

Goal Area: Prevent Tobacco Use Among Young People

Community: Matanuska Susitna Borough (MSB)

Short-Term Policy Objective #1: Increase in tobacco-free policy and/or programs in the MSBSD

Strategy A: Support targeted outreach to specific youth populations

Activity	Target Group(s)	Lead Role(s)	Timeline				Desired Result	Quarter ____ Actual Result	Next Steps
			Q1	Q2	Q3	Q4			
1. Recruit Teens Against Tobacco Use (TATU) members within three (3) of the Matanuska Susitna Borough School District (MSBSD) High Schools.	Youth Grades 9 th - 12 th	Youth coordinator		X	X		TATU established in three (3) schools in the MSBSD.		
2. Train ten (10) TATU members on tobacco prevention strategies, tobacco policy issues in the MSB and how to conduct group presentations.	Youth grades 9 th -12 th	Youth coordinator and volunteer		X	X		Ten (10) TATU members trained.		
3. Provide tobacco education by means of health fairs, in-class presentations, after-school activities or summer programs at (6) six events in the MSB.	School-aged children grades Kindergarten -8 th	Youth coordinator and TATU members		X	X		Six (6) events attended.		
4. Implement culturally relevant tobacco prevention/ education in one (1) school in the MSB.	School-aged children grades Kindergarten -12 th	Youth and program coordinator		X	X		1. Completion of tobacco prevention/education tool. 2. Implementation in one (1) school in the MSB.		

5. Create a quarterly newsletter for children grades 5 th , 6 th , 7 th and 8 th with tobacco information, updates and TATU activities.	School-aged children grades 5 th - 8 th	Youth and program coordinator		X	X		Distribution of quarterly newsletter.		
6. Develop age-appropriate tobacco prevention and education for use in MSBSD.	School-aged children grades Kindergarten-3rd	Youth coordinator	X	X	X		Development of one (1) age-specific/ age-appropriate presentation.		
7. Revisions of training tools due to feedback in Q2 and Q3.	School-aged children grades Kindergarten-3rd	Youth coordinator	X	X	X		Revised tools and presentations.		
8. Have one (1) staff member complete TATU Train-the-trainer or facilitator training.	Youth coordinator	Youth Coordinator and Program Coordinator	X				Completion of training by one (1) staff member.		
9. Gain volunteer support and train two (2) adults to become TATU Facilitators to help with the TATU groups in the MSBSD High Schools.	Teachers, parents or interested adults in the area.	Youth and program coordinator and volunteers		X	X	X	Gain volunteer support from two (2) adults to become TATU facilitators. Train two (2) adults as TATU facilitators.		

FY 2008 Revised Action Plan

Goal Area: Promote Quitting Among Adults and Youth

Community: Matanuska Susitna Borough

Short-Term Policy Objective #1: Increase in number of partners within the medical community to support CIA and cessation efforts

Strategy A: To develop and maintain an information network by which Alaska Quit Line materials are distributed.

Activity	Target Group(s)	Lead Role(s)	Timeline				Desired Result	Quarter ____ Actual Result	Next Steps
			Q1	Q2	Q3	Q4			
1. Update and maintain a health care provider database.	MSB Health Care Providers	Program coordinator	X	X	X	X	Database is maintained on a quarterly basis.		
2. Distribute Alaska Quit Line Materials to 85 local health care providers four (4) times throughout the fiscal year through mail outs or in-person contact.	MSB Health Care Providers	Youth and program coordinator		X	X	X	Quarterly distribution to 85 providers.		
3. Enlist the help of seven (7) health care providers in the MSB to voluntarily implement procedures in their practice/clinic and sign a letter stating their commitment to: ask their patient about tobacco use, encourage patients who use tobacco to quit and distribute Alaska's Quit Line materials. The signed letter will be sent to all health care providers in the MSB encouraging them to make the same commitment.	MSB Health Care Providers and tobacco users	Youth and program coordinator and coalition volunteers		X	X	X	Collection of seven (7) health care provider signatures annually.		

<p>4. Distribute a quarterly newsletter to health care providers/professionals Providing information on Alaska's Quit Line, tobacco-free home and car tool kits, tobacco policy issues, best practices concerning tobacco and information on implementing procedures in health practices.</p>	<p>Health care providers, school nurses, youth facilitators, health teachers etc.</p>	<p>Youth and program coordinator, TATU members and coalition volunteers</p>		<p>X</p>	<p>X</p>	<p>X</p>	<p>Newsletter distributed quarterly.</p>		
<p>5. development and implementation of a social marketing campaign by which the program and youth coordinator set up routes to visit local providers on a monthly basis in order to build relationships with the providers and their staff.</p>	<p>Health care providers and staff, school nurses, public health etc.</p>	<p>Youth and program coordinator, TATU members and coalition volunteers</p>		<p>X</p>	<p>X</p>	<p>X</p>	<p>75% of the local clinics and school nurses visited five (5) times throughout the fiscal year.</p>		

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Goal Area: Promote Quitting Among Adults and Youth

Community: Matanuska Susitna Borough

Short-Term Policy Objective #2: Increase Coalition capacity by meeting regularly and increasing membership diversity

Strategy A: Maintain a local alliance that is actively involved in designing and carrying out tobacco prevention and control strategies.

Activity	Target Group(s)	Lead Role(s)	Timeline				Desired Result	Quarter ____ Actual Result	Next Steps
			Q1	Q2	Q3	Q4			
1 Increase coalition membership by five (5) members in order to help with tobacco prevention, education and activism efforts within our community.	MSB adults interested in tobacco issues	Youth and program coordinator and coalition volunteers		X	X	X	Coalition membership increased by five (5).		
2. Hold one coalition meeting per quarter via the internet, phone or in person.	MSB adults interested in tobacco issues	Program coordinator		X	X	X	Quarterly meetings were held.		

3. Develop and maintain a website for the local tobacco control coalition: Breathe Free Mat-Su.	MSB residents who are interested in tobacco control policy issues, clean indoor air, TATU, quitting smoking or joining the local coalition- Breathe Free Mat-Su.	Youth and program coordinator		X	X	X	Website developed. Website updated quarterly.		
4. Develop a strategic plan for carrying out tobacco prevention and control strategies in the MSB.	MSB adults interested in tobacco issues, youth, coalition members	Youth and program coordinator and coalition volunteers		X	X	X	Strategic plan developed in Q2. Begin to implement strategic plan in Q3.		

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Goal Area: Eliminate exposure to Secondhand Smoke

Community: Matanuska Susitna Borough

Short-Term Policy Objective #1: To aid in the development and implementation of voluntary smoke-free policies in restaurants, businesses, community and tribal facilities.

Strategy A: Community mobilization to conduct an outreach campaign on the dangers of secondhand smoke at worksites and public places.

Activity	Target Group(s)	Lead Role(s)	Timeline				Desired Result	Quarter ____ Actual Result	Next Steps
			Q1	Q2	Q3	Q4			
1. Participate in four (4) community health fairs distributing Smoke-Free Home and Car Toolkits and information on the benefits of smoke free businesses as well as the dangers of second hand smoke.	MSB Residents	Program coordinator		X	X	X	Participation in four (4) health fairs.		
2. Complete a Smoke-Free Dining Guide for the MSB and get it printed and distribution.	MSB Residents	Program coordinator		X	X	X	Smoke Free Dining Guide created and distributed.		
3. Develop and implement a recognition program for businesses and restaurants in the MSB that voluntarily go smoke free.	MSB Business Owners	Program coordinator and coalition volunteers		X	X	X	Development of a smoke free restaurant recognition program. Recognition of all known smoke-free restaurants.		