

**AMENDMENT TO AGREEMENT
BETWEEN THE COUNTY OF SAN MATEO AND
YOUTH LEADERSHIP INSTITUTE**

THIS AMENDMENT TO THE AGREEMENT, entered into this _____ day of _____, 2010, by and between the COUNTY OF SAN MATEO, hereinafter called "County," and Youth Leadership Institute hereinafter called "Contractor";

W I T N E S S E T H:

WHEREAS, pursuant to Government Code, Section 31000, County may contract with independent contractors for the furnishing of such services to or for County or any Department thereof;

WHEREAS, the parties entered into an Agreement for alcohol and prevention services for the term of July 1, 2009 through June 30, 2011, for a maximum amount of \$179,558; and

WHEREAS, the parties wish to amend the Agreement to add tobacco prevention services for the term of July 1, 2010 through June 30, 2011, increase the maximum amount by \$70,000 for a maximum amount of \$249,558.

NOW, THEREFORE, IT IS HEREBY AGREED BY THE PARTIES HERETO AS FOLLOWS:

1. Paragraph 1 of the agreement is amended to read as follows:

1. Exhibits

The following exhibits and attachments are included hereto and incorporated by reference herein:

Exhibit A:	Description of Services
Exhibit B:	Method and Rate of Payment
Attachment A	Smoke Free Hollywood
Attachment B	Project CASA (Smoke-free Housing Project)
Attachment 1:	Assurance of Compliance with Section 504
Attachment 2:	Fingerprinting Compliance Form
Attachment 3:	Contractor Declaration Form

2. Paragraph 3.A. of the agreement is amended to read as follows:

A. Maximum Amount

In consideration of the services provided by Contractor in accordance with all terms, conditions and specifications set forth herein, in Exhibit A, and in the Alcohol and

Other Drug Services Policy and Procedure Manual, County shall make payment to Contractor based on the rates and in the manner specified in Exhibit B and attachments herein for the contract term. The County reserves the right to withhold payment if the County determines that the quantity or quality of the work performed is unacceptable.

The total fiscal obligation under this Agreement shall not exceed TWO HUNDRED FORTY-NINE THOUSAND FIVE HUNDRED FIFTY-EIGHT DOLLARS (\$249,558). The County's total fiscal obligation shall not exceed \$89,779 for FY 2009-10, and \$159,779 for FY 2010-11.

3. Paragraph 16 of the agreement is amended to read as follows:

16. Notices

Any notice, request, demand, or other communication required or permitted hereunder shall be deemed to be properly given when both (1) transmitted via facsimile to the telephone number listed below and (2) either deposited in the United States mail, postage prepaid, or when deposited for overnight delivery with an established overnight courier that provides a tracking number showing confirmation of receipt for transmittal, charges prepaid, addressed to:

In the case of County, to:

County of San Mateo (AOD Prevention)
Director, Alcohol and Other Drug Services
225 - 37th Avenue
San Mateo, CA 94403

Or

County of San Mateo (Tobacco Prevention)
Brian Zamora, Director, Community Health
San Mateo County Health System
225 37th Avenue
San Mateo, CA 94403

In the case of Contractor, to:

YOUTH LEADERSHIP INSTITUTE
MAUREEN SEDONAEN, CEO
555 Northgate Drive, Suite 265
San Rafael, CA 94903

4. Exhibit A is hereby deleted in its entirety and replaced with the attached Exhibit A.
5. Exhibit B is hereby deleted in its entirety and replaced with the attached Exhibit B.

6. All other terms and conditions of the agreement dated June 9, 2009, between the County and Contractor shall remain in full force and effect.

IN WITNESS WHEREOF, the parties hereto, by their duly authorized representatives, have affixed their hands.

COUNTY OF SAN MATEO

By: _____
President, Board of Supervisors, San Mateo
County

Date: _____

ATTEST:

By: _____
Clerk of Said Board

Maureen Sedonaen, President and CEO, Youth Leadership Institute

Contractor's Signature

Date: _____

Exhibit A - Description of Services YOUTH LEADERSHIP INSTITUTE

Alcohol and Drug Prevention Services

Contractor will provide the following alcohol and drug prevention services at mutually agreed upon locations in San Mateo County. All payments under this Original Agreement must directly support services specified in this Exhibit A. In providing its services and operations, Contractor will maintain compliance with requirements of the AOD Policy and Procedure Manual including additions and revisions, incorporated by reference herein.

I. Alcohol and Drug Prevention Services

A. Services:

1. Countywide Friday Night Live (FNL) and Club Live (CL) alcohol and drug prevention services will be provided.

B. Administrative and Reporting Requirements

1. Maintain documentation of all activities in accordance with the California Outcomes Measurement System for Prevention (CalOMS Pv) reporting requirements. Make such documentation available to the AOD Program Analyst.
2. Enter data documenting Contractor's services into the California Department of Alcohol and Drug Programs' web-based CalOMS data system on a weekly basis-as services occur.
3. Report hours of staff availability dedicated to alcohol and drug prevention direct program services, preparation time, and record keeping time for each program year. Annual hours of staff availability are determined based on the formula 1 FTE = 1,787 hours of staff availability.

II. Description of Unique Program Services

A. PREVENTION SERVICES

Friday Night Live (FNL) and Club Live (CL) Programs

Support and Capacity Building for eight (8) to twelve (12) FNL/CL Member Groups of which two (2) to four (4) will be Action Teams. Action teams are member groups which will receive specialized technical assistance to ensure a fun, meaningful, and successful project, access to the FNL fund for resources, and opportunities to promote and receive community and countywide recognition.

Each Member Group will include a minimum of eight (8) youth participants. Contractor's program staff will provide the following:

1. Adult Advisor Support

- a. Consult with each FNL/CL member group adult advisor on a bi-monthly basis.
- b. Hold four countywide convenings of all FNL member groups and/or adult advisors each year to provide a forum for support, collaboration and training. Convenings may include but are not limited to: orientation/open house; round table forum; action planning training, etc.
- c. Assist member group adult advisors in sustaining and supporting member groups. Assistance may include, but is not limited to: designing skill-building activities; facilitating a youth development process; Alcohol, Tobacco, and Other Drug (ATOD) prevention; and environmental prevention projects.
- d. Develop and maintain a network for the FNL/CL member groups to share information about member group activities, and to encourage support, networking, and opportunities for member groups to collaborate on projects.

2. Community Capacity Support

- a. Outreach and provide linkages to AOD funded Community-based prevention partnerships regarding participation in countywide networking and training opportunities.
- b. Invite Community-based prevention partnerships to participate in the San Mateo County FNL Network and offer 1-2 individualized trainings, or consultations per partnership.

3. Prevention Youth Council

- a. Recruit a diverse core group of eight (8) to ten (10) youth participants representing different FNL/CL member groups and/or San Mateo County communities to serve as the countywide Youth Council for San Mateo County FNL/CL. The Youth Council will act as an FNL Action Team.
- b. The Youth Council will identify, develop and implement environmental prevention efforts based on community and/or county needs assessment data and in alignment with the County's AOD Strategic Prevention Framework goals and objectives.
- c. Contractor's staff will meet with Youth Council members monthly to plan and implement county-wide prevention campaigns and participate in social norm change efforts. Contractor will maintain documentation of meetings to include: meeting times/dates; sign in sheets; agenda and minutes.
- d. The Youth Council will coordinate one (1) county-wide youth convening. Examples of county-wide youth convenings include but are not limited to: planning forums/roundtable discussion forums; press conference/media event; town hall meeting; call to action on AOD-related issue, strategy and/or change effort.

4. Support Local FNL/CL Participation in Countywide, Regional, and Statewide Opportunities. Contractor will maintain Membership In Good Standing (MIGS) of the State FNL Network by meeting the standards of the network to ensure program quality and accountability. The MIGS criteria reflects and demonstrates prioritized evidence based youth development practices prevention strategies to achieve FNL outcomes.

Contractor's program staff will provide opportunities for San Mateo County youth who are participants in FNL and CL member groups/action teams to participate in Countywide, Regional, and Statewide opportunities by:

- a. Coordinating participation of San Mateo County youth in regional and statewide trainings, conferences, and events including Contractor's trainings and FNL/CL regional events.
- b. Assuring that member groups receive information about and have the opportunity to participate in countywide trainings and networking opportunities provided by Youth Leadership Institute Friday Night Live Partnership.
- c. Training the Prevention Youth Council and FNL/CL participants to present workshops and take other leadership roles at countywide, regional, and statewide convening and conferences.

B. TRAINING AND TECHNICAL ASSISTANCE

1. Contractor will provide countywide and site-specific activities designed to:
 - a. increase FNL/CL youth participants' awareness of alcohol, tobacco and other drug issues and environmental prevention strategies, and
 - b. increase their skills and ability to address these issues through countywide and site specific activities.

In addition, Contractor will provide training and skill-building assistance to parents and adult advisors of FNL/CL youth participants which include training and consultation with regard to understanding, implementing and evaluating Youth Development Principles and Standards of Practice as well as ATOD-related training and consultation.

2. Training and Technical Assistance will include the following skill and topic areas:
 - a. Intensive orientation and/or training based on the environmental approach, including strategies and techniques, to addressing ATOD and related problems.
 - b. Action planning;
 - c. ATOD prevention;
 - d. Community Assessment and Asset Mapping;
 - e. Alcohol advertising and promotion strategies;
 - f. Strategies for change;
 - g. Diversity awareness;
 - h. Youth Development; and
 - i. Evaluation

C. EVALUATION:

1. Implement Contractor's Surveys measuring skill and knowledge development, level of program involvement, and demographic information (either through Pre and Post surveys or reflective surveys).
2. Implement Contractor's Youth Development Surveys measuring youth development outcomes in program settings (caring & meaningful relationships, skill building opportunities, school & community engagement, safe environments, and leadership & advocacy opportunities), level of program involvement, and demographic information.
3. Implement the surveys in addition to other required prevention outcome objectives data and reports described in the Alcohol and Other Drug Services Policy and Procedure Manual.

III. Prevention hours of staff availability:

- A. Contractor shall provide one thousand seventy one (1,071) hours of staff availability dedicated to alcohol and drug prevention direct program services, preparation time, and record keeping time. The staff available hours are the contracted units of service. Provide the hours as follows:
1. Provide eight hundred fifty-seven (857) hours of staff availability for the FNL program.
 2. Provide two hundred fourteen (214) hours of staff availability for the CL program.

IV. Performance Measures

75% of youth participating in San Mateo County Friday Night Live programs shall experience "sufficient" to "strong" experiences for all FNL Youth Development Standards of Practice: 1) Emotional and physical safety; 2) community engagement; 3) leadership and advocacy; 4) relationship building and; 5) relevant skill development. This will be measured by the annual administration of YLI's Youth Development Survey, a 55-item survey for youth participants designed to measure the extent to which each of these Standards of Practice is applied in their program setting. These five standards of youth development practice are directly related to the set of features with proven links to positive youth outcomes.

Tobacco Prevention Program Services

In consideration of the payments set forth in Exhibit "B", Contractor shall provide the following services:

I. Smoke-free movie educational campaign

- A. Contractor will complete agreed upon activities as delineated in Attachment A.

II. Project CASA (Smoke-free Housing Project)

- A. Contractor will complete agreed upon activities as delineated in Attachment B.

**EXHIBIT B – PAYMENTS AND RATE OF PAYMENTS
YOUTH LEADERSHIP INSTITUTE**

In full consideration of the services provided by Contractor, County shall pay Contractor as follows:

I. Flat Rate Alcohol and Drug Prevention Services

A. In full consideration of the services provided by Contractor, the total amount for alcohol and drug prevention services described in this Agreement is ONE HUNDRED SEVENTY NINE THOUSAND FIVE HUNDRED FIFTY-EIGHT DOLLARS (\$179,558).

The program funding for each year of the project is as follows:

1. For the period of July 1, 2009 through June 30, 2010, payment shall not exceed EIGHTY NINE THOUSAND SEVEN HUNDRED SEVENTY-NINE DOLLARS (\$89,779).
2. For the period of July 1, 2010 through June 30, 2011, payment shall not exceed EIGHTY NINE THOUSAND SEVEN HUNDRED SEVENTY-NINE DOLLARS (\$89,779).
3. In any event, funding for FY2010-11 is contingent upon availability of funds for AOD Prevention services and the Contractor's satisfactory progress on contracted service deliverables.

B. Payments

County will pay Contractor the total contract amount in twenty four (24) monthly payments based on the payment schedule below. County will pay Contractor's monthly payment within 30 days, upon timely submission of reports as outlined in the AOD Policy and Procedure Manual. All payments under this Agreement must directly support services specified in this Agreement.

July 1, 2009 through June 30, 2010

	Funding Amount	Monthly Payment Amount	Release of Payment
NRC Funded Prevention			
Club Live	17,956	\$1,496.33	12 monthly payments
Friday Night Live	71,823	\$5,985.25	12 monthly payments
Total	\$89,779		

July 1, 2010 through June 30, 2011

	Funding Amount	Monthly Payment Amount	Release of Payment
NRC Funded Prevention			
Club Live	17,956	\$1,496.33	12 monthly payments
Friday Night Live	71,823	\$5,985.25	12 monthly payments
Total	\$89,779		

II. Tobacco Prevention Services

A. In full consideration of the services provided by Contractor, the total amount for tobacco prevention services described in Attachment A – Smoke Free Hollywood and Attachment B – Project CASA is SEVENTY THOUSAND DOLLARS (\$70,000).

1. Smoke Free Hollywood

- a. Contractor will provide services described in column labeled “Major Activities” by the date listed in the column labeled “Completion Date.”
- b. Contractor will invoice County per amount described in the column labeled “Payment” upon completion of each major activity, and County will remit payment.
- c. Contractor will submit an invoice for services completed at least once per quarter (every 3 months).
- d. The maximum amount to be paid to Contractor for services in Attachment A is THIRTY THOUSAND DOLLARS (\$30,000).

2. Project CASA

- a. Contractor will provide services describe in column labeled Major Activities by the date listed in the column labeled Completion Date.
- b. Contractor will invoice County per amount described in the column labeled Payment upon completion of each major activity, and County will remit payment.
- c. Contractor will submit an invoice for services completed at least once per quarter (every 3 months).
- d. The maximum amount to be paid to Contractor for services in Attachment B is FORTY THOUSAND DOLLARS (\$40,000).

Attachment A – Smoke Free Hollywood

Agency Name	Youth Leadership Institute
Project Title	Smoke Free Hollywood

Hollywood and Tobacco Goal: At least 2 cities will pass a resolution supporting smoke-free movies including: using an “R” rating for movies that depict smoking; requiring a certificate of no pay-off in the credits, and halting the depiction of tobacco brands in the movies. The campaign will be supported by a social marketing campaign and a youth tobacco advocacy training series for all interested Tobacco Education Coalition (TEC) partners.

Project Description

In partnership with San Mateo County Tobacco Prevention Program and the San Mateo County Tobacco Education Coalition, this project will promote youth leadership while supporting community-based tobacco-control advocacy. YLI will coordinate a countywide youth tobacco prevention coalition—YO Mateo (Youth Organizing San Mateo County) to promote, raise public awareness, and advocate for policy and practices that to reduce movie industry sponsorship of tobacco in films in the two following geographic regions which have movie theaters: 1) Mid County (San Bruno, or Burlingame) and 2) South County (Redwood City). To sustain campaign momentum, YO! Mateo will continue its campaign in Redwood City and identify a new city to begin a campaign in.

To increase the empowerment and voice of local youth leaders, YLI will distribute a mini-grant to an existing Friday Night Live chapter in San Bruno or Burlingame to collaborate on a parallel campaign. This partner agency will receive training and technical assistance from YLI staff to aid in completion of project objectives and become a new member of the Tobacco Education Coalition (TEC) to increase diversity and geographical reach of TEC advocacy.

<u>Objective 1</u>	<u>Major Activities</u>	<u>Completion Date</u>	<u>Documentation / Process Measures</u>	<u>Payment</u>
<p>1. By June 30, 2011, conduct at least one major event to raise community awareness of the issue of smoking in films, with 50-100 people in attendance. The event may include a “stomp night” at a local theatre or other venue, where youth participants are asked to stomp their feet when they see tobacco depicted in a film or another community awareness event that includes at least a 20 minute presentation about the topic by youth advocates. The event will be funded by the program and will give youth advocates a chance to speak to their community about the harms of tobacco in films. All participants will be given educational materials and asked to take action, such as writing a letter to the industry, joining the campaign as an advocate, or speaking to their family and friends</p>	<p>1.a Develop event logistics (possible locations, event type, contact information, etc.).</p>	9/30/10	List of locations/catering services and contacts	\$1,000
	<p>1.b Contact people to be involved (i.e. speakers, assistants, etc.) and secure event date.</p>	10/30/10	List of contacts	
	<p>1.c Plan out event activities and develop agenda.</p>	11/30/10	Event agenda	\$1,500
	<p>1.d Gather information to be distributed during event, including surveys, letters to the industry, informational flyers, pledge forms, etc.</p>	11/30/10	Forms/informational sheets	\$1,000
	<p>1.e Send out e-mails/invitations and/or design and post flyers promoting the</p>	12/30/10	Invitations/ flyers	\$1,000

about the problem in order to raise local awareness.	event.			
	1.f Hold event including youth presentation and other informational activity- collect at least 50 surveys, letters to the industry, or other as agreed upon with Tobacco Prevention Program.	2/28/11	Event photos Collected and analyzed letters/surveys	\$1,500

<u>Objective 2</u>	<u>Major Activities</u>	<u>Completion Date</u>	<u>Documentation / Process Measures</u>	<u>Payment</u>
<p>2. By March 30, 2011, conduct 4-6 one-on-one, 15 minute educational visits with key decision makers in two cities such as elected officials, school board members, PTA members, leaders of community groups, etc. Provide a packet of educational materials and request a letter of endorsement as a representative of their organization.</p>	<p>2.a Develop talking points for educational visits and hold role-play sessions to practice before conducting visits.</p>	1/30/11	Talking Points Outline	\$1,500
	<p>2.b Conduct educational visits and collect 4-6 signed endorsements.</p>	3/30/11	Sign in sheet/Signed Endorsements	\$4,000 (can be invoiced \$1,000 per mtg max \$4,000)

<u>Objective 3</u>	<u>Major Activities</u>	<u>Completion Date</u>	<u>Documentation / Process Measures</u>	<u>Payment</u>
<p>3. By January 30, 2011, youth advocates will conduct a minimum of 2 informational workshops of 20-40 minutes at schools or youth organizations. The workshops will address issues such as the harms associated with smoking, overview</p>	<p>3.a Develop outline and talking points for educational workshops and hold role-play sessions to practice before conducting the presentations.</p>	11/30/10	Talking points/outline	\$1,000
	<p>3.b Conduct informational workshops.</p>	1/30/11	Sign-in sheets	\$2,000 (can be invoiced)

of the tobacco industry's history of movie sponsorship, and giving advice on how individuals can take action against the depiction of smoking in youth-rated films.				\$1,000 per mtg., max \$2,000)
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<u>Objective 4</u>	<u>Major Activities</u>	<u>Completion Date</u>	<u>Documentation / Process Measures</u>	<u>Payment</u>
4. By June 30, 2011, YLI will partner with UCSF office of Stan Glantz, Center for Tobacco Control Research and Education, to launch a youth-led social marketing and advocacy campaign "Media for the Masses" to highlight the tobacco industry's co-option of the entertainment industry to illegally market to youth.	4.a Develop "Media for the Masses" palm cards highlighting the Smoke Free Hollywood campaign goals, research and to mobilize supporters provide information clearly and concisely.	1/30/11	Completed campaign materials	\$2,000
	4.b Revise Smoke Free Hollywood Campaign poster to incorporate into "Media for the Masses" social marketing campaign.		Copy of Revised Poster	\$1,000
	4.c Distribute Media for the Masses campaign	2/28/11	List of Contacts Printed Letters	\$500

	materials to Smoke Free Hollywood partners, TEC members and Friday Night Live partners for increased visibility.			
	4.d Develop campaign website or link from existing website to promote advocacy and action on Smoke Free Hollywood efforts.	1/30/11	Completed website and launch	\$3,000

<u>Objective 5</u>	<u>Major Activities</u>	<u>Completion Date</u>	<u>Documentation / Process Measures</u>	<u>Payment</u>
5. By June 30, 2011, using existing pledge form, collect 200 pledges, per city from community members in support of Smoke-free Movies. The petitions will be shared with community leaders during educational meetings and at public presentations to community leaders. Petition signers will receive an educational take-home material upon signing.	5.a Meet with individuals through health fairs, meetings with community groups, etc. to request support on Hollywood and Tobacco issues.	10/30/10	Listing of outreach efforts	
	5.b Collect 200 pledges in total, to be shared with policymakers who would adopt a smoke-free films city resolution.	11/30/10	Signed pledges	\$1,000

<u>Objective 6</u>	<u>Major Activities</u>	<u>Completion Date</u>	<u>Documentation / Process Measures</u>	<u>Payment</u>
<p>6. By June 30, 2011, build the Tobacco Education Coalition smoke-free movies campaign by recruiting project advocates, training these advocates about the tobacco and Hollywood issue and tactics, developing project strategies and goals, attending Smoke-free Housing workgroup and Tobacco Education Coalition collaborative meetings and events, and participating in California Youth Advocacy Network (CYAN) YouthQuest in Sacramento.</p>	<p>6.a Recruit 4-8 youth advocates for YO! Mateo and partnering FNL Chapter.</p>	9/30/10	List of youth/community member advocates	\$1,000
	<p>6.b Develop tobacco youth advocacy training series with 10-15 hours of skill and knowledge development including: meeting facilitation, public speaking, action planning and community organizing.</p>	10/30/10	Training outline/sign-in sheet	\$1,000
	<p>6.c Train youth advocates on youth tobacco initiation and Tobacco in Hollywood issues.</p>	11/30/10	Training outline/sign-in sheet	\$1,000
	<p>6.d Present about the smoke-free films campaign to City Council members, during their session or individually meeting with members. Request a</p>	6/30/11	Signed resolution from	\$1,000

	smoke-free films resolution to address the issue.			
	6.e Regularly attend and participate in Hollywood and Tobacco Workgroup collaborative meetings (in person or by telephone). These meetings will be scheduled 4-6 times per year. Participate in strategic planning at the start of the campaign to develop a Countywide Midwest Academy Strategic Plan by 9/30/10.	6/30/11	Attendance as noted by Tobacco Prevention Program staff	\$1,000 (invoiced after attending 4 mtgs)
	6.f YLI will designate staff to co-facilitate quarterly Tobacco Education Coalition collaborative meetings.	6/3/11	Sign-in sheets	

	<p>6.g Staff and youth advocates will attend YouthQuest, a youth advocacy event in Sacramento held every Spring. The focus of the event is education and advocacy related to the Smoking and Films issue.</p>	3/30/11	<p>Registration materials/confirmed visit appointment and agenda</p>	\$2,000
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	<p>6.h Prepare a final 3-page report about the project, or conduct a 10 minute presentation to the Tobacco Education Coalition highlighting successes, challenges, and next steps for the work.</p>	6/3/11	<p>Final written report or PowerPoint presentation</p>	\$1,000
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Attachment B – Project CASA (Smoke-free Housing Project)

Agency Name	Youth Leadership Institute
Project Title	YO! Mateo Countywide Tobacco Youth Coalition: Project CASA (Creating Access to Smoke-free Apartments)

Smoke-free Housing Goal: In partnership with the housing residents in one region, YO! Mateo will advocate for the management of at least 4 multi-unit housing complexes (defined as having 10 or more units) to adopt a smoke-free housing policy inclusive of either: designating a minimum of 50% of their units as smoke-free (including patios and balconies), or establishing smoke-free common areas or policies governing other smoke-free designated areas.

Project Description

In partnership with San Mateo County Tobacco Prevention Program and the San Mateo County Tobacco Education Coalition, this project will promote youth leadership while supporting community-based tobacco-control advocacy. YLI will coordinate a countywide youth tobacco prevention coalition—YO Mateo (Youth Organizing San Mateo County) to promote, raise public awareness, and advocate for policy and practices that increase housing resident access to smoke-free areas in two of the five following listed geographic regions: 1) North County (Daly City, Pacifica, South San Francisco), 2) The Coastside (Half Moon Bay, El Granada), 3) South Coast (La Honda, Pescadero), 4) Mid County (San Mateo, San Bruno) and 5) South County (Redwood City, North Fair Oaks, Menlo Park).

To increase the empowerment and voice of housing residents, YLI will work with one community partner agency, Puente de la Costa Sur serving housing residents in the South Coast region, listed above to collaborate on a parallel campaign. This partner agency will receive training and technical assistance from YLI staff to aid in completion of project objectives and become a new member of the Tobacco Education Coalition (TEC) to increase diversity and geographical reach of TEC advocacy.

<u>Objective 1</u>	<u>Major Activities</u>	<u>Completion Date</u>	<u>Documentation / Process Measures</u>	<u>Payment</u>
<p>1. By December 1, 2010, contractor will create a culturally competent “Know your rights” advocacy presentation targeting tenants which will include information on secondhand smoke health harms, landlord liability and disability law, legality of establishing smoke-free rules, market research on demand for smoke-free housing, local data about smoke-free housing preference, information about Americans with Disabilities Act (ADA) requirements for accommodation, tips on how to approach a smoker to negotiate their smoking away from the unit, discussion of speaking to the landlord about adopting a smoke-free policy, and general empowerment-based advocacy tips. The presentation will be used in presentations to tenant community</p>	<p>1.a Youth and staff will research smoking in housing harms, data about smoke-free preference, ADA rules, tips about how to negotiate solutions to smoking problems, and how to approach a landlord about smoke-free housing.</p>	9/30/10	List of data sources; Present the collected data to Smoke-free Housing Workgroup	\$1,000
	<p>1.b Develop a well-rounded presentation outline that highlights any local data and public opinion available, as well as other influential information. Presentation will be tailored for low-income, immigrant populations to build leadership and advocacy for tenant rights.</p>	10/30/10	Presentation Outline	\$500

groups and may be printed for inclusion in educational packets.	1.c Gather data, create presentation and create presentation evaluation form	10/30/10	Finalized Presentation and Presentation Evaluation Form	\$2,000
	1.d Conduct presentation at a TEC meeting and ensure participants evaluate presentation so that revisions can be made as needed.	12/1/10	TEC Evaluation Summary	\$1,000
	1.e Youth and staff will research smoking in housing harms, data about smoke-free preference, ADA rules, tips about how to negotiate solutions to smoking problems, and how to approach a landlord about smoke-free housing.	9/30/10	List of data sources; Present the collected data to Smoke-free Housing Workgroup	\$1,000

<u>Objective 2</u>	<u>Major Activities</u>	<u>Completion Date</u>	<u>Documentation / Process Measures</u>	<u>Payment</u>
<p>2. By December 1, 2010, contractor will develop one advocacy packet utilizing newly developed as well as existing materials and local data including fact sheets about the health and financial costs of smoking in housing; a list of local cities, condos, and apartment complexes that have passed rules limiting smoking in units; sample policy language from Technical Assistance Legal Center (TALC) and a TALC fact sheet about the legality of declaring MUH smoke-free; a CA Apartment Association lease addendum; sample smoke free signage that can be posted by property management, Center for Tobacco Policy and Organization fact sheets about polling on smoke-free housing issues; a cessation service resource listing, and local data based on renter public opinion surveys or other</p>	<p>2.a Research housing policies, liability and disability laws and the impact of smoke-free housing policies on health, housing livability, etc.</p>	<p>9/30/10</p>	<p>List of data sources; Present the collected data to Smoke-free Housing Workgroup</p>	<p>\$1,000</p>
	<p>2.b Develop a well-rounded advocacy packet outline for landlords that highlights local data and public opinion available, as well as other influential information.</p>	<p>10/30/10</p>	<p>Finalized advocacy packet</p>	<p>\$500</p>
	<p>2.c Staff and youth will develop one 5 by 7 marketing palm card to clearly and concisely illustrate campaign goals, research and targets. Staff will present marketing campaign card to Smoke-Free</p>	<p>11/30/10</p>	<p>Marketing palm card mock up.</p>	<p>\$1,000</p>

<p>research.</p> <p>Packets will be modified slightly depending on the target audience who receives each one. The target audience will include potential champions, owners/managers of multi-unit housing, tenant groups, and elected officials.</p>	<p>workgroup for revisions.</p>			
	<p>2.d Gather data and materials, create packet and field test packet with sample audience.</p>	<p>11/30/10</p>	<p>Packet Evaluation Form</p>	<p>\$1,000</p>
	<p>2.e Present advocacy packet at a TEC meeting and ensure participants evaluate packet so revisions can be made as needed.</p>	<p>12/1/10</p>	<p>TEC Evaluation Summary</p>	<p>\$1,000</p>

<u>Objective 3</u>	<u>Major Activities</u>	<u>Completion Date</u>	<u>Documentation / Process Measures</u>	<u>Payment</u>
<p>3. By January 30, 2011, youth and/or community members and staff will host a media event to announce launch of Project CASA campaign to various local media outlets (San Mateo County Times, Pacifica Tribune, San Mateo Daily Journal, Sing Tao, EPA Today, others) regarding the need for smoke-free homes.</p> <p>Collaborate with partner in Smoke-Free Housing Workgroup for media event and highlight that priority populations more often renters and are thus most affected by secondhand smoke drifting into their apartment homes.</p>	<p>3.a Research housing policies, liability and disability laws and the impact of smoke-free housing policies on health, housing livability, etc.</p>	9/30/10	Sources of data – independent data collection, smoke-free housing projects nationwide, materials from TALC, etc; Present the collected data to Smoke-free Housing Workgroup	Completed in 1.a and 2.a
	<p>3.b YLI staff and youth will develop media advocacy materials including: media advisory, press release, Fact Sheet, and press packet for event.</p>	11/30/10	Media advocacy materials	\$1,000
	<p>3.c Host media event.</p>	1/30/11	List of Contacts Published Letters/Articles	\$2,000

<u>Objective 4</u>	<u>Major Activities</u>	<u>Completion Date</u>	<u>Documentation / Process Measures</u>	<u>Payment</u>
<p>4. By May 30, 2011, youth and/or community members and staff will meet with 1-2 city council members in per region to recommend consideration of a smoke-free housing ordinance which may include elements such as smoke-free common areas, a certain percentage of smoke-free units, disclosure to new tenants of where existing smokers live, legal remedies for those affected by secondhand smoke, etc. Organize a meeting with the elected official, share the harms of smoking in multi-unit housing, and recommend for consideration elements that could address the problem.</p>	<p>4.a Initiate contact with council member(s), briefly introduce the project, and request a meeting.</p>	10/30/10	Contact email	\$1,000
	<p>4.b Develop presentation and practice presentation at least once before meeting with the council member.</p>	12/30/10	Presentation outline	\$1,000
	<p>4.c Conduct meetings, and give the council member a copy of educational materials supporting the need for smoke-free housing, as well as an educational packet.</p>	2/28/11	Meeting agenda	\$1,000
	<p>4.d Request a formal consideration by the council member as well as recommendations for next steps to consider a</p>	2/28/11	Signed endorsement or meeting notes indicating next steps	\$1,000

	<p>smoke-free housing ordinance.</p>			
	<p>4.e Follow-up with recommendations from the councilmember. Reply with a thank you note, responses to any unanswered questions, and contact any additional council members or staff who were recommended to you by the council member. If invited, present to a city council meeting and consult with Tobacco Prevention Program, Technical Assistance Legal Center, and/or other partners to assist the city in drafting a city ordinance.</p>	<p>3/30/11</p>	<p>Thank you letter, follow-up materials, correspondence to other staff/elected officials</p>	<p>\$1,000</p>

<u>Objective 5</u>	<u>Major Activities</u>	<u>Completion Date</u>	<u>Documentation / Process Measures</u>	<u>Payment</u>
<p>5. By December 30, 2010, youth and/or community member advocates will conduct community outreach for a total of 6-10 hours per region at health fairs, community festivals, public venues, or other events. This outreach will serve to raise awareness about the issue of smoke-free housing, elicit volunteers, discover tenants who have suffered secondhand smoke harms, share information about how to effectively advocate for smoke-free housing, and collect 100 public opinion surveys on the issue of smoking in multi-unit housing complexes in two regions.</p>	<p>5.a YLI staff and youth and Puente staff and youth will develop outreach plan with tabling at one or several health fairs, community festivals, or similar venues and/or events to complete 6-10 hours of outreach per region.</p>	12/30/10	Email to Tobacco Prevention Program regarding outreach plan	\$500
	<p>5.b Gather educational materials to be used at these outreach events.</p>	7/30/10	Educational materials	
	<p>5.c YLI staff and youth will collaborate with Puente to develop a public opinion survey to gather information from tenants about how they experience secondhand smoke issues in the home.</p>	8/30/10	Completed public opinion survey form	\$1,000

	<p>5.d Collect public outreach, sharing educational materials with tenants, and collecting at least 100 public opinion surveys. This may be supplemented by surveys in other communities due to smaller demographic counts for Pescadero as a rural community. Follow up with any individuals interested in supporting the campaign, and immediately refer any tenants suffering secondhand smoke concerns to the Tobacco Prevention Program.</p>	11/30/10	Listing of outreach venues/schedules/staff or community members involved	\$2,000
	<p>5.e Analyze all public opinion survey data, and include results in further outreach, including any educational materials and meetings with decision makers (landlords and/or elected officials).</p>	12/30/10	Completed analysis of public opinion survey results	\$1,000
	<p>5.f Develop findings and recommendations based on data findings</p>	1/30/10	Findings and recommendations report	\$1,000

<u>Objective 6</u>	<u>Major Activities</u>	<u>Completion Date</u>	<u>Documentation / Process Measures</u>	<u>Payment</u>
<p>6. By June 30, 2011, build the Tobacco Education Coalition smoke-free housing campaign by recruiting project advocates, training these advocates about smoke-free housing issues and strategies, developing a strategy chart to identify routes of attaining project goals, attending Smoke-free Housing workgroup and Tobacco Education Coalition collaborative meetings and events, and participating in policy advancement and networking opportunities such as Capitol Information and Education Days and regional housing conferences.</p> <p>YLI will subcontract one community partner agency to receive trainings and participate in meetings, events and advocacy</p>	<p>6.a Recruit 4-8 youth member advocates for YO! Mateo youth coalition, and/or Puente youth advocates.</p>	9/30/10	List of youth/community member advocates	\$1,000
	<p>6.b Develop tobacco youth advocacy training series with 10-15 hours of skill and knowledge development including: meeting facilitation, public speaking, action planning and community organizing.</p>	10/30/10	Training outline/sign-in sheet	\$2,000
	<p>6.c Provide tobacco youth advocacy training series of 10-15 hours of skill and knowledge development to Puente youth and staff.</p>	10/30/10	Schedule of training series, evaluations from trainings	\$2,000
	<p>6.d Train youth/community members on smoke-free housing policies and second-</p>	11/30/10	Training outline/sign-in sheet	\$2,000

opportunities.	hand smoke issues.			
	<p>6.e Strategize with YO! Mateo and Puente, which communities will be targeted for the smoke-free housing campaign. With the assistance of the Tobacco Prevention Program, go through a one-session strategic planning session to determine targets and tactics.</p>	12/15/10	Completed Midwest Academy Strategy Chart	\$1,000
	<p>6.f Regularly attend and participate in Smoke-Free Housing Workgroup collaborative meetings (in person or by telephone). These meetings will be scheduled between every month to 6 weeks.</p>	6/30/11	Attendance as noted by Tobacco Prevention Program staff	\$1,000 (invoiced after 4 mtgs)

	6.g Designate agency staff as co-facilitator for quarterly Tobacco Education Coalition collaborative meetings.	6/3/11	Sign-in sheets	
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	6.h Attend one special event that will be appropriately budgeted for in an effort to increase visibility of the project and to inform decision makers about the project. Options include annual Capitol Information and Education Days (May event in Sacramento), Local Information and Education Days (October local visit with legislators), or a local housing conference such as Housing Leadership Day (November event locally).	5/15/11	Registration materials/confirmed visit appointment and agenda	\$1,500
	6.i Prepare a final 3-page report about the project, or conduct a 10 minute presentation to the Tobacco	6/3/11	Final written report or PowerPoint presentation	\$2,000

	Education Coalition highlighting successes, challenges, and next steps for the work.			
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<u>Objective 7</u>	<u>Major Activities</u>	<u>Completion Date</u>	<u>Documentation / Process Measures</u>	<u>Payment</u>
7. By May 30, 2011, youth and/or community members and staff will conduct one-on-one, 15 minute educational visits regarding smoke-free housing with 3-5 multi-unit housing managers or landlords of large complexes (more than 10 units each) per region. Multi-unit housing management will be given a packet of educational materials and will be asked to adopt a smoke-free housing policy.	7.a Develop talking points for educational visits and hold role-play sessions to practice before conducting visits.	1/30/11	Talking points outline	\$1,000
	7.b Conduct 3-5 educational visits and request smoke-free housing policy adoption from each manager or landlord.	5/30/11	Sign-in sheet/signed endorsements	\$4,000 (invoiced \$1,000 per mtg. max 4)

<u>Objective 8</u>	<u>Major Activities</u>	<u>Completion Date</u>	<u>Documentation / Process Measures</u>	<u>Payment</u>
<p>8. By May 30, 2011, YO! Mateo and Puente's youth participants will experience research-based Youth Development Standards of Practice that lead to positive short and long-term youth development outcomes: safety; skill-building opportunities; opportunities for youth leadership and advocacy; community engagement opportunities; and relationship building with peers and adults.</p>	<p>8.a Implement YLI's Youth Development evaluation measures: YLI's Pre and Post skills test and Youth Development Survey to youth coalition members and Puente youth advocates.</p>	5/30/11	Number of surveys completed	
	<p>8.b Tabulate and analyze survey results</p>	5/30/11	Mean scores; Survey analysis reports	