

FY12 PROJECT WORKPLAN

Program Goal: Eliminate exposure to secondhand smoke.

Objective: By January 31, 2012 increase the number of commercial tobacco-free housing units available through the Sault Tribe Housing Authority from 10 to 12.

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. Distribute a culturally appropriate brochure to educate about the dangers of secondhand smoke in multi-unit dwellings and the dangers of thirdhand smoke in single unit dwellings.	X	X	Copy of brochure and numbers distributed

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	
Strategic Use of Media			
1. Run a paid media campaign to promote and increase implementation of a commercial tobacco-free housing policy by the Sault Tribe Housing Authority.	X	X	Copy of ads

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	
Policy			
1. Provide information, resources, support, and technical assistance to the Sault Tribe Housing Authority related to increased implementation of a commercial tobacco-free housing policy.	X	X	Description of TA provided

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	
Surveillance & Evaluation			
1. Track the number of ads run as a result of this initiative.	X	X	Total number of referrals
2. Track the number of commercial tobacco-free tribal housing units available through the Sault Tribe Housing Authority as a result of this initiative.	X	X	Total number of commercial tobacco-free tribal housing units

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	1 st 10/1/11- 12/31/11	2 nd 1/1/12- 1/31/12	
Capacity Building and Reporting			
1. Submit monthly reports to MDCH Tobacco Section consultant by the last date of the end of each month during the agreement period. For example, submit the report covering activity for the month of October on Monday 10/31/11. See attached report form.	X	X	Reports are submitted.
2. Submit a final report covering October 1, 2011 – January 31, 2012 by Thursday, March 1, 2011.		X	Reports are submitted