



TOBACCO PARTNERSHIP ACTION PLAN

GOAL STATEMENT

To create a tobacco free environment in Cerro Gordo County by increasing tobacco prevention, protection and cessation efforts.

OBJECTIVES

By July 1, 2015, residents of Cerro Gordo County will be eligible to participate in affordable cessation programs offered by tobacco coalition partners.

By July 1, 2015, 5 CGC organizations will adopt a tobacco and/or nicotine free policy to reduce the harmful environmental and health impacts of tobacco use.

By August 31, 2015, 2 local school districts will adopt plans to incorporate tobacco prevention education to reduce initiation of tobacco among county youth.

By December 31, 2016, convene quarterly coalition partnership meetings to sustain tobacco control and prevention efforts.

INDICATORS

Objective:	Indicators:
<p><i>By July 1, 2015, residents of Cerro Gordo County will be eligible to participate in affordable cessation programs offered by tobacco coalition partners.</i></p>	<ul style="list-style-type: none"> • # Local Tobacco Cessation Program directory distributed to healthcare providers • Referral Network between Mercy and Cessation providers will be established via incorporation of tobacco use assessment into vital measurements at appointments. • # of Freedom From Smoking Cessation classes offered to the public at low or no cost. (# of successful participants) • # of Fresh Start Smoking Cessation classes will be offered to the public at low or no cost. (# of successful participants) • # Quitline, QuitNet, and other online and telephonic cessation network participants. • LONG TERM: # of adult & youth tobacco users

<p><i>By July 1, 2015, 5 CGC organizations will adopt a tobacco and/or nicotine free policy to reduce the harmful environmental and health impacts of tobacco use.</i></p>	<ul style="list-style-type: none"> • # of municipal governments adopting tobacco and/or nicotine free policies • # of worksites adopting tobacco and/or nicotine free policies • # of multi-unit housing properties adopting tobacco and/or nicotine free policies • # of other organizations adopting tobacco and/or nicotine free policies • LONG TERM: Exposure to secondhand smoke; Health care costs attributed to tobacco use
<p><i>By August 31, 2015, 2 local school districts will adopt plans to incorporate tobacco prevention education to reduce initiation of tobacco among county youth.</i></p>	<ul style="list-style-type: none"> • Title of tobacco prevention curriculum(s) offered in grades K-12 @ MCCSD • # Tobacco Prevention Events • Grades and Schools offering tobacco prevention messaging • # of students receiving education • # of staff instructing the tobacco prevention curriculum • LONG TERM: # of youth tobacco users
<p><i>By December 31, 2016, convene quarterly coalition partnership meetings to sustain tobacco control and prevention efforts.</i></p>	<ul style="list-style-type: none"> • CGCDPH will establish quarterly tobacco partnership meetings • Partnership meetings will feature quarterly coalition building activities • Each Quarter focus on an activity that fosters a strong Partnership = Member Socialization Activity; Review County Health Rankings and Action Plan Outcomes; Tobacco Expert Guest Speaker ; Community Sharing

COMMUNICATION NEEDS

Objective 1	Target Audience	Message	Tactics
<p><i>By July 1, 2015, residents of Cerro Gordo County will be eligible to participate in affordable cessation programs offered by tobacco coalition partners.</i></p>	<p>Tobacco Cessation Partners</p>	<p>Listing of affordable cessation opportunities offered right in your own community.</p>	<p>Develop Cessation Program Directory; Deliver directories to healthcare providers and other networks assessing tobacco use.</p>
	<p>Community Members</p>	<p>Now cessation programs are affordable and convenient, never a better time to quit using tobacco.</p>	<p>Press Releases , Newspaper Ads, Radio announcements, Worksite Wellness meetings, Staffings, Newsletters</p>
	<p>Healthcare providers</p>	<p>Increase patient health outcomes by reducing the use of tobacco, a leading cause of death.</p>	<p>Develop a tobacco use assessment procedure for every health screening/appt. which guides provider through the steps of assessment and referral to cessation options. (utilize Mercy tobacco cmmtte.)</p>



Objective 2	Target Audience	Message	Tactics
<i>By July 1, 2015, 5 CGC organizations will adopt a tobacco and/or nicotine free policy to reduce the harmful environmental and health impacts of tobacco use.</i>	Worksites	Reducing Tobacco Use limits health complications and reduces health care costs incurred by the business, while also supporting a culture of positive health habits.	Assist worksites involved in the Blue Zones Project and/or CGCDPH Worksite Wellness Assistance program in adopting tobacco and nicotine free polices
	Municipalities (BOS, City Council, Parks and Rec Boards)	Reduce tobacco exposure in family-friendly environments to convey message of positive health habits and consideration for citizens.	Assist city and county entities in drafting and adopting policies to reduce secondhand tobacco exposure and reduce tobacco litter. (Focus – CL & MC)
	Schools	Reduce tobacco exposure in family-friendly environments to convey message of positive health habits and consideration for citizens.	Assist county schools in drafting and adopting policies to restrict nicotine products to reduce exposure to youth. (Focus - CL, Christian Acad)
	Public Housing	Reduce secondhand exposure in family-friendly environments; reduce costs incurred when flipping apartments for new tenants; reduce insurance premiums; convey message of consideration for tenant health.	Assist multi-unit housing properties in drafting and adopting smoke free housing policies; provide signage and awareness materials for policy awareness
	Other organizations	Reduce tobacco exposure in family-friendly environments to convey message of positive health habits and consideration for citizens.	(Combination of above)



Objective 3	Target Audience	Message	Tactics
<i>By August 31, 2015, 2 local school districts will adopt plans to incorporate tobacco prevention education to reduce initiation of tobacco among county youth.</i>	MCCSD	Perception of dangers from tobacco use among students is weakening, creating an environment where tobacco use is more acceptable.	Compile list of available tobacco prevention curriculum, events, and campaigns for grades K-12
	MCCSD Students	Tobacco use is detrimental to health and is something that is difficult to overcome if started at a young age.	Work with school administrators to draft a schedule to instruct the prevention curriculum/events/messages into grades K-12 in the 2015-2016 school year.

Objective 4	Target Audience	Message	Tactics
<i>By December 31, 2016, convene quarterly coalition partnership meetings to sustain tobacco control and prevention efforts.</i>	Tobacco Partnership	Ensure each partnership member finds value and worth in serving on the partnership.	Quarterly Coalition Building Activities (Guest speakers, socialization, community sharing, outcome tracking, etc.) Action Plan Data Tracking Updates



ACTIVITIES: PLANNING & MONITORING

Objective 1 *By July 1, 2015, residents of Cerro Gordo County will be eligible to participate in affordable cessation programs offered by tobacco coalition partners.*

Activity	Timeframe	Resources Required	Lead	Anticipated Products or Results	Date Completed
Develop Cessation Program Directory	Start: July 1, 2014 End: Sept. 1, 2014	15 hours staff time Desktop publishing software Printing Supplies Partner input	Kelli Huinker, CGCDPH	Tobacco Cessation Program Directory for Cerro Gordo County	Sept. 1, 2014
Deliver directories to healthcare providers and other networks assessing tobacco use.	Start: Sept. 1, 2014 End: Nov. 1, 2014	8 hours staff time Mileage Partner Distribution	Penny McCaslin, CGCDPH	Mercy Providers, Private Healthcare Providers, WIC, PRATS, Mental Health Clinic all receiving Directories	Nov. 1, 2014
Develop a common cessation program message that all entities and partners can use encouraging the public to utilize the affordable cessation resources in their community	Start: Aug. 1, 2014 End: Dec. 1, 2014	Partnership Meeting Time Medium to record/store brainstormed message	Tobacco Partnership & Partnership Coordinator, Penny McCaslin (CGCDPH), Kara Ruge (CGCDPH)	A message and/or slogan that all partners will use to relay the message about quitting tobacco use and/or accessing the local cessation resources	Dec. 1, 2014
Develop a tobacco use assessment procedure for every health screening/appointment which guides provider through the steps of assessment and referral to cessation options. (utilize Mercy tobacco committee)	Start: July 1, 2014 End: July 1, 2015	Partnership Time Assessment Protocol Samples Assessment/Referral Procedure Document (or other medium)	Penny McCaslin, Mercy Rep (Kathy Larson), Sara Udelhofen (Kaplan), Meagen Wentz (PRATS),	Healthcare providers have an internal system which tracks tobacco use assessment and cessation referrals in their clinic.	July 1, 2015



Objective 2 *By July 1, 2015, 5 CGC organizations will adopt a tobacco and/or nicotine free policy to reduce the harmful environmental and health impacts of tobacco use.*

Activity	Timeframe	Resources Required	Lead	Anticipated Products or Results	Date Completed
Meet with Blue Zones worksite and CGCDPH Worksite Wellness Committees 1x to introduce and provide TA for Tobacco Free Worksite Policies	Blue Zones: End – Dec. 1, 2014 CGCDPH: End – Apr 30, 2015	Sample tobacco free worksite policies Meeting Agenda time	Kelli Huinker, CGCDPH; Angie Determan, Blue Zones/MC	3 worksites adopt tobacco free worksite policies	July 1, 2015
Meet with Mason City Blue Zones Policy group to address tobacco free parks/public place policies; Meet with Clear Lake City Council and Park & Rec Board to address smoke free and tobacco free parks	Start: Dec 1, 2014 End: Dec 31, 2015	Sample tobacco and/or nicotine free public venue/grounds policies Meeting Agenda time Success stories from other municipalities	Penny McCaslin, CGCDPH; Pat Otto, City of MC, Penny Bennett, City of MC, Angie Determan, Blue Zones/MC	Mason City – 1 tobacco free park Clear Lake – 1 tobacco free park	Dec. 31, 2015
Meet with Supt Micich and Clear Lake School Board to present and TA for updating tobacco policy; Similar for No. Ia. Chr. Academy	Start: Aug 1, 2014 End: Mar 30, 2015	Sample nicotine free school grounds policies School Board Agenda Time	Penny McCaslin, CGCDPH	Clear Lake – 1 policy update to include nicotine products North Iowa Christian Academy – 1 policy update to include nicotine products	July 1, 2015
Make contact with 10 market and/or low rate housing property managers and present on benefits of smokefree housing policies	Start: July 1, 2014 End: June 30, 2015	Sample smoke-free housing policies Success stories from other properties Cost analysis of smoke vs smoke-free housing flips	Penny McCaslin, CGCDPH	Contacts to 10 properties on SFMUH; 1 adoption	Dec. 31, 2015



Objective 3 *By August 31, 2015, 2 local school districts will adopt plans to incorporate tobacco prevention education to reduce initiation of tobacco among county youth.*

Activity	Timeframe	Resources Required	Lead	Anticipated Products or Results	Date Completed
Compile list of available tobacco prevention curriculum, events, and campaigns for grades K-12	Start: Sept. 1, 2014 End: Mar. 31, 2015	Tobacco Prevention Curriculum Reviews Tobacco Prevention Event listings Tobacco Prevention Campaign Materials/Sources Staff Time – hours	Dave Cicetti, MCCSD; Penny McCaslin, CGCDPH; Martha Hendrickson, MCYTF	Toolkit of Tobacco Prevention Resources for schools to utilize when choosing tobacco prevention education for their students.	Mar. 31, 2015
Work with school administrators to draft a schedule to instruct the prevention curriculum/events/messages into grades K-12 in the 2015-2016 school year.	Start: Mar. 1, 2015 End: Aug. 1, 2015	MCCSD Course Catalog/Lesson Plans Staff Time – hours	Dave Cicetti, MCCSD; Penny McCaslin, CGCDPH; Martha Hendrickson, MCYTF	Lesson Plans and/or calendar of events for K-12 grades that include instruction of tobacco prevention curriculum	August 31, 2015

Objective 4 *By December 31, 2016, convene quarterly coalition partnership meetings to sustain tobacco control and prevention efforts.*

Activity	Timeframe	Resources Required	Lead	Anticipated Products or Results	Date Completed
Partnership Members will meet quarterly; CGCDPH Tobacco staff will coordinate; rotate locations among partner sites. Meetings: facilitate action plan progress, coalition building activities, and community messaging.	Start: Oct. 1, 2014 End: Dec. 31, 2016	Media Outlets Guest Speakers Ice Breaker Games Food County Health Rankings	CGCDPH Tobacco Prevention Coordinator (Penny McCaslin)	Established Partnership Meeting Schedule Valued Partner Membership – Satisfaction as member Growth in Partnership Membership	Schedule set by September 1, 2014



ACTIVITIES: SEQUENCING

Activity	Dates									
	July 2014	Aug 2014	Sept 2014	Oct 2014	Nov 2014	Dec 2014	Jan 2015	Mar 2014	July 2015	Dec 2015
Develop Cessation Program Directory										
Deliver directories to healthcare providers and other networks assessing tobacco use.										
Develop a common cessation program message that all entities and partners can use encouraging the public to utilize the affordable cessation resources in their community										
Develop a tobacco use assessment procedure for every health screening/appointment which guides provider through the steps of assessment and referral to cessation options. (utilize Mercy tobacco committee)										
Meet with Blue Zones worksite and CGCDPH Worksite Wellness Committees 1x to introduce and provide TA for Tobacco Free Worksite Policies										
Meet with Mason City Blue Zones Policy group to address tobacco free parks/public place policies; Meet with Clear Lake City Council and Park & Rec Board to address smoke free and tobacco free parks										
Meet with Supt Micich and Clear Lake School Board to present and TA for updating tobacco policy; Similar for No. 1a. Chr. Academy										
Make contact with 10 market and/or low rate housing property managers and present on benefits of smokefree housing policies										
(Combination of above)										
Research and select a tobacco prevention plans for grades K-12										
Draft a tobacco prevention education schedule to instruct the prevention messages to grades K-12 in the 2015-2016 school year.										
Quarterly Partnership Meetings										



EVALUATION

Objective #1:	Evaluation Questions	Indicators (Benchmark) <i>How will we know? (What's the goal?)</i>	Data Sources <i>Where will we get the information?</i>	RESULTS		
					2014-15	2015-16
By July 1, 2015, residents of Cerro Gordo County will be eligible to participate in affordable cessation programs offered by tobacco coalition partners.	Is the number of tobacco users in Cerro Gordo County decreasing?	<ul style="list-style-type: none"> Number of Cessation Programs available in CGC # of Participants in local Cessation programs (FFS, Quitline, Quitnet) % of tobacco users in the county 	<ul style="list-style-type: none"> CGCDPH – FFS data Mercy – Cessation Referrals IDPH – Quitline Data Mason City – Quitnet Data? County Health Rankings 	# of Cessation options in CGC		
				# of FFS Participants		
				# Quitline Participants		
				# Quitnet Participants		
				% Tobacco Users in CGC		
Objective #2:	Evaluation Questions	Indicators	Data Sources		2014-15	2015-16
By July 1, 2015, 5 CGC organizations will adopt a tobacco and/or nicotine free policy to reduce the harmful environmental and health impacts of tobacco use.	<p>Is there a reduction in secondhand smoke exposure to CGC residents?</p> <p>Has litter from tobacco products reduced in public places?</p>	<ul style="list-style-type: none"> # of governments adopting tobacco/nicotine free (TF) policies # of TF worksites # Multi-Unit Housing SF properties # of public parks TF 	<ul style="list-style-type: none"> City Councils CGCDPH Blue Zones IDPH SF Housing Registry 	# of TF gov't properties		
				# of TF worksites		
				# SF MUH properties		
				# TF Parks		



Objective #3:	Evaluation Questions	Indicators	Data Sources		2014-15	2015-16
By August 31, 2015, 2 local school districts will adopt plans to incorporate tobacco prevention education to reduce initiation of tobacco among county youth.	What prevention materials/ curriculum does the school incorporate into the classroom?	<ul style="list-style-type: none"> Title of Curriculum(s) # Tobacco Prevention events Grades receiving tobacco prevention messaging # of students receiving education #staff instructors % Youth Tobacco Use 	<ul style="list-style-type: none"> MCCSD Curriculum Planner Iowa Youth Survey 	List of Tobacco Prevention Events/Curriculum		
	How often do the students receive tobacco prevention education?			# of students receiving prevention education		
				# of prevention curriculum instructors		
				% youth tobacco use		
Objective #4:	Evaluation Questions	Indicators	Data Sources		2014-15	2015-16
By December 31, 2016, convene quarterly coalition partnership meetings to sustain tobacco control and prevention efforts.	Is the coalition a thriving and instrumental partnership in tobacco control and prevention in the county?	<ul style="list-style-type: none"> Coalition Meeting Schedule Coalition Minutes Coalition Building Activities Coalition Membership 	<ul style="list-style-type: none"> CGCDPH 	Dates of Coalition Partnership Meetings		
				# of coalition member attendance@ meetings		
				Description of Coalition Building Activities		
				# of active partnership organizations		
				Partnership Satisfaction Survey Results:		

