

Appendix 1E
Definitions of Attributes for
Community Assessment Forms

Community Indicator and Asset Assessments: Definition of Attributes

DEFINITION OF ATTRIBUTES

Strategy #1: *Public Awareness*

Attributes: **None** – There is no documentation that the public is aware of the community indicator as an issue of importance. The community may not have knowledge of the issue or realize that it is an area which requires attention.

Poor – There is minimal documentation within the community that there is a problem, however, the information is not substantial enough to generate interest or concern for the issue.

Fair – There may be a mixed level of awareness. While some members of the community have considerable knowledge regarding the issue, other sectors or community members may have limited or no knowledge and require further education.

Good – Awareness about the issue is generally wide spread, across cultures and geographic areas.

Excellent – Throughout all sectors of the community there is a high level of knowledge about the issue.

Strategy #2: *Public Support*

Attributes: **None** – Regardless of the community’s knowledge regarding the issue, there is no support for any type of intervention impacting the problem.

Poor – While there is some limited support for the issue, the general community consensus is that the issue is not a priority and resources are better spent on other issues.

Fair – Support for the issue is sporadic and mostly inconsistent among population groups and geographic areas. Some community members support the issue while others oppose allocation of resources to the issue.

Good – While some segments of the population do not back the issue, the large majority agree that the issue is worth supporting. There is some involvement by community members to move the issue forward.

Excellent – There is consensus around the issue community-wide. The public is involved in activities that support the issue and the level of readiness to act on the issue is very high.

Strategy #3: *Media Attention*

Attributes: **None** – There is no documented coverage of the issue in the last three years, either in print, electronically, on television, or radio

Poor – There has been very minimal coverage of the issue in the last three years, perhaps one or two media pieces that were brief in nature and did not generate community interest or action.

Fair – There has been limited coverage of the issue in the last three years. The media items generated some interest in the issue, but little to no community action resulted.

Good – Coverage of the issue has been fairly consistent and has increased public awareness and created interest and action on the issue. There is some proactive involvement of the media in seeking information about the issue.

Excellent – The issue is “hot” and the media are actively seeking information about the issue and conducting interviews. The coverage is generating extensive interest that is leading to community participation that will move the issue forward.

Strategy #4: *Education/awareness campaign*

Attributes: **None** – No evidence of educational outreach or awareness raising activities within the past three years, such as materials distribution, educational presentations, trainings, public forums, etc.

Poor – Minimal evidence of educational outreach or awareness raising activities within the past three years, such as materials distribution, educational presentations, trainings, public forums, etc.

Fair – Moderate levels of educational activities that raise awareness and increase knowledge about an issue. Might include sporadic educational outreach that is topic specific and only conducted when the need arises. Variety of strategies and target groups is limited.

Good – Consistent effort to maintain an awareness campaign that is comprehensive and targets multiple target groups in a range of geographic areas. Educational methods are somewhat varied and include cultural/demographic specificity.

Excellent – A comprehensive campaign that is constant, proactive and generates community involvement toward the support of various tobacco control initiatives. Incorporates multiple educational techniques that include a variety of languages, cultures and, geographic areas.

Strategy #5: *Media Campaign*

Attributes: **None** – No placement of localized media in the past three years, including smoking cessation and other program promotion, PSA's, tobacco-free or Tobacco Industry countering messages in theatres, stores, malls, etc. No coordination with the statewide media campaign for targeted ad placement.

Poor – Minimal and very limited placement of localized media in the past three years, including smoking cessation and other program promotion ad, PSA's, tobacco-free of Tobacco Industry countering messages in theatres, stores, malls, etc. Little to no coordination with the statewide media campaign for targeted ad placement.

Fair – Sporadic placement of localized media that is limited in its cultural, language and geographic diversity. Media placement is only somewhat coordinated with program activities and statewide coordination is minimal.

Good – Comprehensive media campaign that supports program activities and targets appropriate cultural groups in relevant languages. Placement is responsive to demographic needs. Some coordination with statewide media campaign.

Excellent – A comprehensive campaign that strategically places media to generate public support for program activities and leads to community mobilization around an issue. Media ads are highly reflective of the community's demographic, cultural and language needs. Strong coordination with the statewide media campaign.

Strategy #6: *Voluntary Policy*

Attributes: **None** – No attempt in the last three years to establish a voluntary policy regarding a tobacco control issue, such as restricting in-store tobacco advertising, eliminating tobacco industry sponsorship, establishing smoke-free rental properties or divesting from tobacco stocks.

Poor – Unsuccessful attempt in the last three years to establish a voluntary policy. Attempts did not include documentation of the problem, community mobilization, education efforts or support of the key players.

Fair – Established a voluntary policy in the last three years, but with no means for ensuring compliance. Some attempt to provide documentation of the problem, mobilize the community and key players, and conduct education around the issue.

Good – Establishment of a voluntary policy in the last three years that includes means for determining compliance. Policy is generally comprehensive and creates permanent change within the community.

Excellent – Establishment of one or multiple voluntary policy(s) in the last three years that include sound mechanisms for determining compliance. The policies are very comprehensive and create permanent change within the community. Policies may be enforced by the policy adopter or by public pressure resulting from the community mobilization process that lead to the policy's establishment.

Strategy #7: *Legislated Policy*

Attributes: **None** – No attempt in the past three years to establish a legislated policy regarding a tobacco control issue, such as retail licensing, advertising restrictions, tobacco event sponsorship, smoke-free entrances, or availability of tobacco look-alike or bidi products.

Poor – Unsuccessful attempt in the past three years to establish a legislated policy regarding a tobacco control issue. Attempt did not include documentation of the problem, community mobilization, education efforts, sample ordinances, or support of the key players.

Fair – Established a legislated policy in the past three years regarding a tobacco control issue, but with no enforcement mechanisms or means for determining compliance. May include some problem documentation, a sample ordinance, education efforts, and minimal community mobilization and involvement of key players.

Good – Establishment of one or more legislated policies that were supported by community mobilization activities and adequate documentation of the problem. Enforcement mechanisms are planned for or may be established.

Excellent – Establishment of one or more legislated policies that were supported by community mobilization activities and very clear documentation of the problem. Sound enforcement mechanisms are in place and compliance is carefully monitored.

Strategy #8: *Active Enforcement*

Attributes: **None** – No effort has been made in the last three years to ensure adequate enforcement of established policies, such as California’s Smoke-free Workplace Law or local ordinances that address tobacco advertising or youth access to tobacco. Possibly no enforcement agency identified.

Poor – Limited attempt in the last three years to ensure adequate enforcement of established policies. Enforcement attempt may have been limited to a single occurrence that had little to no impact on compliance. Minimal education and communication with enforcement agents and weak enforcement protocols in place.

Fair – Sporadic enforcement of established policies. Sometimes generated due to public complaints and not a consistent effort to maintain an enforcement presence. Protocols are adequate.

Good – Implementation of enforcement activities on a regular basis. Penalties are assessed and enforcement agents are informed of protocols. Protocols for non-compliance reporting and follow-up procedures with enforcement agents.

Excellent – Implementation of continuous enforcement activities that are regular and include violation penalties. Regular communication with the enforcement agents. Strong enforcement protocols that include reporting and citing procedures. Documentation of compliance rates and established enforcement activities that respond to non-compliers.

Strategy #9: Compliance

Attributes: **None** – Compliance rates for an established state or local law are not documented, generally due to lack of enforcement.

Poor – Compliance rates are well below an acceptable level and some of the parties governed by the law do not consider enforcement efforts a threat to their business or organization.

Fair – Compliance rates are at a level that demonstrates an enforcement presence, but are not significant enough to create community/peer pressure toward compliance or create an environment that supports public reporting of violators.

Good – Compliance rates are sustained at acceptable levels. Ongoing contact with enforcement agents and education efforts are necessary to ensure compliance rate maintenance and community presence.

Excellent – Compliance rates consistently remain high. Enforcement and public reporting actions are accepted by the community as an ongoing activity. There is continual contact with organizations and businesses governed by the law.