Watsonville.

The total population of the County is 250,000. Latinos are the largest minority group in Santa Cruz County and make up 24% of the population as of 1997. Eighteen percent of Latinos in the County are living below the federal poverty level, as compared to only 10% of the County population as a whole.

There are 40,000 kindergarten through twelfth grade students at six school districts. Two colleges, the University of California at Santa Cruz and Cabrillo College, serve the community.

Two daily newspapers cover the county, one in the north and one in the south. The television news stations are located in Monterey, but three have satellite offices in Santa Cruz County. There are approximately four radio stations located in the county, but many others transmit to the county.

1. Describe the current status of enforcement of AB 13 and the enactment/enforcement of other clean indoor air ordinances in your county/city.

All five jurisdictions have adopted strong clean indoor air ordinances and have designated enforcement agencies. AB 13 is enforced by the same agencies that enforce local ordinances. Approximately 50 complaints have been received about smoking in bars since January 1, 1998. Numerous educational letters have been sent out. The district attorney had agreed to fine non-compliant businesses under the California Unfair Trade Practices Act which could result in a civil penalty of \$2,500 per day, per violation, but later changed his mind. This created confusion among the parties interested in gaining compliance with AB 13. The District Attorney, Tobacco Education Program, law enforcement from all jurisdictions and a city attorney are now exploring the enforcement issue again. The Sheriff's office recently issued citations at a bar.

An extensive media campaign was conducted in conjunction with the Regional Project to educate bar owners about the new law. The campaign included ads on buses, radio, television, and in newspapers. Informational packets were mailed to all bars. Napkins that say, "All bars smoke-free, January 1998. Thank you for not smoking", were delivered to 18 stand-alone bars. A press release in December, 1997 generated good media coverage. Staff spoke at a meeting for bar owners in Watsonville.

The City Council in Santa Cruz recently passed an ordinance prohibiting smoking in outdoor entertainment lines.

Taking clean indoor air policies one step further, over five hundred people voluntarily agreed not to smoke in their homes by signing a smoke-free home pledge. Pledges were collected at perinatal clinics during the Great American Smokeout, the women's detention facility, health fairs, Teenage Mother Program, and the Women Infants and Children program.

2. Describe the barriers and assets related to enforcement.

Barriers to enforcement include:

- Lack of law enforcement support in the City of Santa Cruz
- District Attorney's Office changed his mind about pursuing violations as California Unfair Trade Practices Act.
- Owners are confused about the bill that passed through the Assembly (AB297); some think the smoking ban in bars was repealed even though the bill was held in a Senate committee.
- Media coverage in two of the newspapers has been very negative towards the smoke-free bar law and the smoking ban in outdoor lines.
- When smoke-free bars went into effect, two enforcement agencies no longer wanted to enforce the smoking laws. The Tobacco Education Program has taken over the education aspects of the enforcement process for one jurisdiction and is discussing taking over the other one.

Assets related to enforcement include:

- Health Department administration is supportive of enforcement.
- Sheriff's Office has issued citations at one bar.
- Pajaro Valley Prevention and Student Assistance (PVPSA) educates bar owners in Watsonville. a community with a high Latino population.

3. Describe the cessation services provided in your city/county.

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Four organizations offer cessation classes that cost between \$35 and \$50. Recently, a class is being offered specifically for teenagers. Two organizations provide support groups, and four organizations (including the Tobacco Education Program) provide self-help materials.

The Helpline was promoted during the smoke-free home pledge events and during follow-up calls to people who signed the pledge. The Helpline brochure has been distributed to perinatal programs, individuals seeking cessation help, and to the county clinics.

Community Profile: Youth Access

1. Describe the current status of enforcement of Penal Code 308 and local youth access laws, dates and results of the most recent local youth purchase surveys conducted in your county/city, and the status of any social sources activities conducted.

The 1997 youth access rate in Santa Cruz County is 5%. The survey will be repeated in the spring of 1998.

In February of 1997, law enforcement in the City of Santa Cruz visited and educated store owners who had repeatedly sold tobacco to minors during past surveys. They agreed to cite stores if any sold to minors during the spring 1997 survey, but none did.

Staff at the Sheriff's Office Substation in San Lorenzo Valley is interested in conducting compliance checks after the spring 1998 survey, and this activity is included in the '98-'01 scope of work.

The Scotts Valley Police Department has independently conducted compliance checks and issued citations.

PVPSA conducts merchant education and youth access surveys for Watsonville, a community with a large Latino population.

The Tobacco Education Program conducted one focus group concerning social sources and collected 30 surveys. The Central Coast Tobacco-Free Regional Project conducted more extensive research and is planning on implementing a program based on the results.

2. Describe the barriers and assets related to enforcing youth access laws and to reducing youth access through social sources.

Barriers to enforcing youth access laws and to reducing youth access through social sources include:

- Some law enforcement administrators view youth access to alcohol as a higher priority and one which competes for already scarce law enforcement time for such projects.
- The Regional Project and other local lead agencies in the region are having a difficult time developing a media message about social sources based on survey results.

Assets related to enforcing youth access laws include:

- The Sheriff's Office has expressed interest in compliance checks (see above).
- The City of Santa Cruz Police Chief might be willing to conduct compliance checks based on the successful collaboration in February, 1997.

1. Describe the current status of pro-tobacco influences in your county/city, including, **point-of-purchase** advertising, billboards, sponsorships, promotions, cigar nights, etc.

There is only one billboard in Santa Cruz County. It has been exclusively used by a car dealership for at least 10 years. The Metropolitan Transit District which oversees the county's public transit system has a policy prohibiting tobacco advertisements. One event in Santa Cruz County accepts tobacco sponsorship - Winston Cup Auto Races. Local newspapers occasionally print large tobacco advertisements.

Currently, there are no ordinances or policies regarding point-of-purchase advertising. However, a member of the Board of Supervisors is interested in adopting an ordinance to regulate the placement of tobacco advertising near schools and other places where young people gather.

American Lung Association is currently conducting a voluntary tobacco point-of-purchase reduction program with various retailers throughout the county.

In 1996, the Tobacco Education Program implemented a voluntary tobacco point-of-purchase reduction program in one jurisdiction. Twenty-nine percent of the stores in Scotts Valley and San Lorenzo Valley removed tobacco ads from the bottom half of door entrances to stores and the front part of check-out counters.

All restaurants have discontinued holding cigar nights since the Tobacco Education Program notified them that such events are illegal in indoor public places.

A telephone survey of adults will be conducted this spring about cigar knowledge, attitudes, and behaviors. The Field Research Corporation is conducting the survey on behalf of the three local lead agencies on the Central Coast and the Regional Project.

An intern at the Monterey County Health Department is also conducting face-to-face interviews of cigar smokers in Monterey and Santa Cruz Counties.

2. Describe the barriers and assets related to reducing pro-tobacco influences.

Barriers include:

- Some tobacco retailers feel bombarded with education efforts to reduce tobacco and alcohol sales to minors and to reduce tobacco and alcohol point-of-purchase advertising.
- Business owners are concerned about the loss of slotting fees and potential decline in revenue from decreased sales of tobacco products.
- Cigars appear to be becoming more popular. Several new businesses selling cigars have opened recently. At a local art and wine festival, cigars will be sold at most booths.

Assets include:

- Extremely limited outdoor advertising opportunities for tobacco (other than "sandwich boards").

Santa Cruz County
TOBACCO EDUCATION COALITION

1. Statement of purpose:

The mission statement adopted by the local tobacco education coalition is:

“The Santa Cruz County Tobacco Education Coalition is committed to promoting and advocating a tobacco-free lifestyle and environment at the local, state, and national levels. We intend to empower our communities to effect individual and social change through education, advocacy, collaboration, and coordination of resources. The Coalition recognizes individual rights and cultural traditions, while encouraging community responsibility and involvement.”

2. Organizational structure of the Coalition:

The pre-existing Tobacco Education Coalition (American Cancer Society, American Heart Association, and American Lung Association with assistance from the County Health Services Agency) was expanded per AB75/Prop99 requirements.. In the past, the coalition formed subcommittees to respond to timely issues such as logo development, retreat organization, operation storefront planning, mini-grant guidelines development, and policy development. It is expected that ad hoc subcommittees will continue to be formed as needed.

Leadership of the Coalition is discussed on an annual basis. The Coalition is lead by a chair and co-chair. The chair or co-chair serves as the coalition spokesperson, facilitates meetings, and communicates frequently with staff to set agendas and plan activities.

3. Role of the coalition in relationship to the local lead agency:

The Coalition advises the County Health Services Agency (HSA) on implementation of tobacco use prevention, education and cessation programs. It also facilitates the coordination and promotion of tobacco use prevention, education and cessation programs in the county.

4. Function(s) Coalition members are expected to fill:

Coalition members define issues to be addressed, resources that are needed, priorities for effective programming, and recommendations for Coalition action and for HSA work plans. Coalition members respond to issues and recommendations brought before them by HSA and the County Office of Education. They play an important role in advising HSA about priorities to be addressed in Comprehensive Tobacco Education Plans. Coalition members have identified certain benefits and exchanges received through Coalition participation which include exchanging ideas and resources, networking, alliance building, collaboration, and greater visibility in increasing public awareness about tobacco use issues.

5. Coalition members' term of membership:

The Coalition prefers to have open membership because it increases participation in the Coalition. Since the Coalition is not officially appointed by the County Board of Supervisors, HSA is supportive of this system. So far, it has resulted in an ongoing process of expansion as people hear about the Coalition and ask to become involved. Networking has been long valued in Santa Cruz County, and an open membership structure is appropriate for this community.

6. Description of how Coalition members are appointed:

HSA staff and Coalition members used DHS guidelines to expand the original Tobacco Education Coalition to its current membership. Expansion of the Coalition was achieved -through means such as

letters to key organizations, speaking before groups from which members might be found, word of mouth contacts, and follow up on suggestions regarding other organizations that might be interested in Coalition participation. Community organizations funded by Prop 99 have been well represented on the Coalition.

7. Frequency of Coalition meetings:

The expanded Coalition has been meeting monthly since November 1989 on the fourth Thursday from 9 a.m. to 11 a.m.

8. Staffing, assistance, support, and budget provided to the Coalition:

Staff support is provided by the legislative Prop 99 health education staff and includes taking and distributing meeting minutes, maintaining a current mailing list, managing all logistical concerns related to meetings, and when necessary, budgeting funds to assist Coalition members to attend trainings and conferences approved by the Coalition. The budget included in this plan includes meeting support for the Coalition through the provision of materials, training as needed, and supplies such as flip-charts.

9. New members:

New members receive orientation packets and are offered an appointment to discuss the Coalition with staff.

10. Periodic assessment of member satisfaction:

Coalition members are surveyed at a minimum every 18 months to determine whether they feel goals have been met, whether they feel comfortable discussing issues at meetings, whether meeting times and locations are convenient, etc.

MEDIA USE AGREEMENT

**Agreement Between the California Department of Health Services and the
Santa Cruz County/City Health Department for Usage of Tobacco
 Education Media Campaign Material for the Period of July 1, 1998 through June 30,
 2001.**

This agreement sets forth the conditions and requirements for the Santa Cruz
County/City Health Department's use of California Department of Health
 Services' (CDHS) Tobacco Education Media Campaign materials. The media materials include
 radio and television public service announcements (PSAs), paid radio and television
 commercials, and outdoor (billboards) and other print materials.

These materials originally were produced by the CDHS, Tobacco Control Section (TCS) under
 contract with advertising firms for the purpose of increasing awareness about the harmful
 consequences of tobacco. All conditions in this agreement apply to the use of materials and to
 any copies made of the materials or portions thereof. The County/City Health Department can
 receive materials upon receipt of this agreement, signed by an official who is legally capable of
 binding the county/city to its terms and conditions, and upon approval by the Media Campaign
 Unit, Tobacco Control Section, California Department of Health Services.

Time limitations, costs, and other terms that pertain to a specific media material (e.g., PSA or
 paid commercial) will be provided to the county/city tobacco control coordinator after receipt of
 his/her request on agency letterhead. Requests should be faxed to the attention of the TCS
 Media Unit at (916) 322-2189.

PSA Use, Copying, and Distribution

The County/City Health Department agrees that use of the PSAs is limited to the County/City
 Health Department. Further, the County/City Health Department agrees that use by any entity
 or person shall be exclusively on a public service basis and for the purpose of promoting the
 reduction of tobacco use in its area and for the period of July 1, 1998 through June 30, 2001,
 and also agrees it shall not violate the conditions placed on copying or distributing the PSA(s)
 noted below.

The County/City Health Department may copy the PSA(s) for broadcast use on a public service
 basis only, provided that no PSA is altered or edited in any way. However, a "tag"--identifying
 a hotline **and/or** the sponsoring organization of the PSA--can be added only at the end of the
 PSA in the space and time allowed.

The County/City Health Department can also copy the **PSA(s)**, for nonbroadcast use, only if the entire PSA is copied and used, and then only for **small** group (under 50) presentations. No admission fee may be charged for a presentation.

No PSA may be incorporated in any other production such as an educational video. No permission is granted in the Agreement of the County/City Health Department to approve use of the **PSA(s)** in an education video, on closed circuit television, or as part of a curriculum. (All requests for such use can be granted only by the California Department of Health Services and should be referred to it for resolution.) However, including a PSA (or portion of it) as part of a news story is acceptable.

The County/City Health Department also agrees that no **PSA(s)** may be distributed outside its California media market. Additionally, no admission fee for profit may be charged for any screening of the **PSA(s)** or for any program or presentation that contains any of the **PSA(s)**, and the **PSA(s)** will not be used to promote sales of products, businesses or services.

Record Keeping

The County/City Health Department agrees to keep records of all the copies made of the **PSA(s)**, or portions thereof, and the following additional information for each PSA distributed:

- ◆ the organization and contact person receiving the tape (including address and phone number)
- ◆ the purpose for which the tape will be used
- ◆ the television and radio stations broadcasting the **PSAs**
- ◆ proof that the limitations on the use of the tape have been provided to the user of the tape
- ◆ proof that approval to use the tape has been granted on a time limited basis.

Attached to this Agreement is a log form that is acceptable by CDHS for use by the County/City Health. Department in **complying** with record keeping requirements.

Paid Radio and Television Commercial Use, Copying and Distribution

The County/City Health Department agrees that use of a paid commercial is limited to the designated County/City Health Department. Further, the County/City Health Department agrees

that use by any entity or person shall be exclusively on a paid media placement basis and for the purpose of promoting the reduction of tobacco use in its area for the period of July 1, 1998 through June 30, 2001, and also agrees it shall not violate the conditions placed on copying or distributing the paid commercials as noted below.

The County/City Health Department may copy the paid commercial for broadcast use on a paid media placement basis only, provided that no commercial is altered or edited in any way. However, a “tag” -identifying a hotline and/or the sponsoring organization of the commercial -- can be added at the end of most commercials in the space and time allowed. The County/City Health Department may also copy paid commercials for small group presentation to which no admission fee is charged.

No paid commercial may be incorporated in any other production such as an educational video. No permission is granted in the Agreement of the County/City Health Department to approve use of a commercial in an educational video, on closed circuit television, or as part of a curriculum. Further distribution of commercials except as specified herein is prohibited. (All requests for such use can be granted only by the California Department of Health Services and should be referred to it for resolution.) However, including a paid commercial (or a portion of it) as part of a news story is acceptable.

The County/City Health Department also agrees that no commercial may be distributed outside its California media market. Additionally, no admission or fee for profit may be charged for any screening of the paid commercial or for any program or presentation that contains any of the paid commercial, and the paid commercial will not be used to promote sales of products, businesses or services.

The County/City Health Department agrees that payment for any media time ordered and purchased by the County/City Health Department or the Region will be the responsibility of the County/City Health Department.

The County/City Health Department must abide by the time limitations of a commercial. The commercial may only be used while its talent holding fees are paid, due every 13 weeks, as well as the appropriate use fees. The County/City Health Department must contact TCS to: (a) inform TCS as to whether it would like to continue placing the commercial during the next 13-week cycle, (b) verify that the talent fees have been paid or make arrangements to do so, (c) obtain permission from TCS to use it for the next 13-week cycle, (d) inform TCS of the cities in which the commercials(s) will be airing, and (e) verify that use fees have been paid or make arrangements to do so.

The County/City Health Department agrees that records **shall** be kept for all of the copying and distribution of each paid commercial.

Outdoor and Other Print Materials

Payment for any media space ordered and purchased by the County/City Health Department or the Region will be the **responsibility** of the County/City Health Department.

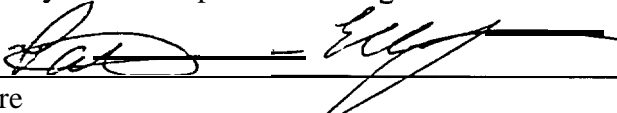
The County/City Health Department agrees that records shall be kept on the distribution of outdoor and other print materials.

Fiscal Responsibility

The County/City Health Department agrees to follow the terms and conditions outlined in this agreement. **If the** County/City Health Department violates any of the terms and conditions, it agrees to pay any talent and residual fees or other costs that may result.

Patricia Ellerby, MPH, MPA

County/City Health Department Designee

 April **8**, 1998

Signature

Date

Santa Cruz County Health Services Agency

Name of County/City Health Department

P. O. Box 962

Address

Santa Cruz, CA 95061

City

State

Zip Code

(408) **454-4312**

(408) **454-4982**

Telephone Number

Fax Number

Santa Cruz County

Tobacco Education Program Workplan

July 1, 1998 - June 30, 2001

Tobacco Control Section
Workplan

Contract Number: 89-97933

Agency Name: County of Santa Cruz

Contract Term: 7/1/98-6/30/01

Revision Date: 4/10/98

Objective/Activities/Evaluation	Start/ End Date	Who Is Responsible	Tracking Measures	For Prog	ss Report U	Only
				Document Attachment Number	Actual Date(s) Completed	TCS Use Only
<p>Priority Area: Youth Access</p> <p><u>Objective:</u> By June 30, 2001, the number of retail establishments willing to sell tobacco to minors will be maintained at 5% (the 1997 rate) as determined by a survey of 75 merchants in Santa Cruz County.</p> <p>Merchant education will be conducted twice over the three year period, once in January of '99 and once in January of '01. The youth access survey will follow each education campaign in the spring to determine whether the education was effective.</p> <p>"Problem" stores or areas will receive intensive education, and law enforcement will be involved. A mass mailing of educational materials and a media campaign will reach all stores.</p>						
A. Collaboration and Planning						
1. Review youth access survey results from the spring of '98 to assess whether merchant education should occur in January of '99. (If the spring of '98 rate is below 15%, the education will be postponed to January of '00.)	7/98-9/98	Project Director, Health Educator				
2. Meet with the Regional Team, Tobacco Education Coalition, competitive grantee, and the tobacco youth coalition to plan merchant education strategies, to maintain coordination, and clarify responsibilities for upcoming activities. Participate on the Youth Access Subcommittee of the Regional Project.	8/98-11/98; 8/00-11/00	Project Director, Health Educator	Minutes on file			
B. Law enforcement strategies						
1. Meet with contacts previously made at two law enforcement agencies. Discuss strategies such as sending warning and congratulatory letters to merchants who sell and don't sell tobacco, visiting "problem" stores or areas, or conducting compliance checks.	8/98-12/98; 8/00-12/00	Project Director, Health Educator				
2. Work with law enforcement in one jurisdiction to conduct compliance checks. Number of stores will depend on youth access survey results. a) Provide list of noncompliant merchants. b) Work with law enforcement to develop protocol for compliance checks. Review protocol developed by other law enforcement agencies. c) Help law enforcement recruit youth. Identify incentives (e.g. t-shirts, gift certificate). Obtain permission slips.	8/98-11/98	Project Director, Health Educator, Health Program Specialist	Log of compliance checks			

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Tobacco Control Section
Workplan

Contract Number: 89-97933

Agency Name: County of Santa Cruz

Contract Term: 7/1/98-6/30/01

Revision Date: 4/10/98

Objective/Activities/Evaluation	Start/ End Date	Who Is Responsible	Tracking Measures	For Progress Report Use Only		
				Document Attachment Number	Actual Date(s) Completed	TCS Use Only
d) Write press release, if appropriate.						
3. Arrange for officers from one law enforcement agency to visit "problem" stores or areas and to encourage store managers/owners to sign a pledge to train employees, post warning signs, and check identification. Number of stores will depend on youth access survey results. a) Review youth access survey results. Identify stores that have repeatedly sold or areas of the community that have a high tobacco sales rate to minors. b) Prepare a list and map of "problem" stores for officers. c) Prepare merchant education materials (e.g. new STAKE Act stickers, reminders about the STAKE Act, and information about any new laws or regulations). Discuss speaking points with officers. d) If appropriate, accompany officers during store visits.	11/98-1/99; 11/00-1/01	Health Educator, Project Director	Log of merchant visits			
4. After the youth access survey in spring of '99 and spring of '01, coordinate with two law enforcement agencies to send warning and congratulatory letters to at least 55 merchants based on whether they sold tobacco or not. Help draft the letters and provide mailing labels.	6/99;6/01	Health Educator	Letter			
5. Identify and implement appropriate mechanism for recognizing law enforcement efforts (i.e. letter to city council, press release, or certificate of recognition.)	7/99;6/01	Health Educator	Copy of recognition document			
C. Mass mailing						
1. In at least three jurisdictions, mail merchants educational materials. Assemble packet of materials such as new STAKE Act stickers, reminders about the STAKE Act, and information about any new laws or regulations.	1/99; 1/01	Health Educator, Typist Clerk	Packet of materials			
D. Media						
1. In collaboration with the region, buy media to publicize the toll-free STAKE Act Hotline. Ads will run on two radio stations, one English and one Spanish, for three weeks and in two local newspapers for three issues. a) Finalize media strategy (which media outlets, how many times run ad.) b) Adapt existing advertisement, or work with radio station/newspaper to develop new one.	11/98-1/99; 11/00-1/01	Health Educator	List of media buys			

*Indicates a change.

Tobacco Control Section
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Agency Name: County of Santa Cruz

Contract Term: 7/1/98-6/30/01

Revision Date: 4/10/98

Objective/Activities/Evaluation	Start/ End Date	Who Is Responsible	Tracking Measures	For Progress Report Use Only		
				Document Attachment Number	Actual Date(s) Completed	TCS Use Only
2. If no Regional funds exist, arrange for a public service announcement about the toll-free STAKE Act to be placed on the local cable station. a) Contact the Tobacco Control Section to see if can use an advertisement already developed. b) Discuss placement with contact at TCI cable.	1/98- 1/99; 11/00-1/01	Health Educator	List of public service announcement placements			
<u>Evaluation:</u> In the spring of '99 and '01, conduct youth access surveys of 75 stores in Santa Cruz County. All stores in the unincorporated areas of the county will be surveyed; in the City of Santa Cruz a random sample will be used. (If postpone '99 merchant education to '00, will also postpone the '99 survey to '00.)						
1. Coordinate evaluation activities with other local lead agencies on the Central Coast, the Regional Project, the Santa Cruz County Tobacco Education Coalition, competitive grantees, the tobacco youth coalition, and other youth organizations. a) Determine whether Regional support will be obtained for incentives (e.g. t-shirts, gift certificates), data analysis, and media activities or whether the LLA will take sole responsibility. b) Decide whether to contract with other agencies to conduct the survey in 1-2 jurisdictions.	1/99; 1/01	Health Educator				
2. Update list and maps of tobacco retail sites. A total of 75 stores throughout the county will be selected. All stores in the unincorporated areas of the county will be surveyed; in the City of Santa Cruz a random sample will be used. Sites will include: gas stations, convenience stores, small grocery stores, pharmacy/drug stores, and large chain grocery stores.	2/99; 2/01	Health Program Specialist	Lists of tobacco retail stores			
3. Contact local law enforcement, district attorney, and County Health Services Agency administration to obtain permission to conduct the survey and to obtain immunity for the youth involved.	2/99; 2/01	Health Educator	Letters to agencies			
1. Update recruitment packet to include project description, parental permission form for youth and drivers' certification form, schedule of training and survey dates. Recruit approximately 18 youth aged 13- 17 years old and 8 adults to volunteer to conduct survey activities.	3/99; 3/01	Health Program Specialist, possible contractors	Sample recruitment packet			

Tobacco Control Section
Workplan

Contract Number: 89-97933

Agency Name: County of Santa Cruz

Contract Term: 7/1/98-6/30/01

Revision Date: 4/10/98

Objective/Activities/Evaluation	Start/ End Date	Who Is Responsible	Tracking Measures	For Progress Report Use Only		
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5. Conduct a training on the use of the survey protocol. Training will include role playing and data collection methods.	4/99-5/99; 4/01-5/01	Health Program Specialist, possi- ble contractors	Training outline			
6. Youth with adult escorts will attempt to buy tobacco products in a total of 75 retail stores throughout the county.	4/99-5/99; 4/01-5/01	Health Program Specialist, possi- ble contractors	Evaluation report			
7. Analyze data and compare to the '97 tobacco sales rate to minors of 5%. a) If results are newsworthy, write press release and/or conduct a press conference to announce tobacco sales rate to minors. b) Write report and share with Coalition, Regional Project, and TCS. c) Post results on PARTNERS. d) Present at Project Directors' or other meetings, if appropriate.	6/99;6/01	Health Educator; Project Director	Evaluation report			

*Indicates a change.

Tobacco Control Section
Workplan

Contract Number: 89-97933

Agency Name: County of Santa Cruz

Contract Term: 7/1/98-6/30/01

Revision Date: 4/10/98

Objective/Activities/Evaluation	Start/ End Date	Who Is Responsible	Tracking Measures	For Progress Report Use Only		
				Document Attachment Number	Actual Date(s) Completed	TCS Use Only
Priority Area: Countering Pro-Tobacco Influences						
Objective: At the conclusion of the “It’s Our Planet, Not An Ashtray” campaign in June 1, 2000, student participants’ (approximately 100 participants) knowledge about the negative environmental effects of tobacco will increase by an average of 20 points (out of 100) over a baseline test.						
“It’s Our Planet, Not An Ashtray” increases awareness about how growing, making, and using tobacco hurts the environment. The campaign concludes with a beach clean-up of cigarette butts to show how smoking creates an enormous amount of litter. The environment is an extremely important and popular issue in Santa Cruz County, especially among youth.						
1. Meet with the Tobacco Education Coalition, the tobacco youth coalition, Ecology Action, and other organizations to see if they are interested in collaborating and to clarify responsibilities for upcoming activities.	12/99-1/00	Health Educator	Coalition minutes on file			
2. Identify a school or university to help conduct awareness activities and a beach clean-up. Work with school or university to plan strategies and assign responsibilities.	12/99- 1/00	Project Director, Health Educator				
3. Increase awareness among students that growing, making, and using tobacco hurts the environment. The campaign will be called, “Its Our Planet, Not An Ashtray”. a) Adapt presentation and educational materials (e.g. two page pamphlet) to grade level. Translate educational materials into Spanish. b) Conduct bilingual presentations to students. c) If the school/university has a newspaper, work with students to publish an article.	1/00-5/00	Health Educator, Health Program Specialist	Presentation outline or educational materials			
1. Working with the Coalition and the school/university, conduct a beach clean-up and media event to increase awareness among community members that growing, making, and using tobacco hurts the environment. a) Identify the location and dates of the event. Analyze whether it is appropriate to link the clean-up with “World No Tobacco Day”. b) Design a contest to stimulate interest in the event (e.g. to see who can pick up the most cigarette butts.) Obtain incentives for contest winners (e.g. gift certificates, gym bags),	1/00-5/00	Health Educator, Health Program Specialist	Press release			

*Indicates a change.

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Tobacco Control Section
Workplan

Contract Number: 89-97933

Agency Name: County of Santa Cruz

Contract Term: 7/1/98-6/30/01

Revision Date: 4/10/98

Objective/Activities/Evaluation	Start/ End Date	Who Is Responsible	Tracking Measures	For Progress Report Use Only		
				Document Attachment Number	Actual Date(s) Completed	TCS Use Only
c) Obtain promotional items for participants (e.g. posters, frisbees). d) Recruit students and volunteers. Obtain permission slips if necessary. e) Obtain materials such as trash bags, gloves, and a scale to weigh the cigarette butts. f) Identify spokesperson. Write and distribute press release.						
5. Work with students and Coalition members to create a webpage about the beach clean-up and the effects of tobacco on the environment. a) Ask Youth Media Network, Global Links, or another organization to donate space on their webpage. b) Collect quotes from students, teachers, and Coalition members. Take photos of beach clean-up. c) Upload to the website. Create links to related webpages.	1/00-6/00	Health Educator	Printout of webpage			
6. Work with students and Coalition members to identify and implement an appropriate follow-up activity (i.e. writing letters to the editor about the environmental effects of tobacco or encouraging a governmental body to adopt a resolution recognizing that tobacco hurts the environment.)	4/00-6/00	Health Educator	Signed resolution			
<u>Evaluation:</u> At the conclusion of "It's Our Planet, Not An Ashtray" in June 2000, student participants' knowledge about the negative environmental effects of tobacco will increase by an average of 20 points (out of 100) over a baseline test.						
1. Administer a pre-test and post-test to a sample of students involved in "It's Our Planet, Not An Ashtray" to determine level of awareness about the environmental effects of tobacco. Adapt test to age level and translate into Spanish.	1/00-6/00	Health Program Specialist, Health Educator	Evaluation report			
2. Share report with Coalition, Regional Project, and TCS. Post summary on PARTNERS. Present at Project Director's or other meetings, if appropriate.	6/00-9/00	Health Educator	Evaluation report			

*Indicates a change.

Tobacco Control Section
Workplan

Contract Number: 89-97933

Agency Name: County of Santa Cruz

Contract Term: 7/1/98-6/30/01

Revision Date: 4/10/98

Objective/Activities/Evaluation	Start/ End Date	Who Is Responsible	Tracking Measures	For Project	For Report Use	Only
				Document Attachment Number	Actual Date(s) Completed	TCS Use Only
Priority Area: Countering Pro-Tobacco Influences						
<u>Planning Objective:</u> By 12/30/98, develop an action plan in Santa Cruz County to address cigar knowledge, attitudes, and behaviors among adults.						
1. Convene Regional Cigar Taskforce (local lead agencies on the Central Coast, the Regional Project, etc.) and analyze the following data: <ul style="list-style-type: none">random digit dial telephone survey about cigar knowledge, attitudes, and behaviors collected in spring 1998 by the Field Research Corporation on behalf of Monterey, Santa Cruz, and San Benito Counties (note: most of the results will be broken down by county.)interviews of bar patrons conducted by the Regional Project in winter of 1998interviews of cigar smokers conducted by Monterey County in the spring of 1998"Cigar use in California 1990-1996" study released by TCS/UCSD on 3/30/98study by Stockwell and Glantz about cigar use in the moviesNCI monograph on cigars, projected to be released Spring 1998surveys conducted by other agencies across the state	7/98-12/98	Health Educator Project Director. Evaluation Consultant (Field)	Action plan			
1. Conduct a literature review about cigar data and existing educational materials. Do an Internet search on cigars.	7/98-12/98	Health Educator	Action plan			
1. Collect and analyze magazines that promote cigar use, i.e. Cigar Aficionado.	7/98-12/98	Health Educator	Action plan			
1. Contact TCS funded projects, who are implementing cigar interventions, to discuss possible collaboration.	7/98-12/98	Health Educator	Action plan			
1. Determine whether to contract with the Field Research Corporation to repeat the random digit dial telephone survey about cigar knowledge, attitudes, and behaviors among adults in Monterey, Santa Cruz, and San Benito counties. Sample size would be 600 people from the tri-county area, including about 185 from Santa Cruz.	9/98-12/98	Health Educator, Project Director	A c t i o n p l a n			
1. Develop an action plan (details of campaign and evaluation) based on the above research.	7/98-12/98	Health Educator, Project Director, Evaluation Consultant (Field)	Action plan			

Tobacco Control Section
Workplan

Contract Number: X9-97933

Contract Term: 7/1/98-6/30/01

Agency Name: County of Santa Cruz

Revision Date: 4/10/98

Objective/Activities/Evaluation	Start/ End Date	Who Is Responsible	Tracking Measures	For Progress Report Use Only		
				Document Attachment Number	Actual Date(s) Completed	TCS Use Only
Priority Area: Countering Pro-Tobacco Influences						
Planning Objective: By October 31, 1998, develop an action plan focusing on youth to address the abundant and glamorous portrayal of smoking in the movies.						
A. Anti-smoking ads in movie theaters (A study by Dr. Cornelia Pechmann at the University of California, Irvine shows that youth who see an anti-smoking ad before a movie have more unfavorable thoughts about the lead characters who smoke.)						
1. Contact other health departments, regional projects, etc. who have worked on placing anti-smoking advertisements in movie theaters. Find out if they have contacts at the corporate offices of the theaters, which advertisements they used, the cost of developing and placing the ad, which movies to target, and how they evaluated the project.	7/98	Health Educator	Action plan			
2. Contact owners/managers of local movie theaters to determine the feasibility of showing a 30 second, anti-smoking advertisement before the movies. Other health departments have encountered resistance from theater owners. Determine the theater's interest, cost of placing the ads in the theater, and logistics involved in getting the ad onto the movie reel.	7/98-8/98	Health Educator	Action plan			
3. Contact Dr. Cornelia Pechmann who researched how showing anti-smoking ads before movies effects teenagers' perceptions of a smoker. (Dr. Pechmann has shown interest in collaborating.) Discuss evaluation design including sample size, survey questions, and choosing control and intervention groups. Identify promotional items (e.g. gift certificate) for movie "goers" who respond to, survey.	7/98-8/98	Health Educator, Evaluation Consultant (Pechmann)	Action plan			
4. Identify a 30 second, anti-smoking advertisement to use. Contact Tobacco Control Section or the Massachusetts State Health Department about using one of their ads. a) Get permission to use ads. b) Identify if there are any talent costs or other costs associated with using the ad.	7/98-9/98	Health Educator	Action plan			

Tobacco Control Section
Workplan

Contract Number: 89-97933

Agency Name: County of Santa Cruz

Contract Term: 7/1/98-6/30/01

Revision Date: 4/10/98

Objective/Activities/Evaluation	Start/ End Date	Who Is Responsible	Tracking Measures	For Progress Report Use Only		
				Document Attachment Number	Actual Date(s) Completed	TCS Use Only
5. If theaters are interested in participating and costs are reasonable, develop an action plan (details of campaign and evaluation) to place anti-smoking ads before movies.	8/98-9/98	Project Director, Health Educator, Evaluation Con- sultant (Pechmann)	Action plan			
B. Media Literacy (Teach youth to analyze how tobacco use is portrayed in the movies and in advertising. Encourage youth to conduct a follow-up activity regarding media literacy.)						
1. Determine if American Lung Association, Youth Media Network, or any other organizations are already addressing media literacy. Determine if there is a need in Santa Cruz County to teach 6 th through 12 th grade students about media literacy. Determine if it is appropriate to collaborate with other organizations.	7/98	Health Educator	Action plan			
2. Contact schools and youth organizations to see if they are interested in participating. Determine the appropriate youth to target (which age level, which clubs or types of classes.)	7/98-9/98	Health Educator, Health Program Specialist	Action plan			
3. Meet with tobacco youth coalition to see if interested in collaborating on a media literacy project.	9/98-10/98	Health Program Specialist	Action plan			
4. Research media literacy curriculums (including materials in Spanish) and outreach strategies. a) Contact other health departments working on media literacy. b) Contact Thumbs Up! Thumbs Down! about analyzing tobacco use in the movies. c) Ask the Tobacco Education Clearinghouse to search for curriculums.	7/98-9/98	Health Educator, Health Program Specialist	Action plan			
5. Determine if can adapt the media literacy curriculum for parents of high risk youth such as the women at the Women's Detention Facility.	8/98-10/98	Health Educator	Action plan			
6. Determine an appropriate follow-up activity for the youth who learn about media literacy. Possible activities include creating a counter ad to publish on YMN's webpage or writing postcards to the film industry about the clamorous portrayal of smoking in the movies.	8/98-10/98	Health Educator, Health Program Specialist	Action plan			
7. Determine whether promotional items (e.g. posters, buttons) are needed.	8/98-10/98	Health Educator	Action plan			
8. Develop an action plan about how to address media literacy.	9/98-10/98	Health Educator	Action plan			

*Indicates a change.

Tobacco Control Section
Workplan

Contract Number: 89-97933

Contract Term: 7/1/98-6/30/01

Agency Name: County of Santa Cruz

Revision Date: 4/10/98

Objective/Activities/Evaluation	Start/ End Date	Who Is Responsible	Tracking Measures	For Progress Report Use Only		
				Document Attachment Number	Actual Date(s) Completed	TCS Use Only
Priority Area: Countering Pro-Tobacco Influences						
<u>Objective:</u> By December 31, 1999, the Santa Cruz County Board of Supervisors will adopt or strengthen an ordinance to restrict point-of-purchase tobacco advertising near schools and other places where young people gather (i.e. playgrounds, day care centers).					7	
1. Research whether tobacco advertising is already restricted under existing signage laws. If laws exist, determine whether laws can be strengthened or whether enforcement can be improved.	6/98-9/98	Project Director Health Educator				
2. Work with the Technical Assistance Legal Center and County Counsel to draft a model ordinance.	6/98-10/98	Project Director Health Educator	Model ordinance			
3. Meet with the Board member who has shown interest in the past in adopting a tobacco advertising ordinance.	7/98-10/98	Coalition				
I. Develop and distribute an educational packet about tobacco advertising to Board of Supervisors. Include model ordinance.	10/98-11/98	Project Director, Health Educator Coalition	Educational packet			
i. Collaborate with the Santa Cruz County Tobacco Education Coalition (including Pajaro Valley Prevention and Student Assistance and American Lung Association), the Regional Team members, and other local community groups to educate the Board of Supervisors, community leaders, and the public about how advertising is aimed at youth. a) Train Coalition members about tobacco advertising and related legal issues. If appropriate, invite the Technical Assistance Legal Center to conduct training. b) Coalition members, Regional Team members, and other local community groups will write letters to the editor, contact members of the Board, and speak at the Board of Supervisors meeting. Identify and train a spokesperson.	8/98-12/98	Health Educator Coalition	letters to the editor			
In collaboration with the region, conduct a media campaign about tobacco advertising. Ads will run on two radio stations for three weeks, one local newspaper for three issues, and one television station for two weeks. a) Finalize media strategy (which media outlets, how many times run ad.) b) Adapt existing advertisement or work with radio station to develop new one.	8/98-12/98	Health Educator	list of media buys or copies of ads			

Indicates a change.

Tobacco Control Section
Workplan

Contract Number: 89-97933 Agency Name: County of Santa Cruz Contract Term: 7/1/98-6/30/01 Revision Date: 4/10/98

Objective/Activities/Evaluation	Start/ End Date	Who Is Responsible	Tracking Measures	For Progress Report Use Only		
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5. Upon adoption, develop an education campaign to notify business owners about the new advertising ordinance. a) Discuss educational campaign with enforcing agency. b) Develop and mail educational materials to business owners affected by the ordinance. c) Write and distribute press release about the advertising ordinance. Write an article for the Chamber of Commerce newsletter.	12/98-3/99	Project Director, Health Educator, Coalition	Educational packet			
<u>Evaluation:</u> Write a report in case study format about the tobacco advertising ordinance including the process and outcome, barriers and challenges, lessons learned, and implications for Tobacco Control.	12/98-2/99	Project Director, Health Educator	Evaluation report			

Tobacco Control Section
Workplan

Contract Number: 89-97933

Agency Name: County of Santa Cruz

Contract Term: 7/1/98-6/30/01
Revision Date: 4/10/98

Objective/Activities/Evaluation	Start/ End Date	Who Is Responsible	Tracking Measures	For Progress Report Use Only		
				Document Attachment Number	Actual Date(s) Completed	TCS Use Only
Priority Area: Environmental Tobacco Smoke						
Objective: Increase by 25% the number of calls made to the California Smokers' Helpline from Santa Cruz County during the winter (November-January) of '98, '99, and '00 over the calls made during the fall (August-October) of '98, '99, and '00.						
Research which outreach method is most effective: distributing brochures combined with paid media, distributing brochures combined with educating medical providers about the effectiveness of the Helpline, or distributing brochures by itself. Each year the Helpline will be promoted with one of the above strategies. The years will be compared to determine the most effective strategy.						
1. Discuss with the American Cancer Society and the Tobacco Education Coalition ways to distribute the Helpline brochure during the Great American Smokeout. Discuss ways to reach the Latino population. Implement strategies (i.e. staff table at clinic or worksite, mailings to doctors).	9/98-11/98	Health Educator				
2. In collaboration with the Regional Project, buy media to publicize the California Smokers' Helpline. The Regional Project will provide the funding. Ads will run on two radio stations, one English and one Spanish, for three weeks and in two local newspapers for three issues. a) Finalize media strategy (which media outlets, how many times run ad, etc.) b) Adapt existing advertisement, or work with radio station/newspaper to develop new ads with Great American Smokeout and new year's resolution themes.	11/98-1/99	Health Educator	List of media buys			
3. Distribute 10 Helpline brochures to all family, general, and internal medicine doctors' offices (80) and clinics (6) in Santa Cruz County during the Great American Smokeout. Offer to send more brochures by request.	11/98-1/99; 11/99-1/00; 11/00-1/01	Typist Clerk	Copy of mailing list			
4. Conduct presentations to two medical provider groups (such as MediCal, Comprehensive Perinatal Service Providers, or county clinics) about the effectiveness of the Helpline. Invite staff from the Helpline to speak at the presentation.	11/00-1/01	Health Educator	Sign in sheet			

* Indicates a change.

Tobacco Control Section
Workplan

Contract Number: 89-97933

Agency Name: County of Santa Cruz

Contract Term: 7/1/98-6/30/01

Revision Date: 4/10/98

Objective/Activities/Evaluation	Start/ End Date	Who Is Responsible	Tracking Measures	For Progress Report Use Only		
				Document Attachment Number	Actual Date(s) Completed	TCS Use Only
Evaluation:						
1. Contact UC San Diego for the number of calls made to the California Smokers' Helpline from Santa Cruz County for August '97 - October '97 and for November '97 - January '98. Determine whether there is a seasonal difference in the number of calls made. Use as a reference when analyzing the effectiveness of future interventions.	7/98-9/98	Health Educator	Evaluation report			
2. Determine whether promoting California Smokers' Helpline by distributing brochures combined with paid media is effective. Contact UC San Diego for the number of calls made to the California Smokers' Helpline from Santa Cruz County for August '98 - October '98 and for November '98 - January '99. Compare the two numbers to see if the number of calls increased by 25%. Analyze whether the change could be due to seasonal differences in calls.	2/99	Health Educator	Evaluation report			
3. Determine whether promoting the California Smokers' Helpline by only distributing brochures is effective. Contact UC San Diego for the number of calls made to the California Smokers' Helpline from Santa Cruz County for August '99 - October '99 and for November '99 - January '00. Compare the two numbers to see if the number of calls increased by 25%. Analyze whether the change could be due to seasonal differences in calls.	2/00	Health Educator	Evaluation report			
4. Determine whether promoting the California Smokers' Helpline by distributing brochures combined with educating medical providers is effective. Contact UC San Diego for the number of calls made to the California Smokers' Helpline from Santa Cruz County for August '00 - October '00 and for November '00 - January '01. Compare the two numbers to see if the number of calls increased by 25%. Analyze whether the change could be due to seasonal differences in calls.	2/01	Health Educator	Evaluation report			
5. Analyze whether Helpline calls increased more in '99, '00, or '01 to determine which strategy is most effective: brochures with paid media, brochures with outreach to medical providers, or brochures alone. Write report summarizing findings. Post report on PARTNERS. Share findings with Coalition, Regional Project, and TCS. Present at Project Director's or other meetings, if appropriate.	2/01-7/01	Health Educator	Evaluation report			

Tobacco Control Section
Workplan

Contract Number: X9-97933

Agency Name: County of Santa Cruz

Contract Term: 7/1/98-6/30/01

Revision Date: 4/10/98

Objective/Activities/Evaluation	Start/ End Date	Who Is Responsible	Tracking Measures	For Prog	ss Report Use Only	
				Document Attachment Number	Actual Date(s) Completed	TCS Use Only
Priority Area: Environmental Tobacco Smoke						
<p><u>Objective:</u> By June 30, 2001 at least 90% of the approximately 600 restaurants and bars in Santa Cruz County will be in full compliance with California's Smokefree Workplace Law (AB 13) and local clean indoor air ordinances as shown by a survey of 60-80 restaurants and bars.</p> <p>Full compliance will be measured by three indicators: the absence of ashtrays, no patrons and employees smoking indoors in the presence of management, and no smoking signs posted at entrances.</p>						
A. Ordinance and AB 13 Education						
1. Technical assistance will be provided to worksites, including restaurants and bars, individuals and policy makers on topics such as: interpretation of AB 13 and local ordinances, worksite policy development and/or revision, suggestions for how to achieve compliance voluntarily, health effects of environmental tobacco smoke and other areas as requested.	7/98-6/01	Project Director, Health Educator	Log of technical assistance provided (kept on file)			
2. Education will be given to the public and to businesses affected by changes in clean indoor air laws. Where laws are statewide, coordinate education efforts with Region, including Pajaro Valley Prevention and Student Assistance (PVPSA). (PVPSA targets the Latino community.) Education will be accomplished by mailings to affected businesses, press releases to local newspapers, radio and television stations, submission of articles for newsletters (such as chambers of commerce).	7/98-6/01	Project Director, Health Educator	Copies of press releases, articles submitted			
3. Information as requested will be provided to worksites about local cessation services, the Helpline, cessation materials and other related topics to facilitate compliance with the laws.	7/98-6/01	Project Director, Health Educator	Log (kept on file)			
4. Distribute AB 13 educational materials disseminated by the Tobacco Education Clearinghouse to appropriate businesses (e.g. smokefree bar brochure developed by BREATH) as needed or requested. Consult with Pajaro Valley Prevention and Student Assistance about materials sent to Watsonville businesses.	7/98-6/01	Project Director, Health Educator	Log (kept on file)			
B. Ordinance and AB 13 Compliance						
1. The complaint procedure will be updated as needed to reflect changes made to local and state laws regarding clean indoor air.	7/98-6/01	Project Director	copy of updated complaint procedure			

*Indicates a change.

Tobacco Control Section
Workplan

Contract Number: W-97933

Agency Name: County of Santa Cruz

Contract Term: 7/1/98-6/30/01

Revision Date: 4/10/98

Objective/Activities/Evaluation	Start/ End Date	Who Is Responsible	Tracking Measures	For Progress Report Use Only		
				Document Attachment Number	Actual Date(s) Completed	TCS Use Only
2. New information about state and local laws (such as legal interpretations and court cases) will be sent to the appropriate enforcement agencies and the District Attorney's Office.	7/98-6/01	Typist Clerk	Copy of cover letter	1		
3. The Tobacco Education Program will receive complaints from the public about noncompliant businesses and will send letters to alleged violators informing them of the complaint, notifying them of the potential legal consequences (fines, etc.), and requesting immediate voluntary compliance. (The District Attorney has approved the complaint letter.) Copies of the complaint letter will be sent to the District Attorney's Office, Alcoholic Beverage Control, person who made the complaint, relevant law enforcement agency, and policy-maker (e.g. mayor if in city, board of supervisors if in unincorporated area). Anonymous complaints will not be accepted but complaints will be kept confidential.	7/98-6/01	Typist Clerk	Log of complaints (on file)			
4. Subsequent complaints will be forwarded to the appropriate law enforcement agency for investigation. Law enforcement or citizens willing to make a public complaint will fill out an investigation report (a brief form approved by the District Attorney's Office). The Tobacco Education Program will then forward the entire file, including the investigation report, to the District Attorney's Office for legal action.	7/98-6/01	Project Director, Typist Clerk				
5. The Tobacco Education Program will at least annually, and more frequently if necessary, inform the Health Officer and Tobacco Education Coalition of progress in all jurisdictions (whether or not complaints have been received, numbers referred to law enforcement, actions taken by District Attorney's Office, city attorney's office, and law enforcement) and request assistance from the Health Officer and/or Coalition for working with law enforcement agencies that are not actively enforcing the laws.	1/99, 1/00, 1/01	Project Director	Minutes on file			
6. Tobacco Education staff will meet as needed with an Assistant District Attorney, city attorney, and law enforcement to discuss enforcement issues.	7/98-6/01	Project Director				
7. Tobacco Education staff will attend the county-wide "law enforcement chiefs" meetings and judicial council meetings as needed to discuss enforcement issues and keep all parties updated on progress towards gaining compliance.	7/98-6/01	Project Director				

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*Indicates a change.

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Tobacco Control Section
Workplan

Contract Number: X9-97933

Contract Term: 7/1/98-6/30/01

Agency Name: County of Santa Cruz

Revision Date: 4/10/98

Objective/Activities/Evaluation	Start/ End Date	Who Is Responsible	Tracking Measures	For Progress Report Use Only		
				Document Attachment Number	Actual Date(s) Completed	TCS Use Only
C. Community Mobilization						
1. The Tobacco Education Coalition will work to assure that all workplaces remain smokefree. <ul style="list-style-type: none"> The ALA, ACS and AHA will monitor legislative actions to repeal AB 13 or any of its provisions and communications regarding these efforts will be shared with the Tobacco Education Coalition. Coalition members will take appropriate actions to communicate their concerns to elected officials, newspaper editors, and members of other organizations. 	7/98-6/01	Health Educator, Coalition	Minutes on file			
<u>Evaluation:</u> In the summer of '98, conduct a baseline survey of 60-80 bars and restaurants in Santa Cruz County. Use a random sample. Conduct a follow-up survey in spring of '01.						
1. Design: Ascertain through an observational survey by Tobacco Education Program staff and interested Tobacco Education Coalition members, the percentage of bars and restaurants in the county that are complying with California's Smokefree Workplace Law (AB 13) and local clean indoor air ordinances. The names of businesses surveyed will remain confidential.						
2. Evaluation Instrument: The Project Director and Health Educator will develop a survey to determine compliance with AB 13 and local clean indoor air laws. <ul style="list-style-type: none"> Review notes on PARTNERS to look for references to survey instruments similar to what is needed. Post a note requesting additional samples of surveys. Develop a survey instrument that can be used quickly to note three items: the absence of ashtrays, absence of employees or patrons smoking, and no smoking signs posted at entrances. Estimated total number of patrons present will be noted, as well as the numbers of 	8/98-9/98	Project Director, Health Educator	Survey instrument			

indicates a change.

Tobacco Control Section
Workplan

Contract Number: 89-97933

Agency Name: County of Santa Cruz

Contract Term: 7/1/98-6/30/01

Revision Date: 4/10/98

Objective/Activities/Evaluation	Start/ End Date	Who Is Responsible	Tracking Measures	For Progress Report Use Only: . . .		
				Document Attachment Number	Actual Date(s) Completed	TCS Use Only
people smoking indoors,						
<p>3. Data Collection:</p> <p>Tobacco Education staff and interested members of the Tobacco Education Coalition will survey a random sample of 60-80 restaurants and bars in Santa Cruz County to determine compliance with AB 13 and local clean indoor air ordinances.</p> <ul style="list-style-type: none"> Tobacco Education staff will develop and give a training on the use of the survey protocol to all surveyors. Training will include role playing and data collection methods. Surveyors will travel in pairs and enter each business together. One surveyor will observe presence or absence of smokers indoors, and ashtrays. The other surveyor will look for no smoking signs. Together they will fill out the form and note the approximate number of smokers if any are observed. If smokers are present, surveyors will also determine whether or not the smokers are continuing to be served (indicating that management could take additional steps to discourage smoking indoors). A business will be determined to be in full compliance if there are no ashtrays present, no employees or patrons smoking indoors and if no smoking signs are properly posted at each entrance. A business will be determined to be marginally in compliance if two out of the three indicators are met. A business will be determined to be out of compliance if more than two out of the three indicators are not met. 	<p>10/98-11/98</p> <p>4/01-5/01</p>	<p>Project Director, Health Educator, Health Program Specialist</p>	Evaluation Report			
<p>4. Data Analysis:</p> <p>The percentage of bars and restaurants found to be in compliance will be compared to the total number of businesses surveyed in '98 and '01.</p>	<p>12/98-1/00</p> <p>5/01-6/01</p>	<p>Project Director, Health Educator</p>	Evaluation report			

*Indicates a change.

Tobacco Control Section
Workplan

Contract Number: W-97933

Agency Name: County of Santa Cruz

Contract Term: 7/1/98-6/30/01

Revision Date: 4/10/98

Objective/Activities/Evaluation	Start/ End Date	Who Is Responsible	Tracking Measures	For Progress Report Use Only		
				Document Attachment Number	Actual Date(s) Completed	TCS Use Only
5. Plan for Dissemination: <ul style="list-style-type: none"> · If results are newsworthy, write press release and/or conduct a press conference to announce compliance results. · Write report and share with Coalition, Regional Project, and TCS. · Post results on PARTNERS. · Present at Project Directors' or other meetings if appropriate. 	6/01	Project Director, Health Educator	Evaluation report, press releases			

Administrative/Collaborative Activities Narrative: Santa Cruz County Tobacco Education Coalition

By June 30, 2001, at least 30 Santa Cruz County Tobacco Education Coalition meetings will be held in order to plan, implement, and coordinate tobacco-related education, media, and advocacy issues in the County of Santa Cruz. Coalition members will include individuals and representatives of community organizations, including the **Latino** community.

Staffing the Coalition will involve:

- Updating the mailing list of members.
- Modifying the new member orientation training packet.
- Providing orientation to new members as needed.
- Reviewing and updating by-laws, structure, mission statement, and goals with Coalition members.
- Conducting meetings every month and subcommittee meetings as needed. Coordinating all logistics for Coalition meeting, including working with Chairperson to develop agendas.
- Surveying members to determine satisfaction with Coalition function, operations, and level of participation. Discussing results with members and taking corrective action as necessary.

Administrative/Collaborative Activities Narrative: Tobacco Youth Coalition

By June 30, 1999, a tobacco youth coalition will complete at least two activities and hold at least five meetings. Possible activities include conducting the youth access survey, writing to the movie industry about the glamorous portrayal of smoking in the movies, and creating a counter tobacco advertisement. The youth coalition will consist of middle or high school students and will include representatives from the **Latino** community.

Working with the youth coalition will involve the following steps:

- identify a school to base the youth coalition
- recruit youth to join
- create a mailing list of youth and update when needed
- develop a new member orientation packet (e.g. current list of members, purpose of youth group, basic tobacco information, ground rules)
- identify incentives
- conduct at least five meetings
- help youth develop and implement two activities with achievable timetables
- report progress periodically to the Tobacco Education Coalition

In addition to organizing a **youth coalition** among middle or high school students, staff will support the efforts of the California Youth Advocacy Network to establish a coalition at the University of California, Santa Cruz. Support might include assisting with media outreach and providing technical assistance, incentives, and educational materials. Staff will explore the possibility of collaborating on

passing a resolution for “World No Tobacco Day”, conducting media literacy activities, or surveying youth about tobacco in the movies or about cigars.

Administrative/Collaborative Activities Narrative: Central Coast Tobacco-Free Regional Project

Between July 1998 and June 2001, Tobacco Education staff will serve on the Central Coast Tobacco-Free Regional Project’s steering committee to create and implement the regional workplan.

Collaborative projects might include the youth access survey, cigar campaign, STAKE survey, youth summits, and various projects involving media. Tobacco Education staff will also participate on subcommittees such as Personnel to review the Project Director’s performance, Media to determine how to spend media funds, Allocations to determine which mini-grants are funded. Additional duties include reviewing operating guidelines and other policies and participating in membership satisfaction surveys.

Santa Cruz County also participates on the Steering Committee for Youth Media Network (YMN), a competitive grant received by the Regional Project. Staff will help plan a youth summit in fall of ‘98, recruit participants for the “Crystal Awards”, and publicize YMN’s webpage.

During the next three years, staff plan to attend nine Regional Team meetings (quarterly), thirty Steering Committee meetings (monthly), and fifteen subcommittee meetings, all at two to three hours each.

Administrative/Collaborative Activities Narrative: Additional Activities

The Santa Cruz County Tobacco Education Coalition strives to demonstrate leadership in coordinating tobacco control activities in the county. The work undertaken as part of this leadership role usually advances the accomplishment of the workplan objectives, but in many cases it involves additional tasks that require significant resources. The leadership activities include:

- Facilitate communication between the Coalition, TCS, other LLA’s, Ethnic Networks, statewide projects, competitive grantees, schools, etc.
- Regularly use PARTNERS and SCARCNET; participate in teleconferences including Grand Rounds and PISE; and meet every 6 months with the LLA’s and Regional Projects from the counties that neighbor the Central Coast Region.
- Maintain a Tobacco Control Resource Center with articles, reports, and educational materials that are shared with Coalition members and the community.
- Coordinate activities with schools and serve on the “Healthy Teens: Tobacco-Free School and Community Health Team”
- Provide technical assistance to community organizations and schools who are applying for Ethnic Network, TCS, or Regional funding.
- Educate local, State, and Federal elected officials about tobacco control issues.

Date Completed April 8, 1998

Agency Name Santa Cruz County Health Services Agency

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PROJECT SUMMARY FORM

PRIORITY: REDUCE EXPOSURE TO ETS

Voluntary Activities

- ☐ Smoke-free homes/vehicles
- ☐ Smoke-free bars
- ☐ Establish smoke-free connected housing units
- ☐ Smoke-free policies at events
- ☐ Other smoke-free policies
- ☒ Business education ☒ Cigar interventions
- ☐ Cessation - Smoking ☐ Cessation - Chewing
- ☒ Helpline promotion
- ☐ Other

Facilitate Enforcement of Clean Air Local/State/Federal

L a w s

- ☒ AB13/3037 enforcement
- ☒ Local ordinance enforcement
- ☐ Other

Facilitate Enactment of New Local ETS Laws

- ☐ Beyond AB13/3037 laws
- ☐ Outdoor areas
- ☒ Other Prosecution under 17200 B & P
for violations of AB 13

Paid E T S Media A i n -

- ☐ Billboards ☐ Television spots
- ☒ Radio spots ☒ Newspaper ads
- ☐ Magazine ads ☐ Infomercials
- ☐ Other

PRIORITY: REDUCE YOUTH ACCESS TO TOBACCO

Voluntary Activities

- ☒ Merchant education
- ☐ Education to reduce social sources to tobacco
- ☐ Youth tobacco possession interventions
- ☐ Other

Facilitate Enforcement of Youth Access Laws

- ☒ STARE Act ☒ PC 308
- ☐ Business and Professions Code 17200
- ☐ Local laws ☐ FDA Tobacco Sales Rules
- ☐ Other

Facilitate Enactment of New Youth Access Local Laws

- ☐ Vending machines ☐ Self-service displays
- ☐ Tobacco retail licensure ☐ Checking ID
- ☐ Free tobacco sampling/couponing
- ☐ Posting warning signs
- ☐ Conditional Use Permits
- ☐ Other

Other

- ☒ Youth access to tobacco survey
- ☐ Other

Paid Youth Access Media Activities

- ☐ Billboards ☐ Television spots
- ☒ Radio spots ☒ Newspaper ads
- ☐ Magazine ads ☒ Infomercials
- ☐ Other

PRIORITY: COUNTERING PRO-TOBACCO INFLUENCES

Voluntary Activities

- ☐ Tobacco Point of Purchase (POP) advertising removal/replacement
- ☐ Tobacco billboard removal/replacement
- ☐ Establish tobacco-advertising-free newspapers/magazines policies
- ☒ Counter tobacco industry events (rallies, World No Tobacco Day event)
- ☐ Event sponsorships ☐ Gear exchanges
- ☐ School policy ☐ Merchant education
- ☒ Other-Cigar study

Facilitate Enforcement of Local/State/Federal Advertising Laws

- ☐ Local signage laws
- ☐ FDA advertising regulations
- ☐ Tobacco POP advertising policy
- ☐ Tobacco billboard policy
- ☐ Newspaper/magazine no tobacco advertising policy
- ☐ Policy to ban tobacco sponsorships
- ☐ Other

Facilitate Enforcement of Voluntary Advertising Policies

- ☐ Tobacco industry code ☐ Billboard advertising

Entertainment Industry Activities

- ☐ Advocacy/policy development
- ☒ Education
- ☐ Survey Activities, explain

- ☒ Other Ads before movies to make tobacco in movies less attractive

Monitoring Tobacco Industry Activities

- ☐ Contributions to community leaders
- ☐ Front Groups
- ☐ Other

Deglamorizing Tobacco Use

- ☐ Sport/coach interventions/sports clinics
- ☐ Voluntary policies (i.e., sports players not to use tobacco, teams don't accept **free** tobacco products)
- ☐ Tobacco look-alike products
- ☒ Other -De-glamorizing cigar use

Tobacco Advertising Monitoring Activities

- ☐ Tobacco POP survey
 - ☐ Assess location of tobacco POP advertising (close to candy/low to ground ONLY)
 - ☐ Tobacco billboard survey
 - ☐ Tobacco ads in newspapers/magazines survey
 - ☐ Tobacco ads on public transit and transit shelters survey
 - ☐ Tobacco sponsored events survey

Facilitate Enactment of New Local Laws/Regulations

- ☐ Control tobacco POP advertising
- ☐ Control tobacco billboards
- ☐ Control tobacco ads on public transit
- ☐ Control tobacco industry event sponsorship
- ☐ Divestment of tobacco funds
- ☐ Other

Paid Media to Activities to Counter Pro-tobacco Influences

- ☐ Billboards
- ☒ Television Spots (cigars)
- ☒ Radio Spots (cigars)
- ☒ Newspaper Ads (cigars)
- ☐ Magazine Ads
- ☐ Infomercials
- ☐ Other

County of Santa Cruz
 Contract Number 89-97933
 Term: 07/01/98 - 06/30/01

TOBACCO CONTROL PROGRAM

BUDGET CATEGORIES	BUDGET ESTIMATES				TOTAL BUDGET
	Prior Year Balances as of 06/30/98**	FY 1998 - 99 07/01/98 - 06/30/99	FY 1999-00 07/01/99 - 06/30/00	FY 2000 - 01 07/01/00 - 06/30/01	
A. PERSONNEL SERVICES	\$ 172,780	\$ 103,715	\$ 102,845	\$ 103,478	\$ 482,818
B. OPERATING EXPENSES	\$ 3,328	\$ 13,200	\$ 15,200	\$ 13,472	\$ 45,200
C. EQUIPMENT PURCHASES		\$ 135	\$ 135	\$ 2,135	\$ 2,405
D. OTHER COSTS		\$ 17,393	\$ 16,393	\$ 15,393	\$ 49,179
E. INDIRECT COSTS	\$ 25,917	\$ 15,557	\$ 15,427	\$ 15,522	\$ 72,423
TOTAL BUDGET	\$ 202,025	\$ 150,000	\$ 150,000	\$ 150,000	\$ 652,025

"Prior Year Balances Lump Sum Breakdown:

\$	12,899	Interest Earned
\$		Generated Revenue
\$	189,126	Tobacco Control Allocation
\$	202,025	Total Prior Year Balances

SANTA CRUZ COUNTY HEALTH SERVICES AGENCY

Budget Term: July 1, 1998 -June 30, 2001

	<u>TOTALS</u>			
	<u>Prior Year</u> <u>Balances</u>	<u>1998-99</u>	<u>1999-00</u>	<u>2000-01</u>
<u>A. PERSONNEL EXPENSES</u>				
<u>Senior Health Educator/Tobacco Education Project Director (1)</u> (Average bi-weekly salary range of \$1,848-1,961 x 100% time x 72 bi-weekly pay periods)	\$ 55,000	\$30,000	\$ 30,000	\$ 26,192
Responsible as overall Project Director of the County Tobacco Education Program. Liaison with DHS TCS staff and DHS contractors, Tobacco Education Coalition, and with other community leaders. Responsible for day-to-day operation of the program, including developing local plans and budgets, writing reports, negotiating and monitoring sub-contracted funds, supervising staff, overseeing data collection, surveillance, and evaluation functions, and providing technical assistance. <u>Ten percent of the Project Director's time will be spent overseeing and implementing the outcome evaluation components, report writing and process evaluation.</u> (Subtotal: \$141,192)				
<u>Health Educator (1)</u> (Average bi-weekly salary range of \$1,554-1,804 x 100% time x 72 bi-weekly pay periods)	45,940	25,000	25,000	33,948
Implements tobacco education activities as assigned; provides technical assistance to other agencies and individuals; staffs Tobacco Education Coalition; develops and implements tobacco intervention strategies; coordinates the information, referral, media, and outreach components of the tobacco education program. <u>Ten per- cent of the Health Educator's time will be spent implementinn the outcome evaluation components and process evaluation components.</u> (Subtotal: \$129,888)				

	<u>TOTALS</u>			
	<u>Prior Year</u> <u>Balances</u>	<u>1998-99</u>	<u>1999-00</u>	<u>2000-01</u>
<u>Health Program Specialist (Advanced Bilingual) (2)</u> (Average bi-weekly salary range of \$1,249-1,494 x 60% time x 72 bi-weekly pay periods)	\$20,000	\$20,000	\$ 18,000	\$ 6,581
Staff youth coalition; assist youth with design and implementation of youth coalition activities; participate in tobacco-free community events; assist with merchant education activities, participate with coordination of youth access purchase surveys by recruiting and training youth, determining sites to be surveyed, and assisting with media to publicize surveys. <u>Fifteen percent of the Health Program Specialists' time will be spent implementing the outcome evaluation and process evaluation components. Both positions will work on evaluation.</u> (Subtotal: \$64,581)				
<u>Typist Clerk III (1)</u> (Average bi-weekly salary range of \$1,150-1,245 x 25 - 30% x 72 bi-weekly pay periods)	8,000	2,399	3,750	10,502
Assist with data collection and use of computer graphics; maintains log of clean indoor air ordinance complaints; responsible for monthly Tobacco Education Coalition mailings and mailing lists; assembles packets as needed; responsible for filing, faxing, copying, maintaining records and other duties as assigned. <u>Ten percent of the Typist Clerk III's time will be spent providing support to the implementation of the outcome and process evaluation components such as data entry.</u> (Subtotal: \$24,651)				
Total Salaries:	\$128,940	\$77,399	\$76,750	\$77,223
<u>Fringe Benefits:</u> (range of 34 - 39%; calculated @ 34%) Includes retirement (approx. 10%), workers compensation (approx. 2%), and SUI (approx. 1%). Annual leave for vacation, sick leave, jury duty, military training, etc. is paid according to employee hourly rate and number of hours worked based on percent of time on project. (Subtotal: \$122,506)				
	\$43,840	\$26,316	\$26,095	\$26,255
<u>TOTAL PERSONNEL EXPENSES:</u>	\$172,780	\$103,715	\$102,845	\$103,478

<u>Prior Year</u> <u>Balances</u>	<u>TOTALS</u>		
	<u>1998-99</u>	<u>1999-00</u>	<u>2000-01</u>

EVALUATION SYNOPSIS

NOTE: The following is a synopsis of how we plan to budget the more than 10 percent for evaluation:

- 1) **PERSONNEL:** We are budgeting 10 percent of the Project Director's time for 36 months to oversee/implement the evaluation component (\$14,119 + \$4,800 benefits = \$18,919); 10 percent of the Health Educator's time for 36 months to implement the evaluation components (\$12,989 + \$4,416 benefits = \$17,405); 15% of the Health Program Specialists' time for 36 months to implement the evaluation components (\$9,687 + \$3,294 benefits = \$12,981); 10% of the Typist Clerk III's time for 36 months (\$2,465 + \$838 benefits = \$3,303) (Sub total: \$52,608) and
- 2) **SUBCONTRACTOR/CONSULTANT SUBCATEGORIES:** We are budgeting \$7,500 for a contractor to assist with designing and implementing a follow-up cigar intervention survey and \$1,000 for travel and per diem for a consultant to assist with an evaluation of the movie ad campaign (contractor is donating most of evaluation work) and \$2,000 for contractor to assist with youth access survey. (Subtotal: \$10,500)

Total cost equals \$63,108

B. OPERATING EXPENSES

1. Office Supplies:

Includes general office supplies, computer-related supplies such as laser printer cartridges, binders, folders for workshops, special papers for small quantities of brochures, coalition meeting supplies such as flip charts, etc.
(Subtotal: \$6,450)

\$ 2,150	\$ 2,150	\$ 2,150
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2. TCS's Communications Expenses (PARTNERS):

Includes monthly administrative charges, (county charges \$75 per month) and PARTNERS subscription fee (\$200 per year) (approximate cost per year: \$1,100).
(Subtotal: \$3,300)

\$ 1,100	\$ 1,100	\$ 1,100
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3. Travel/PerDiem and Training:

(Subtotal: \$18,100)

\$ 3,328	\$ 4,500	\$ 5,500	\$ 4,772
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- a. **Local Travel/Training:** Includes travel and per diem for a total of \$4,270 for local travel in support of workplan. Registration costs and fees for meetings and conferences to be attended by project staff for a total of \$1,030.
(Subtotal: \$5,400)

	<u>TOTALS</u>		
	<u>Prior Year</u> <u>Balances</u>	<u>1998-99</u>	<u>1999-00</u> <u>2000-01</u>
b. TCS Required Travel/Training: includes travel and per diem expenses for unanticipated TCS regional meetings and/or training/conferences within the State of California.			
· \$500 for travel X 2 FTE staff per year = \$1,000 X 3 yrs. = \$3,000.			
\$250 for registration X 2 staff X 3 yrs. = \$1,500			
(Subtotal: \$4,000)			
c. TCS Specific Travel/Training: In addition to the above Local and TCS required travel/training, we have budgeted for the following TCS specific travel/training:			
(Subtotal: \$8,700)			
(1) Evaluation			
\$250 travel X 2 staff x 3 yrs. = \$1,500			
\$100 training X 2 staff X 3 yrs. = \$600			
(2) Youth Access to Tobacco			
\$250 travel X 1 staff X 3 yrs. = \$750			
\$100 training X 1 staff X 3 yrs. = \$300			
(3) ETS/Smoke-Free Bars/Cigars			
\$250 travel X 2 staff X 3 yrs. = \$1,500			
\$100 training X 2 staff X 3 yrs. = \$600			
(4) Project Directors Meetings FY's 1999100 & 2000101			
\$350 travel X 2 staff X 2 yrs. = \$1,400			
\$100 training X 2 staff X 2 yrs. = \$400			
(5) Western Pacific Gulf Region Conference, New Orleans, LA			
\$1,500 travel X 1 staff = \$1,500 for 1999/00 conference			
\$150 training X 1 staff = \$150 for 1999/00 conference			

	<u>Prior Year Balances</u>	<u>TOTALS</u>		
		<u>1998-99</u>	<u>1999-00</u>	<u>2000-01</u>
4. <u>Facilities/Expenses:</u>			\$1,000	
(Subtotal: \$1,000)				
a. Facility Rental Fees:				
Includes expenses to rent facilities for meetings, retreats and for special events.				
b. Food, Coffee, Etc.:				
Food for focus groups, youth coalition meetings, monthly Tobacco Education Coalition meetings and youth access survey to accomplish workplan activities without interruption and/or acknowledge volunteers for their time.				
5. <u>Equipment Lease/Maintenance:</u>		\$ 4,700	\$ 4,700	\$ 4,700
(Subtotal: \$14,100)				
a. Equipment Maintenance:				
Includes equipment maintenance charges on fax and copy machine.				
\$1,150 per year total X 3 years = \$3,450				
b. Equipment Lease:				
Includes equipment lease for fax and copy machine.				
\$3,550 per year total X 3 years = \$10,650				
6. <u>Subscriptions:</u>		\$ 750	\$ 750	\$ 750
This includes \$750 annually to subscribe to the Project Director's Association.				
(Subtotal: \$2,250)				
<u>TOTAL OPERATING EXPENSES:</u>	\$ 3,328	\$13,200	\$15,200	\$13,472
C. <u>EQUIPMENT PURCHASES:</u>				
The Tobacco Education Program will purchase clip art and web authorizing software for educational materials to design web pages for activities in work plan. Additional funds budgeted for scanner and graphic illustration and photo editing software. See attached Equipment/Justification.				
Estimated total cost is \$2,405.				
<u>TOTAL EQUIPMENT PURCHASES:</u>		\$ 135	\$ 135	\$ 2,135
D. <u>OTHER COSTS</u>				
1. Other Special Department Expenses:				
a. Educational Materials and Supplies:		\$ 4,693	\$ 5,593	\$ 3,293
(Subtotal: \$13,579)				

		<u>TOTALS</u>			
		<u>Prior Year</u>			
		<u>Balances</u>	<u>1998-99</u>	<u>1999-00</u>	<u>2000-01</u>
(1) Educational Materials: Includes the purchase of educational materials, such as curriculum, posters, videos and slides, banners to be used by the Tobacco Education Program and made available to community and coalition members as requested. (Subtotal: \$9,779)					
(2) Incentives: (Not to exceed \$40 per participant per year) Incentives provided to youth coalition members for participation, to youth assisting with youth access activities,, to youth responding to cigar survey, and to beach clean-up winners (Subtotal: \$2,400)					
(3) Promotional Items: T-shirts and similar items (water bottles, etc.) for beach clean-up and media literacy participants, for movie-goers responding to survey questions. (Subtotal: \$1,400)					
b. Media/Promotions: (Subtotal: \$23,500)			\$9,900	\$ 6,800	\$ 6 , 8 0 0
(1) Media: Funds are included for a multi-year media campaign to de-glamorize cigar use (ads on television(~40%), on radio(~40%), and in newspapers (~20%), approximately \$5,300 per year) and for a campaign to be aired in movie theaters (\$7,500 for advertisements to be aired on 5-6 screens for 3 months during the summers of 1999 and 2000). (Subtotal: \$23,500)					
Professional and Special Services:					
a. Subcontracts and Consultant Services (Subtotal: \$12,100)			\$ 2,800	\$4,000	\$5,300
(1) Subcontracts: Includes one to two subcontracts to assist with the youth access survey, spring of 1999 and 2001 by recruiting, training and transporting youth for the survey. A subcontractor will conduct a random telephone survey about cigars and prepare a report of findings. (Subtotal: \$9,500)					
(2) Consultant Services: Includes an agreement under the direction of the Tobacco Education Coalition, to plan and facilitate two annual retreats. A consultant will assist with evaluation of the movie advertising campaign. (The expense is for travel and per diem, the consultant is donating most of the evaluation work.) (Subtotal: \$2,600)					

	<u>Prior Year Balances</u>	<u>TOTALS</u>		
		<u>1998-99</u>	<u>1999-00</u>	<u>2000-01</u>
3. Additional Expenses (See "Facilities" page 40 item #4)				
<u>TOTAL OTHER COSTS:</u>		\$ 17,393	\$ 16,393	\$ 15,393
E. <u>INDIRECT EXPENSES (15%)</u>	\$ 25,917	\$ 15,557	\$ 15,427	\$ 15,522
The 15 percent indirect expenses includes County anticipated indirect costs for the Tobacco Education Program. Costs include the following: postage and shipping, telephone, building use allowance, custodial, maintenance, utilities, equipment use allowance, interest, insurance, personnel and payroll services, purchasing and store-room services, general accounting and audit expense, HSA agency and public health administration overhead, HSA data processing consultations, and countywide overhead. (Subtotal: \$72,423)				
<u>TOTAL TOBACCO CONTROL BUDGET</u>	<u>\$202,025</u>	<u>\$150,000</u>	<u>\$150,000</u>	<u>\$150,000</u>
<u>GRAND TOTAL</u>				<u>\$652,025</u>
<i>*Prior Year Balances Breakdown:</i>				
\$ 12,899 Interest Earned (not budgeted in prior years)				
0 General Revenue				
189,126 Tobacco Control Allocation				
\$202,025 Total Prior Year Balance				
\$150,000 Allocation 98/99				
150,000 Allocation 99/00				
150,000 Allocation 00/01				
<u>\$652,025</u> Total Grand Total				

EQUIPMENT REQUEST/JUSTIFICATION
July 1, 1998-June 30, 2001

<u>ITEM</u>	<u>QUANTITY</u>	<u>ESTIMATED COST</u>	<u>DESCRIPTION/JUSTIFICATION</u>
Clip Art Software	2	\$270	Graphics needed for brochures, flyers and slides
Web authorizing software	1	\$135	Software needed to assist with web page development
Image Scanner	1	\$1,000	High quality color image scanner for brochures slides and flyers.
Graphic Illustration and Photo editing software	1	\$1,000	For brochures, slides and flyers.

*TOTAL \$2,405

*This total should match the Equipment Purchases total line item in the budget.

SUBCONTRACTCONSULTANTIMINI-GRANT SERVICES LIST
July 1, 1998-June 30, 2001

<u>PERIOD OF SERVICES</u>	<u>AMOUNT</u>	<u>DESCRIPTION (include individual/agency responsible)</u>
<u><i>Evaluation Consultants/Subcontracts:</i></u>		
(a) 12/00-6/01	\$7,500	Subcontract services to evaluate change in attitudes and behavior with regard to cigar use at conclusion of de-glamorization campaign. Note: This will be accomplished by all three counties in the Central Coast Region (Monterey and San Benito) and with the assistance of the Central Coast Regional Project. This will be a follow-up survey to one conducted in the Spring of 1998. Contractor: Field Research Corporation.
(b) 1/99-5/99	\$1,000	Subcontract to assist with youth access survey. Subcontractor will recruit and train youth to conduct youth access survey. Subcontractor will complete survey in one to two jurisdictions. Potential contractors: Boys and Girls Club, Camp Fire Boys and Girls, Santa Cruz City Schools.
(c) 1/01-5/01	\$1,000	[Same as above.]
(d) 7/98-6/99	\$1,000	Consultant to assist with evaluation of campaign to de-glamorize smoking in the movies. Consultant: Dr. Cornelia Pechmann. Expense is for travel and per diem, consultant 'is donating most of evaluation work.

Other Consultants/Contracts:

1/99-5/99	\$ 800	Consultant to plan and facilitate Tobacco Education Coalition retreat. Potential consultant: LeAnne Ravinale.
1/01-5/01	\$ 800	Consultant to plan and facilitate Tobacco Education Coalition retreat. Potential consultant: LeAnne
*TOTAL	<u>\$12,100</u>	

*This total should match the total subcategory line item for Professional & Special Services.