

## ARRA 1 - Smoke-Free Law Community Implementation-Infrastructure Capacity Building Plan

**Agency Name:**

**Project Name:**

**Date: October 1, 2010 – September 31, 2011**

<b>Phase I Goal (COMPLETED):</b> Welcoming the new Law...increase public support for the smoke-free air Law-
Objective: Increase public awareness and education 3 months prior to effective date of law. (Feb. 2010)

<b>Phase II Goal (COMPLETED):</b> Lay the groundwork to ensure high compliance with the law
Objective: Target and educate business community 3 months prior to the effective date of the law (Feb. 2010)

<b>Phase III Goal (COMPLETED):</b> Ensure compliance and enforcement of the implemented Smoke Free Law (Implementation May 1, 2010)
Objective: Begin pre-enforcement activities 3 weeks prior to effective date of the law and ongoing (April 2010)

Phase IV Goal: Evaluate and monitor compliance and effect of the law					
Goal Area 2: Eliminate Secondhand Smoke Exposure					
Objective: By September 30, 2011, complete the evaluation process and enforcement protocol for the smoke-free air law in Michigan.	Target date or timeline (Quarter)				Performance Indicator(s)
	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	
Strategies and Activities					
1. <u>Monitoring/tracking compliance with the SFA law:</u> Use tracking database and established protocol to continue to track all inquiries and complaints related to the non-food service establishment worksites portion of the law. <b>The Complaint Protocol will be provided.</b>	X	X	X		<i>Submit database entries as requested by the MDCH Tobacco Section. Note: You may use the Microsoft Access database provided by MDCH or another locally developed database for this activity.</i>
2. <u>Media:</u> Utilize Letters to the Editor, OpEds, news releases, and other earned media venues to promote the smoke-free law, including responses to negative criticism of the law.	X	X	X		<i>Copies of media submitted and/or published</i>
3. <u>Evaluation:</u> a. Complete <u>Business Impact Survey</u> in October 2011 <i>(study protocol and survey tool guidance to be provided)</i> b. Complete the <u>Compliance Survey</u> in November 2010 and May 2011 <i>(study protocol and survey tool guidance to be provided)</i> c. <u>Air Monitoring (for the following select cities only):</u> Ann Arbor, Detroit, East Lansing, Flint, Grand Rapids, Kalamazoo, Lansing, Marquette, Midland, Novi, Saginaw, Sault Ste. Marie, Traverse City and West Branch. <i>(additional guidance to be provided)</i>	X	X			<i>a. Submit Business Impact Surveys to your MDCH consultant as soon as completed.</i> <i>b. Submit Compliance surveys to MDCH as soon as completed.</i>  <i>c. For selected cities only: send in air monitoring data as soon as completed.</i>

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<b>Goal Area 1: Identify and Eliminate Disparities</b>	Target date or timeline (Quarter)				<i>Performance Indicator(s)</i>
<b>Objective:</b> By September 30, 2011, identify one specific health disparity in your county and develop a plan to eliminate it.					
<b>Strategies and Activities</b>	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	
1. <u>Community Intervention - education:</u> Learn about public health policy through a social justice and health equity lens. Schedule viewing(s) of the documentary “ <b>Unnatural Causes: Is Inequality Making Us Sick?</b> ” as an agency, coalition and/or network activity. <i>(A copy of the DVD and additional guidance to be provided).</i>	X	X			<i>Submit a summary based on format report (to be provided).</i>
<b>Goal Area 2: Eliminate Secondhand Smoke Exposure</b>	Target date or timeline (Quarter)				<i>Performance Indicator(s)</i>
<b>Strategies and Activities</b>	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	
<b>See SF Law – Phase IV - above</b>					
<b>Goal Area 3: Promote Tobacco Dependence Treatment Among Adults and Youth</b>	Target date or timeline (Quarter)				<i>Performance Indicator(s)</i>
<b>Objective:</b> By September 30, 2011 continue to promote local and state tobacco dependence treatment resources to businesses and the public including the statewide Quitline.					
<b>Strategies and Activities</b>	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	
1. <u>Media:</u> Use direct mailings, newspaper ads, movie theater ads, radio ads, flyers, etc to promote quitting, including available evidence based treatment services/resources, and the statewide QuitLine.	X	X	X	X	<i>Copy of media (articles, letters, ads, etc) (Note :If you are running a separate ad campaign, please submit samples to your consultant 2 weeks prior to launch)</i>

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<b>Goal Area 3: Promote Tobacco Dependence Treatment Among Adults and Youth</b> <b>Objective:</b> By September 30, 2011 continue to promote local and state tobacco dependence treatment resources to businesses and the public including the statewide Quitline.	Target date or timeline (Quarter)				Performance Indicator(s)
<b>Strategies and Activities</b>	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	
2. <u>Outreach to priority populations:</u> Promote the Michigan Tobacco Quitline and community tobacco use treatment options to MDCH-identified priority populations through outreach. Outreach activities can include distribution off quitline posters, local quit smoking resource flyers, MDCH state/national resource flyer ( <a href="http://www.michigan.gov/tobacco">www.michigan.gov/tobacco</a> ). <i>(additional guidance to be provided)</i>	X	X	X	X	<i>Date(s)/type(s) of outreach activities</i>
<b>Goal Area 4: Prevent Tobacco Use Among Youth and Young Adults</b> <b>Objective:</b> By September 2011, educate youth and young adults about the health risks of hookah and/ or other newly emerging nicotine products.	Target date or timeline (Quarter)				Performance Indicator(s)
<b>Strategies and Activities</b>	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	
1. <u>Community Intervention:</u> Implement the <a href="#">Community Tobacco Products Scan</a> <i>(to be provided)</i> to identify the new generation of non-cigarette tobacco and non-tobacco nicotine products that are available in your community, including e-cigarettes.	X	X	X		1. Submit <a href="#">cumulative database</a> <i>(to be provided)</i> from the Community Tobacco Products Scan  2. Submit public media information (news release, TV/radio coverage, etc.)
2. Plan a media event around (for example, Kick Butts Day) to disseminate findings from the Community Tobacco Products Scan.					
3. <u>Tobacco-free schools policies:</u> Request a tobacco use policy from each school district in your county/ies. <i>MDCH will provide a list of those schools not confirmed as having a comprehensive tobacco-free policy.</i>	X	X	X	X	Submit a copy of tobacco use policies collected to your program consultant.

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<b>Goal Area 5: Build Sustainability and Infrastructure</b> <b>Objective:</b> By September 30, 2011, provide regular education to elected officials and the public on tobacco prevention issues through ongoing communication, meetings, media, and collaboration with partners.	Target date or timeline (Quarter)				Performance Indicator(s)
	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	
Strategies and Activities	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	
1. <b>Education:</b> Communicate regularly (written/phone/direct meetings) with elected officials and provide education on tobacco prevention issues. <ul style="list-style-type: none"> <li>a. Respond to Mich-alert list serve Action Alerts. Go to <a href="mailto:Mich-alert@googlegroups.com">Mich-alert@googlegroups.com</a> to sign up.</li> <li>b. Meet directly with an Elected Official (i.e. State Representative, Senator, City Council Member, County Commissioner )from your district (<a href="http://www.legislature.mi.gov">www.legislature.mi.gov</a> at least 4 times during the contract year (2 meetings must be face-to-face), if possible, Identify at least one volunteer who can meet with elected officials.</li> </ul>	X	X	X		<i>Date and type of communication</i>  Complete and submit Sustainability Log to your consultant and to <a href="mailto:tobaccofreemi@aol.com">tobaccofreemi@aol.com</a> within one week of each direct meeting. <i>(additional guidance to be provided)</i>
2. <b>Media:</b> During each reporting period submit at least two letters to the editor (LTE's) or feature articles to your local newspaper. Refer to <i>Sustainability</i> conference calls and communications for relevant messages.	X	X	X		<i>Copies of letters and articles submitted/published.</i>
3. <b>Statewide network and communication:</b> Actively participate in <i>Sustainability</i> conference calls and meetings sponsored by TFM and the Tobacco Section to inform work in this goal area.	X	X	X		<i>Note attendance and date(s) of calls.</i>
4. <b>Local network and communication:</b> Develop and maintain a network of tobacco control supporters in the community. This can be a network, a subcommittee of another body, or a specific tobacco-free coalition. Maintain a list of network members and partners, and facilitate at least quarterly network/coalition meetings.	X	X	X		a. Copy of network/coalition list of members and partners, including contact information.  b. Meeting announcement/agenda and meeting minutes sent to your consultant at the time of each meeting.

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Quarterly Reporting	Target date or timeline (Quarter)				Performance Indicator(s)
	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	
Submit quarterly reports to MDCH Tobacco Section consultant for the following deadlines: <ul style="list-style-type: none"> <li>• 1st quarterly report (10/1/10–12/31/10) - due Mon., Jan. 3, 2011</li> <li>• 2nd quarterly report (1/1/11–3/31/11) - due Friday, April 1, 2011</li> <li>• 3rd quarterly report (4/1/11 – 6/30/11) - due Friday, July 1, 2011</li> <li>• 4<sup>th</sup> quarterly report (7/1/10 – 9/30/11) - due Mon., Oct. 3, 2011</li> </ul>	X	X	X	X	<i>Reports submitted on time. Report Format will be provided.</i>

ARRA Reporting Requirements	
<b>How many hours have paid staff worked on the ARRA-1 work plan activities during this quarter?</b>	No. of hours worked for the quarter: ____

Note: Reports are to be submitted electronically to MDCH consultant by the due date, with a hard copy and appropriate attachments mailed.