

### THE TOBACCO PROBLEM

1. What have you seen in the community about tobacco use [among youth, in certain locations, communities, etc.]?
2. What concerns do you have about tobacco use [among youth, in certain locations, communities, etc.]?

### VISIONING

3. What does [name of community] look like without tobacco [and/or marijuana]?
4. What would the [retail environment, smoke-free spaces, housing] be like without [tobacco, flavored tobacco products, small pack size/price, tobacco litter, etc.]?
5. What is the ideal?
6. How would the community benefit? What would you see?
7. How does tobacco fit into your policy priorities? (e.g., MSA)

### COMMUNITIES MOST AFFECTED

8. What are the communities of interest/most in need/disproportionately affected?
9. Who would be affected by [type of policy]? Who would be left out by [type of policy]?
10. How would [X, Y, Z] affect surrounding communities?
11. How would your community be impacted by what other surrounding communities are doing?
12. Which community would make the most sense to go first? [e.g., unincorporated first].

### POTENTIAL CHALLENGES/BARRIERS, SOLUTIONS/ENFORCEMENT

13. What would be needed in the [retail environment or housing or parks] to eliminate tobacco?
14. What are some important milestones or incremental changes?
15. What are the first/next steps to take over the next # of years?
16. Envisioning a community free from tobacco harm, how long do you think it take?
17. How do we make it happen for [specific community(ies)]? How could we make it happen together?
18. What resources could we draw on for [community, policy option, etc.]?
19. How do we sustain change?
20. Of [options/steps], what would be most impactful for you?
21. What would be needed to help retailers' pivot/transition? What other products could retailers sell?
22. What challenges need to be overcome? What would get in our way?
23. What resources do priority populations need as policies are changed?
  - e.g., for MUH, people cannot "vote with their feet" aka leave/move
24. Regarding enforcement, what challenges are you currently facing and how could expanding tobacco control policies affect/improve/harm?

## CONNECTING CESSATION SUPPORTS

25. How do we support tobacco users to come along? Connecting to cessation support: other supports?

## HOW DECISIONS ARE MADE, POTENTIAL PARTNERS/OPPOSITION

26. How are decisions made in this community [vis-a-vis the retail environment or housing or parks/beaches/recreation]?

27. Who would need to be involved? Who are potential partners/opponents?

## MESSAGING

28. What messaging would resonate with people?

- e.g. wildfires, waste, water shortages, climate change, youth, pets/animals, clean air and being outdoors due to COVID restrictions, COVID changes and stress

## CHOOSING KEY INFORMANTS

1. Depending on where LLAs are in the process and which “path” they might choose:
  - Policy makers, decisionmakers, key staff, law enforcement, county/city subcommittees/commissions, community development, parks/rec department, etc.
  - School officials, schools/PTA
  - Retailers, licensed cannabis retailers
  - Community leaders/influencers, CBOs, Chamber of commerce
  - Property owners/managers (for MUH)
  - Behavioral health centers, ATOC, healthcare providers, First 5
  - Other stakeholders
2. Different groups would need a different twist to the questions/format and the LLA could engage people in different ways, e.g., a community meeting to engage people in a vision of the community without tobacco and identify who else should be included in the community
3. Equity first, focusing on the people in communities disproportionately affected and hearing their voice. Opportunity to hear from community leaders or members from priority populations. What would work/wouldn't work, etc. – use language to build bridges.

## OTHER CONSIDERATIONS

1. Don't use jargon, e.g., “end game,” instead use “tobacco free” or “smoke free” or “tobacco and nicotine free”
2. Due to COVID-19 safety precautions:
  - People may have been experiencing less secondhand smoke in parks, but with restrictions being lifted that will change
  - People may have been experiencing an increase in SHS complaints, especially in MUH
  - There is a general increase in tobacco use and stress

## GENERAL INTERVIEW TECHNIQUES – SEE TCECS WEBSITE

- <https://tcec.sf.ucdavis.edu/sites/g/files/dgvnsk5301/files/inline-files/2018-05-17-TT3-Conducting%20Interviews.pdf>