

Infrastructure and Capacity Building Workplan for Tobacco Prevention and Reduction

Agency Name: County Health Department

Date: October 1, 2011– September 30, 2012

Period: (1, 2 or 3)

Goal Area 1: Identify and Eliminate Disparities Objective: By September 30, 2012, reduce the impact of tobacco use on the (selected) specific health disparity in your county and implement the intervention plan developed by your group to eliminate or lessen this disparity.	Target date or timeline (Period)			Performance Indicator(s)
Strategies and Activities	1 st	2 nd	3 rd	
1- <u>Intervention plan</u> : According to the intervention plan on the health disparity you have prepared to lessen the impact of the tobacco use on the (selected) specific disparity by your County, state the strategies and activities by which you will achieve the above objective.	X			Submit a summary of the activities and strategies selected.
2- The activities can include community intervention, media & communication, policy, and Monitoring and evaluation.		X	X	Submit the work products of the activities performed
Goal Area 2: Eliminate Secondhand Smoke Exposure Objective: By September 30, 2012, maintain the enforcement protocol for the smoke-free air law in Michigan.	Target date or timeline (Period)			Performance Indicator(s)
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 worksites portion of the law.	X	X	X	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.
2. Coordinate with the environmental health staff to get a bi-annual data regarding the food establishments complaints (part -129 of the law)	X		X	Same as above
3- Hookah- related activity(TBD)				
4. <u>Media</u> : Utilize Letters to the Editor, OpEds, news releases, and other earned media venues to promote the smoke-free law, including	X	X	X	Copies of media submitted and/or published

responses to negative criticism of the law.				
Goal Area 3: Promote Tobacco Dependence Treatment Among Adults and Youth Objective: Objective: 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 st
Strategies and Activities	1 st	2 nd	3 rd	
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.
Goal Area 4: Prevent Tobacco Use Among Youth and Young Adults Objective: By September 2012, Promote comprehensive 24/7 tobacco-free schools and increase awareness among school districts about the comprehensive 24/7 Tobacco free policies, including emerging products	Target date or timeline (Period)			Performance Indicator(s)
Strategies and Activities	1 st	2 nd	3 rd	
1. Talk to and educate individuals, school board members and other stakeholder groups from the community who will support 24/7 tobacco-free school policies that include emerging products. [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
2. <i>Media:</i> Develop and implement a strategic media plan (media contacts, editorial boards, media activities, letters to the editor, earned and paid media, etc.) to 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 media (articles, letters, ads, etc)
Goal Area 5: Build Sustainability and Infrastructure Objective: By September 30, 2012, provide regular education to state legislators and the public on tobacco prevention issues through	Target date or timeline (Period)			Performance Indicator(s)

ongoing communication, meetings, media, and collaboration with partners.				
Strategies and Activities	1 st	2 nd	3 rd	
1. Education: Communicate regularly (written/phone/direct meetings) with state level elected officials and provide education on tobacco prevention issues. <ol style="list-style-type: none"> Respond to Mich-alert listserv Action Alerts. Go to Mich-alert@googlegroups.com to sign up. 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) Identify at least one volunteer on your coalition who can be the spokesperson to meet with elected officials 	X	X	X	<i>Date and type of communication</i> Complete and submit Sustainability Log to your consultant and to tobaccofree@aol.com within one week of each direct meeting.
2. Media: 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. 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.	X	X	X	<i>Note attendance and date(s) of calls.</i>
Tri-Annual Reporting				
Reporting: 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 	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.