

# Proposition 64 Cohort 3 Grant Program

## Local Evaluation Plan

Cannabis Education and Policy Advocacy

Submitted by:

Contra Costa County Alcohol and Other Drugs Services

Prepared by:

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Project Period:

May 1, 2023 – April 30, 2028

## Project Background

Since the passage of Proposition 64 in 2016, cannabis vaping has seen a significant uptick among young people who perceive cannabis as a safer alternative to tobacco. Factors such as increased marketing, a denser retail presence, expanded delivery options, and boosted manufacturing have all fueled the popularity of vaping devices among those under 21. The introduction of electronic smoking devices has shifted the landscape, with the rise of e-cigarettes coinciding with increased cannabis use through vaping, reshaping youth tobacco use patterns.

The California Healthy Kids Survey from 2017 to 2019 painted a concerning picture: over 16% of 11th graders reported recent cannabis use, with a striking 84% choosing cannabis vaping via electronic smoking devices. In Contra Costa County, more than half of young cannabis users (55.4%) concurrently used cannabis with tobacco products, according to the 2019-20 California Student Tobacco Survey. Since 2019, the California Department of Public Health (CDPH) and the Centers for Disease Control and Prevention (CDC) have issued multiple alerts about EVALI (e-cigarette or vaping-associated lung injury), which poses severe health risks, leading the CDC to strongly discourage e-cigarette use among youths and young adults.

While Proposition 64 initially aimed to address social and racial inequities perpetuated by the War on Drugs, it is evident that stronger policies are needed to deter youth cannabis and tobacco initiation. Our goal is to implement an upstream youth development strategy for cannabis education and policy advocacy, aiding cities and jurisdictions in establishing protective measures in this evolving retail landscape.

Contra Costa Health (CCH) Alcohol and Other Drugs Services (AODS) and Tobacco Prevention Programs (TPP), also known as The Partnership, will use a public health centered policy framework to address the impact of the legalization of cannabis on youth. The project will increase knowledge among local policymakers about the harms associated with cannabis vaping use among youth and the negative health outcomes associated with the use of cannabis products and create policy change.

The Partnership will use a community-based participatory approach model with youth, local officials and staff, and the community at large to develop two Coalitions: Contra Costa County Cannabis Prevention Coalition and Youth/Young Adult Cannabis Coalition. Both coalitions will be meeting regularly and work closely with CCH staff to co-learn, research, and take action together. Coalitions will conduct interviews with policymakers within the 19 municipalities in Contra Costa County to understand the key concerns, research current regulations in cannabis to protect the health of the community, assess

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distribution and density of cannabis dispensaries in lower income neighborhoods, review enforcement practices, and ensure policies do not criminalize youth possession, use, or purchase of cannabis, as well as advocate for the regulation of THC/CBD content and potency per milligrams (weight per mass) and milliliters (weight per solution).

The Youth/Young Adult Coalition will be at least 6 youth and/or young adults ages 14-21 representing underserved communities like Office of Education TUPE, Friday Night Live/Club Live, Boys/Girls Club afterschool program, juvenile detention center, faith-based groups, and regular/continuation schools within Contra Costa County. The Partnership will facilitate youth/young adult-led coalition meetings each year and an additional 2-4 youth/young adult leadership opportunities to build, support and maintain a coalition, and assist with leading activities in the projects scope of work. We will also conduct 4-6 trainings for at least 5 youth/young adult, per target jurisdiction to increase their knowledge and skills needed to carry out campaign tasks and tactics. Training topics may include, but are not limited to: community organizing, letter writing, meeting facilitation, peer-to-peer training, public speaking and presentations, social media use, media advocacy, and media interactions. Additional 1-2 public speaking trainings will be conducted to prepare youth to address policymakers/community leaders, or to present at other activities that support the project.

The Partnership will form Contra Costa County Cannabis Prevention Coalition and recruit and train 3 new volunteers annually from target jurisdictions to participate in coalition activities such as coalition meetings, activity planning to support local campaigns, data collection, educational visits, public speaking, letter writing, etc. Members will be recruited through presentations at colleges, health centers and other community events. We will host 5-6 general membership meetings for Contra Costa County Cannabis Prevention Coalition annually. In consultation with The Partnership and coalition members, the coalition will develop 2-4 new or updated fact sheets and other outreach materials or adapt existing materials that will be disseminated via email, in-person events/activities and after presentations. Chosen audiences will include youth and young adults, policy makers, parents/guardians and youth focused organizations. The Partnership will conduct 4-6 trainings for at least 12 coalition members and collaborative partners to increase their knowledge on skills needed to carry out campaign tasks and tactics.

For the project activities and recruitment efforts, we will target populations that have been disproportionately impacted by the cannabis industry, such as the LGBTQ+, African American and Latin(x) communities as well as the area with higher density of Cannabis businesses and Cannabis marketing. Furthermore, the communities that are most impacted by environmental inequities and the war on drugs will be prioritized.

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Stipends will be provided to project participants to motivate and/or reinforce positive behavior, participation, and/or involvement in cannabis control activities across project objectives and require action on the part of the recipient to receive the incentive.

Goal	Objectives
<p><b>Increase youth Engagement in Cannabis Control</b></p>	<p>A. Build a youth/young adult coalition with at least 6 youth and/or young adults ages 14- 21 representing underserved communities within Contra Costa (e.g. Pittsburg, Antioch, etc.)</p> <p>B. The Partnership staff will host a minimum of six (6) youth meetings (i.e. general meetings, committees) and three (3) non-meeting activities annually, strategically designed to engage and increase capacity amongst youth to effectively educate community members and policymakers about cannabis control issues that negatively impact the health of young people in the community.</p> <p>C. Trained youth/young adult coalition members will increase their cannabis control knowledge and readiness to participate in cannabis control activities by 70% as evidenced by a pre- and post-test measurement</p>
<p><b>Reduce Availability of Cannabis</b></p>	<p>A. Facilitate presentations to 4-6 organizations with at least 3 participants per organization to educate and increase awareness of need for regulation for cannabis products at local level.</p> <p>B. Provide a minimum of 2-5 technical assistance (TA) session which reflects approximately 10-20 hours of TA on issues related to policy education, adoption, implementation and sustainability to community partners, decision makers, and law enforcement.</p> <p>C. At least two jurisdictions in Contra Costa (e.g. Pittsburg and Antioch) will adopt, and at least one city will implement a comprehensive Cannabis Retail Licensing policy.</p>
<p><b>Community Engagement in Cannabis Control</b></p>	<p>A. Annually recruit and train 3 new volunteers to participate in Contra Costa Cannabis Prevention Coalition from target jurisdictions to attend coalition activities</p>

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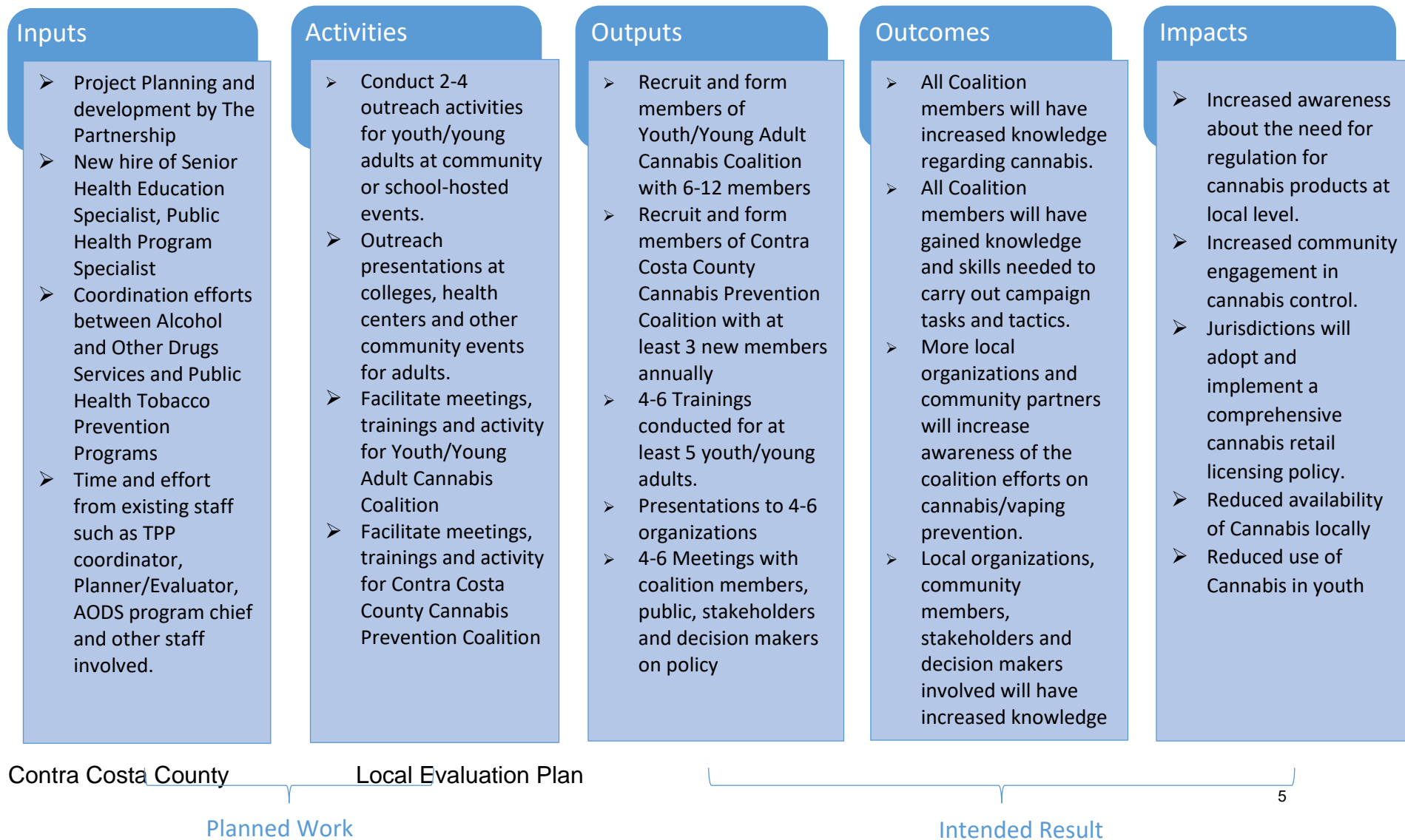
	<p>B. Annually host 5-6 general Contra Costa Cannabis Prevention Coalition meetings for members to participate in planning, data collection, educational presentations, public speaking and letter writing</p> <p>C. Diversify and expand the Contra Costa County Cannabis Prevention Coalition by recruiting and training a minimum of 3 new community-based organizations concerned about the impact of vaping</p>
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## Project Logic Model

### Provide a logic model for your project.

The template for the logic model is provided below as an option. Use of this template is not required but may help save some time when developing the project's logic model.

#### Sample Logic Model:



## Process Evaluation Method and Design

AODS will use an internal planner/evaluator to conduct the evaluation of this project. We will use a mixed method process evaluation and aim at collecting and analyzing both quantitative and qualitative data to better understand the implementation of the project. Data will be collected before, throughout and after the project activities. The Project Evaluator will work with the project staff to ensure that all essential data are collected and documented for further analysis.

### Data collection

#### Quantitative Data

For each individual involved in this project, we will collect individual's age, sex, ethnicity and education status; this data will be self-reported by participants. We will utilize sign-in sheets and training/activity logs to document all activities including trainings, meetings and outreach events for Youth/Young Adult Coalition and Contra Costa County Cannabis Prevention Coalition. For each training session, meetings and outreach activities, sign-in sheet and/or training/activity log and agendas will be completed by the Senior Health Education Specialist to track dates, participants (attendance), time involved, and training curriculum/topics covered. The Partnership will host at least 6 Youth Coalition meetings and 3 non-meetings Coalition activities. Project evaluator will collect all documentation from the Senior Health Education Specialist every month to ensure data collection.

#### Qualitative Data

The Project Evaluator will also use qualitative data for process evaluation, which will include focus groups and key informant interviews. Focus groups will be conducted to gather information from youth/young adult coalition members and Contra Costa Cannabis Prevention Coalition; the discussion will focus on the feedback of the training material, meeting context, any challenge experienced when attending coalition activities and cannabis campaign. Key informant interviews will be used to evaluate the development and implementation of the youth/young adult coalition and Contra Costa Cannabis Prevention Coalition as well as the policy advocate efforts. The evaluator will interview TPP coordinator, Public Health Program Specialist, Senior Health Education Specialist, and local stakeholders involved in the project. The questions will focus on the challenges and lessons learned during the project implementation and identify any adjustments needed to improve the effectiveness of the program. Both focus groups and key informant interviews will be conducted annually to provide timely improvement of the project. We will also conduct Annual Member Participatory Survey with all coalition members to receive feedback regarding the coalition as well as the project.

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The Project Evaluator will maintain the database of both quantitative and qualitative data, as well as review all documentation monthly to ensure the data collection and identify any needs of adjustment of project and/or other needs. Program evaluator will also meet with project staff regularly to ensure the effectiveness of project and address any challenges.

### **Data Analysis**

The Project Evaluator will use Excel to clean data and conduct quantitative analyses to provide descriptive statistics on attendance rate, hours of training and after-school class conducted, mentors involved, etc. Qualitative data will be analyzed using content analysis.

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<b>Input/Resource/Activity/Output</b>	<b>Data Element(s)</b>	<b>Data Source(s)</b>	<b>Frequency of Data Collection</b>
Hire and build capacity for Senior Health Education Specialist and Public Health Program Specialist I for project	# of trained staff	Project staff meeting note Number of trainings/webinar attended	Monthly
Recruit 6-12 youth/young adults to form the Youth Coalition	# of youth/young adults recruited	Active log of youth coalition members Member Profile Sheet	The log of coalition members will be updated throughout the project period
Form Contra Costa Cannabis Prevention Coalition and recruit 3 new members each year	# of members of Contra Costa Cannabis Prevention Coalition	Active log of coalition members	The log of coalition members will be updated throughout the project period
Conduct 2-4 outreach activities annually to recruit youth/young adults to coalition	# of outreach activities	Project Activity Log Outreach material	Throughout the project period when activity occurs
Facilitate 6-12 youth-led coalition meetings annually	# of youth coalition meeting	Project Activity Log Meeting agenda	Throughout the project period when activity occurs
Conduct 4-6 trainings for 5 youth per target jurisdiction	# of training held # of participants	Project Activity Log Sign-in Sheet	Throughout the project period when activity occurs
Conduct 1-2 public speaking trainings for 5 youth per target jurisdiction	# of training held # of participants	Project Activity Log Sign-in Sheet Training Material	Throughout the project period when activity occurs
Conduct 2 community education presentations to 20 participants per jurisdiction	# of presentation held # of participants	Project Activity Log Sign-in Sheet Presentation Material (PP)	Throughout the project period when activity occurs

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Facilitate presentations to 4-6 organizations with at least 3 participants from each organization	# of presentation held # of participants	Project Activity Log Sign-in Sheet Presentation material	Throughout the project period when activity occurs
Facilitate 2-3 meetings between coalition members and stakeholders (such as local elected officials) meeting	# of meetings	Project Activity Log Sign-in Sheet Meeting Agendas and invite	Throughout the project period when activity occurs
Provide 2-5 Technical Assistance (TA) sessions to local jurisdictions/stakeholders	# of TA provided # of hours spent	Project Activity Log Sign-in Sheet Power Point Participant Training Evaluation	Throughout the project period when activity occurs
Host 5-6 general meeting for Contra Costa Cannabis Prevention Coalition members with at least 10 members	# of Coalition meetings # of coalition member surveys	Project Activity Log Sign-in Sheet Meeting agendas Meeting Materials	Throughout the project period when activity occurs Annual Member Participatory Survey
Develop 2-4 marketing materials to be distributed in the community	# of materials produced # of materials distributed	Project Activity Log Material developed	Throughout the project period when activity occurs
Conduct at least 4-6 trainings with at least 12 coalition members	# of training	Project Activity Log Sign-in Sheet Training Material Participant Training Evaluation	Throughout the project period when activity occurs

## Outcome Evaluation Method and Design

We will conduct a mixed methods outcome evaluation using a pre-post design. Data collection will be conducted before and after the project implementation. Similar to process evaluation, project evaluator will work with the project staff to ensure all essential data are collected and documented for further analysis. We will also work with other stakeholders to collect data for outcome evaluation if needed.

### Data collection

#### Quantitative Data

For the Youth Coalition, we estimate to recruit 6-12 youth/young adults to participate in the activities and meeting during the project period. Youth/young adults who attend all training curriculum and attend at least 80% of the meetings and activities will be considered the success of participation. For Contra Costa Cannabis Prevention Coalition, we estimate to recruit minimum of 6 adults to participate in the activities and meeting during the project period, as well as 3 new members annually; coalition members who attend at least 80% of the meetings and activities will be considered the success of participation.

For all the youth/young adults involved in the Youth Coalition, we will conduct a pre- and post-survey to determine cannabis control knowledge acquisition and change in behavior. The TPP Coordinator, Public Health Program Specialist, Senior Health Education Specialist and Project Evaluator will work together to develop and conduct the survey using a similar format as the California's Healthy Kids Survey (CHKS). The data will be collected upon joining the coalition and when they exit the project.

#### Qualitative Data

Similar to process evaluation, The Project Evaluator will also use qualitative data for outcome evaluation, which will include focus groups and key informant interviews. Focus groups will be conducted to gather information from members of the Youth Coalition and Contra Costa Cannabis Prevention Coalition. The discussion will focus on the overall satisfaction and suggestions, perception of progress and success. Key informant interviews will be used to evaluate the success of the Coalition's policy advocacy; program evaluator will interview local jurisdiction officials to determine the extent and impact of the work of coalition. Both focus groups and key informant interviews will be conducted at the end of this five-year project, or when members are exiting the Coalition.

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We will also examine how many jurisdictions in Contra Costa have adopted or implemented a comprehensive Cannabis Retail Licensing policy during the project period, or any related progress made on local regulation change.

### **Data Analysis**

Program Evaluator will use Excel and Stata to clean data and conduct quantitative analyses. Descriptive statistics will be used to show the project success, such as the number of members successfully complete the project. Chi-square will be conducted to exam the difference between the pre- and post-survey results in all participants. Qualitative data will be analyzed using content analysis.

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Outcome	Definition	Data Source(s)	Frequency of Data Collection
Increase youth Engagement in Cannabis Control.	<ul style="list-style-type: none"> <li>➤ Remains at least 6 members at all time</li> <li>➤ Conduct at least 6 Youth Coalition meetings and 3 youth led activities per year</li> <li>➤ Youth/Young adults increase cannabis control knowledge and capacity to participate cannabis control activities by 70%</li> </ul>	<ul style="list-style-type: none"> <li>➤ Coalition member log</li> <li>➤ Project Activity log, meeting agenda and material</li> <li>➤ Pre and Post project survey for Youth Coalition Member</li> </ul>	<ul style="list-style-type: none"> <li>➤ Throughout project period</li> <li>➤ Throughout project period</li> <li>➤ Administered when youth enter and exit Youth Coalition</li> </ul>
Reduce Availability of Cannabis	<ul style="list-style-type: none"> <li>➤ Facilitate presentations to 6 organizations with at least 3 participants from each organization.</li> <li>➤ Provide 5 Technical Assistance on issues related to policy education, adoption to community partners and decision makers</li> <li>➤ At least two jurisdictions in Contra Costa County (e.g. Pittsburg and Antioch) will adopt, and at least one city will implement a comprehensive cannabis retail licensing policy</li> </ul>	<ul style="list-style-type: none"> <li>➤ Project Activity log, presentation material, meeting invite/agenda</li> <li>➤ Project Activity log, meeting agenda/invite, material provided</li> <li>➤ Jurisdiction resolution, city council meeting agenda, letter of support</li> </ul>	<ul style="list-style-type: none"> <li>➤ Throughout project period</li> <li>➤ Throughout project period</li> <li>➤ At least quarterly and more frequently as needed</li> </ul>
Community Engagement in Cannabis Control	<ul style="list-style-type: none"> <li>➤ Annually recruit and train 3 new volunteers to participate in Contra Costa County Cannabis</li> </ul>	<ul style="list-style-type: none"> <li>➤ Coalition member log and project Activity log</li> </ul>	<ul style="list-style-type: none"> <li>➤ Throughout project period</li> </ul>

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	<p>Prevention Coalition from target jurisdictions to participate in coalition activities</p> <ul style="list-style-type: none"> <li>➤ Annually host 5-6 general membership meetings for Contra Costa County Cannabis Prevention Coalition members</li> <li>➤ Diversify and expand the Contra Costa Cannabis Prevention Coalition by annually recruiting and training a minimum of 3 new community-based organizations and/or individuals that serve individuals who have been disproportionately impacted by the cannabis industry</li> </ul>	<ul style="list-style-type: none"> <li>➤ Project Activity log, meeting agenda and minutes, meeting materials</li> <li>➤ Coalition member log</li> <li>➤ Training materials (PP), agenda, minutes</li> <li>➤ Participant Training Evaluation</li> </ul>	<ul style="list-style-type: none"> <li>➤ Throughout project period</li> <li>➤ Throughout project period</li> </ul>
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