

**SCOPE OF WORK  
YEAR 2  
March 1, 2003 – February 28, 2004**

**Goal I: To implement an asthma intervention activity in the Mid-City neighborhood of San Diego.**

**Objective 1:** By February 28, 2004, at least four (4) asthma education and awareness events will be conducted in Mid-City.

- Environmental Policy Implications**
- Increase community understanding of asthma and environmental triggers.
  - Modify social norms regarding acceptable practices for trash and pest control in Mid-City.
  - Ensure community capacity building through community training.
  - Ensure community involvement through peer-to-peer education.

<b>Activities</b>	<b>Area of Focus</b>	<b>Responsible</b>	<b>Timeline</b>	<b>Resources Needed</b>	<b>Measurement</b>
1. Develop the Community Organizing and Asthma Training Modules for Community Advocacy Workers (CAW).	Housing and Outdoor Environment	Project Director, Program Supervisor, Coalition Coordinator, ALA Asthma Trainer	April – May 2003	Technical Assistance, Cost for duplication	Copy of training modules
2. Hire 4 community advocacy workers (CAW)		Program Supervisor	April – May 2003	Salary for part-time CAWs	Names and hire dates
3. Conduct trainings for CAWs to include: <ul style="list-style-type: none"> <li>• CAFA Overview</li> <li>• Community Organizing 101</li> <li>• How to recruit and retain volunteers</li> <li>• Leadership skills</li> <li>• Asthma education</li> </ul>		Coalition Coordinator Program Supervisor, Team Leaders	May 2003	Materials cost, translation costs, child care	Training handouts and pre/post tests results Demonstration of skills
4. Each CAW will host informal meetings at their homes to organize and recruit volunteers for the formation of Neighborhood Teams.		Community Advocates	May - June 2003	Incentives and Refreshments	Minimum of four volunteer house parties. Sign in sheets
5. Develop training modules for the Neighborhood Teams training. Modules will cover Community Organizing & Asthma Awareness.		Program Supervisor and Coalition Coordinator	May 2003		

**San Diego Regional Asthma Coalition  
CAFA Action Plan**

**Objective 1:** By February 28, 2004, at least four (4) asthma education and awareness events will be conducted in Mid-City.

**Environmental Policy Implications**

- Increase community understanding of asthma and environmental triggers.
- Modify social norms regarding acceptable practices for trash and pest control in Mid-City.
- Ensure community capacity building through community training.
- Ensure community involvement through peer-to-peer education.

<b>Activities</b>	<b>Area of Focus</b>	<b>Responsible</b>	<b>Timeline</b>	<b>Resources Needed</b>	<b>Measurement</b>
6. Conduct Training One (Community Organizing) for the Neighborhood Teams. Training will include <ul style="list-style-type: none"> <li>• An overview of CAFA</li> <li>• Community Organizing concepts</li> <li>• How to build a Neighborhood team</li> <li>• Basic asthma education</li> <li>• How to organize a community clean-up</li> </ul>		Trainers: Project Director	June 2003	Refreshments, materials costs, childcare	Sign-in sheet Pre/post test results
7. Each team will meet to plan a neighborhood clean-up activity		Neighborhood Teams	June 2003		Sign-in sheet, summary sheet
8. Neighborhood clean-ups will be conducted.		Program Supervisor, Neighborhood Teams	July-August 2003	Trash, water, incentives	4 Community clean-ups will occur, sign-ups sheets, photos of trash and pest issues
9. Conduct Training Two (Asthma Awareness) for Neighborhood Teams to include: <ul style="list-style-type: none"> <li>• What is asthma</li> <li>• Indoor/outdoor asthma triggers</li> <li>• Environmental affects on asthma</li> <li>• How to give a presentation</li> </ul>		American Lung Assoc. Trainer, Community Advocacy Workers (CAW)	July 2003	Materials cost, Refreshments, Incentives, Translation costs Child care	Educational meeting handouts, sign-in sheets
10. Each team will meet to plan an asthma awareness and outreach activity		Neighborhood Teams	July—August 2003		Sign-in sheet, summary sheet
11. Each team will conduct an Asthma Awareness activity, e.g. a		Neighborhood Teams	August 2003-February 2004	Materials, childcare, incentives	Post tests, registration of participants, and 5

**San Diego Regional Asthma Coalition  
CAFA Action Plan**

**Objective 1:** By February 28, 2004, at least four (4) asthma education and awareness events will be conducted in Mid-City.

- Environmental Policy Implications**
- Increase community understanding of asthma and environmental triggers.
  - Modify social norms regarding acceptable practices for trash and pest control in Mid-City.
  - Ensure community capacity building through community training.
  - Ensure community involvement through peer-to-peer education.

<b>Activities</b>	<b>Area of Focus</b>	<b>Responsible</b>	<b>Timeline</b>	<b>Resources Needed</b>	<b>Measurement</b>
health fair or educational forum					asthma outreach events/programs
12. Each team will meet to recruit walkers for the Asthma Walk		Neighborhood Teams	August 2003		Sign-in sheet, summary sheet
13. Neighborhood Teams will participate in the Asthma Walk		Project Director, Program Supervisor, Neighborhood Teams	October 2003	Transportation	Number of participants

**SCOPE OF WORK  
YEAR 2  
March 1, 2003 – February 28, 2004**

**Goal II: To implement asthma policy and advocacy efforts to reduce triggers in the Mid-City neighborhood of San Diego.**

**Objective 1:** By February 28, 2004, Neighborhood Teams will advocate for increased enforcement of existing codes and policies related to trash and pest control in Mid-City. Impacts will be demonstrated through pre/post observation data and public records.

**Environmental Policy Implications**

- Expand multidisciplinary collaborative efforts and comprehensive community coalitions
- Ensure that existing housing codes related to about trash and pest control are being enforced
- Ensure that waste collection for high density neighborhoods (apartment complexes) are scheduled to maintain cleaner neighborhoods

Activities	Area of Focus	Responsible	Timeline	Resources Needed	Measurement
1. Review current trash and pest control policies in Mid-City. (i.e. Waste Management, Police, Code Enforcement, Housing Commission, Vector Control)	Homes, Outdoor Environment	Environmental Health Workgroup	April – July 2003	Technical Assistance from Policy Link	Summary of current local policies
2. Review trash and pest control policy activities from other cities.		Environmental Health Workgroup	April – July 2003	Technical Assistance from Policy Link	Summary of other policies
3. Identify and collect baseline data to measure impacts of policy change a. Police records of illegal dumping b. Vector control complaints and service visits c. Housing Commission and/or Code Compliance violations		Environmental Health Workgroup, Intern	May – June 2003	Technical Assistance from Data Consultant	List of trash and pest control indicators, Baseline data
4. Collect baseline observational data in Mid-City community prior to community clean-up a. Number and location of overflowing dumpsters. b. Documentation of excessive trash in key community locations.		Project Supervisor, Neighborhood teams	June 2003	Technical Assistance from Data Consultant	Baseline observational data, "Before" photographs

**San Diego Regional Asthma Coalition  
CAFA Action Plan**

**Objective 1:** By February 28, 2004, Neighborhood Teams will advocate for increased enforcement of existing codes and policies related to trash and pest control in Mid-City. Impacts will be demonstrated through pre/post observation data and public records.

**Environmental Policy Implications**

- Expand multidisciplinary collaborative efforts and comprehensive community coalitions
- Ensure that existing housing codes related to about trash and pest control are being enforced
- Ensure that waste collection for high density neighborhoods (apartment complexes) are scheduled to maintain cleaner neighborhoods

<b>Activities</b>	<b>Area of Focus</b>	<b>Responsible</b>	<b>Timeline</b>	<b>Resources Needed</b>	<b>Measurement</b>
5. Determine key goals of policy change for San Diego e.g. to strengthen landlord policies for dumpsters, to reduce illegal dumping)		Environmental Health Workgroup and Neighborhood Teams	May – June 2003	Technical Assistance from Policy Link	List of goals
6. Identify key stakeholders involved with trash and pest control policies (i.e. Waste Management, Police, Code Compliance, Housing Commission, City Council representatives)		Environmental Health Workgroup	June – July 2003		List of stakeholders
7. Develop talking points and preliminary policy recommendations for legislative visits.		Environmental Health Workgroup	July – Aug 2003		Talking points, policy recommendations
8. Coordinate legislative visits with policy makers, their representatives, or key stakeholders.		Project Supervisor, Community Advocates	Sep 2003		Schedule of visits
9. Develop Environmental Justice/Advocacy Training Modules for Neighborhood Teams.	Trash, housing, pest control	ALA Staff	August-September 2003	Technical Assistance Cost of duplication	Copy of training modules
10. Develop a Trash and Pest Control Training Module for the Neighborhood Teams.	Trash	Coalition Coordinator Project Supervisor	November-December 2003	Technical Assistance Cost of duplication	Copy of training module
11. Conduct 4 hour Environmental Justice/Advocacy Training Neighborhood Teams to include: <ul style="list-style-type: none"> <li>• What is Environmental justice</li> <li>• Advocacy skills</li> </ul>		Program Supervisor, CAWs, Volunteers Consultant	Sep 2003	Technical assistance to identify policy makers  Refreshments, incentives, childcare	Summary and results of asthma advocacy activities.

**San Diego Regional Asthma Coalition  
CAFA Action Plan**

**Objective 1:** By February 28, 2004, Neighborhood Teams will advocate for increased enforcement of existing codes and policies related to trash and pest control in Mid-City. Impacts will be demonstrated through pre/post observation data and public records.

**Environmental Policy Implications**

- Expand multidisciplinary collaborative efforts and comprehensive community coalitions
- Ensure that existing housing codes related to about trash and pest control are being enforced
- Ensure that waste collection for high density neighborhoods (apartment complexes) are scheduled to maintain cleaner neighborhoods

Activities	Area of Focus	Responsible	Timeline	Resources Needed	Measurement
<ul style="list-style-type: none"> <li>• Talking points regarding trash, pests and asthma</li> <li>• How to set up an e-mail account</li> <li>• How to use e-mail petitions</li> <li>• How to join an advocacy action group</li> </ul>					
12. Each team will meet to plan their advocacy activities and confirm legislative visits.		Neighborhood Teams	Sep 2003		Sign-in sheet, summary sheet
13. Neighborhood Teams will conduct legislative visits to collect opinions from decision-makers about trash and pest control in Mid-City		Program Supervisor, Neighborhood Teams	Oct 2003	Technical Assistance	Number of meetings with officials (photo-ops).  Agendas of planning, policy or govt. bodies.  Copies of letters, name registration.
14. Summarize the results of the advocacy activity, including policymaker interest, issues discussed, any recommendations, and other comments		Project Supervisor Neighborhood Teams	Nov 2003		Summaries of Advocacy Activities
15. Neighborhood Teams will meet to plan a presentation to the Asthma Coalition about their activities		Neighborhood Teams	Oct – Nov 2003		Sign-in sheet, summary sheet
16. A presentation will be made to the Asthma Coalition and a discussion will be held to solicit their		Program Supervisor Neighborhood Teams	Nov 2003	Transportation	5 team presentation boards

**San Diego Regional Asthma Coalition  
CAFA Action Plan**

**Objective 1:** By February 28, 2004, Neighborhood Teams will advocate for increased enforcement of existing codes and policies related to trash and pest control in Mid-City. Impacts will be demonstrated through pre/post observation data and public records.

**Environmental Policy Implications**

- Expand multidisciplinary collaborative efforts and comprehensive community coalitions
- Ensure that existing housing codes related to about trash and pest control are being enforced
- Ensure that waste collection for high density neighborhoods (apartment complexes) are scheduled to maintain cleaner neighborhoods

<b>Activities</b>	<b>Area of Focus</b>	<b>Responsible</b>	<b>Timeline</b>	<b>Resources Needed</b>	<b>Measurement</b>
recommendations for policy direction.					
17. Review and assess recommendations by Neighborhood Teams, Asthma Coalition members, key stakeholders, and policy makers or their staff.		Environmental Health Workgroup	Nov 2003	Technical Assistance from Policy Link	Workgroup meeting summary
18. Conduct an appreciation dinner for Neighborhood Teams.		Project Director, Program Supervisor, Community Advocates, Volunteer	Dec 2003	Refreshments, Incentives	
19. Develop Environmental Policy Plan to include: a. Impact of trash and pest control b. Policy recommendations c. Policymaker outreach plan d. Talking points for legislative visits e. Media outreach plan f. Expected policy outcomes and impacts		Environmental Health Workgroup, Coalition Staff	Nov - Dec 2003	Technical Assistance from Policy Link and Media Consultant Regional Center	Copy of Policy Action Plan
20. Conduct Trash and Pest Control training for Neighborhood Teams to include: a. An overview of trash and pest control and contributing factors b. An overview of existing policies c. How to affect systems change		Program Supervisor, trash expert/consultant	Jan 2004	Consultant fee (if needed) Childcare, refreshments	Meeting agendas, sign-in sheet

**San Diego Regional Asthma Coalition  
CAFA Action Plan**

**Objective 1:** By February 28, 2004, Neighborhood Teams will advocate for increased enforcement of existing codes and policies related to trash and pest control in Mid-City. Impacts will be demonstrated through pre/post observation data and public records.

**Environmental Policy Implications**

- Expand multidisciplinary collaborative efforts and comprehensive community coalitions
- Ensure that existing housing codes related to about trash and pest control are being enforced
- Ensure that waste collection for high density neighborhoods (apartment complexes) are scheduled to maintain cleaner neighborhoods

<b>Activities</b>	<b>Area of Focus</b>	<b>Responsible</b>	<b>Timeline</b>	<b>Resources Needed</b>	<b>Measurement</b>
21. Each team will meet to plan a Trash activity		Neighborhood Teams	Jan -- Feb 2004		Sign-in sheet, summary sheet
22. Teams will conduct Trash-related activities (Teams will choose one) <ul style="list-style-type: none"> <li>• Advocacy Activity: Letter writing, petition, meet with officials.</li> <li>• Education Activity, Presentation to neighborhood associations about Trash issues and possible solutions</li> <li>• Community Org. Activity: Neighborhood Clean Ups</li> </ul>		Program Supervisor, Neighborhood Teams	Feb 2004	Clean-up supplies	Sign-in sheets, agendas, summaries of Trash Activity
23. Report progress of CAFA policy activities to print media, radio, and television, as appropriate.			March 2003 – Feb 2004	Technical Assistance from Media Consultant	Copies of press releases, published articles, radio/TV news stories



**SCOPE OF WORK  
YEAR 2  
March 1, 2003 – February 28, 2004**

**Goal V: To develop and implement a local data collection tracking and monitoring system on asthma.**

**Objective:** By February 2004, identify, create and distribute an “asthma report card” for San Diego County using existing local asthma data.

**Environmental Policy Implications**

- Increase community understanding of asthma in San Diego.
- Ensure that a report of San Diego asthma data is provided to policy makers and the public.

<b>Activities</b>	<b>Area of Focus</b>	<b>Responsible</b>	<b>Timeline</b>	<b>Resources Needed</b>	<b>Measurement</b>
1. Define indicators - E.g., mortality, ED visits, UC visits, prevalence from CHIS		Research and Data Workgroup	July - Sep 2002	None	List of indicators
2. Identify key data sources - E.g., OSHPD, EMS, County of San Diego, ED Departments		Research and Data Workgroup	Sep - Dec 2002	None	Data Sources
3. Determine the format and plan for the report card - E.g., web site, paper - Need to research other models		Research and Data Workgroup	Jan - March 2003	None	Sample format, Outline of report card plan
4. Collect any needed updates to data and write text for report card.		Intern	April – May 2003	Intern salary	Updated data and report card text
5. Format the report, develop graphs and write draft text for the indicators.		National Latino Research Center	June - July 2003		
6. Approve format and draft text, revise as necessary.		Research and Data Workgroup	August 2003		
7. Identify where to house the data for distribution - CSU San Marcos Website web site,		National Latino Research Center	July – August 2003	None	Key partner identified, distribution plan
8. Put report card on the web.		Research and Data Workgroup, Steering Committee	Sep - Nov 2003	Staff costs	PDF of report card, website URL
9. Promote asthma report card web address.		Coalition Coordinator	Nov - Dec 2003	Staff costs	List of Coalition members, Record of website access

**San Diego Regional Asthma Coalition  
CAFA Action Plan**

**SCOPE OF WORK  
YEAR 3  
March 1, 2004 – February 28, 2005**

**Goal I: To implement an asthma intervention activity in the Mid-City neighborhood of San Diego.**

**Objective 1:** By February 28, 2005, at least eight (8) asthma education and awareness events will be conducted in the Mid-City neighborhood of San Diego.

**Environmental Policy Implications**

- Increase community understanding of asthma and environmental triggers.
- Modify social norms regarding acceptable practices for trash and pest control in Mid-City.
- Ensure community capacity building through community training.
- Ensure community involvement through peer-to-peer education.

<b>Activities</b>	<b>Area of Focus</b>	<b>Responsible</b>	<b>Timeline</b>	<b>Resources Needed</b>	<b>Measurement</b>
1. Team leaders will conduct informal meetings to recruit volunteers as needed for Neighborhood Teams.		Community Advocate Workers	March - October 2004	Refreshments	4 Volunteer Teams of 5 or more people
2. Teams will self-select into one of three tracks: Asthma Awareness, Community Organizing, and Advocacy.		Neighborhood Teams, Project Supervisor	March 2004		
3. Teams will meet on a monthly basis to strategize activities for implementing the Environmental Policy plan and receive updates on progress.		Project Supervisor Asthma Trainer Neighborhood Teams	March 2004, June 2004	Refreshments, materials costs, childcare	Community forums sign-in sheet
4. Teams on the Asthma Awareness Track will focus on providing education and awareness on asthma, environment, trash and pest control, as outlined in the Environmental Policy Plan.		Neighborhood Teams	March – October 2004	Materials, childcare, incentives	Post tests, registration of participants
5. Conduct at least 8 asthma awareness and education events.		Neighborhood Teams	April 2004 – February 2005		
6. Each team will meet to plan recruit walkers for the Asthma Walk		Neighborhood Teams	August 2004		Sign-in sheet, summary sheet

**San Diego Regional Asthma Coalition  
CAFA Action Plan**

**Objective 1:** By February 28, 2005, at least eight (8) asthma education and awareness events will be conducted in the Mid-City neighborhood of San Diego.

**Environmental Policy Implications**

- Increase community understanding of asthma and environmental triggers.
- Modify social norms regarding acceptable practices for trash and pest control in Mid-City.
- Ensure community capacity building through community training.
- Ensure community involvement through peer-to-peer education.

Activities	Area of Focus	Responsible	Timeline	Resources Needed	Measurement
8. Neighborhood Teams will participate in the Asthma Walk		Project Director, Program Supervisor, Neighborhood Teams	October 2004	Transportation	Quantity of participants and amount of funds raised
9. Report progress of CAFA awareness activities to print media, radio, and television, as needed.			March 2004 – Feb 2005	Technical Assistance from Media Consultant	Copies of press releases, published articles, radio/TV news stories

**SCOPE OF WORK  
YEAR 3**

**March 1, 2004 – February 28, 2005**

**Goal 2: To implement asthma policy and advocacy efforts to reduce triggers in the Mid-City neighborhood of San Diego.**

**Objective 1:** By February 28, 2005, community advocacy worker and volunteers (neighborhood advocacy teams) will advocate for increased enforcement of existing codes and policies related to trash and pest control in Mid-City. Impacts will be demonstrated through pre/post observation data and public records.

**Environmental Policy Implications**

- Ensure that existing housing codes related to about trash and pest control are being enforced
- Ensure that waste collection for high density neighborhoods (apartment complexes) are scheduled to maintain cleaner neighborhoods

<b>Activities</b>	<b>Area of Focus</b>	<b>Responsible</b>	<b>Timeline</b>	<b>Resources Needed</b>	<b>Measurement</b>
1. Team leaders conduct informal meetings to recruit volunteers as needed		Neighborhood Teams	March - October 2004	Refreshments	Sign-in sheets, volunteers recruited
2. Teams on the Community Organizing Track will focus on organizing the community to respond to policy issues and voice opinions, as outlined in the Environmental Policy Plan.		Neighborhood Teams	March – October 2004		
3. Teams on the Advocacy Track will focus on advocating for increased enforcement of trash and pest control policies that impact asthma and the environment, as outlined in the Environmental Policy Plan.		Neighborhood Teams	March – October 2004		
4. Neighborhood Teams will participate in ongoing Community Organizing efforts for asthma, trash and pest control. <ul style="list-style-type: none"> <li>• Monthly Observational data collection</li> <li>• Neighborhood Clean-ups</li> </ul>		Neighborhood Teams Project Supervisor	March – February 2005	Incentives, refreshments	Success will be measured by: List of new volunteers Photos and tracking of observational data Completion of 4 neighborhood clean ups Team lists for Asthma Walk

**San Diego Regional Asthma Coalition  
CAFA Action Plan**

<p>5. Neighborhood Teams will participate in ongoing Advocacy efforts related to asthma, trash and pest control</p> <ul style="list-style-type: none"> <li>• State and/or Local Lobby day</li> <li>• Meet and greet with city/county officials i.e. vector control, housing commission, police.</li> <li>• Actively participate on a decision making body. I.e.: village council, community council</li> <li>• Actively participate in neighborhood association meetings</li> <li>• Letter writing campaign, e-mail advocacy, petitions</li> </ul>		<p>Project Supervisor Neighborhood Teams</p>	<p>March 2004 – February 2005</p>		<p>Active membership by one volunteer and/or team leader on a decision making body Documented meetings with city officials through photographs, letters, etc. Increased code enforcement and/or model ordinance. Documented participation in a neighborhood association (sign in sheet) Copies of letters, e-mails, and petitions</p>
<p>6. A follow-up community survey will be conducted to assess:</p> <ul style="list-style-type: none"> <li>• Increased general knowledge of asthma and community asthma programs</li> <li>• Perceptions about Mid-City's environment</li> </ul>		<p>Project Supervisor Neighborhood Teams</p>	<p>November 2004 - January 2005</p>	<p>Incentives</p>	<p>Number of surveys given  Survey results</p>
<p>7. Collect observational data (i.e. overflowing dumpsters, track and photograph trash) on an ongoing basis</p>		<p>Project Supervisor Neighborhood Teams</p>	<p>March 2004 - December 2004</p>		<p>Photos, before and after</p>
<p>8. Determine benchmark dates for collecting government data</p>		<p>Project Supervisor Coalition Coordinator</p>	<p>March 2004</p>		
<p>9. Collect follow-up data from government agencies (i.e. Police records, Vector control complaints, Code Compliance violations)</p>		<p>Project Supervisor Neighborhood Teams</p>	<p>March 2004 - December 2004</p>		<p>Data trends</p>
<p>10. Analyze results of the entire project's activities, including the community survey, observational data, and any documented policy changes.</p>		<p>Regional Center</p>	<p>February 2005</p>	<p>Technical Assistance</p>	<p>Survey results</p>
<p>11. Report progress of CAFA policy activities to print media, radio, and television, as needed.</p>		<p>13</p>	<p>March 2003 – Dec 2004</p>	<p>Technical Assistance from Media Consultant</p>	<p>Copies of press releases, published articles, radio/TV news stories</p>

**San Diego Regional Asthma Coalition  
CAFA Action Plan**