

Module: ARRA 2 Local Health Department Smoke-free Affordable Housing Initiative

Agency Name:

Date: October 1, 2011 – January 31, 2012

FY12 PROJECT WORKPLAN

Program Goal: Eliminate exposure to secondhand smoke.

Objective: By September 30, 2011 increase the percentage of smoke-free public and affordable housing* properties in [insert county/ies] from [insert baseline] to 90%.

*Public and affordable housing includes HUD federally subsidized housing and housing that costs no more than 30% of a household's monthly income.

Key Strategies & Activities	Target date or timeline (Period)		Performance Indicator(s)
	1 st 10/1/11- 12/31/11	2 nd 1/1/12- 1/31/12	
Community Interventions			
1. Become familiar with the www.mismokefreeapartment.org website and understand the process for making referrals on local smoke-free housing questions. Confirm with the Smoke-free Environments Law Project (SFELP) that you are signed up for the SF apartments listserv by calling 734-635-1126.	X		Meeting agenda and minutes from a coalition meeting indicating viewing and discussion of the website
2. Develop a link to the www.mismokefreeapartment.org on your agency's website.	X		Copy of agency website homepage with visible link
3. Identify the agency staff person that will coordinate this project.	X		Name and contact information of staff person
4. When feasible collaborate with Native American and tribal organizations in the community on commercial tobacco-free housing issues.	X	X	Description of collaborative efforts
5. Obtain a list of public and affordable multi-unit dwellings (MUDS) in the described target area.	X	X	Comprehensive list of public and affordable MUDS in the target area. <i>List should include the name of the MUD, landlord name, mailing address, email address, and telephone number, the number of housing units within each building, and whether the MUD is smoke-free. List should also indicate what percent of the MUDS are smoke-free. Use attached template.</i>
6. In collaboration with SFELP, identify the affordable properties and housing commissions to prioritize from the list	X	X	List of prioritized properties and housing commissions
7. In collaboration with SFELP, coordinate and facilitate presentations and seminars to local Housing Boards, landlord associations, apartment owners and managers, and Executive Directors of Housing Commissions	X	X	Date and location of presentation(s)
8. Conduct tenant surveys to determine support for smoke-free housing.	X	X	Copy of survey. Number of surveys conducted.
9. Provide materials and resources on the health harms of secondhand smoke exposure to Early Head Start and Head Start agencies in the described target area.	X	X	List of agencies List of resources provided

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Strategic Use of Media			
1. Develop an earned media plan to promote the economic and health benefits of smoke-free air and housing. Plan should include submission of letters to the editor and opinion editorials to local newspapers, and public service announcements played on local radio, television, and/or internet media outlets.	X	X	Copy of media plan Copy of letters to the editor, op-eds, and PSAs
2. Assist SFELP with placement of paid radio and billboard advertisements in the described target area by facilitating communication with local media representatives and outlets as requested, and by seeking media matches to increase reach, frequency, and duration of paid media buys.	X	X	Summary of communication with local media outlets, list of rates obtained for ad placement, list of media matches obtained
3. Assist SFELP with a mailing advocating smoke-free housing to landlords of public and affordable MUDS in the described target area.	X	X	Number of mailings in the target area.

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Policy			
1. Set up individual consultations or meetings with landlords to promote the benefits of smoke-free housing to landlords in your area	X	X	Date of meetings and summaries of meetings with landlords.
2. Assist SFELP with scheduling presentations and/or trainings at property management meetings and/or housing conferences in your community.	X	X	Date and location of presentation

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Surveillance & Evaluation			
1. Track the number of referrals on smoke-free apartment issues made to SFELP.	X	X	Total number of referrals
2. Track the number of mailings sent to landlords of public and affordable MUDS in the target area.	X	X	Total number of mailings distributed
3. Track the number of tenant surveys conducted at local affordable housing MUDS.	X	X	Total number of tenant surveys conducted Survey results
4. Track the number of public and affordable housing properties that go smoke free as a result of the smoke-free housing initiative.	X	X	Updated list of public and affordable MUDs (see Activity 5 under Community Interventions above,

			use template) showing percent of smoke-free MUDS.
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Capacity Building and Reporting			
1. Attend all relevant trainings and conference calls provided by MDCH and SFELP.	X	X	Dates of trainings and calls attended.
2. Submit monthly reports to MDCH Tobacco Section consultant by the last date of the end of the month. For example, submit the report covering activity through October 2011 on Monday 10/31/11. See attached report form.	X	X	Reports are submitted.
3. Submit a final project report covering March 1, 2010 – January 31, 2012 by Tuesday January 31, 2012. Report format to be provided.		X	Report is submitted