

# Infrastructure and Capacity Building Workplan for Tobacco Prevention and Reduction

Agency Name:

Project Name:

Date: October 1, 2011 – September 30, 2012

**Goal: By September 30, 2012 increase public awareness and understanding among decision-makers regarding the importance of focusing tobacco prevention and reduction efforts among those disparately affected by tobacco use.**

<b>Goal Area 1: Identify and Eliminate Disparities</b> <b>Objective:</b> By September 30, 2012, create a briefing booklet ( <i>template to be provided</i> ) and educate stakeholders with focus on your agency's priority population, how it is disparately affected by tobacco use and what evidence-based interventions/policies will benefit the identified population.	Target date or timeline (Period)			Performance Indicator(s)
<b>Strategies and Activities</b>	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	
1. Gather data including tobacco use rates, economic and disease burden of tobacco, emphasizing youth and women of child-bearing age, and how dedicated funding to tobacco prevention will specifically benefit the population group that you/your agency represents. Customize the generic resolution document ( <i>to be provided</i> ) to be utilized in asking support from stakeholders.	X			<i>Submit your agency's briefing booklet. Submit customized resolution</i>
2. ID at least three (3) specific community stakeholder groups, and arrange briefing presentations regarding tobacco use in your disparately affected population. Stakeholder groups could be: BOH, School Boards, County Commissioners, Chamber of Commerce, etc.		X	X	<i>Provide dates presentation(s) details to stakeholder groups Submit customized resolution with signatures</i>

<b>Goal Area 2: Eliminate Secondhand Smoke</b> <b>Objective:</b> Actively participate in tobacco-free beaches/parks projects in your community.	Target date or timeline (Period)			Performance Indicator(s)
<b>Strategies and Activities</b>	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	
1. <u>Local network and communication:</u> Actively participate with a community network, coalition or sub-committee dedicated to working on tobacco-free parks or beaches. Attend all meetings held during the year. See <a href="http://www.michigan.gov/tobaccodocuments">www.michigan.gov/tobaccodocuments</a> for more information.	X	X	X	<i>a. Copy of network/coalition list of members and partners, including contact information. b. Meeting agenda and meeting minutes sent to your consultant at the time of each meeting.</i>
2. Commit to participation in at least three (3) specific activities (either discrete events or ongoing over the course of the FY) generated by workgroup and/or committee that will result in measurable progress on the objective.	X	X	X	<i>Describe at least 3 activities or actions that you (or your agency) have committed to/completed in concert with the group action.</i>

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<b>Goal Area 3: Promote Tobacco Dependence Treatment Among Adults and Youth</b> <b>Objective:</b> Promote evidence-based tobacco dependence treatment such as the Michigan Tobacco Quitline to the community, partners and providers.	Target date or timeline (Period)			Performance Indicator(s)
	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	
Strategies and Activities	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	
1. Promote the Quitline's specialized prenatal program to providers and others working with the prenatal population. <i>(Information to be provided)</i> Work with agencies such as the BOH, and local hospitals to identify treatment needs and gaps in your community. Identify local evidence-based treatment programs for all populations including prenatal	X	X	X	1. Callers are referred to the quitline. Treatment needs and gaps for the community are identified and plans are made for addressing them. Local treatment programs are identified and updated on SFCAT.

<b>Goal Area 4: Prevent Tobacco Use Among Youth and Young Adults</b> <b>Objective:</b> Develop key messages regarding how evidence-based interventions/policies will decrease youth and young adult tobacco use rates.	Target date or timeline (Period)			Performance Indicator(s)
	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	
Activities	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	
1. <u>Local network and communication:</u> Actively participate with a community coalition or school group dedicated to working on increasing the number of 24/7 tobacco-free school policies that address newly emerging products.	X			Submit briefing booklet.
2. Commit to participation in at least 3 specific activities generated by workgroup and/or committee that will result in more comprehensive and improved tobacco-free schools policies that include emerging nicotine products.	X	X	X	Describe at least 3 activities over the course of the FY or actions that you (or your agency) have committed to/completed in concert with the group action.
3. Plan a media event around an already established Tobacco-Free opportunity (for example, Great American Smokeout, Kick Butts Day, or World No Tobacco Day) to disseminate information about evidence-based interventions to decrease and eliminate youth and young adults. At least one event per reporting period.	X	X	X	Submit public media information (news release, TV/radio coverage, etc. for each reporting period.

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Goal Area 5: Build Sustainability and Infrastructure 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 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	
<b>Activities</b>				
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 listserve Action Alerts. Go to <a href="mailto:Mich-alert@googlegroups.com">Mich-alert@googlegroups.com</a> to sign up. <ul style="list-style-type: none"> <li>Meet with a State Representative(s) or Senator(s) from your district (<a href="http://www.legislature.mi.gov">www.legislature.mi.gov</a>) at least four (4) times during the contract year (2 meetings must be face-to-face). Fill out Sustainability Log each time.</li> </ul>	X	X	X	a. Date and type of communication (TFM will provide periodic legislative newsletters) b. Complete and submit Sustainability Log to your consultant and to <a href="mailto:tobaccofree@aol.com">tobaccofree@aol.com</a> within one week of each direct meeting.
2. <b>Media:</b> During each reporting period submit at least two (2) letters to the editor (LTE's) or feature articles to your local newspaper. Refer to Sustainability conference calls [TBA] and communications for relevant messages.	X	X	X	Copies of letters and articles submitted/published.
3. Statewide network and communication: Actively participate in Sustainability conference calls and meetings sponsored by TFM and the Tobacco Section to inform work in this goal area.	X	X	X	Note attendance and date(s) of calls.

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