

Agency Name: re:THINK, the Lakeshore Tobacco Prevention Network (Winnebago County Health Department)

Action Plan Period: January 1, 2011- December 31, 2011

Objective 1: Program Sustainability

Objective Statement:

By December 31, 2011, three strategies in support of tobacco control program sustainability will be implemented.

Deliverables:

A report to include: 1) the number and description of strategies implemented in support of tobacco control program sustainability, 2) results achieved, 3) coalition and community members involved and 4) copies of any related educational or media advocacy materials. A reporting template will be provided by the TPCP.

Required Strategies	Activities
1. Outreach and Education to Key Local and State Leaders	1.1 Conduct personal meetings or visits to provide education and resources 1.2 Write letters to policy makers, business leaders and other key audiences 1.3 Share resources, experiences, and information with colleagues, health departments and other organizations via list-serves, e-mails, mail, websites and social networking sites 1.4 Educate local and state governments 1.5 Organize legislative forums, women of influence events or legislative breakfasts 1.6 Engage and involve 18-24 year olds in activities supportive of outreach and education to key local and state leaders
2. Identification of Supporters through Grassroots Activities to Involve Individuals in Sustainability Efforts	2.1 Conduct presentations on the burden of tobacco and how program sustainability (funding and resources) can reduce this burden 2.2 Recruit and train local individuals to provide education and information on sustainability efforts 2.3 Promote involvement in tobacco control listservs and submit completed postcards and/or listings of supporters to state partners 2.4 Develop partnerships and connections with existing groups in the community 2.5 Utilize a newspaper insert to educate the community and identify program sustainability supporters 2.6 Engage and involve 18-24 year olds in activities supportive of identifying supporters through grassroots activities
3. Media Advocacy	3.1 Write and encourage submission of letters to the editor 3.2 Conduct editorial board visits 3.3 Hold press conferences or write press releases 3.4 Provide updates to media on relevant reports, findings and information 3.5 Set up interviews with local experts on relevant news events or reports for radio or television news programs

	<p>3.6 Organize guest columns to provide education</p> <p>3.7 Work with print and television reporters to develop feature stories</p> <p>3.8 Conduct outreach for placement of relevant articles in small news outlets, newsletters, or community list-serves or other organizations' newsletters or publications</p> <p>3.9 Collaborate with 18-24 year olds in planning and implementing media advocacy to support program sustainability activities</p>
--	--

Objective 2: Multi-Jurisdictional Coalition (MJC) Development and Maintenance

Objective Statement:

By December 31, 2011, three strategies to support multi-jurisdictional coalition development and maintenance will be implemented.

Deliverables:

A report to include: (1) the number of strategies implemented, (2) a description of the specific strategies and activities implemented, (3) results achieved, and (4) a copy of the 2012 MJC strategic recruitment plan (SRP). A reporting template will be provided by the TPCP.

Required Strategies	Activities
1. Continued Development and Maintenance of a Functioning MJC	<p>1.1 Develop and maintain a coalition structure</p> <p>1.2 Implement the MJC 2011 SRP</p> <p>1.3 Conduct regular and on-going communication</p> <p>1.4 Promote and recognize coalition activities and successes both internally and externally</p>
2. Completion of Key Stakeholder Assessment	<p>2.1 Develop and/or maintain a list of policy makers</p> <p>2.2 Develop and/or maintain a list of media outlets</p> <p>2.3 Compile and maintain a list of supporters using the template provided by the TPCP</p>
3. Completion of a 2012 Strategic Recruitment Plan (SRP) Process	3.1 Utilize the required TPCP SRP process, template and materials

Objective 3: Youth Involvement and Support

Objective Statement:

By December 31, 2011, three strategies to actively engage a FACT youth group in support of tobacco control policy and sustainability activities will be implemented.

Deliverables:

A report to include: (1) the number and description of strategies implemented in support of youth advocacy efforts, (2) results achieved, (3) coalition and youth members involved, (4) youth reporting of activities on fightwithfact.com and (5) copies of any related educational or media advocacy materials. A reporting template will be provided by the TPCP.

Required Strategies	Activities
1. Development and/or Maintenance of an Active FACT Group	<p>1.1 Hold FACT meetings on a regular basis</p> <p>1.2 Conduct year-round FACTivisms</p>

	<p>1.3 Recruit 20 new members</p> <p>1.4 Implement the FACTivism Kit</p>
2. Outreach and Education to Key State Leaders	<p>2.1 Conduct two meetings with state legislators, one with a state representative and one with a state senator</p> <p>2.2 Engage FACT youth in activities, such as active participation in meetings, events and hearings</p>
3. Media Advocacy	3.1 Garner 3 earned media hits as a direct result of the implementation of the FACT Activism Kit and/or the outreach and education of key state leaders

Objective 4: Tobacco Control Policy

Objective Statement:

By December 31, 2011, two strategies in support of priority tobacco control local and statewide policies will be implemented.

Deliverables:

A report to include: (1) the number and description of strategies implemented in support of priority local and statewide tobacco control policies, (2) results achieved, (3) coalition, youth and community members involved and (4) copies of any related educational or media advocacy materials. A reporting template will be provided by the TPCP.

Required Strategies	Activities
1. Outreach and Education for Local and Statewide Tobacco Control Policy	<p>Statewide Smoke-Free Air</p> <p>1.1 Write letters, make phone calls and/or conduct personal meetings to provide education and resources to enforcement agencies regarding local smoke-free air policies</p> <p>1.2 Conduct policymaker education related to local smoke-free air enforcement policies</p> <p>1.3 Provide tailored assistance to priority workplaces (bars, large businesses and high profile businesses) in response to non-compliance reports related to smoke-free air enforcement</p> <p>1.4 Respond to smoke-free air policy questions and supply business materials upon request</p>
	<p>Other Tobacco Products or Other Tobacco Control Policies</p> <p>1.1 Conduct presentations to educate members of local organizations or agencies</p> <p>1.2 Write letters to policy makers, business leaders and other key audiences</p> <p>1.3 Educate local and state governments</p> <p>1.4 Engage and involve 18-24 year olds in activities supportive of outreach and education to key local and state leaders</p>
2. Media Advocacy	<p>2.1 Write and encourage submission of letters to the editor</p> <p>2.2 Hold press conferences or write press releases</p> <p>2.3 Provide updates to media on relevant reports, findings and</p>

	<p>information</p> <p>2.4 Work with print and television reporters to develop feature stories</p> <p>2.5 Conduct outreach for placement of relevant articles in small news outlets, newsletters, or community list-serves or other organizations' newsletters or publications</p> <p>2.6 Collaborate with 18-24 year olds in planning and implementing media advocacy to support their policy-focused activism activities</p>
3. Identification of Supporters through Grassroots Activities to Involve Individuals in Local and Statewide Tobacco Control Policy Efforts	<p>3.1 Recruit and train local individuals to provide education and information on local and statewide tobacco control policy</p> <p>3.2 Promote involvement in tobacco control listservs and submit completed postcards and/or listings of supporters to state partners</p> <p>3.3 Develop partnerships and connections with existing groups in the community</p> <p>3.4 Utilize a newspaper insert to educate the community and identify supporters</p> <p>3.5 Engage and involve 18-24 year olds in activities supportive of identifying supporters for local and statewide tobacco control policy efforts through grassroots activities</p>

Objective 5: Wisconsin Wins
<p>Objective Statement: By December 31, 2011, (insert number) compliance investigations at licensed tobacco retail vendors, 7 related public outreach activities and 7 related media outreach activities in each jurisdiction* will be implemented according to the prescribed schedule.</p>
<p>Deliverables: A report to include: (1) compliance data entered into the WI Wins online data system within 15 days of the end of the calendar quarter, (2) quarterly reports entered into the WI Wins online data system within 15 days of the end of the calendar quarter and (3) one or more MOUs documenting the level of law enforcement involvement within each WI Wins jurisdiction (as listed in the WI Wins allocation table).</p>
Required Activities
<ol style="list-style-type: none"> 1. A compliance investigation must use positive reinforcement (per guidance from SAMHSA/CSAP) designed to support retailers who refuse sales to underage youth and educate those who would sell to minors about the legal and health consequences of such sales. 2. Twenty percent (20%) of the total number of compliance checks must include investigations in bars, taverns, liquor stores and bowling alleys. 3. Fifty percent (50%) of the required compliance investigations must be completed in accordance with the prescribed schedule, which is no later than July 31, 2011. 4. Municipal or county level law enforcement agencies must be actively involved in collaborative efforts with all WI Wins tobacco compliance inspections. 5. 7 related media outreach and 7 related public outreach activities in each jurisdiction* must be completed using the WI Wins listing of acceptable media outreach and public outreach activities*. Activities not on this list must be approved by the WI Wins Training & Technical Assistance Coordinator prior to being implemented. 6. Compliance data must be entered into the WI Wins online data system within 15 days of the end of the calendar

quarter.

7. Quarterly reports must be entered into the WI Wins online data system within 15 days of the end of the calendar quarter to list the number of compliance investigations completed, the number of citations issued (if any), and the number and description of related public and media outreach activities.
8. View WI Wins Training Webinar and complete training survey no later than February 28, 2011.
9. Participate in Wisconsin's "New Product Watch". Observe three or more tobacco retail locations in each jurisdiction every quarter for evidence of the highlighted product of the quarter. The highlighted product will be announced by the WI Wins Coordinator in advance of the start of each quarter. Take digital pictures if a digital camera is available for use. Report results by answering all questions on the most current version of the TPCP "New Product Watch" form and submit to the WI Wins Coordinator via mail or email attachment within 15 days of the end of the calendar quarter.