

The Proposition 64 Grant Program
Monterey County Health Department
Cannabis Consumer Outreach Team (CCOT)
State of California Board of State and Community Corrections Grant # **BSCC 939-20**
Local Evaluation Plan
October 1, 2020 – September 30, 2023

Submitted to: California Board of State and Community Corrections
2590 Venture Oaks Way
Suite 200
Sacramento, CA 95833

Prepared by:
Roxann Seepersad¹, Michelle House², Joann Iwamoto³, Patricia Zerounian⁴
Monterey County Health Department
1270 Natividad Road
Salinas, CA 93906

Author Note

Roxann Seepersad, Evaluator, seepersadr@co.monterey.ca.us 831-755-4522

Michelle House, Day-to-Day Program Contact, HouseM@co.monterey.ca.us 831-755-4607

Joann Iwamoto, Project Director IwamotoJ@co.monterey.ca.us 831-796-3017

Patricia Zerounian, Former Evaluator, Zerounianp@co.monterey.ca.us 831-755-4583

Monterey County Proposition 64 Grant #BSCC 939-20 | Local Evaluation Plan

[Table of Contents](#)

PROJECT BACKGROUND 3

PROCESS EVALUATION METHOD AND DESIGN 6

OUTCOME EVALUATION METHOD AND DESIGN 8

PROJECT LOGIC MODEL 11

APPENDICES 12

REFERENCES 13

PROJECT BACKGROUND

Monterey County is currently comprised of 12 incorporated cities and several small unincorporated towns and communities within 3,324 square miles with an approximate population count of 434,061 individuals¹⁻². In 2017, the Monterey County Board of Supervisors adopted Ordinance No. 5292 to amend the Title 21 of the Monterey County Code to regulate adult-use and medical commercial cannabis activities for the unincorporated Monterey County in the interest of minimizing potential negative impacts on the public and environment³⁻⁴. Cities quickly followed suit, creating regulations to allow commercial cannabis activities. Currently, Monterey County and seven cities operate cannabis businesses that include brick and mortar outlets and delivery, manufacturing, testing, distribution, and cultivation that include cannabis and hemp. There are a total of 15 brick and mortar cannabis retail outlets, located across Monterey County which include the cities of Salinas, Del Rey Oaks, Seaside, and the unincorporated area. The brick-and-mortar outlets include an expansive delivery system that operates throughout the County with approximately four additional brick and motor outlets slated to open by the end of the year. Monterey County holds the fifth largest cannabis cultivation license in the State; with approximately 4,979,614 square feet dedicated to nursery, indoor, mixed light, and outdoor cultivation. Outdoor cultivation was approved as a pilot program by the Board of Supervisors in 2019, limited to three areas: Big Sur, Carmel Valley, and Cachagua, with further amendments proposed to enhance program participation.

The illicit market targets our community by selling products in counterfeit packaging that may contain toxic chemicals, or no cannabis at all. These products target everyone, including youth and young adults under legal consumption age. Not only does the use of illicit cannabis products increase harmful health effects but it also increases risk of cannabis-related arrests⁵⁻⁷. In pregnant and lactating women, the use of cannabis can also impact the health and development of the child⁸⁻⁹. Increased awareness and education of cannabis use can reduce illegal consumption, decrease cannabis related arrests, and improve health outcomes in youth, pregnant women, lactating women, and other vulnerable populations⁵⁻⁹.

To address cannabis use county wide the Monterey County Cannabis Program currently collaborates with multiple county departments and community partners to provide management of commercial cannabis to address regulation, policy enforcement, education and protection of the health and safety of communities¹⁰.

The Monterey County Cannabis Consumer Outreach Team (CCOT) will expand Monterey County's current education efforts by integrating three project purposes areas: 1) youth development and prevention; 2) public health; and 3) public safety with an overarching goal to educate the public on the risk of cannabis consumption and consumption of illicit market products. The program will provide prevention education to middle and high school aged students, provide education an outreach to cannabis retailers, provide training for detectives on cannabis related laws and surveillance techniques, and provide resources to test illicit cannabis products. The efforts of the program will aim to protect the health of the public, increase youth and community awareness and education on retailers, consumers, and public safety, and decrease youth involvement within the juvenile justice system.

The three project purpose areas and program activities incorporate the results of Key Informant Interviews (KII) conducted during the planning phase of the program. The results of the Key Informant Interviews were utilized in the development of implementation tools such as the Train-the-Trainer toolkit. The Train-the-trainer toolkit will be first distributed to county partners (Environmental Health and Housing & Community Development) who will then utilize the tool to

Monterey County Proposition 64 Grant #BSCC 939-20 | Local Evaluation Plan

train cannabis retailers during annual inspections. The information obtained via the KII will also be utilized to develop media assets for the paid media campaign development and dissemination. An intercept survey will be made available for the public to complete at community events to assess cannabis use. A pre-post education survey will be administered to middle and high school students to assess cannabis use, levels of risk and education. A qualitative survey will be administered to middle and high school teachers to assess the efficacy of cannabis education within the classroom. A mixed model survey will be administered to county partners to assess the efficacy of the Train-the-Trainer program. The results of the surveys, KII and project outcomes will drive paid media messaging which will focus on cannabis education and harm reduction. The developed media assets will be tested on a project focus group prior to being made available to the public.

The target populations for education and outreach efforts will include individuals ages 12-17 who are also enrolled in Monterey County middle and high schools, legal cannabis retailers and law enforcement personnel and detectives.

Students enrolled in Monterey County middle schools and high schools, and individuals attending community events are the intended audience for education and prevention outreach. Monterey County's community partner, Sun Street Centers, will provide cannabis education to middle and high school students enrolled in the Road to Success Program. Monterey County Cannabis Education Program (CEP) staff will increase awareness of the risks of youth cannabis exposure, use, and illicit market cannabis products at community events and Monterey County middle and high schools.

Sun Street Center's Road to Success Program focuses on youth within the Monterey County Peninsula, ages 12-17, who are referred by the schools, police, or juvenile hall to aid in diversion or deeper involvement to the juvenile justice system. Schools refer students, ages 12-17, to avoid expulsion or any contact with law enforcement. The police refer youth ages 14-17 to avoid adjudication, and probation refers youth ages 12-17 to avoid deeper involvement in the Juvenile Justice System. For the purposes of CCOT, the youth, ages 12-17, who will be considered enrolled in the program are those who have noted prior or current use of cannabis, and either have been expelled or detained by law enforcement. The participants will complete targeted education and services through the Road to Success Program based on individualized needs and determined to successfully complete once they have achieved the certificate of completion from Sun Street Centers. Once completed, the participants will also be monitored for re-entry into the justice system and expulsion. The activities and outputs of Sun Street Center's Road to Success Program will be monitored relative to the following program goal and objective:

Goal 1: Reduce rates of youth school expulsion and/or entry or deeper involvement to the juvenile justice system in Monterey County

Objective:

- a. By June 30, 2023, Monterey County will have collaborated with Sun Street Centers to serve 125 youth utilizing the Peninsula Road to Success program
- b. By June 30, 2023, 60% of Peninsula Road to Success youth participants will graduate from the program
- c. By June 30, 2023, 60% of Peninsula Road to Success youth participants will avoid entry or re-entry into the juvenile justice system
- d. By June 30, 2023, 100% of Peninsula Road to Success youth graduates at risk of school expulsion will avoid expulsion

Monterey County Proposition 64 Grant #BSCC 939-20 | Local Evaluation Plan

CEP staff will provide structured classroom education to students enrolled in 8th grade or high school health classes within Monterey County. The education module is based on the Cannabis Awareness and Prevention Toolkit developed by Stanford Medicine¹¹. The activities and education within the classrooms will be monitored relative to the following program goal and objective:

Goal 2: Reduce rates of youth cannabis use among Monterey County middle and high school students

Objective:

- a. By June 30, 2023, CEP staff will provide educational presentations to 1,500 middle school students

CEP staff will attend community events where educational materials and outreach education will be the focus activities. All individuals in attendance at the community events are likely participants. The education materials will be available in English and Spanish languages and focus on the risk of cannabis use and illicit market product awareness. The activities of CEP will be monitored relative to the following program goal and objective:

Goal 3: Increase community awareness of youth cannabis use and exposure, and illicit market cannabis products

Objective:

- a. By June 30, 2023, CEP staff will participate in 15 Monterey County community events
- b. By June 30, 2023, CEP staff will distribute 1,500 education materials to Monterey County residents

The second target population are cannabis retailers within Monterey County to focus on harm reduction. The eligibility criteria for cannabis retailers are retailers must have a brick and mortar (store front) or provide mobile delivery of cannabis within Monterey County. Monterey County's internal partners Environmental Health Bureau (EHB), Monterey County Cannabis Program (CP) and Housing & Community Development formally Monterey County Resource Management Agency(HCD) will provide targeted educational visits with training to all retail and delivery staff. While performing inspections for code compliance, EHB will also ensure the inspection forms are easily understood by retailers. Retail and delivery managers will receive additional training in a Train the Trainer course which focuses on cannabis use among pregnant and lactating women and other vulnerable populations. Retailers will also be provided with point-of-sale staff and consumer educational materials. The efforts focused on retailers and consumers harm reduction will be monitored relative to the following program goal and objectives:

Goal 4: Increase retail and community awareness of cannabis use among pregnant women, lactating women, and other vulnerable populations

Objectives:

- a. By June 30, 2023, CEP, EHB, CP and HCD staff will provide educational visits to 45 (15 annually) store front and mobile delivery operators
- b. By June 30, 2023. 45 (15 annually) store front and mobile delivery operators are provided with point-of-sale staff and consumer educational materials

Monterey County Proposition 64 Grant #BSCC 939-20 | Local Evaluation Plan

- c. By June 30, 2023, 100% of retail and delivery staff will receive response sales training from Train-the-trainer toolkit

To increase public safety, the Monterey County District Attorney (DA), and the Monterey County Sheriff's Office (MCSO) will be provided resources to test illegal cannabis products when cultivation sites are eradicated, or seized products appear to be counterfeit or illegal. provide local law enforcement staff education on illegal cannabis cultivation and products. Also, to increase public safety, Monterey County's contracted advertising vendor, Keehan and Partners, will use community research on illegal cannabis to provide community education through a social marketing campaign. The social marketing campaign will focus on preventing youth cannabis consumption and health risks of illicit market cannabis purchase and consumption. The paid marketing campaign will be available in English and Spanish to the public via paid media platforms.

Goal 5: Decrease the amount of illicit market cannabis products sold within Monterey County:

Objectives:

- a. By June 30, 2023, the DA and MCSO will provide 150 tests of illegally seized cannabis
- b. By June 30, 2023, the DA and MCSO will provide trainings to 204 law enforcement personnel
- c. By June 2023, Monterey County will create a social marketing campaign addressing illicit cannabis sales

PROCESS EVALUATION METHOD AND DESIGN

The process evaluation will utilize quantitative data collected from other county departments and Sun Street Centers. The process evaluation measures will focus in on activities and outreach relative to the program objectives. Refer to *Table 1* for Timeline of data collection. Refer to *Table 2* for all data elements to be utilized in process evaluation.

Sun Street Center's Road to Success program process evaluation will monitor enrollment and completion rates. Sun Street Centers Road to Success program participants must be within the Monterey County Peninsula, between the ages of 12-16, and have a history or current cannabis use. Sun Street Center uses an extensive Intake Form and Access Database to collect data on participants. On a quarterly basis, CCOT will request data from Sun Street tracking the following items and will be relative to the objectives within Goal #1:

1. Number of new participants
 - a. Definition: New participant is newly enrolled meeting CCOT criteria noted above
2. Number of participants completing the program
 - a. Definition: Participants obtaining certificate of completion
3. Number of participants dismissed
 - a. Definition: Number of students who either moved from the area, arrested during program participation, lost to follow-up (e.g., lost contact), or unable to complete the program for other reasons

CEP school process evaluation measures will monitor middle and high school health class enrollment. The process evaluation measures will also track number of individuals completing the pre-post survey, which will be used in depth for the outcome objectives. On a quarterly basis,

Monterey County Proposition 64 Grant #BSCC 939-20 | Local Evaluation Plan

CCOT will request data from the Office of Education regarding the following items and is relative to the objective within objective within Goal #2

1. Number of middle school students enrolled in health class
2. Number of high school students enrolled in health class
3. Number of middle school students completing 1-hour cannabis health risks prevention education
4. Number of high school students completing 1-hour cannabis health risks prevention education

CEP process evaluation will measure efforts at community events. On a quarterly basis, CCOT will collect data regarding the following items and is relative to the objectives within Goal #3:

1. Number of community events attended
2. Number of educational materials distributed at each event in English
3. Number of educational materials distributed at each event in Spanish

Monterey County's internal partners EHB, CP and HCD, process evaluation measures will include the following and is relative to the objectives within Goal #4:

1. Rate of successful inspection of brick-and-mortar retailers
2. Rate of successful inspection of mobile retailers
3. Number of educational materials provided to retailers
 - a. Number of Point-of-sale staff educational materials
 - b. Number of Point-of-sale consumer educational materials
4. Number of staff trained using Train-the-Trainer

The DA, and MCSO public safety process evaluation measures will be collected quarterly and include the following and is relative to the Objectives in Goal #5:

1. Number of products seized from illicit street sales
2. Number of products seized from illicit cultivation sites
3. Number of seized products tested
4. Number of trainings provided to MSCO and DA staff - on illegal cannabis cultivation, distribution, delivery practices and legal implications

CCOT will also measure the paid media campaign outreach efforts created by Keehan and Partners on a quarterly basis using the following measures:

1. Number of paid media campaign created
 - a. Number of advertisements per campaign
2. Number of paid media campaigns in English
3. Number of paid media campaigns in Spanish
4. Number of views per paid media campaign

The paid media campaign will also include qualitative data asking for descriptions of campaign including name of creative campaign, key performance indicators, and description of type of paid media messaging (e.g., Facebook, Instagram, TikTok, etc.)

OUTCOME EVALUATION METHOD AND DESIGN

Outcome evaluation will utilize predominantly quantitative data to analyze for trends in rates over time. The outcome evaluations will be related to the program goals. All data collection will be analyzed using SAS Enterprise Guide. Analyses will include frequency, regression, and correlation analyses. Refer to *Table 1* for Timeline of data collection. Refer to *Table 2* for all data elements to be utilized in outcome evaluation.

Sun Street Centers Road to Success program will track individuals from the time of enrollment to 12 months following the data of completion. CCOT will request data quarterly but will consolidate the data into a yearly review to analyze for trends in expulsion, juvenile arrests, and program participation rate.

1. Rate of Road to Success Completion
 - a. Definition: Completers are identified by students who have received a certificate of completion from Road to Success Program
2. Rate of expulsions
 - a. Definition: Participants who have been expelled from school
3. Rate of offenders
 - a. Definition: Number of participants who have been in contact with law enforcement (first time or repeat offense)

Statistical analysis between individuals who have successfully completed the program and school expulsion and entry or deeper involvement to the juvenile justice system in Monterey County maybe limited on number of participants in the program. However, using SAS Enterprise Guide a logistic regression analysis will be conducted. By June 30, 2023, the compilation of 3 years of data will be used to assess for trends in recidivism rates amongst program participants. This analysis will be directly related to program Goal 1: Reduce rates of youth school expulsion and/or entry or deeper involvement to the juvenile justice system in Monterey County.

CEP school outcome evaluation measures will analyze the level of knowledge and likelihood of cannabis use. To measure this outcome, the results of the pre and post survey will utilize scale scores to measure level of knowledge and likelihood of cannabis use. The Cannabis & Prevention ToolKit¹¹: Unit 1: The Basics of Cannabis will be used as a template for the pre-test posttest survey which will test level of knowledge. Included in the pre-test will be a Likert scale asking students the likelihood of using cannabis. Trend analyses comparing to baseline program year will be utilized for assessing the rates of reported youth cannabis use amongst middle and high school students.

The outcome evaluation measures will be directly related to program Goal 2: Reduce rates of youth cannabis use among Monterey County middle and high school students. The data items to be included in this measure are:

1. Number of students completing pre-survey
2. Number of students completing post-survey
3. Number of reported cannabis use
4. Rate of students reporting decreased likelihood of use of marijuana

Monterey County Proposition 64 Grant #BSCC 939-20 | Local Evaluation Plan

CEP outcome evaluation will analyze the rate of reach within the community. The data will be collected yearly and compared to the baseline and prior years for changes. The intercept survey, although is only planned to administer in year one to guide paid media campaign, may be continued in some capacity to assess reach. For the outcomes using the intercept survey, the number of community members who complete the survey will also be analyzed for trends in reach over time. Outcome measure is directly related to Goal #3: Increase community awareness of youth cannabis use and exposure, and illicit market cannabis products. The data items to be included in this measure are:

1. Number of education materials provided at community event
2. Number of community events attended
3. Number of community members completing the intercept survey
4. Number of intercept surveys

The evaluation process will include frequency of community events and rates of reach. The results will be compared to baseline program year to assess for change over time.

To assess the outcomes relative to Goal 4: Increase retail and community awareness of cannabis use among pregnant women, lactating women, and other vulnerable populations, the Train-the-trainer program post-survey will be used. The outcome measure will specifically focus on the level of program understanding and preparedness to educate the retail staff.- Level of program understanding and preparedness will be reviewed on a scoring scale and analyzed for increased level of understanding using data gathered from the pre-post training survey. . The data will be consolidated and made available on a yearly basis. The data will be compared to baseline program year and assessed for changes over time.

The data items to be included in these measures are:

1. Number of individuals completing the Train-the-Trainer program pre-survey
2. Number of individuals completing the Train-the-Trainer program post-survey
3. Number of individuals reporting increased level of understanding
4. Number of individuals reporting increased level of preparedness

The DA, and MCSO activities will be evaluated relative to Goal 5: Decrease the amount of illicit market cannabis products sold within Monterey County by specifically looking at the rate of product compliance.

The data items to be included are:

1. Number of seized cannabis products tested
2. Number of products meeting compliance standards of legal cannabis products.

This data will be collected and analyzed using a statistical significance test, using p-value as the indicator for determining if there is a significant difference between the number of seized products meeting compliance standards of legal cannabis products.

Keehan & Partners paid marketing campaign efforts will also be used to analyze the increase of education efforts around risk of illicit market cannabis purchasing and consumption. Paid marketing outcome measures will include an analysis of views, clicks, or access of information. Once the paid marketing campaign is available to the public, the outcome measure will assess the frequency of use of paid marketing to increase knowledge in the community.

Monterey County Proposition 64 Grant #BSCC 939-20 | Local Evaluation Plan

The data items to be included in this measure are:

1. Number of paid marketing messaging
2. Number of individual access
 - a. Identified by clicks, views, or other types of access collected by Keehan & Partners

The results of all data analyses will be compiled and reported to the funding partner on a quarterly basis. The monitoring of data through quarterly data collection will also allow for internal program process evaluation which may lead to program adaptations, modifications, or sustainability. Key Informant Interview results and Informal teacher surveys will further aid in the overall program decision-making but will not be formally evaluated for direct impact on program outcomes.

Monterey County Proposition 64 Grant #BSCC 939-20 | Local Evaluation Plan

PROJECT LOGIC MODEL

Note to Reader:

The Logic Model is arranged by Project Purpose Area (PPA) 1, 2, and 3. The Activities column within each PPA are color coded; Youth Awareness and Education Strategies (PPA#1): Youth Diversion; Youth Awareness and Prevention Strategies (PPA#1) Youth Cannabis Use; Youth Awareness and Prevention Strategies (PPA#1): Community Awareness; Community Awareness and Education (PPA#2): Retailers and Consumers; Community Awareness and Education (PPA#3): Public Safety. Input column text that appears in black apply to all three PPAs.

Inputs	Activities	Outputs	Outcomes	Community Impact
<ul style="list-style-type: none"> Prop 64 Grant funding for three Project Purpose Areas (PPA) BSCC orientation for Monterey County program staff Agency/institutional partnerships Funded community partners Keehan & Partners Advertising Group Experienced program and partner staff Results of key informant interviews Informal teacher survey Sun Street Center Referral process Evidence-based programming (Road to Success) and Cannabis Awareness and Prevention Toolkit) Educational material Public intercept surveys Environmental Health code compliance safe sales programming Train-the-trainer Toolkit Cannabis safety education recognition program District Attorney and Sheriff's Office activities and equipment Paid media messages addressing risks of illicit cannabis use HCD Focus Group Survey Analytics Microsoft Excel SAS Enterprise Guide Financial auditing 	<ul style="list-style-type: none"> Contract with Sun Street Center to provide bilingual Road to Success within Monterey County Peninsula Provide Cannabis education and prevention to middle and high school children using Monterey County Health Department Cannabis Education Program Staff Provide community education on risks of youth cannabis use and illicit cannabis products Create public intercept survey to learn how youth obtain cannabis Establish baseline number of mobile vendors in the County Environmental Health (EH) creates easily understood code compliance inspection forms for use with mobile vendors Using key informant interviews, develop a cannabis education program (Train-the-Trainer) tailored for retail staff with focus on cannabis use among pregnant and lactating women and other vulnerable populations, will be developed using a harm reduction model Collect post-training qualitative data from retail managers to measure the efficacy of Train-the-Trainer courses EH staff create and conduct cannabis safety education recognition program Test cannabis seized from illegal cultivation sites and street sales for safety compliance Sheriff and District Attorney will train law enforcement personnel on illegal cannabis cultivation, distribution, delivery practices, and legal implications Bilingual social media campaign is drafted, tested with a focus group, and successfully launched Collect and analyze data from internal and community partners 	<ul style="list-style-type: none"> 25 Peninsula youth participate in Road to Success program for the first year, followed by 50 youth annually in years two and three 25 Peninsula youth receive individual case management during the first program year, followed by 50 youth annually in years two and three Health Department cannabis education program staff will provide education to 500 county middle and high school students using the Cannabis Awareness and Prevention toolkit annually Distribute educational materials at 5-6 community events annually. Collect and analyze 100 public intercept surveys in program year 1 EH conducts annual code compliance inspections and provides educational materials to 15 brick and mortar retailers and mobile vendors. All licensed brick and mortar retailers and mobile vendors will receive bilingual educational materials to promote awareness of risks for pregnant/lactating women and use of illicit products to share with community members Annually, up to 10 retailers and delivery sales staff are provided with a cannabis education program tailored for retail staff 15 Retailers/mobile vendors annually will receive Train-the-Trainer courses Retailers and mobile vendors are annually recognized for safe sale practices Sheriff and District Attorney annually conduct 50 tests of seized illegal cannabis Two trainings are provided annually to 34 law enforcement staff A bilingual paid media campaign is developed 	<ul style="list-style-type: none"> 60% of Peninsula Road to Success youth graduates from the program 60% of Peninsula Road to Success graduates will avoid entry or re-entry into the juvenile justice system 100% of Peninsula Road to Success youth graduates at risk of expulsion will be avoid being expelled from school 1,500 county middle school students receive 1-hour of cannabis health risks, complete their student worksheets, and take pre- and post-surveys. At least 1,500 Monterey County residents attending community events receive educational materials by CEP team Annually, 15 brick and mortar and mobile retailers are inspected for code compliance using easily understood inspection forms Annually, 15 brick and mortar and mobile retailers are provided with point-of-sale staff and consumer educational materials 100% of Retail and delivery staff receive responsible sales training using Train-the-trainer toolkit 150 tests are completed on seized illegal cannabis 204 law enforcement staff report with increased understanding of illegally cultivated and sold cannabis products At least 1 paid media campaign addressing risk of illicit cannabis use will be made available in English and Spanish to public 	<ul style="list-style-type: none"> Reduction in Monterey County Peninsula youth involved in juvenile justice system Decrease cannabis consumption in middle and high school aged students Increased understanding of the risks of youth cannabis use and illicit cannabis products Increased consumer health and safety protection available through inspected brick-and-mortar and mobile retailers Increased knowledge on risks of illicit market purchasing in Monterey County residents Increased awareness and knowledge of health risks associated with cannabis use in Monterey County resident

APPENDICES

Table 1: Timeline for Data Collection

Table 2: Monterey County CCOT: Process and Outcome Evaluation Measures

REFERENCES

1. Monterey County Office of Emergency Services. Operational Area. <https://www.census.gov/quickfacts/montereycountycalifornia>. Last accessed August 2, 2021.
2. United States Census Bureau. QuickFacts: Monterey County California. <https://www.census.gov/quickfacts/montereycountycalifornia>. Last accessed August 2, 2021.
3. Monterey County. CA §20 City Counsel Summary. Ordinance amending Title 20 re: medical cannabis uses. <https://www.co.monterey.ca.us/home/showdocument?id=77718>. Last accessed August 2, 2021.
4. Monterey County. Ordinance 5299. City Counsel Summary. Ordinance amending Title 20 re: medical cannabis uses. <https://www.co.monterey.ca.us/Home/ShowDocument?id=67168>. Last accessed August 2, 2021.
5. Fischer B, Rehm J. Cannabis use, legalization and youth health. *CMAJ*. 2017;189(29): E971-E972. doi:[10.1503/cmaj.733215](https://doi.org/10.1503/cmaj.733215)
6. Choo EK, Benz M, Zaller N, et al. The impact of state medical marijuana legislation on adolescent marijuana use. *J Adolescent Health*. 2014;55(2):160–66.
7. Volkow ND, Baler RD, Compton WM, Weiss SR. Adverse health effects of marijuana use. *N Engl J Med*. 2014;370(23):2219–27.
8. Substance Abuse and Mental Health Services Administration. Learn about marijuana risks: Know the risks of marijuana. <https://www.samhsa.gov/marijuana>. Last accessed August 9, 2021
9. Haffajee R, Mauri A. Cannabis Legalization in the US: Population Health Impact. *Health Aff*. 2021. Doi: [10.1377/hpb20210701.500845](https://doi.org/10.1377/hpb20210701.500845)
10. Monterey County Health Department. Cannabis Program: Monterey County. <https://www.co.monterey.ca.us/government/departments-a-h/administrative-office/intergovernmental-and-legislative-affairs/cannabis-program#mcp>. Last accessed August 10, 2021
11. Stanford Medicine. Cannabis Awareness and Prevention Toolkit. <https://med.stanford.edu/cannabispreventiontoolkit/Curriculum.html>. Last accessed August 10, 2021

BSCC 939- 20- Monterey County Cannabis Consumer Outreach Team: Timeline for Data Collection

Note: All data collected by CEP staff will be submitted to the program evaluator for analysis.

Project Program Area (PPA) #:	Goal #	Objective	Supporting Activities	Data collectors	Data Collection Start Date	Data Collection End Date	Data Collection or Activity status Frequency	Additional Notes:
PPA 1	1. Divert Monterey County first time youth offenders from school expulsion and/or entry into the juvenile justice system.	A. June 30, 2023 Monterey County will have collaborated with Sun Street Centers to serve 125 youth utilizing the county diversion program(Road to Success Program)		CEP Staff; Sun Street center	7/1/2020	6/30/2023	Quarterly	Goal 1 has been reframed to:Reduce rates of youth school expulsion and/or entry or deeper involvement to the juvenile justice system in Monterey County within the Local Evaluation Plan (LEP)
PPA 1	1. Divert Monterey County first time youth offenders from school expulsion and/or entry into the juvenile justice system.	A. June 30, 2023 Monterey County will have collaborated with Sun Street Centers to serve 125 youth utilizing the county diversion program(Road to Success Program)	A.1.Monterey County Health Department Public Health Bureau Cannabis Education Program (CEP) staff will establish a contract with Sun Street	CEP Staff; Sun Street center	7/1/2020	12/31/2020	Once	
PPA 1	1. Divert Monterey County first time youth offenders from school expulsion and/or entry into the juvenile justice system.	A. June 30, 2023 Monterey County will have collaborated with Sun Street Centers to serve 125 youth utilizing the county diversion program(Road to Success Program)	A.2. CEP staff will monitor the Sun Street Center contract to ensure 25 youth participate in Road to Success program in the first year, followed by 50 youth participants in year two and three.	CEP Staff; Sun Street center	7/1/2020	6/30/2023	Quarterly	
PPA 1	1. Divert Monterey County first time youth offenders from school expulsion and/or entry into the juvenile justice system.	A. June 30, 2023 Monterey County will have collaborated with Sun Street Centers to serve 125 youth utilizing the county diversion program(Road to Success Program)	A.3 CEP staff will collect data to ensure that program goals are being met.	CEP Staff; Sun Street center	7/1/2020	6/30/2023	Quarterly	
PPA 1	2.Reduce rates of youth cannabis use among Monterey County middle school students.	A.By June 30, 2023, CEP staff will provide educational presentations to 1,500 middle school students.	A.1 CEP staff will establish a memorandum of understanding with Monterey County Office of Education to provide annual education sessions to 500 middle school students annually	CEP Staff	7/1/2020	6/30/2023	Quarterly	
PPA 1	2.Reduce rates of youth cannabis use among Monterey County middle school students.	A.By June 30, 2023, CEP staff will provide educational presentations to 1,500 middle school students.	A.2 CEP staff will collaborate with middle school teachers to provide educational presentations utilizing the Cannabis Awareness & Prevention Toolkit curriculum annually.	CEP Staff	7/1/2020	6/30/2023	Quarterly	
PPA 1	2.Reduce rates of youth cannabis use among Monterey County middle school students.	A.By June 30, 2023, CEP staff will provide educational presentations to 1,500 middle school students.	A.3.CEP staff and the program evaluator (PE) will collect teachers' impressions of how students regarded the presentation materials; results may be used to refine the presentations.	CEP Staff	7/1/2020	6/30/2023	Quarterly	
PPA 1 & 3	3.Increase community awareness of youth cannabis use and exposure, and illicit market cannabis products.	A. By June 30, 2023, CEP staff will participate in 15 Monterey County community events.	A.1 CEP staff will participate in 5-6 community events annually	CEP Staff	7/1/2020	6/30/2023	Quarterly	
PPA 1 & 3	3.Increase community awareness of youth cannabis use and exposure, and illicit market cannabis products.	A. By June 30, 2023, CEP staff will participate in 15 Monterey County community events.	A.2. CEP staff will distribute community educational materials on youth cannabis use and exposure, illicit market cannabis products and other educational messages.	CEP Staff	7/1/2020	6/30/2023	Quarterly	Updated in LEP to specify anticipated 1,500 education materials to be distributed by end of program
PPA 1 & 3	3.Increase community awareness of youth cannabis use and exposure, and illicit market cannabis products.	A.By June 30, 2023, CEP staff will participate in 15 Monterey County community events.	A.3. In year one, CEP staff will conduct 20-30 public intercept surveys at each community event to gain a better understanding of how youth obtain cannabis within the community.	CEP Staff	7/1/2020	6/30/2021	Once	
PPA 2	4. Increase retail and community awareness of cannabis use among pregnant and lactating woman, and other vulnerable populations.	A. By June 30, 2023, CEP, Environmental Health Bureau (EHB), Monterey County Cannabis Program (CP) and Monterey County Resource Management Agency (RMA) staff will provide educational visits to 45 (15 annually) store front and mobile delivery operators.	A.1. In year one, CP staff will establish a baseline number of mobile vendors located in Monterey County.	CP Staff	7/1/2020	6/30/2021	Once	
PPA 2	4. Increase retail and community awareness of cannabis use among pregnant and lactating woman, and other vulnerable populations.	A. By June 30, 2023, CEP, Environmental Health Bureau (EHB), Monterey County Cannabis Program (CP) and Monterey County Resource Management Agency (RMA) staff will provide educational visits to 45 (15 annually) store front and mobile delivery operators.	A.2.CEP staff will collaborate with EHB and RMA to share educational materials with 15 store front retailers and mobile vendors annually that can be used within the retail environment.	CEP, EH Staff	7/1/2020	6/30/2023	Quarterly	
PPA 2	4. Increase retail and community awareness of cannabis use among pregnant and lactating woman, and other vulnerable populations.	A. By June 30, 2023, CEP, Environmental Health Bureau (EHB), Monterey County Cannabis Program (CP) and Monterey County Resource Management Agency (RMA) staff will provide educational visits to 45 (15 annually) store front and mobile delivery operators.	A.3. EHB and RMA staff will collaborate to create a new inspection form for use with mobile vendors	EH, RMA Staff	7/1/2020	12/31/2020	Once	
PPA 2	4. Increase retail and community awareness of cannabis use among pregnant and lactating woman, and other vulnerable populations.	A. By June 30, 2023, CEP, Environmental Health Bureau (EHB), Monterey County Cannabis Program (CP) and Monterey County Resource Management Agency (RMA) staff will provide educational visits to 45 (15 annually) store front and mobile delivery operators.	A.4. EHB and RMA staff will include mobile vendors when conducting annual storefront inspections with existing brick and mortar retailers	EH, RMA Staff	7/1/2020	6/30/2023	Quarterly	

PPA 2	4. Increase retail and community awareness of cannabis use among pregnant and lactating woman, and other vulnerable populations.	A. By June 30, 2023, CEP, Environmental Health Bureau (EHB), Monterey County Cannabis Program (CP) and Monterey County Resource Management Agency (RMA) staff will provide educational visits to 45 (15 annually) store front and mobile delivery operators.	A.5. Using public intercept survey results, CEP staff will collaborate with Monterey County Administrative Office Intergovernmental and Legislative Affairs to create 2 educational vignettes (Spanish & English) for public service announcements and	CEP, PR staff	7/1/2020	6/30/2021	Once	
PPA 2	4. Increase retail and community awareness of cannabis use among pregnant and lactating woman, and other vulnerable populations.	B. By June 30, 2023, CEP, EHB and CP Staff will provide 3 train the trainer courses for cannabis retail owners/managers utilizing a harm reduction model.	B.1. CEP, EHB and CP staff will research existing curricula to educate cannabis retailers on health and safety concerns regarding cannabis retail.	CEP, EH, CP Staff	7/1/2020	12/31/2020	Once	
PPA 2	4. Increase retail and community awareness of cannabis use among pregnant and lactating woman, and other vulnerable populations.	B. By June 30, 2023, CEP, EHB and CP Staff will provide 3 train the trainer courses for cannabis retail owners/managers utilizing a harm reduction model.	B.2. During year one, CEP staff will conduct 6-7 KII with store front operators to establish educational needs within the retail environment	CEP Staff	7/1/2020	12/31/2020	Once	
PPA 2	4. Increase retail and community awareness of cannabis use among pregnant and lactating woman, and other vulnerable populations.	B. By June 30, 2023, CEP, EHB and CP Staff will provide 3 train the trainer courses for cannabis retail owners/managers utilizing a harm reduction model.	B.3. Utilizing KII information, CEP, EHB and CP staff will create and/or adapt a cannabis curriculum that address issues such as: verifying age, recognizing someone under the influence, impacts of cannabis on health and decision making and other	CEP, EH, CP Staff	7/1/2020	12/31/2020	Once	
PPA 2	4. Increase retail and community awareness of cannabis use among pregnant and lactating woman, and other vulnerable populations.	B. By June 30, 2023, CEP, EHB and CP Staff will provide 3 train the trainer courses for cannabis retail owners/managers utilizing a harm reduction model.	B.4. CEP, EHB and CP staff will provide 1 training annually for up to 10 owners/managers of store front and delivery service operators.	CEP, EH, CP Staff	1/1/2021	6/30/2023	Quarterly	
PPA 2	4. Increase retail and community awareness of cannabis use among pregnant and lactating woman, and other vulnerable populations.	B. By June 30, 2023, CEP, EHB and CP Staff will provide 3 train the trainer courses for cannabis retail owners/managers utilizing a harm reduction model.	B.5. CEP staff and PE will collect post-training anecdotal opinions from storefront retailers and vendors regarding the efficacy of the training.	CEP, PE Staff	7/1/2020	6/30/2023	Quarterly	
PPA 2	4. Increase retail and community awareness of cannabis use among pregnant and lactating woman, and other vulnerable populations.	B. By June 30, 2023, CEP, EHB and CP Staff will provide 3 train the trainer courses for cannabis retail owners/managers utilizing a harm reduction model.	B.6. EHB staff will create and use a cannabis retail business recognition utilizing a media platform once retail training is received.	EH Staff	1/1/2021	6/30/2023	Quarterly	
PP3	5. Decrease the amount of illicit market cannabis products sold within Monterey County.	A. By June 30, 2023, the Monterey County District Attorney's Office (DA) and Monterey County Sheriff's Office (MCSO) will provide 150 tests of illegally seized cannabis.	A.1. The DA and MCSO will conduct 50 tests annually of cannabis seized from illegal cultivation sites and street sales to determine if it meets the compliance standards of legal cannabis products.	DAMCSO Staff	7/1/2020	6/30/2023	Quarterly	
PP3	5. Decrease the amount of illicit market cannabis products sold within Monterey County.	B. June 30, 2023, the DA and MCSO will provide 6 trainings (2 annually) to law enforcement personnel.	B.1. DA and MCSO will provide 2 trainings annually (6 total) for up to 100 law enforcement personnel utilizing a train the trainer model. Topics may include cannabis cultivation, distribution and delivery, and identification of legal requirements for drivers of	DAMCSO Staff	7/1/2020	6/30/2023	Quarterly	Rephrased: Social Media Marketing to Paid Media Marketing within the LEP
PP3	5. Decrease the amount of illicit market cannabis products sold within Monterey County.	C. By June 30, 2023, Monterey County will create a social media marketing campaign addressing illicit cannabis sales.	C.1. CEP staff will establish a contract with a local advertising firm to create a social marketing campaign (Spanish & English) addressing illicit sales utilizing a two-pronged approach: 1) the selling/giving of cannabis to minors and 2) adult	CEP Staff	7/1/2020	12/31/2020	Once	Rephrased: Social Media Marketing to Paid Media Marketing within the LEP
PP3	5. Decrease the amount of illicit market cannabis products sold within Monterey County.	C. By June 30, 2023, Monterey County will create a social media marketing campaign addressing illicit cannabis sales.	C.2. Utilizing KII and public intercept survey data, media concepts will be created and tested with a focus group.	CEP staff, Advertising firm (Keehan & Partners)	1/1/2021	6/30/2021	Once	KII data will be collected once in the planning phase of the program development. The Public Intercept survey data will be collected once in Program Year 1. Information will be tested with the focus group prior to public use of paid media marketing
PP3	5. Decrease the amount of illicit market cannabis products sold within Monterey County.	C. By June 30, 2023, Monterey County will create a social marketing campaign addressing illicit cannabis sales.	C.3. Based on focus group results, the advertising firm will place concepts to reach target audiences which may include radio or print.	CEP staff, Advertising firm (Keehan & Partners)	7/1/2021	6/30/2023	Quarterly	Rephrased: Social Media Marketing to Paid Media Marketing within the LEP

BSCC 939- 20- Monterey County Cannabis Consumer Outreach Team: Process and Outcome Evaluation Measures

Goal	Evaluation Measure	Data Item	Data Source	Calculation Notes	Program Year		
					Numerator (or count when rate N/A)	Denominator	Rate
1	Process	Number of new participants in Road to Success	Sun Street Centers	Count		N/A	N/A
1	Process	Number of participants completing Road to Success Program	Sun Street Centers	Count		N/A	N/A
1	Process	Number of participants dismissed from Road to Success Program	Sun Street Centers	Count		N/A	N/A
1	Outcome	Rate of completion of the Road to Success Program	Sun Street Centers	Numerator: Number of all participants completing the program (achieving a program certificate). Denominator: Number of all participants enrolled			
1	Outcome	Rate of school expulsion	Sun Street Centers	Numerator: Number of participants who have been expelled from school within 12 months of completing the program. Denominator: Number of program completers.			
1	Outcome	Rate of recidivism	Sun Street Centers	Numerator: Number of participants who have had of first time or repeat offense within 12 months of completing the program. Denominator: Number of program completers.			
2	Process	Number of middle school students enrolled in health class	CEP	Count		N/A	N/A
2	Process	Number of high school students enrolled in health class	CEP	Count		N/A	N/A
2	Process	Number of middle school students completing 1-hour risks prevention education	CEP	Count		N/A	N/A
2	Process	Number of High school students completing 1-hour risks prevention education	CEP	Count		N/A	N/A
2	Outcome	Number of pre-test completed by middle and high school students	CEP	Count		N/A	N/A
2	Outcome	Number of post-tests completed by middle and high-school students	CEP	Count		N/A	N/A
2	Outcome	Cannabis use amongst middle and high school students	CEP	Count		N/A	N/A
2	Outcome	Rate of reported likelihood of cannabis use reported after education provided	CEP	Numerator: Number of students with decreased likelihood to use compared post to pre-survey. Denominator: total number of students matched in pre-post survey.			
3	Process	Number of community events attended	CEP	Count		N/A	N/A
3	Process	Number of educational materials distributed at each event in English	CEP	Count		N/A	N/A
3	Process	Number of educational materials distributed at each event in Spanish	CEP	Count		N/A	N/A
3	Outcome	Rate of reach at community events	CEP	Numerator: number of education materials provided at community events Denominator: total number of community events attended			
3	Outcome	Rate of reach at community events	CEP	Numerator: Number of intercept completed. Denominator: total number of intercept surveys			
4	Process	Number of licensed brick-and mortar stores in Monterey County	CEP	Count		N/A	N/A
4	Process	Number of licensed mobile delivery vendors in Monterey County	CEP	Count		N/A	N/A
4	Process	Rate of successful inspection of brick-and-mortar stores	Monterey County internal partners	Numerator: Number of brick-and-mortar retailers meeting code compliance Denominator: Number of brick-and-mortar retailers inspected		N/A	N/A
4	Process	Rate of successful inspection of mobile retailers	Monterey County internal partners	Number of mobile retailers meeting code compliance. Denominator: Number of mobile retailers inspected		N/A	N/A
4	Process	Number of point-of-sale staff education materials provided to retailers	Monterey County internal partners	Count		N/A	N/A
4	Process	Number of Point-of-sale staff educational materials	Monterey County internal partners	Count		N/A	N/A
4	Process	Number of Point-of-sale consumer educational materials	Monterey County internal partners	Count		N/A	N/A
4	Process	Number of staff trained using train-the-trainer ToolKit	Monterey County internal partners	Count		N/A	N/A
4	Outcome	Number of staff completing the Train-the-trainer pre-survey	Monterey County internal partners	Count		N/A	N/A
4	Outcome	Number of staff completing the Train-the-trainer post survey	Monterey County internal partners	Count		N/A	N/A
4	Outcome	Rate of staff reporting increased level of understanding after completing Train-the-trainer	Monterey County internal partners	Count			
4	Outcome	Rate of staff reporting increased level of preparedness after completing Train-the-trainer	Monterey County internal partners	Count			
5	Process	Number of products seized from illicit street sales	Monterey County internal partners	Count		N/A	N/A
5	Process	Number of products seized from illicit cultivation sites	Monterey County internal partners	Count		N/A	N/A
5	Process	Number of seized products tested	Monterey County internal partners	Count		N/A	N/A
5	Process	Number of MSCO and DPE staff trained on legal cannabis cultivation, distribution, delivery methods and local investigations	MSCO/DA	Count		N/A	N/A
5	Outcome	Rate of product compliance with standards of legal cannabis products	MSCO/DA	Numerator: Number of tested products which meets compliance standards of legal cannabis products. Denominator: Total number of tested products			
5	Process	Number of paid media campaign created	CEP, Keehan & Partners	Count		N/A	N/A
5	Process	Number of advertisements per campaign	CEP, Keehan & Partners	Count		N/A	N/A
5	Process	Number of paid media campaigns in English	CEP, Keehan & Partners	Count		N/A	N/A
5	Process	Number of paid media campaigns in Spanish	CEP, Keehan & Partners	Count		N/A	N/A
5	Outcome	Rate of views/access per paid media campaign	CEP, Keehan & Partners	Numerator: Number of total views Denominator: total number of campaign		N/A	N/A