

Comprehensive 24/7 Tobacco-Free Schools, Including Newly-Emerging Products

Agency Name:

Project Name:

Date: October 1, 2011 to September 30, 2012

Program Goal: Eliminate exposure to secondhand smoke in public schools, including on- and off-campus events.

Objective: By September 2012, promote comprehensive 24/7 tobacco-free schools and increase the number of local public school districts with comprehensive 24/7 tobacco-free school policies, that include emerging tobacco products, from [baseline – number or %] to [number or %].

Key Strategies & Activities	Target date or timeline (Period)			Performance Indicator(s)
	1 st	2 nd	3 rd	
Community Interventions				
1. Refer to the data entered on school districts to-date in www.mihealthtools.org or the updated list of tobacco-free school policies posted at www.michigan.gov/tobaccodocuments to determine the policy status for public school districts in your community/county and identify a school district to work on a tobacco-free school policy campaign that will also address emerging tobacco and non-tobacco nicotine products.	X			Survey results are compiled. School districts identified, any additional discussions with superintendents/principals reported. Baseline of number or % of 24/7 tobacco-free school districts obtained.
2. Identify and recruit partners from community sectors who have an interest or stake in TF schools. These may include, but are not limited to: medical professionals, school faculty, students. PTA/O, school board, etc. Once formed, determine key roles, such as: spokesperson, political strategist, media experts, etc.	X			Identify members of the TF policy committee and their identified role(s): - Political strategist - Students/youth activists - Medical or health authority - Dedicated workers and other core team members identified in
3. Use the Midwest Academy Strategy Chart posted at www.michigan.gov/tobaccodocuments to begin development of a comprehensive 24/7 tobacco-free schools campaign.	X			Copy of completed strategy chart.
4. Per the Midwest Academy Chart, identify a primary and secondary target audience. Talk to and educate individuals and groups from the community that will support 24/7 tobacco-free schools and can influence the school board. Consider those businesses and professional associations that fund the schools for student scholarships and school programs or have a special interest in student education and welfare, e.g., PTA; school-based wellness committees, and school and community-based youth organizations.	X	X	X	List of supporters.

Comprehensive 24/7 Tobacco-Free Schools, Including Newly-Emerging Products

Agency Name:

Project Name:

Date: October 1, 2011 to September 30, 2012

Key Strategies & Activities	Target date or timeline (Period)			Performance Indicator(s)
	1 st	2 nd	3 rd	
Community Interventions				
5. Utilize the “Community Scan for Tobacco Products and Marketing (Per Venue)” tool (found at www.michigan.gov/tobaccodocuments),to conduct an assessment of newly-emerging tobacco and non-tobacco nicotine products among tobacco retailers that are located within 1,000 ft. of local public school district(s) that will be the focus of a comprehensive 24/7 tobacco-free schools campaign.	X			List of retailers within 1,000 ft. of public school districts. Calculate the scan results by calculating the frequencies of newly emerging products available at identified retailers.
6. Include results of the Community Scan Tool (mentioned in #5 above) into a swiss cheese press release (provided by MDCH), and submit to local media outlets to increase awareness about the availability and health dangers of newly-emerging products and how school districts can play an important role in reducing the use of these products among youth by adopting a comprehensive 24/7 tobacco-free policy that prohibits the use of all tobacco, non-tobacco nicotine, look-alike and other newly-emerging products. Include results of community scans in any testimony provided to local school boards.	X			Obtain MDCH press release. List of local media outlets. Copies of media.

Key Strategies & Activities	Target date or timeline (Period)			Performance Indicator(s)
	1 st	2 nd	3 rd	
Strategic Use of Media				
1. Develop and implement a strategic media plan (media contacts, editorial boards, media activities, letters to the editor, earned and paid media, etc increase awareness about the negative effects of secondhand smoke, newly-emerging tobacco and non-tobacco nicotine products, the benefits of smoke-free environments including 24/7 tobacco-free schools, and to promote local and state tobacco treatment resources.	X	X	X	Copy of strategic media plan.
2. Identify coalition members who will write letters-to-the-editor and opinion editorials, and organize editorial board meetings on the topic of smoke-free environments and tobacco-free schools.	X	X	X	Name(s) of member(s). Copies of letters to the editor and opinion editorials. Summaries of editorial board meetings.
3. Raise awareness about the school districts that have already adopted 24/7 tobacco-free school policies in the local media to promote community support for other school districts to adopt tobacco-free school policies.	X	X	X	Promotional activities or copies of media promoting the schools and their newly adopted policies.

Comprehensive 24/7 Tobacco-Free Schools, Including Newly-Emerging Products

ATTACHMENT A

Agency Name:

Project Name:

Date: October 1, 2011 to September 30, 2012

Key Strategies & Activities	Target date or timeline (Period)			Performance Indicator(s)
	1 st	2 nd	3 rd	
Policy				
1. Identify and talk with school board authorities for guidance and information on the current political environment for tobacco-free school environments.		X		Summary of meetings with local school board members and superintendent.
2. Learn and follow the step-by-step procedure in the school district for introducing a tobacco-free school policy.		X		Briefly describe the process in your school district, as your coalition understands it.
3. Present the Michigan Board of Education 24/7 tobacco-free school policy and tobacco-free policy language recommended by MDCH, that includes newly-emerging products, as model language to the local school board members.		X	X	Sample of model tobacco-free school policy is provided.
4. Find a sponsor or champion on the school board, including but not limited to the superintendent (they cannot vote), to support and promote the tobacco-free school policy.		X	X	Name of sponsor or champion.
5. Attend local school board meetings to observe dynamics and interactions, specifically who has the power and influence (official and informal).		X	X	Summary of recently attended meetings, including dates, times, attendees, comments, discussions and observations.
6. Learn about the school district staff, such as who has close connections with the school board, especially the Superintendent and those who work directly with the Superintendent. Learn to work closely with this staff.		X	X	Dates of meetings or phone calls with school district staff, how you expect to or have already worked with them.
7. Determine, who among the coalition's core team, can help with writing testimony for school board hearings/public meetings.	X	X		Name of team members agreeing to help with testimony.
8. Take periodic polls of the school board to determine members' support for a comprehensive 24/7 tobacco-free school policy. Make personal contact with school board members, providing educational materials as needed. Communicate with the school board members throughout policy adoption process.			X	Results of informal polls. School board member contact log documenting communication and provision of educational materials.
9. Develop a strategy for dealing with opposition on the school board. Work early with officials to prepare them, and provide legitimate responses to arguments from the opposition.		X	X	List of potential arguments and corresponding responses to opposition.

Comprehensive 24/7 Tobacco-Free Schools, Including Newly-Emerging Products

ATTACHMENT A

Agency Name:

Project Name:

Date: October 1, 2011 to September 30, 2012

10. As schools and school districts adopt 24/7 tobacco-free policies, and if requested to do so, assist staff with enforcement of 24/7 tobacco-free school policies and identification of local and state tobacco use and dependence treatment resources for students and staff. Provide technical assistance and consultation with enforcement issues, problems, or concerns upon request.	X	X	X	Links to tobacco-free school planning and enforcement guides provided by MDCH. List of schools or school districts that have received assistance with enforcement and tobacco use dependence treatment resources. Type of technical assistance provided, and any issues resolved.
---	---	---	---	---

Key Strategies & Activities	Target date or timeline (Period)			Performance Indicator(s)
Surveillance & Evaluation	1 st	2 nd	3 rd	
1. Create a database of supporters.	X	X	X	Database is developed.
2. Track media and keep a record of all op eds, articles, letters to the editor, and radio or TV coverage on the issue.	X	X	X	Copies of media, updated tracking sheet.
3. Keep a time line journal of tobacco-free policy events and activities as they happen.	X	X	X	Copy of journal.
4. Develop and update the database of local tobacco-free schools by completing the tobacco-free school survey section of the Smoke-Free Community Assessment Tool at www.mihealthtools.org .	X	X	X	Coalition is registered on www.mihealthtools.org and tobacco-free school database is created.

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)
Strategies and Activities	1 st	2 nd	3 rd	
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. <ul style="list-style-type: none"> Meet with a State Representative(s) or Senator(s) from your district (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. 	X	X	X	<i>a. Date and type of communication (TFM will provide periodic legislative newsletters)</i> <i>b. and c. Complete and submit Sustainability Log to your consultant and to tobaccofree@aol.com within one week of each direct meeting.</i>
2. <u>Media</u> : During each reporting period submit at least two (2) letters to the	X	X	X	Copies of letters and articles

Comprehensive 24/7 Tobacco-Free Schools, Including Newly-Emerging Products

ATTACHMENT A

Agency Name:

Project Name:

Date: October 1, 2011 to September 30, 2012

editor (LTE's) or feature articles to your local newspaper. Refer to <i>Sustainability</i> conference calls [TBA] and communications for relevant messages.				<i>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>

Tri-Annual Reporting	Target date or timeline (Period)			Performance Indicator(s)
	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 (10/1/11–1/31/12) - 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	<i>Reports submitted on time.</i> <i>(MDCH Will Provide The Reporting Format.)</i>