

Module: Tobacco-Free Parks and Beaches

Agency Name:

Contract Period: October 1, 2011 – September 30, 2012

Program Goal: Eliminate exposure to secondhand smoke.

Objective: By September 2012, implement a plan to support passage of at least one Tobacco-Free Parks and/or Beaches Policy or Ordinance in your community.

Key Strategies & Activities	Target date or timeline (Period)			Performance Indicator(s)
	1 st	2 nd	3 rd	
Community Interventions				
1. Partner Commitment				
a) Identify a diverse network of partners willing to work with you on this issue in your community and create a partner database with contact information (<i>Database template will be provided in MDCH Tobacco-Free Parks/Beaches Toolkit. See www.michigan.gov/tobaccodocuments for copy of Toolkit</i>).	X			<ul style="list-style-type: none"> • Toolkit #1: Partner database
b) Review the strategies and activities for this objective with partners to ensure understanding and to garner commitment. Use the database to list partner contributions. Review fact sheets on the tobacco-free parks/beaches issue (<i>Toolkit #2</i>).	X	X		<ul style="list-style-type: none"> • Partner database identifying contributions • Description of activities to educate coalition members.
c) Review with partners the Tobacco-Free Parks and Beaches Toolkit provided by the Michigan Department of Community Health Tobacco Section (MDCH) and understand the tools and resources available to assist with completing the work plan activities (<i>see MDCH Tobacco-Free Parks/Beaches Toolkit</i>).	X	X		<ul style="list-style-type: none"> • Date of Toolkit review • Number of partners in attendance.
d) Hold regular meetings with your network of partners (1 each month or every other month), and include the topic of tobacco-free parks and beaches on the agenda.	X	X	X	<ul style="list-style-type: none"> • Meeting announcement sent to your consultant prior to each meeting. • Meeting minutes sent to your consultant for each meeting.
e) Incorporate tobacco dependence treatment resource gathering and networking into the strategy and timeline. Maintain a list of local resources and update regularly. Provide the Michigan Tobacco Quitline number (1-800-784-8669) to people requesting information on quitting tobacco use.	X	X	X	<ul style="list-style-type: none"> • Toolkit #6: Timeline reflects activity • Copy of tobacco dependence treatment resource list
2. Baseline Data Collection				
a) Using Toolkit #3 , obtain a list of parks and beaches in the community in which you will be working. This may be a county(ies), city, village, and/or township. Complete additional information for each park and beach as listed in Toolkit #3 .	X	X		Toolkit #3: List of all parks and beaches in your community including <ul style="list-style-type: none"> • smoke- or tobacco-free status • jurisdictional authority • public use rates

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ATTACHMENT A

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	1 st	2 nd	3 rd	
Community Interventions				
b) Based on the determination of jurisdictional authority above, determine the Jurisdictional Process used by the authority to adopt a policy or an ordinance and add information to Toolkit #3 .	X	X		Toolkit #3: Jurisdictional process for each park/beach
c) Enter the collected information into the online Smoke-Free Community Assessment Tool (SFCAT) available at www.mihealthtools.com . Your MDCH Consultant will provide direction and information on registration for the SFCAT.	X	X		Information entered into the SFCAT
3. Formalize the Objective				
a) Use Toolkit #3 , and work with your MDCH Consultant, to identify which park(s)/beach(es) you will include in your objective to work toward tobacco-free status.		X		Toolkit #3 updated with priority list of park(s)/beach(es)
b) Input the name(s) of the identified park(s)/beach(es) into your workplan objective.				

Key Strategies & Activities	Target date or timeline (Period)			Performance Indicator(s)
	1 st	2 nd	3 rd	
Strategic Use of Media				
1. Use Toolkit #4 to create a local media list including contact information. Develop relationships with local media representatives and outlets.	X	X		Toolkit #4: Local media list with contact information
2. Use agency website links to promote informational and motivational websites including www.tobaccofreemichigan.org , www.no-smoke.org , www.tobaccofreekids.org , etc.		X		Listing of links to other websites
3. Use Toolkit #5 to develop a media plan that utilizes earned media to disseminate information about secondhand smoke, the environmental and economic impact of smoking in outdoor areas, and the impact of tobacco use on children and youth.	X	X	X	Toolkit #5: Completed media plan. Copies of earned media submitted with triannual report.

Key Strategies & Activities	Target date or timeline (Period)			Performance Indicator(s)
	1 st	2 nd	3 rd	
Policy				
1. Work with MDCH and the Smoke-Free Environments Law Project (SFELP) to determine a timeline for policy passage (Toolkit #6)		X	X	Toolkit #6: Completed timeline.
2. With support from MDCH and SFELP, and using the sample policies and signage provided in the Toolkit (Toolkit #7), provide technical assistance		X	X	Description of support provided.

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Policy				
to the jurisdictional authority(ies) interested in passing a tobacco-free park/beach policy or ordinance.				

Key Strategies & Activities	Target date or timeline (Period)			Performance Indicator(s)
	1 st	2 nd	3 rd	
Surveillance & Evaluation				
1. List of parks and beaches in the community, including tobacco-free status and date of tobacco-free policy passage and implementation (<i>Toolkit #3</i>).	X	X	X	<i>Toolkit #3</i> : List of parks and beaches, including tobacco-free status and date of policy passage and implementation.
2. Use the online SFCAT at www.mihealthtools.org to update data on parks and beaches, including updated tobacco-free status.			X	Updated SFCAT

Sustainability Objective: Provide regular education to state legislators on public policy interventions to support tobacco reduction and prevention.	Target date or timeline (Period)			Performance Indicator(s)
	1 st	2 nd	3 rd	
Strategies and Activities				
1. Communicate regularly (written/phone/direct meetings and social media) with state level elected officials & provide education on the benefits of evidence-based interventions/policies to tobacco control. Respond to Mich-alert listserv Action Alerts. Go to Mich-alert@googlegroups.com to sign up.	X	X	X	<p><i>a. Date and type of communication (TFM will provide periodic legislative newsletters)</i></p> <p><i>b. and c. Complete and submit</i></p>
<ul style="list-style-type: none"> Meet with a State Representative(s) or Senator(s) from your district 				

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<p>Sustainability Objective: Provide regular education to state legislators on public policy interventions to support tobacco reduction and prevention.</p>	<p>Target date or timeline (Period)</p>			<p><i>Performance Indicator(s)</i></p>
<p>Strategies and Activities</p>	<p>1st</p>	<p>2nd</p>	<p>3rd</p>	
<p>(www.legislature.mi.gov) at least four (4) times during the contract year (2 meetings must be face-to-face). Fill out Sustainability Log each time.</p>				<p><i>Sustainability Log to your consultant and to tobaccofree@aol.com within one week of each direct meeting.</i></p>
<p>2. <u>Media:</u> During each reporting period submit at least two (2) letters to the editor (LTE's) or feature articles to your local newspaper. Refer to <i>Sustainability</i> conference calls [TBA] and communications for relevant messages.</p>	<p>X</p>	<p>X</p>	<p>X</p>	<p><i>Copies of letters and articles submitted/published.</i></p>
<p>3 Statewide network and communication: Actively participate in <i>Sustainability</i> conference calls and meetings sponsored by TFM and the Tobacco Section to inform work in this goal area.</p>	<p>X</p>	<p>X</p>	<p>X</p>	<p><i>Note attendance and date(s) of calls.</i></p>

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<p>Tri-Annual Reporting</p> <p>Submit tri-annual reports to MDCH Tobacco Section consultant for the following deadlines:</p> <ul style="list-style-type: none"> • 1st tri-annual report (10/1/11–1/31/12) - due Wed, Feb. 15, 2012 • 2nd tri-annual report (2/1/12–5/31/12) - due Fri, June 15, 2012 • 3rd tri-annual report (6/1/12–9/30/12) - due Fri, Nov. 2, 2012 <p>Note: Both an electronic copy and hard copy with attachments are to be submitted to MDCH consultant by the due date.</p>	X	X	X	<p><i>Reports submitted on time.</i></p> <p><i>(MDCH Will Provide The Reporting Format.)</i></p>