
Guide to the Alameda County Tobacco Control Program Records, 1988-1997

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Note

Geographical (By Place)--California--Bay AreaArea, Interdisciplinary, and Ethnic Studies--Environmental StudiesBiological and Medical Sciences--Public Health--Public Health GeneralBiological and Medical Sciences--Consumer HealthBiological and Medical Sciences--Substance Abuse--Substance Abuse General

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Collection number: MSS 97-02

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Descriptive Summary

Title: The Alameda County Tobacco Control Program Records,

Date (inclusive): 1988-1997

Collection number: MSS 97-02

Creator: Alameda County Tobacco Control Program

Extent: 3 cartons
3.75 linear ft.

Repository: University of California, San Francisco. Library. Archives and Special Collections.
San Francisco, California 94143-0840

Abstract: This collection documents the activities of the Alameda County Tobacco Control Program (CTCP) from 1988-1997.

Physical location: Archives

Language: English.

Access

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Preferred Citation

The Alameda County Tobacco Control Program Records, MSS 97-02, Archives & Special Collections, UCSF Library & CKM

Acquisition Information

The Alameda County Tobacco Control Program (CTCP) Records were given to the Tobacco Control Archives in increments by Sylvia Jimenez, CTCP Project Director, over the period of 1997-98.

Organizational History

The Alameda County Tobacco Control Program (CTCP) is one of the local lead agencies (LLAs) designated by the California State Legislature through the California Department of Health, Tobacco Control Section to create tobacco education programs and receive Proposition 99 educational moneys. Proposition 99 was a California statewide referendum passed in 1988 that raised the excise tax on tobacco sales. Proposition 99 added an additional 25 cent tax on each package of cigarettes and a proportional tax increase on other tobacco products. This tax raised California's tobacco tax to be among the highest in the United States and designated that a portion of the tax moneys would go for anti-tobacco health education projects.

CTCP has been active in disseminating information on the California Assembly Bill (AB 13) that banned smoking in enclosed places of employment (1994). CTCP is overseen by the Tobacco Control Coalition appointed by the Alameda County Board of Supervisors as an advisory to the County Board of Supervisors, the Alameda County Public Health Department, and the County Office of Education. CTCP's mission includes both the Tobacco Control Coalition's mission to "make tobacco use unacceptable in the community" and the Alameda County Public Health Department's mission to "ensure the optimal health and well-being of all people." CTCP has focused on reducing workers' exposure to tobacco (AB 13), and reducing youth access to tobacco products. CTCP's actions have included surveying liquor and convenience stores' willingness to sell to minors and the placement of tobacco advertisements in liquor and convenience stores, and reducing the appeal of tobacco products to minors. They have also served as a resource for tobacco information and provided referral information for tobacco cessation programs.

Scope and Content of Collection

This collection documents the activities of the Alameda County Tobacco Control Program (CTCP). Materials in the collection include administrative documents, correspondence, handouts, training materials, informational files, and newsletters. This collection contains a large number of documents relating to anti-smoking programs created by CTCP and other local lead agencies. Besides examples of program materials, there are also administrative materials, including Requests for Proposals (RFPs) and Requests for Applications (RFAs) documenting the grant distribution and evaluation process. Informational materials include information on other agencies, legislation, and newsletters. The materials are divided into two series: Administrative and Program Files and Informational Files. Both are organized alphabetically by subject title and chronologically within each folder.

Indexing Terms

The following terms have been used to index the description of this collection in the library's online public access catalog.

Tobacco--Taxation--Law and legislation--California

Health education--Law and legislation--California

California--Law and legislation--Proposition 99

California--Smoking--prevention and control

California. Department of Health Services

Series 1. **Administrative and Program Files, 1990-1997, n.d.**

Physical Description: Cartons 1-3

Scope and Content Note

This series includes both general administrative documents and materials relating directly to a variety of programs created and used by Alameda County Tobacco Control Project (CTCP) and other Local Lead Agencies.

Arrangement

The materials in this series have been divided into several sections and are arranged alphabetically. Within each section the materials are arranged either alphabetically or chronologically.

Administration, 1990-96**Physical Description:** Carton 1:1-34**Scope and Content Note**

The Administration section includes both a general section and a Request For Proposals (RFPs) and Request for Applications (RFAs) section. The general section includes a disbound informational binder (folders 13-14) that includes mission statements and details the three major program categories: Exposure, Access, and Appeal. The RFP and RFA section includes information on the bid process and examples of RFPs and RFAs from a variety of local and statewide programs.

General

Box-folder 1:1	Agendas, miscellaneous, 1995-96
Box-folder 1:2	Alameda and Statewide -- Program/Progress Report Memos and Forms, February-April 1995
Box-folder 1:3	Alameda County Local Lead Agency Progress Report, 1994, 1996
Box-folder 1:4	Alameda County, The Planning Process Workplan, 1996
Box-folder 1:5	Alameda County Tobacco Team Meetings, 1996
Box-folder 1:6	BATS (Bay Area Tobacco Staff) Agendas and Minutes, 1995-96, n.d.
Box-folder 1:7	Bay Area Tobacco Control Regional Team Survey, March 1995
Box-folder 1:8	Correspondence, miscellaneous, 1995-96
Box-folder 1:9	Financial Correspondence, 1995-96
Box-folder 1:10	Grand Rounds, 1995-96
Box-folder 1:11	Local Lead Agencies Project Directors Meeting, 1993-96
Box-folder 1:12-13	Mission Statements and Informational Binder, 1996?
Box-folder 1:14	Memo -- Monitoring of Community Based Organization Contracts/Grantees, March 1992
Box-folder 1:15	Personnel, 1995-96, n.d.
Box-folder 1:16	Proposal Review Form -- Bay Area Urban League, n.d.
Box-folder 1:17	Tobacco Control Section Strategic Plan and Operating Procedures, 1995-96
Box-folder 1:18	TEROC (California Tobacco Education and Research Oversight Committee), 1996
Box-folder 1:19	Tobacco Use in California...Alameda County, 1990-1993
Box-folder 1:20	Draft, 1994
	Master Copy, 1995
	Request for Proposals (RFP) and Request for Applications (RFA)
Box-folder 1:21	Bidders Conference Information -- RFP Recipients, August 1990
Box-folder 1:22-23	RFP Applications Survey -- Completed Questionnaires, August-September 1990
Box-folder 1:24	Requests for Proposals for Community Tobacco Control Projects, September 1990
Box-folder 1:25	Tobacco Control Project -- RFP -- Letter of Intent--Alameda, September 1990
Box-folder 1:26	Tobacco Control Section RFP Review Process Country Analysis -- Alameda, January 1992
Box-folder 1:27	Requests for Applications -- Mini-Grant Funds -- Alameda, November 1992
Box-folder 1:28	RFP -- Alameda Youth Services, 1993
Box-folder 1:29	RFP -- Alameda County Tobacco Control Community-Based Intervention, August 1995
Box-folder 1:30	RFP 96-26169 -- Tobacco Education Clearinghouse of California -- Statewide, July 1996
Box-folder 1:31	Competitive Grants Program Letter - Renewal Application Addendum, August 1996
Box-folder 1:32-33	RFA 96-26256 -- Statewide Youth Tobacco Sales Survey and Regional Community Linkage Projects, August 1996
Box-folder 1:34	RFA 96-26256 -- Statewide Youth Tobacco Sales Survey and Regional Community Linkage Projects -- Addendum 1, September 1996

Programs, 1990-97

Physical Description: Carton 1:35-59; 2; 3:1-20

Scope and Content Note

The Programs section contains program materials including workbooks, publicity, teaching guides, correspondence and other records regarding general programs, followed by Ethnic Programs, Evaluation Programs, Lavender Americans, Media Programs, Restaurant and Bars, Smoking Cessation Programs, Women's Programs, Workplace Programs and Youth Programs. The Ethnic Program section is further subdivided into African-American, American Indian, Asian & Pacific Islander, and Hispanic/Latino Programs.

Box-folder 1:35

Programs, General -- Alameda County Food Bank, n.d.

Alameda County Employees Smoking Survey -- 1990 Health Fair

Blank Forms & Total Sheets

Smokers Forms

Non-smokers Forms

Box-folder 1:36

Box-folder 1:37

Box-folder

1:38-40

Box-folder 1:41

Box-folder 1:42

Box-folder 1:43

Bridging Health Education and the Arts Workshop, May 27, 1993

Camel Boycott, 1992, n.d.

CAMP (Community Advocacy Mobilization Project) -- "Tobacco War Stories: Case Studies from the Front Lines," 1996

Commit Follow-up Study, 1995

Contra-Costa -- Healthy Neighborhood Concept Paper, 1993

Developing Health Education Materials for Clients with Low Literacy Skills, November 1991

Box-folder 1:44

Box-folder 1:45

Box-folder 1:46

Box-folder 1:47

Environmental Tobacco Smoke (ETS), 1996, n.d.

Box-folder 1:48

Miscellaneous Anti-Smoking Materials, 1995, n.d.

Box-folder 1:49

Policy and Advocacy Workshop Handouts, October 23, 1995

Box-folder

Red Alert: Expose the Tobacco Industry Lies -- An Advocacy Kit for Local Health Agencies, August 1994

1:50-51

San Joaquin Valley Health Consortium Workplan, [1993?]

Box-folder 1:52

Tobacco Free Bay Area, 1995-96

Box-folder 1:53

Training Modules, 1991, n.d.

Box-folder 1:54

UATA II -- Steering Committee, 1996

Box-folder 1:55

Ethnic Programs

Ethnic Networks Mini-Grants Program (draft), [1995]

Box-folder 1:56

Ethnic Networks Grant Renewal Application Letter -- 96-03, July 1996

Box-folder 1:57

Ethnic Materials and Brochures, 1993, n.d.

Box-folder 1:58

United Against Tobacco Use, 1996, n.d.

Box-folder 1:59

African-American Ethnic Network

Box-folder 2:1

Tobacco Education Network Statewide Conference, December 1991

Box-folder 2:2

Task Force Report on the Year 2000, 1992

Box-folder 2:3

Tobacco Education Network (AATEN) Newsletters, [1996]

American Indian Ethnic Network

Box-folder 2:4

Tobacco Education Network Newsletter, June 1996

Asian and Pacific Islander Ethnic Network

Box-folder 2:5

Task Force Report on the Year 2000, May 1992

Box-folder 2:6

Tobacco Education Network News, 1994-95

Box-folder 2:7

American Health Forum Workplan, 1995

Box-folder 2:8

American Health Forum -- Migrants Program, n.d.

Hispanic/Latino Ethnic Network

Box-folder 2:9

California Conference on Hispanic/Latino Tobacco Control (2nd), May 13, 1992

Box-folder 2:10

(4th and 5th), June, December. 1993

Box-folder 2:11

(6th), September 30, 1994

Box-folder 2:12

Evaluation Report for the University of San Francisco Hispanic/Latino Network for Tobacco Education, December 1996

Programs, 1990-97

Box-folder 2:13	Grant Applications, Tracking, Rapid Action Fund, 1996
Box-folder 2:14	Highland Hospital - "Concejos para dejar de fumar", 1993
Box-folder 2:15	Hispanic Network Advisory Committee Board Meeting, June 24, 1993
Box-folder 2:16	How to Access and Mobilize the Latino Community Around Tobacco Control Issues, [1993]
	Network on Hispanic/Latino Tobacco Control
Box-folder 2:17	Operating Guidelines/Bylaws, n.d.
Box-folder 2:18	Advisory Committee, 1995-96, n.d.
Box-folder 2:19	Newsletters, 1996
Box-folder 2:20	RFP #94-20557-A -- Statewide Hispanic/Latino Education Network, January 1995
Box-folder 2:21	Hispanic/Latino Tobacco Education Network Grant Proposal, February 1995
Box-folder 2:22	Hispanic/Latino Tobacco Control Workplan 4/95-12/96, March 1995
Box-folder 2:23	RFA 92-26185 Addendum -- Statewide Hispanic/Latino Education Network, September 1996
	Evaluation Programs
Box-folder 2:24	Document Your Success; Everything You Wanted to Know About Evaluation, November 1993
Box-folder 2:25	Document Your Success; Part II, April 1994
Box-folder 2:26	Building Successful Programs: Program Implementation and Evaluation in Community Settings (Alameda County), August 1995
Box-folder 2:27	Evaluation -- Outline, n.d.
	Lavender Americans (Gay Lesbian Bisexual Organizations)
Box-folder 2:28	California Lavender Smokefree Network/Bay Area Resource Team, 1995
Box-folder 2:29-30	Alive With Pleasure: Prevention of Tobacco and Alcohol Problems in the Lesbian Gay Bisexual and Transgender Communities, October 1996
	Media Programs
Box-folder 2:31	Tobacco Education Media Campaign, 1988-96
Box-folder 2:32-34	California Dept. of Health Services 1990-91 Ad Planner, [1990?]
Box-folder 2:35	Oakland Community Anti-Tobacco Mural Dedication, April 1991
Box-folder 2:36	"Anti Tobacco Expression Through the Vision of Art", June 1991
Box-folder 2:37	Media Information, 1992, n.d.
Box-folder 2:38	New Additions to <u>Marketing Planner</u>, 1994
Box-folder 2:39	Cigarette Advertising Information, [1996?]
	California Department of Health Services--Public Service Announcements
Box-folder 2:40	TV, n.d.
Box-folder 2:41	Radio, n.d.
	Restaurants and Bars
Box-folder 2:42	"Clearing the Air: A Survey of Oakland Restaurant Smoking Policies" and "Smoking & Restaurants: A Guide for Policy-Makers", 1992
Box-folder 2:43	Smoke Free Restaurant Ordinances, 1992
Box-folder 2:44	100% Smoke-Free Asian Restaurant Campaign Data Summary, 1994
Box-folder 2:45	Smokefree Bars, 1996
	Smoking Cessation Programs
Box-folder 2:46	Alameda County Quit-Smoking Programs list, 1995
Box-folder 2:47	Smoking Cessation -- Alameda County Tobacco Control, n.d.
	Women's Programs
Box-folder 2:48	Women's Issues, Women's Lives -- sponsored by Congressman Pete Stark, August 1992
Box-folder 2:49	Maternal and Child Health Bureau Fact Pack, [1993]
Box-folder 2:50	Perinatal programs, 1994-95, n.d.
Box-folder 2:51	Network for Women and Children, n.d.
Box-folder 2:52-53	Women and Tobacco: The Drugging of the American Woman, n.d.
	Workplace Programs

Box-folder 2:54	It Can Be Done: A Smokefree Workplace by Health at Work (Washington State), 1985
Box-folder 2:55	Promoting Voluntary Smokefree Workplaces Policies, 1995
Box-folder 2:56	Safe and Healthy Choices -- Hayward Smoke-Free Workplaces Project, n.d.
Box-folder 2:57	Workplace Smoking Complaint Letters, 1995
	Youth Programs
Box-folder 3:1	Alameda County Tobacco-Free Schools Guidebook -- Workshop, May 1993
Box-folder 3:2	Alameda County Tobacco Use Prevention Education Project, 1996
Box-folder 3:3	Alameda County Tobacco Control -- Youth Tobacco Attitude Survey Blanks, December 1995
Box-folder 3:4	California Theatre Wing -- Request for funding (Alameda), July 1995
Box-folder 3:5	Healthy Kids Tobacco-Free -- Teachers Guide (Capitol Region), May 1992
	Operation Storefront
Box-folder 3:6	Phase II, 1995
Box-folder 3:7	Phase III, 1996
Box-folder 3:8	Rock, Rap and Race Against Tobacco 5K Walk, April 1996
	STAKE (Stop Tobacco Access to Kids Enforcement Act)
	Planning and Background Materials, 1995-96
Box-folder 3:9	Information Kit, n.d.
Box-folder 3:10	STAT -- Stop Teenage Addiction to Tobacco, 1995-97
Box-folder 3:11	Tobacco-Free Bay Area -- Youth Summit, 1995
Box-folder 3:12	Tobacco Retailer Youth Purchase Survey (California Dept. of Health Services), January 1994
3:13-14	
Box-folder 3:15	Together Against Tobacco (Alameda County), n.d.
	Together Tobacco Free
	Captain Clean-Air -- Preschool Curriculum, n.d.
Box-folder 3:16	Parent Education Workshop, June 1993
Box-folder 3:17	Various Youth Materials, 1992-96
Box-folder 3:18	What Wait Until 1996?: Tobacco Free Schools Now (Ca. State), 1994
Box-folder 3:19	Youth and Elders Against Tobacco Use -- National Town Meeting, March 1994
Box-folder 3:20	

Series 2. Informational Files, 1992-1997, n.d.

Physical Description: Carton 3**Scope and Content Note**

This series includes materials from a variety of related organizations, including the Alameda County Board of Supervisors, the American Heart Association and the Stanford Center for Research in Disease Prevention. Other documents include information on Federal tobacco control issues and information on legislative activities, as well as newsletters from a variety of organizations both inside of and outside of Alameda County.

Arrangement

The materials in this series have been divided into several sections and are arranged alphabetically. Within each section the materials are arranged either alphabetically or chronologically.

Box-folder 3:21	Alameda County Board of Supervisors -- PAL (Personnel/Administration/Legislation) Committee, June 1996
Box-folder 3:22	American Heart Association -- Pamphlet, Press Releases, Action Alert, 1994-96
Box-folder 3:23	California Budget Project -- Hot Button Issues, 1996
Box-folder 3:24	California Tobacco Control Resource Partnership (CTCRP) -- Correspondence and Articles, 1995
Box-folder 3:25	Centers for Disease Control (CDC) Report on Smoking, 1995-96
Box-folder 3:26-27	Commercial Smoking Cessation Products (literature, audiotapes, etc.), n.d.
Box-folder 3:28	Community/Regional Network, n.d.
Box-folder 3:29	"Congressional Addiction to Tobacco" and "Tobacco Money, Tobacco People, Tobacco Policies", 1992
Box-folder 3:30	Evaluation of the Tobacco Industry's Response to the California Tobacco Education Program, 1994-95
Box-folder 3:31	Examining the Clinton Health Reform Plan -- American Public Health Association, n.d.

Box-folder 3:32	Fact Sheets/Action Alerts , 1995, n.d.
Box-folder 3:33	FDA Regulation of Tobacco, 1995-97
Box-folder 3:34	League of California Cities, 1995, n.d.
	Legislation
Box-folder 3:35	Assembly Bill 13, 1995
Box-folder 3:36	Local Ordinances, 1986-92, n.d.
Box-folder 3:37	Proposition 99, 1995-96
Box-folder 3:38	Senate Bill 493, 1995
Box-folder 3:39	Senate Bills 24167 and 949, 1995
Box-folder 3:40	Lobbying, n.d.
	Newsletters
Box-folder 3:41	Alameda County, 1992-96
Box-folder 3:42	Outside of Alameda County, 1993-95, n.d.
Box-folder 3:43	PISE (Policy Information and Strategy Exchange), 1994-95
Box-folder 3:44	Stanford Center for Research in Disease Prevention Mailings, January-March 1996
Box-folder 3:45	Stanford Tobacco Control Advocacy Series, June 1993
Box-folder 3:46	Tobacco Control Section -- New Health Education Consultant Assignments, 1996
Box-folder 3:47	"Tobacco" -- Resource Guide -- Center for Substance Abuse Prevention (DHHS), 1993