

Program Goal: Eliminate exposure to secondhand smoke.

Objective: By January 31, 2012 increase the percentage of smoke-free Housing Commissions in Michigan from 24% (32/131) to 90% (118/131) and increase the percentage of other affordable housing in the 15 targeted counties from an estimated 10% to 90%.

**Other affordable housing includes HUD federally subsidized housing and housing that costs no more than 30% of a household's monthly income, as well as tribal housing and dwellings of Native Americans in urban areas.*

Key Strategies & Activities	Performance Indicator(s) Target Date or Timeline Period	
Community Interventions	10/1/11- 1/31/12	
1. Utilize the www.mismokefreeapartment.org website as the primary public information source for this initiative and update it as needed with new materials.	X	List of updated materials placed on the website
2. Maintain a listing of smoke-free affordable housing on the www.mismokefreeapartment.org website.	X	Link to online list.
3. In collaboration with specific LHDs and tobacco coalitions, distribute advertising and flyers to landlords regarding SF policy benefits and rights.	X	Copy of ads and flyers.
4. In collaboration with MDCH, specific LHDs and local tobacco coalitions conduct tenant surveys to gauge awareness and support for smokefree housing.	X	Copy of tenant survey
5. In collaboration with specific LHDs and tobacco coalitions and South Eastern Michigan Indians, Inc., make presentations to local Housing Boards, landlord associations, apartment owners and managers, and Executive Directors of Housing Commissions.	X	Date and location of presentation(s)
6. Provide presentation at the annual NAHRO convention.		Date and location of presentation
7. As requested by the Sault Tribe and other Native American partner agencies and tribes, assist with and provide presentations to Elders, Community Leaders and Tenants to promote commercial tobacco-free policies	X	Date and location of presentation(s)
8. As requested, provide assistance to South Eastern Michigan Indians, Inc. in providing presentations and meeting with United Tribes of Michigan regarding commercial tobacco-free homes and commercial tobacco-free policies.	X	Date and location of meeting(s) and/or presentation(s)

Key Strategies & Activities	Performance Indicator(s) Target Date or Timeline Period	
Strategic Use of Media	10/1/11- 1/31/11	
1. In coordination with specific LHDs and tobacco coalitions and SEMII, disseminate mailings to all public housing commissions and to other affordable housing providers to advertise the www.mismokefreeapartment.org website and encourage adoption of smoke-free policies.	X	Copy of mailings

Key Strategies & Activities		Performance Indicator(s) Target Date or Timeline Period
Policy	10/1/11- 1/31/12	
1. Assist public housing authorities and subsidized apartment landlords with promotion, development and adoption of smoke-free policies.	X	Description of TA provided
2. Provide technical assistance to tribal entities that are interested in developing and implementing commercial tobacco-free housing policies.	X	Description of TA provided
3. Provide technical assistance to tenants and landlords seeking information about their rights to adopt smoke-free housing policies and ways of doing so.	X	Description of TA provided

Key Strategies & Activities		Performance Indicator(s) Target Date or Timeline Period
Surveillance & Evaluation	10/1/11- 1/31/12	
1. Track the number of hits to the www.mismokefreeapartment.org website.	X	Number of hits to the website during indicated reporting periods.
2. Track the number of radio, billboard, and print ads run.	X	Number of ads run
3. Track the number of mailings to public housing commissions and to other affordable housing providers.	X	Number of mailings
4. Track the number of other affordable housing properties that have implemented smoke-free policies as a result of this initiative.	X	Number of affordable housing properties
5. Track the number of housing commissions that have implemented smoke-free policies as a result of this initiative.	X	Number of Housing Commissions
6. Track the number of commercial tobacco-free tribal housing policies implemented as a result of this initiative.	X	Number of tribal policies
7. Track the increase in policies in comparison with established baseline data as a result of this initiative.	X	% of increase in policy development and implementation from baseline data.

Key Strategies & Activities		Performance Indicator(s) Target Date or Timeline Period
Capacity Building and Reporting	10/1/11- 1/31/12	
1. Provide conference calls to coordinate planned efforts and update local partners.	X	Call dates, agendas, and minutes
2. Submit monthly reports to MDCH Tobacco Section consultant by the last date of the end of the month (See attached report form).	X	Reports are submitted.
3. Submit a year end report covering October 1, 2011 – January 31, 2012 by Thursday March 1, 2012 .	X	Reports are submitted