



9. PhotoVoice: a qualitative method used for community-based participatory research to document and reflect reality, combining photography with grassroots social action.

10. POC: Point of Contact

11. STEPP: State Tobacco Education and Prevention Partnership

12. TA: Technical assistance

13. TFCP: Tobacco-focused Community Profile

14. TTA: Training and technical assistance

**IV. Work Plan:**

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| <b>Goal #1:</b> Tobacco use prevalence will decline across all populations in Colorado.   |   |
| <b>Objective #1:</b> No later than the expiration date of this contract, advance the implementation of community-oriented public health tobacco control, prevention, and education work to maximize effective use of state tax dollars by adhering to best public health planning practices and evidence-based population-level prevention practices. |   |
| <b>Primary Activity #1</b>  | By December 31, 2018, the Contractor shall complete a tobacco-focused community profile (TFCP) by conducting a community and organizational needs and readiness assessment in order to identify the most appropriate opportunities for tobacco policy change, health systems transformation and improvement, advancing youth-oriented awareness and understanding of the dangers of tobacco products, community education, and reductions in exposure to second-hand smoke. |

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| <p><b>Primary Activity #2</b></p>   | <p>The Contractor shall, using the information in the TFCP, draft an implementation plan outlining the strategy(ies)/strategic areas in which the community will focus and the detailed steps and tasks which the Contractor shall take to address the objectives of this agreement.</p>  |
| <p><b>Primary Activity #3</b></p>   | <p>The Contractor shall update, at a minimum, annually, an implementation plan in collaboration with the CDPHE-approved Technical Assistance provider(s) and STEPP POC.</p>   |
| <p><b>Primary Activity #4</b></p>   | <p>The Contractor shall, at a minimum, annually, and in collaboration with TA provider, create and utilize an evaluation plan to review, update, and implement activities documented in a project evaluation plan.</p>  |
| <p><b>Primary Activity #5</b></p>   | <p>The Contractor shall participate in a minimum of two (2) STEPP approved trainings or capacity building opportunities, annually.</p>  |
| <p><b>Objective #2:</b> No later than the expiration date of this contract, engage in tobacco policy change processes using a CDPHE-provided framework in order to advance community understanding and eventual adoption of policy changes that can reduce prevalence and initiation of tobacco use.</p> <p>This advances the program’s goals to see that tobacco prevalence and initiation among youth and young adults (18-24 years old) and, with an emphasis on low SES population will both decrease by fifty percent (50%) in Colorado.</p> |   |
| <p><b>Primary Activity #1</b></p>   | <p>The Contractor shall, following the implementation plan and with support from CDPHE and other technical assistance providers, work to prevent tobacco use initiation and encourage cessation among youth and young adults through promotion of tobacco-free social norms, including school-based tobacco-free policies, community mobilization, or a combination of both, with focus on access to tobacco products strategies.</p>   |
| <p><b>Objective #3:</b> No later than the expiration date of this contract, engage in tobacco policy change processes using a CDPHE-provided framework in order to advance community understanding and eventual adoption of policy changes that can reduce exposure to secondhand smoke.</p> <p>This advances the program’s goals to see that exposure to secondhand smoke and vapor, with an emphasis on low SES population will both decrease by fifty percent (50%) in Colorado.</p>   |   |
| <p><b>Primary Activity #1</b></p>   | <p>The Contractor shall, following the implementation plan and with support from CDPHE and other technical assistance providers, work to provide education that facilitates, promotes or supports the adoption, implementation or enforcement of local community or place-based smoke/vapor/tobacco-free policies.</p>  |
| <p><b>Objective #4:</b> No later than the expiration date of this contract, increase access to and uptake of evidence-based tobacco treatment services through culturally appropriate strategies applied within varied community care settings.</p> <p>This work advances the program’s goals that the cessation success gap affecting low SES youth and adult smokers decreases by fifty percent (50%) and tobacco dependence is treated as a chronic condition by all health systems in Colorado.</p>   |   |
| <p><b>Primary Activity #1</b></p>   | <p>1.a. The Contractor shall, following the implementation plan and with the support from CDPHE and other technical assistance providers, promote and support the widespread adoption of tobacco cessation interventions, including environmental approaches, in a variety of medical and social services settings.</p> <p>1.b. The Contractor shall educate and train health care decision makers about the health and economic burden imposed by tobacco use and the evidence base for clinical cessation interventions, including the cost-effectiveness and return on investment of these interventions, and the importance of treating tobacco use as a chronic condition.</p> |
| <p><b>Primary Activity #2</b></p>   | <p>1.a. The Contractor shall, following the implementation plan and with the support from CDPHE and other technical assistance providers, provide education and technical assistance to maximize opportunities to screen for tobacco use and link tobacco users to evidence-based tobacco dependence counseling and medications.</p> <p>1.b. The Contractor shall work with health systems to support the reduction of barriers to accessing cessation services by integrating treatment and referral processes into</p>  |

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|   | <p>existing medical and social care settings and promoting availability of low or no cost cessation benefits, including those offered through the Colorado QuitLine and Medicaid. Where applicable, the Contractor shall support the adoption of tobacco-free policies.</p>  |
| <p><b>Objective #5:</b> No later than the expiration date of this contract, support activities that focus on advancing health equity and eliminating tobacco-related health disparities by intentionally incorporating these activities into the work of each strategy area across all objectives listed above.</p> <p>This advances the statewide objective to identify and eliminate tobacco-related disparities among population groups.</p> |  |
| <p><b>Primary Activity #1</b></p>   | <p>1.a. The Contractor shall, following the implementation plan and with support from CDPHE and other technical assistance providers, provide education, as the Contractor introduces and supports policy solutions and other tobacco control strategies at the local level, to build awareness around tobacco-related health disparities and the importance of policies that influence tobacco use.</p> <p>1.b. The Contractor shall build or maintain a sustainable, strong and broad local coalition of tobacco control advocates.</p>  |
| <p><b>Standards and Requirements</b></p>  | <ol style="list-style-type: none"> <li>1. The content of electronic documents located on CDPHE and non-CDPHE websites and information contained on CDPHE and non-CDPHE websites may be updated periodically during the contract term. The contractor shall monitor documents and website content for updates and comply with all updates.</li> <li>2. The Contractor shall ensure that all work follows best practices using the following as required resources. This information is incorporated and made part of this document by reference and are located at the following websites             <ol style="list-style-type: none"> <li>a. CDC's Best Practices for Comprehensive Tobacco Control Programs—2014 available at the following website:<br/> <a href="http://www.cdc.gov/tobacco/stateandcommunity/best_practices/pdfs/2014/comprehensive.pdf">http://www.cdc.gov/tobacco/stateandcommunity/best_practices/pdfs/2014/comprehensive.pdf</a></li> <li>b. Best Practices for Comprehensive Tobacco Control Programs at the Local Level (NACHHO), available at the following website:<br/> <a href="https://www.naccho.org/uploads/downloadable-resources/Best-Practices-Tobacco-Programs-Local-Level-2015.pdf">https://www.naccho.org/uploads/downloadable-resources/Best-Practices-Tobacco-Programs-Local-Level-2015.pdf</a></li> <li>c. US Public Health Service Clinical Practice Guideline: <i>Treating Tobacco Use and Dependence - 2008 Update</i>, available at the following website:<br/> <a href="http://www.ncbi.nlm.nih.gov/books/NBK63952/">http://www.ncbi.nlm.nih.gov/books/NBK63952/</a></li> </ol> </li> <li>3. The Contractor shall comply with and ensure that all work follows the requirements in the LPHA Core Framework and Foundational Activities. This document is incorporated and made part of this contract by reference and is available on the following website:<br/> <a href="http://www.tobaccofreeco.org">http://www.tobaccofreeco.org</a></li> <li>4. The Contractor shall use the following sources and approaches to assess the tobacco problem as appropriate. This information is incorporated and made part of this contract by reference and are located at the following websites:             <ol style="list-style-type: none"> <li>a. The Attitudes and Behaviors Survey (TABS) 2015, or most recent, available on the following website:<br/> <a href="http://www.ucdenver.edu/academics/colleges/PublicHealth/community/CEPEG/TABS/Pages/TABS.aspx">http://www.ucdenver.edu/academics/colleges/PublicHealth/community/CEPEG/TABS/Pages/TABS.aspx</a></li> <li>b. Healthy Kids Colorado Survey available on the following website:<br/> <a href="http://www.ucdenver.edu/academics/colleges/PublicHealth/community/CEPEG/">http://www.ucdenver.edu/academics/colleges/PublicHealth/community/CEPEG/</a></li> </ol> </li> </ol> |

[UnifYouth/Pages/HealthyKidsSurvey.aspx](http://UnifYouth/Pages/HealthyKidsSurvey.aspx)

- c. CDPHE Tobacco Retail Scan Link available on the following website:  
<http://www.tobaccofreeco.org>
  - d. FDA Store Audits available on the following website:  
<http://www.fda.gov/TobaccoProducts/GuidanceComplianceRegulatoryInformation/ucm232109.htm>
  - e. Colorado QuitLine information is available on the following website:  
<https://www.coquitline.org/>
  - f. Colorado QuitLine reports are available on the following website:  
<http://www.tobaccofreeco.org>
  - g. STEPP Implementation Plan Template is available on the following website:  
<http://www.tobaccofreeco.org>
  - h. STEPP Tobacco Focused Community Profile guidance is available on the following website: <http://www.tobaccofreeco.org/>
  - i. Focus Group studies approach.
  - j. Observational studies approach, including PhotoVoice.
  - k. Key Informant interviews approach.
5. The Contractor shall provide metrics, measures and progress reporting via a reporting tool through CDPHE's evaluation contractor. These data will be aggregated as part of the macro-evaluation of the grants program.
  6. The Contractor shall use all standardized survey tools available from CDPHE to conduct the knowledge assessment, follow up assessments with Health Care Agencies, 5As, AAR, and Workflow Assessment. This information is incorporated and made part of this contract by reference and is available on the following website:  
<http://www.tobaccofreeco.org>
  7. The Contractor shall inform the STEPP Tobacco Program point of contact within 15 days if updating the Evaluation Plan.
  8. The Contractor shall develop an Evaluation Plan that includes:
    - a. the participation of the Contractor in evaluation-related TTA as recommended by CDPHE program staff;
    - b. coordination with the external evaluation Contractor by providing access to program information and data as needed by CDPHE's evaluation Contractor;
    - c. attendance at quarterly meetings (or more often as needed) with CDPHE's evaluation contractor to provide program updates and to review evaluation progress, successes and barriers;
    - d. compliance with data reporting requirements established by CDPHE's evaluation Contractor.
  9. The Contractor shall develop and implement a media plan with guidance from the CDPHE Tobacco Communications Specialist prior to placement of any media buys or implementation of any community education plan through media mechanisms. CDPHE will approve all media plans or placement of media buys a minimum of 15 business days prior to plan implementation or media buys placement.

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|  | <p>10. The Contractor shall use existing, customizable media materials. This information is incorporated and made part of this contract by reference and is located on the CDPHE website <a href="http://cohealthresources.org/">http://cohealthresources.org/</a>. Should these existing materials not meet Contractor needs, the Contractor shall obtain approval for the development of additional resources from the CDPHE Tobacco Program POC at a minimum, 15 business days prior to use.</p> <p>11. The Contractor shall participate annually in a minimum of one (1) consultation meeting with the CDPHE-approved Technical Assistance Provider(s) to update the Contractor's implementation plan for each identified and selected A35 strategy in the implementation plan.</p> <p>12. The Contractor shall facilitate the development of Tobacco-free Schools Policies that are consistent with Colorado's Tobacco Free Schools Law (C.R.S. 25.14.103.5) and the Teen Tobacco Use Prevention Act (C.R.S. 25-14-301). This information is incorporated and made part of this contract by reference and is available at the following websites: <a href="#">Tobacco Free Schools Law</a> and <a href="https://www.colorado.gov/pacific/sites/default/files/Possession.pdf">https://www.colorado.gov/pacific/sites/default/files/Possession.pdf</a></p> <p>13. The Contractor shall utilize STEPP approved evidence-based tobacco prevention strategies, including at a minimum Not-On-Tobacco and Second Chance programs and Technical Assistance for support and assistance on implementing evidence-based strategies in schools.</p> <p>14. The Contractor shall prioritize low-SES and other priority populations in any work to reduce tobacco use in settings such as schools, multi-unit housing, health care systems, social service settings, municipal settings, and other applicable settings.</p> <p>15. The Contractor shall, in all efforts to educate the community and policy makers about tobacco control policies which reduce tobacco use, utilize a youth /adult task force model of community mobilization. The Contractor shall lead efforts to build a sustainable, strong and broad local coalition.</p> <p>16. The Contractor shall inform STEPP, within five (5) business days of passage, of any tobacco control municipal ordinance, organizational policy issues, or both that are aligned with the LPHA Core Framework which arise in the Contractor's county and are not already covered under deliverables in this Statement of Work. The Contractor shall collaborate with STEPP in determining a local strategy approach in order to promote environmental change processes to reduce tobacco initiation, use and exposure to secondhand smoke among the Local Community's most tobacco-burdened populations.</p> <p>17. The Contractor shall ensure that food and drinks provided at CDPHE-funded meetings or events meet nutrition standards consistent with Healthy Meeting and Event Guidelines. These guidelines are incorporated and made part of this contract by reference and are available at the following website <a href="http://www.tobaccofreeco.org">http://www.tobaccofreeco.org</a></p> <p>18. The Contractor shall, unless otherwise stated, submit all deliverables via email to the STEPP Tobacco Program Generalist at <a href="mailto:cdphe_stepp_pg@state.co.us">cdphe_stepp_pg@state.co.us</a>.</p> <p>19. The Contractor shall not begin activities in the implementation plan until approved by CDPHE.</p> <p>20. The Contractor shall participate in scheduled STEPP Update calls.</p> <p>21. The Contractor shall participate in scheduled Learning Community Calls specific to evidence-based tobacco program interventions in which the Contractor engages.</p> |
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|   | <p>22. The Contractor shall inform the STEPP POC within 15 business days of the hire of any new tobacco program staff members and arrange for a time for new employee(s) to be introduced to the CDPHE STEPP Point of Contact and discuss STEPP roles and responsibilities.</p> <p>23. The Contractor shall ensure that all new tobacco program staff members complete <i>Foundations of Tobacco Control</i> modules 1-3 within one (1) month of hire and Modules 4-7 shall be completed within three (3) months of hire based upon LPHA-selected strategic identified in the TFCP. These modules are incorporated and made part of this contract by reference and are available at the following website: <a href="https://www.tobaccocontrolco.org/">https://www.tobaccocontrolco.org/</a>.</p> <p>24. The Contractor shall ensure that all new tobacco program staff members engaged in Strategy 1.1 of the FY19-21 LHA Core Framework complete Tobacco Retailer Education module within six (6) months of hire. This module is incorporated and made part of this contract by reference and is available at the following website: <a href="http://www.tobaccofreeco.org">http://www.tobaccofreeco.org</a></p> <p>25. The Contractor shall ensure that all new tobacco staff members participate within three (3) months of hire in the STEPP New Employee Orientation training. This training is incorporated and made part of this contract by reference and is available at the following website: <a href="http://www.tobaccofreeco.org">http://www.tobaccofreeco.org</a></p> <p>26. The Contractor shall ensure that all new tobacco staff members participate within three (3) months of hire in <i>Public Health 101</i> training. This training is incorporated and made part of this contract by reference and is available at the following website: <a href="http://www.tobaccofreeco.org">http://www.tobaccofreeco.org</a></p> <p>27. The Contractor shall complete the final project report as a non-reimbursable deliverable.</p> <p>28. The Contractor shall obtain from its subcontractors and maintain, at a minimum, a Memorandum of Understanding or other binding contractual agreement and provide a copy, upon request, to CDPHE within 15 calendar days of the execution date of the contract.</p> <p>29. If purchasing gift cards, the Contractor shall provide to CDPHE upon request written procedures related to gift card purchasing and handling. At a minimum, the procedures shall include the following:</p> <ol style="list-style-type: none"> <li>a. How the gift card inventory is tracked and maintained;</li> <li>b. Gift card storage and safeguards against theft</li> <li>c. The primary person responsible for securing and distribution of gift cards</li> <li>d. A gift card distribution log that records each gift card number, dollar amount, and the printed name and signature of each gift card recipient.</li> </ol> |
| <p><b>Expected Results of Activity(s)</b></p> | <ol style="list-style-type: none"> <li>1. Demonstrated progress of primary activities based upon implementation plan.</li> <li>2. Tobacco prevalence and initiation among youth and young adults (18-24 years old) with an emphasis on low SES population will both decrease in Colorado.</li> </ol>   |

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|   | <ol style="list-style-type: none"> <li>3. Exposure to secondhand smoke and vapor, with an emphasis on low SES population will decrease in Colorado.</li> <li>4. Cessation success gap affecting low SES youth and adult smokers decreases.</li> <li>5. Tobacco dependence is treated as a chronic condition by all health systems in Colorado.</li> </ol>   |
| <p><b>Measurement of Expected Results</b></p> | <ol style="list-style-type: none"> <li>1. Any new community policy leading to the progress of overall programmatic goals identified in objectives above.</li> <li>2. Creation of the Tobacco-Focused Community Profile.</li> <li>3. Development of implementation plan to identify strategies in which the Contractor will engage.</li> <li>4. Timely completion and submission of quarterly and annual progress reports.</li> <li>5. Number of place-based or school-based tobacco-free policies.</li> <li>6. Evidence of engagement of the health neighborhood through the promotion of evidence based tobacco control practices.</li> <li>7. Decrease in tobacco-use prevalence, especially among low-SES and priority populations.</li> </ol> |



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|                     | <p>8. Increase in quit attempts especially among low-SES and priority populations.</p> <p>9. Engagement and maintenance of a community-led task force.</p> |  |
|                     |  | <b>Completion Date</b>   |
| <b>Deliverables</b> | 1. The Contractor shall submit quarterly and annual CDPHE-approved progress report.  | No later than 10/15, 1/15, 4/15 and 7/15, annually.  |
|                     | 2. The Contractor shall submit a Tobacco Focused Community Profile.  | No later than 12/31/2018.  |
|                     | 3. The Contractor shall submit an implementation plan for each objective and strategy identified in the TFCP and this Statement of Work.                   | No later than 4/30/2019 and no later than 10/1 annually, thereafter.   |
|                     | 4. The Contractor shall submit a media plan to STEPP POC for approval.   | At minimum, 15 business days prior to the placement of any media, as applicable, throughout the contract term. |
|                     | 5. The Contractor shall submit an updated evaluation plan.   | No later than 4/30/2019, 12/31/2019, and 12/31/2020.   |

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|  | <p>6. The Contractor shall submit as a non-reimbursable deliverable a final comprehensive report for the three-year contract term.</p> | <p>No later than 7/15/2021.</p> |
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**V. Monitoring:**

CDPHE monitoring of this contract for compliance with performance requirements will be conducted throughout the contract period by the STEPP Tobacco Program Generalist. Methods used will include a review of documentation determined by CDPHE to be reflective of performance to include fiscal and programmatic documentation as applicable. The Contractor’s performance will be evaluated at set intervals and communicated to the Contractor. A Final Contractor Performance Evaluation will be conducted at the end of the life of the contract.

**VI. Resolution of Non-Compliance:**

The Contractor will be notified in writing within **15** calendar days of discovery of a compliance issue. Within **30** calendar days of discovery, the Contractor and the State will collaborate, when appropriate, to determine the action(s) necessary to rectify the compliance issue and determine when the action(s) must be completed. The action(s) and timeline for completion will be documented in writing and agreed to by both parties. If extenuating circumstances arise that requires an extension to the time line, the Contractor must email a request to the STEPP Tobacco Program Generalist and receive approval for a new due date. The State will oversee the completion/implementation of the action(s) to ensure time lines are met and the issue(s) is resolved. If the Contractor demonstrates inaction or disregard for the agreed upon compliance resolution plan, the State may exercise its rights under the provisions of this contract.