

## ATTACHMENT F: CAM DESCRIPTION & TIMELINE



### STEP 1. RECRUIT AND TRAIN EMERGING COMMUNITY LEADERS JULY- OCTOBER 2017 (4 MONTHS)

The funded agency or organization recruits a Project Coordinator (PC) and a team of Emerging Community Leaders (ECLs) that represent their priority community in San Francisco. These Emerging Community Leaders can be adults and/or youth. In collaboration with TFP staff, the organization's Project Coordinator will assess the skills of ECLs and train them and other agency staff throughout the CAM process. The PC will be responsible for developing curricula and workshops along with other leadership development support. The ECLs will be required to make a long-term commitment (1-2 years) to see the CAM process through its completion.

Topics of trainings include: public health; social justice and health; tobacco control issues; community-led research; program planning; message development; media advocacy; policy development at the

city/county and organizational level; specific content related to the selected area of focus; and strategic planning using the Midwest Academy Strategy Chart.

Mandatory trainings will be provided by TFP staff and will include:

Step	Training Topic	Who	CAM Type
1	CAM Orientation – Project Coordinators	PCs	Both
1	CAM Orientation/Retreat - Emerging community leaders (ECLs)	PC + ECLs	Both
2	Research Methods	PC + ECLs	Both
3	Message Development	PC + ECLs	Both
4	Action Plan Development	PC	Both
4	Media Advocacy	PC + ECLs	Both

The PC will also attend mandatory monthly provider meetings, quarterly Tobacco Free Coalition meetings, and Coalition Task Force meetings as appropriate.

## STEP 2. COMMUNITY DIAGNOSIS- NOVEMBER 2017-FEBRUARY 2018 (4 MONTHS)

Step 2 is the Community Diagnosis, also known as Participatory Action Research. Funded contractors receive extensive and ongoing technical assistance (TA) and training from the TFP staff and the TFP evaluator to design and implement a community driven research plan to gather primary and secondary data that will assist them in identifying a Policy-System-Environmental change.

Each group will first develop a Diagnosis Plan by November 30<sup>th</sup>, 2017 that will outline their research questions and methodology for the step. The Diagnosis Plan will include activities, such as:

- a. **Identifying if there are any other groups working on similar or related areas of focus**, and conducting three to five meetings or telephone conferences with these groups.
- b. **Conducting secondary** research to include:
  - Conducting a literature review on health impacts, priority communities and best practices;
  - Identifying existing policies, laws, procedures that may already impact the selected issue or could be modified to impact their issue (Policy Matrix);
  - Identifying policy making/compliance entities that do or could impact the selected issue;
  - Compiling a list of key leaders, city departments, community groups, stakeholders;
  - Compiling a list of other local/national model policies that impact the selected issue.
- c. **Conducting primary research** related to those who would be impacted by or involved in the Policy-System-Environmental change that addresses the selected issue. CAM Implementation projects will select **three (3)** different types of primary research while CAM Planning projects will select one (1). Primary research include:
  - Surveys, focus groups and/or key informant interviews of residents/community members and policy makers;
  - Community Mapping;
  - Photovoice;
  - Observations.

## STEP 3. DIAGNOSIS ANALYSIS & PRESENT FINDINGS MARCH-JUNE 2018 (4 MONTHS)

**Diagnosis Analysis & Diagnosis Report by April 30<sup>th</sup>, 2018:** The funded project and Emerging Community Leaders, with technical assistance and training from the TFP staff, will analyze the findings of their research/diagnosis, develop key findings messages and a menu of potential Policy-System-Environmental (PSE) change strategies, and complete a report outlining their conclusions and recommendations.

**Complete the Midwest Academy Strategy Chart by May 30<sup>th</sup>, 2018:** CAM Implementation funded agencies will also be required to complete the MWAC strategy chart to help them plan for the next step.

**Present Findings by June 30<sup>th</sup>, 2018:** During Step 3, CAM funded agencies will participate in a CAM Showcase in which ECLs will present their findings to other CAM groups, the Tobacco Free Coalition members, and other stakeholders. In addition, CAM funded agencies are required to present their findings back to community members through at least one additional forum. For CAM Planning funded agencies, a final report will be required. For CAM Implementation funded agencies, organizations will be required to participate in a meeting with the Department of Public Health leadership staff to discuss their research findings and PSE strategy proposal.

#### STEP 4. ACTION PLAN JULY 2018–MARCH 2019 (9 MONTHS) –FOR THOSE PROJECTS CONTINUING ONTO A SECOND YEAR

**Choose an Action by August 2018:** In Step 4, the Emerging Community Leaders choose an “action” or Policy-System-Environmental change that meets the following three criteria: 1) achievable, 2) sustainable, and 3) compel another entity to do something to change the environment for the wellbeing of all. This “action” should be tailored to reflect the diagnosis findings.

**Develop an Action Plan by August 30<sup>th</sup>, 2018:** The Action Plan must include the following activities:

- Development of an Educational Packet;
- At least 4 Community Presentations to request support and collaboration/endorsement;
- Presentation to the San Francisco Tobacco Free Coalition (SFTFC) to request support and collaboration;
- Pilot or Demonstration project that shows the feasibility and effectiveness of the chosen Action;
- Media campaign (social media and traditional media) with at least 1-2 traditional media spots;
- Developing and making 1-2 presentations to decision making bodies about the proposed Policy-System-Environmental change or the effectiveness of the pilot/demonstration project;

**Implement the Action Plan by March 31<sup>st</sup>, 2019.** Funded project and Emerging Community Leaders, with technical assistance and training from TFP staff, implement the action plan developed with the above elements.

#### STEP 5. MAINTAIN AND ENFORCE THE ACTION APRIL-JUNE 2019 (3 MONTHS)

Once the action is accomplished, funded project and Emerging Community Leaders ensure the action is maintained and enforced by developing and implementing a follow up plan. This may involve meeting with enforcement agencies, educating and raising awareness to community members and stakeholders about the Policy-System-Environmental change.

Funded agencies are required to complete a Final Report and participate in other close-out activities related to the project.