

Infrastructure and Capacity Building Workplan for Tobacco Prevention and Reduction

Agency Name:

Project Name: Tobacco Prevention Infrastructure and Capacity Building

Date: October 1, 2010 – September 30, 2011

Goal Area 1: Identify and Eliminate Disparities	Target date or timeline (Period)			<i>Performance Indicator(s)</i>
Objective: By September 30, 2011, identify one specific health disparity in your county and develop a plan to eliminate it.				
Strategies and Activities	1 st	2 nd	3 rd	
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 “ Unnatural Causes: Is Inequality Making Us Sick? ” as an agency, coalition and/or network activity. <i>(A copy of the DVD and additional guidance to be provided).</i>	X			<i>Submit a summary based on format report (to be provided).</i>
2. <u>Community Intervention – assessment</u> : Review the basic data sets sent to your coalition/workgroup from MDCH <i>(additional guidance to be provided)</i> ; add additional local data that is relevant or available; determine specific gaps and disparate outcomes suggested by the data.		X		<i>Use the one-page report template (to be provided January 2011) to summarize findings from the data review, and identify at least one specific need in your community.</i>
3. <u>Community Intervention plan</u> : Based on the health disparities assessment report above, identify one desirable outcome that eliminates or lessens an identified health disparity in your community, and list realistic steps to be taken to eliminate the disparity.			X	<i>Complete the intervention plan format (to be provided January 2011) for your community.</i>

Goal Area 2: Eliminate Secondhand Smoke Exposure	Target date or timeline (Period)			<i>Performance Indicator(s)</i>
Objective: By September 30, 2011, complete the evaluation process and enforcement protocol for the smoke-free air law in Michigan.				
Strategies and Activities	1 st	2 nd	3 rd	
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 work-sites portion of the law. <i>The Complaint Protocol will be provided.</i>	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>

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Goal Area 2: Eliminate Secondhand Smoke Exposure	Target date or timeline (Period)			<i>Performance Indicator(s)</i>
Objective: By September 30, 2011, complete the evaluation process and enforcement protocol for the smoke-free air law in Michigan.	1 st	2 nd	3 rd	
Strategies and Activities	1 st	2 nd	3 rd	
3. <u>Evaluation:</u> a. Complete <u>Business Impact</u> Survey in October 2010 (<i>study protocol and survey tool guidance to be provided</i>) b. Complete the <u>Compliance</u> Survey in November 2010 and May 2011 (<i>study protocol and survey tool guidance to be provided</i>) c. <u>Air Monitoring</u> (for the following select cities only): 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		a. <i>Submit Business Impact Surveys to your MDCH consultant as soon as completed.</i> b. <i>Submit Compliance surveys to MDCH as soon as completed.</i> c. <i>For selected cities only: send in air monitoring data as soon as completed.</i>

Goal Area 3: Promote Tobacco Dependence Treatment Among Adults and Youth	Target date or timeline (Period)			<i>Performance Indicator(s)</i>
Objective: By September 30, 2011 implement and report media and outreach activities to promote quitting tobacco use, including quitline referrals.	1 st	2 nd	3 rd	
Strategies and Activities	1 st	2 nd	3 rd	
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	<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>
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 (www.michigan.gov/tobacco). (<i>additional guidance to be provided</i>)	X	X	X	<i>Date(s)/type(s) of outreach activities</i>

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Goal Area 4: Prevent Tobacco Use Among Youth and Young Adults	Target date or timeline (Period)			<i>Performance Indicator(s)</i>
Objective: By September 2011, educate youth and young adults about the health risks of hookah and/ or other newly emerging nicotine products.	1 st	2 nd	3 rd	
Strategies and Activities	1 st	2 nd	3 rd	
1. <u>Community Intervention:</u> Implement the Community Tobacco Products Scan <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		<i>Submit cumulative database (to be provided) from the Community Tobacco Products scan</i>
2. Plan a media event around (for example, Kick Butts Day) to disseminate findings from the Community Scan.		X	X	<i>Submit public media information (news release, TV/radio coverage, etc.</i>
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	<i>Submit a copy of tobacco use policies collected to your program consultant.</i>

Goal Area 5: Build Sustainability and Infrastructure	Target date or timeline (Period)			<i>Performance Indicator(s)</i>
Objective: By September 30, 2011, provide regular education to state legislators and the public on tobacco prevention issues through ongoing communication, meetings, media, and collaboration with partners.	1 st	2 nd	3 rd	
Strategies and Activities	1 st	2 nd	3 rd	
1. <u>Education:</u> Communicate regularly (written/phone/direct meetings) with state level elected officials and provide education on tobacco prevention issues.				<i>Date and type of communication</i>
a. Respond to Mich-alert listserv Action Alerts. Go to Mich-alert@googlegroups.com to sign up.	X	X	X	<i>Complete and submit Sustainability Log to your consultant and to tobaccofreemi@aol.com within one week of each direct meeting.</i>
b. Meet directly with a State Representative or Senator from your district (www.legislature.mi.gov) at least 4 times during the contract year (2 meetings must be face-to-face)				
c. Identify at least one volunteer on your coalition who can be the				

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Goal Area 5: Build Sustainability and Infrastructure	Target date or timeline (Period)			<i>Performance Indicator(s)</i>
Objective: By September 30, 2011, provide regular education to state legislators and the public on tobacco prevention issues through ongoing communication, meetings, media, and collaboration with partners.	1 st	2 nd	3 rd	
Strategies and Activities	1 st	2 nd	3 rd	
spokesperson to meet with elected officials				
2. <u>Media:</u> 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. <u>Statewide network and communication:</u> 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. <u>Local network and communication:</u> 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	<i>a. Copy of network/coalition list of members and partners, including contact information.</i> <i>b. Meeting announcement/agenda and meeting minutes sent to your consultant at the time of each meeting.</i>

Tri-Annual Reporting	Target date or timeline (Period)			<i>Performance Indicator(s)</i>
Strategies and Activities	1 st	2 nd	3 rd	
Submit tri-annual reports to MDCH Tobacco Section consultant for the following deadlines: <ul style="list-style-type: none"> • 1st tri-annual report (10/1/10–1/31/11) - due Tues., Feb. 15, 2011 • 2nd tri-annual report (2/1/11–5/31/11) - due Wed., June 15, 2011 • 3rd tri-annual report (6/1/11–9/30/11) - due Tues., Nov. 1, 2011 	X	X	X	<i>Reports submitted on time. Reporting Format will be provided.</i>

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