

Ohio Tobacco Use Prevention and Cessation Strategic Plan 2009-2014



Mission

To reduce the prevalence of tobacco use in Ohio and the associated health affects.

Vision

Ohio will be a state free of tobacco use.

Values

Cultural competency
Evidence-based programming
Health equity
Compassion for individuals affected by tobacco use
Sustainable programs
Innovation and creativity
Collaborative work

Goals

1. To prevent the initiation of tobacco use by Ohio residents.
2. To eliminate nonsmokers' exposure to secondhand smoke.
3. To promote cessation services to all Ohioans that use tobacco.
4. To develop a plan that will ensure statewide program sustainability including options for acquiring funding from non-federal dollars.
5. To provide program evaluation and surveillance activities for the Tobacco Use Prevention and Cessation Program.
6. To communicate important tobacco program information with CDC partners and all Ohioans.
7. To increase funding to local communities and groups representing high-risk population to reduce tobacco use.

**The Strategic Plan is a work in process.

Program Goal 1: To prevent the initiation of tobacco use by Ohio residents.

Long-Term Objective: By 2014, reduce the percentage of Ohio vendors who sell tobacco products to minors by 5%.

Annual Objective: By 2010, reduce the percentage of Ohio vendors who sell tobacco products to minors by 1%.

Program Involved: Tobacco Use Prevention and Cessation Program

Indicator: Key Outcome Indicator 1.8.6 Number of warnings, citations, and fines issues for infractions of public policies against young people’s access to tobacco products.

Data Source: Ohio Department of Public Safety

Rationale: Reduced funding for compliance checks and retailer and public education efforts have caused an increase in the sales of tobacco to minors.

Funding Source: CDC

Lead Person: Jan Stine

Partners: Ohio Department of Public Safety and the Ohio Department of Drug Addiction Services.

ACTIVITIES	TARGET GROUP	LEAD ROLE	EVALUATION MEASURE	TARGET DATE
Provide funding to the Ohio Dept. of Public Safety to provide media outlining that it is illegal to sell tobacco products to minors.	Adults, youth and tobacco retailers.	Ohio Department of Public Safety	The number of media spots run.	6/01/2009
Provide funding to the Ohio Dept. of Public Safety to provide materials and educate tobacco retailers about not selling to minors.	Tobacco retailers	Ohio Department of Public Safety	The number of retailers reached.	6/01/2009
Provide funding to Ohio Department of Alcohol and Drug Addiction Services with a maximum of \$200,000 grant funding, based on availability of funds, to complete annual compliance checks on vendors who sell tobacco products but do not sell alcohol.	Tobacco retailers that do not sell alcohol	Ohio Department of Alcohol and Drug Addiction Services	Percentage of retailers surveyed in compliance with the SAMSAH requirement	12/31/2009

Long Term Activities: June 30, 2010, to June 30, 2014, ODH will work with communities implementing community-based strategies to educate retailers to reduce youth access tobacco by limiting the type of retail advertising and promotions.
 July 1, 2009, to June 30, 2010, ODH will partner with ODADAS to work with Ohio communities that have high sales of tobacco products to youth to create compliance strategies.
 July 1, 2009 to June 30, 2014, ODH will partner with communities to implement strategies to reduce youth access to tobacco including encouraging retailers to limit tobacco produce placement in retail stores. (i.e. Operation Storefront)

Long-Term Objective: By 2014, increase the percentage of Ohio school districts with 100% tobacco-free policies at all facilities, at all events on school property and at all school sponsored events at all times by 255%

Annual Objective: From July 1, 2009 to June 30, 2010, to increase the number of tobacco-free schools in Ohio by 5% through community grants to local health department and non-profit organizations.

Program Involved: Tobacco Use Prevention and Cessation Program, ODH Adolescent and School Health

Indicator: Key Outcome Indicator 2.4.5 Proportion of schools or school districts reporting the implementation of 100% tobacco-free school policies.

Data Source: The Ohio Department of Education and the Ohio Department of Health

Rationale: Currently, an estimated 173 (28%) of the 614 local public school districts in Ohio have tobacco-free school policies.

Funding Source: CDC/Master Settlement Agreement

Lead Person: David Polakowski/Jan Stine

Partners: Local grantees, Ohio Department of Education, ODH Adolescent and School Health

ACTIVITIES	TARGET GROUP	LEAD ROLE	EVALUATION MEASURE	TARGET DATE
From July 1, 2009 to March 29, 2010, provide community grantees with tools to advocate for tobacco-free school policies throughout their target service area.	The 441 public school districts in Ohio that do not have tobacco-free school policies.	Ohio Department of Health and local grantees	The number of new school districts that have 100% tobacco-free school policies.	9/1/2010
From April 1, 2009 to March 29, 2014, provide education, informative materials or speakers to school districts considering adoption of 100% tobacco-free campus policies.			The number of presentations and materials provided.	9/1/2010
From April 1, 2009 to March 29, 2014, work with the Ohio Department of Education to ensure that all public schools and school districts are tobacco free.		Ohio Department of Health and the Ohio Department of Education	Communication and efforts monitored.	3/29/2010

Long Term Activities:

Long-Term Objective: By 2014, the number of communities in Ohio with a local tobacco retail licensure ordinance will increase by five.

Annual Objective: By March 29, 2010, the number of communities in Ohio with a local tobacco retail licensure ordinance will increase by 1.

Program Involved: Tobacco Use Prevention and Cessation Program

Indicator: Key Outcome Indicator 1.6.4 The level of support for policies and enforcement of policies to decrease young people's access to tobacco; 1.8.2 The proportion of jurisdictions with policies that require retail licenses to sell tobacco products.

Data Source: The Ohio Department of Health data on the number of new laws passed and Ohio Youth Tobacco Survey.

Rationale: Community mobilization, when combined with additional interventions (stronger local laws directed at retailers, active enforcement of retailer sales laws, retailer education with reinforcement) will restrict minors' access to tobacco products and will likely do so in most communities in the U.S. where not precluded by preemption legislation.

Funding Source: CDC

Lead Person: Tracy Clopton/Angela Abenaim/Jan Stine

Partners: Ohio Cross-Cultural Tobacco Control Alliance; local grantees

ACTIVITIES	TARGET GROUP	LEAD ROLE	EVALUATION MEASURE	TARGET DATE
From July 1, 2009 to March 29, 2010, provide training to local grantees about the issue of retail tobacco licensure so they can work to educate local decision makers who will pass licensure laws.	Local tobacco control coalitions. Decision makers in cities/villages/home rule townships/ and the one home rule county.	Ohio Department of Health, local grantees	The number of people trained, number of compliance checks completed, completion of required deliverables by grantees, percent of retailers that sell to minors, number of communities with licensure laws, YTD data from core questions regarding access to tobacco.	3/29/2010

Long-Term Objective: By 2014, fund prevention programming in communities of high need.

Annual Objective: From April 1, 2009 to March 29, 2010, to provide grants for prevention efforts or capacity building in at least 10 areas of high need.

Program Involved: Tobacco Use Prevention and Cessation Program

Indicator: Key Outcome Indicator 1.6.2 Level of receptivity to anti-tobacco media messages.

Data Source: BRFSS, YTS, ATS,

Rationale: Targeting funds to areas of need will enable communities to develop customize program to reach their targeted population.

Funding Source: CDC/Master Settlement Agreement

Lead Person: Jan Stine/Mari-jean Siehl/Tracy Clopton

Partners: Ohio Cross-Cultural Tobacco Control Alliance; local grantees

ACTIVITIES	TARGET GROUP	LEAD ROLE	EVALUATION MEASURE	TARGET DATE
Work with the CCTCA and 5 alliance member groups to develop the media/social marketing plan.	CCTCA members that represent low SES population groups.	TUPCP and the CCTCA	The plan developed by March 29, 2010.	3/29/2010
Award grants up to 10 organizations or communities for coalition building, programming policy, prevention and cessation.	Low SES and ethnic populations with high rates of tobacco use.	TUPCP	Grants awarded	7/1/2009

Long Term Activities:

Long-Term Objective: By 2014, increase the number of Ohio students taught about the dangers of tobacco use by 25% through marketing efforts or community grants to implement evidence-based educational curricula.

Program Involved: TUPCP

Annual Objective: By March 2010, fund at least one youth prevention activity reaching a target population within the state of Ohio.

Indicator: Key Outcome Indicator 1.7.2 Portion of schools or districts that provide instruction on tobacco-use prevention that meets CDC guidelines

Data Source: BRFSS, YRBS and YTS

Rationale: Youth initiation of tobacco remains at a constant level.

Funding Source: CDC

Lead Person: Angela Abenaim

Partners: Columbus Crew

ACTIVITIES	TARGET GROUP	LEAD ROLE	EVALUATION MEASURE	TARGET DATE
Work with the Columbus Crew to implement a culturally competent marketing campaign which will combine educational materials, promotional items, media, cessation information and event sponsorship to fully integrate tobacco-free messages within the Latino soccer community.	Youth	Ohio Department of Health	Number of programs taught to fidelity	3/29/2010

Long Term Activities:

Long-Term Objective: By 2014, Bureau of Child & Family Health Services, Division of Family & Community Services, Birth Outcome Improvement Initiative, and Tobacco Use Prevention and Cessation Program will deliver preconception/interconception messages in four ODH identified high-risk media markets to prevent the initiation of tobacco use by women of reproductive age, especially pregnant women.

Annual Objective: By December 31, 2009, to create a prevention initiation of tobacco use campaign throughout the state of Ohio that is relevant to preconception and interconception to target women of reproductive age, especially women who are pregnant.

Program Involved: TUPCP

Indicator: Key Indicator Outcome is 3.14.3 Prevalence of tobacco use during pregnancy

Data Source: Ohio Department of Health

Rationale: The smoking rate of pregnant women will decrease through education and services provided to this targeted population.

Funding Source: Ohio Department of Health

Lead Person: Jo Bouchard

Partners: Bureau of Child & Family Health Services, Division of Family & Community Services, Birth Outcome Improvement Initiative, and Tobacco Use Prevention and Cessation Program

ACTIVITIES	TARGET GROUP	LEAD ROLE	EVALUATION MEASURE	TARGET DATE
Conduct market research to inform the design and distribution of relevant and motivational pre-conception and inter-conception messages, to prevent the initiation of tobacco use.	Women of reproductive age, especially pregnant women	Ohio Department of Health	Campaign created	12/31/2009

Long Term Activities: 2010 to 2011, Based on the research, design messages and concepts for message distribution conduct field-tests with target audience-segment populations (e.g., Web-based information center, You-Tube, Blogging, Text Messaging, Radio Spots or Television Commercials)
2012 – 2014, Kick-off campaign to prevent initiation of tobacco use

Long-Term Objective: By 2014, the number of health care providers and health care systems following the U.S. Public Health Services clinical guidelines will increase.

Annual Objective: From July 1, 2009 to June 30, 2010, Bureau of Child & Family Health Services, Division of Family & Community Services, Birth Outcome Improvement Initiative, and Tobacco Use Prevention and Cessation Program will encourage all health systems to embed tobacco use assessments, effective advice to quit, appropriate use of evidence-based treatment, and referral to intensive tobacco treatment programs in their standard practices throughout Ohio.

Program Involved: Bureau of Child & Family Health Services, Division of Family & Community Services, Birth Outcome Improvement Initiative, and Tobacco Use Prevention and Cessation Program

Indicator: Key Outcome Indicator 3.9.8 Proportion of health care systems that have provider-reminder systems in place.

Data Source: Ohio Department of Health

Rationale: Health care providers and systems need more education and additional support to work with patients to quit and remain free from the use of tobacco products.

Funding Source: State of Ohio

Lead Person: Jo Bouchard

Partners: Bureau of Child & Family Health Services, Division of Family & Community Services, Birth Outcome Improvement Initiative, and Tobacco Use Prevention and Cessation Program

ACTIVITIES	TARGET GROUP	LEAD ROLE	EVALUATION MEASURE	TARGET DATE
<p>ODH-WIC Initiative (expand to 60 sites)</p> <ol style="list-style-type: none"> 1. WIC Initiative-Conduct needs assessments of existing WIC health care systems and services for prenatal and postpartum tobacco treatment 2. WIC Initiative-Develop and implement quality improvement strategies for each targeted WIC site 3. WIC Initiative-Provide targeted WIC sites with the tools, training and technical assistance needed to treat pregnant and postpartum smokers 4. WIC Initiative-Implement WIC data collection procedures for the provision of smoking cessation services (the 5 A's, quit line referrals) 5. WIC Initiative-Develop data processes to measure: <ol style="list-style-type: none"> a. proportion of pregnant women who report that a health care professional advised them to quit smoking during a prenatal visit b. proportion of WIC clients who have made a quit attempt using proven cessation methods (5 A's) 	Health Care Providers	Ohio Department of Health	60 Sites Expanded	June 30, 2009

Long Term Activities: 2010 – 2014, Secure funding and resources to expand the *Ohio Partners for Smoke-Free Families* initiative

2010 – 2014, Develop and implement plan to expand *Ohio Partners for Smoke-Free Families* in Maternal and Child Health Serving Programs

Long-Term Objective: By 2014, partner members of the strategic planning subcommittees will update the strategic plan as needed.

Annual Objective: By December, 2009, meet with current partners to review strategic and annual work plans.

Program Involved: Tobacco Use Prevention and Cessation Program

Indicator: The committees meet and the plan is updated

Data Source: Ohio Department of Health

Rationale: Gain cooperation and support and build consensus on strategic plan development for Ohio's tobacco plan.

Funding Source: CDC

Lead Person: Jan Stine

Partners: Ohio Tobacco Control Resource Group

ACTIVITIES	TARGET GROUP	LEAD ROLE	EVALUATION MEASURE	TARGET DATE
Meet annually with current partners to review strategic and annual work plans	Ohio Tobacco Control Resource Group and other partners as identified	Ohio Department of Health	Consensus gained on strategic and annual work plans	12/31/2009

Long Term Activities:

Long-Term Objective: By 2014, maintain the current smoke-free work place act provisions throughout the state of Ohio with the exception of an exemption for private clubs.

Annual Objective: Work with ODH Government Affairs, Governor's office, legislature and partners to preserve the provisions of the current smoke-free act.

Program Involved: TUPCP

Indicator: Key Outcome Indicator 2.4.3 Proportion of the population that works in environments with tobacco-free policies

Data Source: State of Ohio

Rationale: Current act prevents smoking in all public places of business and is protective of nonsmokers' health.

Funding Source: CDC/Master Settlement Agreement

Lead Person: Mari-jean Siehl

Partners: Ohio Tobacco Control Resource Group

ACTIVITIES	TARGET GROUP	LEAD ROLE	EVALUATION MEASURE	TARGET DATE
Monitors newly introduced legislation and prepare department response.	Legislators	Ohio Department of Health	Retention of current provisions of the law	Ongoing.

Long Term Activities:

Program Goal 2: To eliminate nonsmokers' exposure to secondhand smoke.

Long-Term Objective: By 2014, increase the percentage of Ohioans who live in smoke-free homes and vehicles by 6%.

Annual Objective: From April 1, 2009 to March 29, 2010, implement strategies in local communities receiving funding to educate parents about the dangers of smoking in homes and vehicles.

Program Involved: Tobacco Use Prevention and Cessation Program

Indicator: Key Outcome Indicator 2.7.3 the proportion of the population reporting exposure to secondhand smoke at home.

Data Source: BRFSS/ATS and YTS

Rationale: Breathing secondhand smoke can be harmful to adults and particularly to children, causing asthma, Sudden Infant Death Syndrome (SIDS) bronchitis, pneumonia and ear infections in children, and lung cancer in adults.

Funding Source: CDC

Lead Person: Joe Storin

Partners: Local grantees

ACTIVITIES	TARGET GROUP	LEAD ROLE	EVALUATION MEASURE	TARGET DATE
Train local grantees about the dangers of secondhand smoke in homes and in vehicles; and ways to educate parents about the issue.	Parents	Ohio Department of Health	The training occurred.	9/1/2010
Continue "Smoke-free car with kids" media campaign in targeted media markets in Ohio.	Adults	Ohio Department of Health	Population reporting exposure to secondhand smoke at home or in cars.	1/2/2010

Long Term Activities: April 1, 2009, to December 31, 2010, research and identify media campaigns related to smoke-free homes and cars.
January 1, 2011 to December 31, 2011, develop and implement a media campaign based on evidenced based programming if available.
January 1, 2012, to June, 30, 2014, work with local communities to implement media campaign.

Long-Term Objective: By March 29, 2014, educate 500 landlords of multifamily on the dangers of secondhand smoke.

Annual Objective: By March 29, 2010, educate 100 landlords of multifamily housing on the dangers of secondhand smoke.

Program Involved: Tobacco Use Prevention and Cessation Program

Indicator: Key Outcome Indicator 2.3.7 Level of support for adopting tobacco-free policies in homes and vehicles.

Data Source: Ohio Department of Health’s data from project

Rationale: Ohio’s Smoke-free workplace act does not prohibit smoking inside individual apartments and condominiums, but it does allow smoking in common areas, which often allows smoke to enter the apartments of nonsmokers

Funding Source: CDC

Lead Person: Joe Storin

Partners: Landlords, public housing organizations

ACTIVITIES	TARGET GROUP	LEAD ROLE	EVALUATION MEASURE	TARGET DATE
<p>July 1, 2009 – March 29, 2010 survey landlords of multifamily housing units to assess their knowledge of the harmful effects of secondhand smoke and to gather information on those who have a smoke-free policy.</p> <p>Develop a web-based resource for landlords, tenants, and condo owners.</p> <p>Target public housing to adopt smoke-free policies.</p>	Landlords, tenants, and condo owners in Ohio in communities.	Ohio Department of Health	Increased knowledge of, improved attitudes, and increased support for the creation of and enforcement of tobacco-free policies.	3/29/2010

Long Term Activities: April 1, 2009 to June 30, 2009, work through the CDC best practices to identify successful media campaigns that can be used in the 6 major metropolitan areas in Ohio. July 1, 2009, to March 29, 2010, partner with media contacts that will participate in the media campaign in the 6 major metropolitan areas in Ohio.

Long Term Objective: By 2014, Bureau of Child & Family Health Services, Division of Family & Community Services, Birth Outcome Improvement Initiative, and Tobacco Use Prevention and Cessation Program will build the capacity of WIC, Child and Family Health Services, and Family Planning healthcare systems and providers to screen for and treat tobacco use and dependence by implementing the US Public Health Services sponsored clinical practice guidelines.

Annual Objective: By June, 2009, Bureau of Child & Family Health Services, Division of Family & Community Services, Birth Outcome Improvement Initiative, and Tobacco Use Prevention and Cessation Program will develop data processes to measure proportion of pregnant women who report that a health care professional advised them to quit smoking during a prenatal visit and proportion of clients who have made a quit attempt using proven cessation methods (5 A's).

Program Involved: Bureau of Child & Family Health Services, Division of Family & Community Services, Birth Outcome Improvement Initiative, and Tobacco Use Prevention and Cessation Program.

Indicator: Key Outcome Indicator 2.3.6 Proportion of the population that thinks second-hand smoke is harmful to children and pregnant women.

Data Source: Ohio Department of Health

Rationale: Education on the dangers of secondhand smoke for women of child bearing age including pregnant women is still needed in the state of Ohio.

Funding Source: Ohio Department of Health

Lead Person: Jo Bouchard

Partners: Bureau of Child & Family Health Services, Division of Family & Community Services, Birth Outcome Improvement Initiative, and Tobacco Use Prevention and Cessation Program

ACTIVITIES	TARGET GROUP	LEAD ROLE	EVALUATION MEASURE	TARGET DATE
Expand Ohio Partners for Smoke-Free Families-WIC Initiative a. Conduct needs assessments of existing health care systems and services for prenatal and postpartum tobacco treatment b. Develop and implement quality improvement strategies for each targeted site c. Provide targeted sites with the tools, training and technical assistance needed to treat pregnant and postpartum smokers d. Implement data collection procedures for the provision of smoking cessation services (the 5 A's, quit line referrals) e. Develop data processes to measure:	WIC Clients	Ohio Department of Health	Smoke-Free Families WIC initiative is sees growth.	6/30/2010

i. proportion of pregnant women who report that a health care professional advised them to quit smoking during a prenatal visit ii. proportion of clients who have made a quit attempt using proven cessation methods (5 A's)				
--	--	--	--	--

Long Term Activities: 2010 – 2011, Develop Plan to expand Ohio Partners for Smoke-Free Families into Family Planning and CFHS programs
 2012 – 2014 Secure funding and resources to expand the Ohio Partners for Smoke-Free Families initiative

Program Goal 3: To promote cessation services to all Ohioans who use tobacco.

Long-Term Objective: By 2014, the reach of the Ohio Tobacco quit line will increase by 4% in the state of Ohio.

Annual Objective: From March 30, 2009 to March 29, 2010, work with a minimum of 4 partners to create a marketing plan that will increase the reach of the quit line in Ohio.

Program Involved: Tobacco Use Prevention and Cessation Program

Indicator: Key Outcome Indicator 3.7.1 Number of callers to telephone quit lines.

Data Source: Ohio Department of Health

Rationale: The state of Ohio has seen a reduction in the funding for tobacco use prevention and cessation programming which includes marketing of the quit line. Agencies need to partner and combine marketing activities in order to increase the reach numbers for the quit line.

Funding Source: CDC/Master Settlement Agreement

Lead Person: Melanie Tidwell

Partners: Community subgrants, American Heart Association, American Lung Association, American Cancer Society, and the Ohio Association of Broadcasters

ACTIVITIES	TARGET GROUP	LEAD ROLE	EVALUATION MEASURE	TARGET DATE
March 30, 2009 to September 30, 2009, implement a marketing group that includes all partners.	Community subgrants, American Heart Assn., American Lung Assn., American Cancer Society, the Ohio State Medical Assn., the Ohio Nurses Assn. and the Ohio Association of Broadcasters.	Ohio Department of Health	Marketing group established.	9/9/2009
October 1, 2009 to March 29, 2010, develop and create a marketing plan that will promote the quit line to increase reach activity	Community subgrants, American Heart Assn., American Lung Assn., American Cancer Society, the Ohio State Medical Assn., the Ohio Nurses Assn. and the Ohio Association of Broadcasters.	Ohio Department of Health	Plan developed	3/29/2010

Long Term Activities: July 1, 2009, to September 30, 2009, implement a marketing group that includes all partners.

October 1, 2009 to December 31, 2010, develop and create a marking plan that will promote the quit line to increase reach activity.

January 1, 2011, to June, 30, 2014 implement and evaluation marketing plan

Long-Term Objective: By 2014, physician referrals to the fax referral system will increase by 25%

Annual Objective: Increase physician screening for tobacco use and usage of fax referral system for patients with Diabetes or other chronic diseases that use tobacco by December, 2008.

Program Involved: Tobacco Use Prevention and Cessation Program

Indicator: Key Outcome Indicator 3.7.3 Number of calls to telephone quit lines from users who heard about the Quit Line through a source other than a media campaign

Data Source: Ohio Department of Health, National Jewish Health

Rationale: Increasing physician knowledge and use of the fax referral system of patient referrals will improve the efficiency and utilization of the Ohio Quit Line.

Funding Source: CDC/Master Settlement Agreement

Lead Person: Melanie Tidwell/Jan Stine

Partners: Ohio Hospital Association, Ohio State Medical Association, Ohio Osteopathic Association, Federally Qualified Health Centers

ACTIVITIES	TARGET GROUP	LEAD ROLE	EVALUATION MEASURE	TARGET DATE
Release RFP to work with health systems to integrate the 5A's into the routine care of patients, fax refer ready to quit patients to quit line, and to train health care providers on the 5A's. Work with insurance providers and Medicaid to include coverage for individual, group and telephone counseling as well as FDA approved cessation medications.	Health care providers	Ohio Department of Health ODPCP and TUPCP	Number of Physician Fax Referrals Number of health care providers trained. Number of health systems who adopt 5A's	12/31/2009

Long Term Activities:

Long-Term Objective: By 2014, incorporate tobacco use prevention and cessation activities into all chronic disease and wellness programs.

Annual Objective: For Fiscal Year 2010, to provide funding for a tobacco use prevention and cessation program geared to individuals with mental health and/or addiction.

Program Involved: Tobacco Use Prevention and Cessation Program

Indicator: Key Outcome Indicator 3.13.1 Proportion of smokers who have sustained abstinence from tobacco use.

Data Source: Ohio Department of Alcohol and Drug Addiction Services and the Ohio Department of Mental Health.

Rationale: This is a population that is in need of tobacco use prevention and cessation programming due to the high tobacco use rate.

Funding Source: CDC/Master Settlement Agreement

Lead Person: Melanie Tidwell/Jan Stine

Partners: Chronic Disease Programming

ACTIVITIES	TARGET GROUP	LEAD ROLE	EVALUATION MEASURE	TARGET DATE
Work with Ohio Department of Alcohol and Drug Addiction Services and the Ohio Department of Mental Health to fund programming to implement evidence-based tobacco cessation treatment in community behavioral health agencies statewide.	Mentally ill and substance abusing Ohioans	Ohio Department of Health	Consumer and programmatic outcomes will be tracked to validate interventions. The number of organizations that implement tobacco treatment for clients. The number of clients offered tobacco treatment. The number of clients who enrolled in tobacco treatment.	6/30/2010
Provide content expert technical assistance ODH chronic disease programs to integrate tobacco prevention and cessation messaging into all appropriate program pieces	Those with chronic disease	TUPCP	Technical assistance provided	Ongoing

Long Term Activities: March 29, 2009 to March 30, 2010, work to create a committee and a plan that integrates tobacco use prevention and cessation into Diabetes Prevention and Control Program.

March 31, 2010 to March 30, 2011, create programming to train Local Health Departments to integrate tobacco use prevention and cessation into local program.

March 31, 2010 to March 30, 2014, work to implement and evaluate plan and activities between the programs.

March 31, 2010 to March 30, 2014, work to implement and integrate plan and all activities into all chronic disease programs.

March 31, 2012 to March 30, 2014, train Local Health Departments to use prevention and cessation into all chronic disease programming at the local level.

Program Goal 4: *To develop a plan that will ensure statewide program sustainability including options from Non-federal dollars.*

Long-Term Objective: By 2014, to ensure that the tobacco use prevention and cessation program is sustainable within the state of Ohio. By 2014, to promote passage of legislation increasing the tax on Other Tobacco Product Tax from 17% to 55% of whole sale.

Annual Objective: By December 31, 2009, evaluate the 5 options in the sustainability plan to determine the best one to sustain tobacco use prevention and cessation programming in the state of Ohio.

Program Involved: TUPCP

Indicator: Ohio Sub H.B. 544 requirement and CDC application requirement

Data Source: Ohio Department of Health

Rationale: The state of Ohio has seen a reduction of funding through the Master Settlement Agreement and the future of programming is in limbo.

Funding Source: CDC/Master Settlement Agreement

Lead Person: Mari-jean Siehl/David Polakowski

Partners: Ohio Tobacco Control Resource Group and Investing in Tobacco Free Youth.

ACTIVITIES	TARGET GROUP	LEAD ROLE	EVALUATION MEASURE	TARGET DATE
Prepare documentation and create a fund development plan that provides justification for the best option to sustain programming.	All Ohioans	Ohio Department of Health	Option determined and successful choice provides sufficient to maintain planned programming and activities	12/31/2009

Long Term Activities: January 1, 2009 to December 31, 2009, ODH will prepare documentation and create a fund development plan that provides justification for the best option to sustain programming.
 January 1, 2010 to December 31, 2011, ODH will create and implement programming for sustainability.
 January 1, 2012 to July 31, 2014, work to maintain a funding flow that will sustain the Tobacco Use Prevention and Cessation Programming through ODH.

Program Goal 5: To provide program evaluation and surveillance for the TUPCP.

Long-Term Objective: By 2014, provide comprehensive evaluation activities and surveillance system for all TUPCP activities and programs.

Annual Objective: To contract for evaluation services for all program efforts and provide funding for ATS.

Program Involved: TUPCP

Indicator: Program evaluation completed

Data Source: BRFSS, ATS, YTS

Rationale: Impact and effectiveness of program activities needs to be measured through evaluation and surveillance.

Funding Source: CDC/Master Settlement Agreement

Lead Person: Brandi Bennett/Angela Abenaim/Mari-jean Siehl

Partners: N/A

ACTIVITIES	TARGET GROUP	LEAD ROLE	EVALUATION MEASURE	TARGET DATE
Fund split sample ATS survey.	Ohio tobacco users	TUPCP and BRFSS	ATS	6/2010
Contract for evaluation services for all program activities.	Internal program and subgrantees	TUPCP	Completed evaluation	3/29/2010
Conduct Ohio YTS	Youth	TUPCP	Ohio YTS	3/29/2010

Long Term Activities:

Program Goal 6: To communicate important tobacco program information with CDC partners and all Ohioans.

Long-Term Objective: By 2014, TUPCP will utilize multiple communication channels to communicate with CDC, other partners, and all Ohioans.

Annual Objective: By June, 2009, implement use of Healthy Ohio Web site, monthly emails, and social marketing sites to promote tobacco use prevention.

Program Involved: TUPCP

Indicator: 1.6.1 Level of confirmed awareness of anti-tobacco media messages

Data Source: Ohio Department of Health

Rationale: Enhanced communication efforts will allow partners and other to improve their activities and provide Ohioans with update information.

Funding Source: CDC

Lead Person: Angela Abenaim

Partners: N/A

ACTIVITIES	TARGET GROUP	LEAD ROLE	EVALUATION MEASURE	TARGET DATE
Utilize Healthy Ohio Web site to post new information.	Internal and external partners and all Ohioans; targeted populations	TUPCP	Posting of new information	Ongoing
Create monthly email update	Key partners	TUPCP	Creation of monthly email	4/2009
Utilize social marketing sites to promote tobacco use prevention information	Young Adults	TUPCP	Feedback from social marketing site responses.	6/2009 and ongoing

Long Term Activities:

Long-Term Objective: By 2014, provide funding to local communities and groups representing high-risk populations to reduce tobacco use in their communities.

Annual Objective: By 2010, at least 11 local community and high-risk population organizations will be funded to work on prevention, cessation, and secondhand smoke exposure programs.

Program Involved: Tobacco Use Prevention and Cessation Program

Indicator: Key Outcome Indicator 1.7.1 Proportion of schools or school districts reporting the implementation of 100% tobacco-free policies; 1.7.2 Proportion of schools or school districts that provide instruction on tobacco-use prevention that meets CDC guidelines; 1.8.2 Proportion of jurisdictions with policies that require retail licenses to sell tobacco products; 2.7.3 Proportion of the population reporting exposure to secondhand smoke at home or in vehicles.

Data Source: Grantee reports, school district surveys, ATS

Rationale: Activities at the local level are effective at making changes in schools and local laws.

Funding Source: CDC

Lead Person: Jan Stine/Angela Abenaim/Tracy Clopton

Partners: Local Health Departments and local non-profit organizations

ACTIVITIES	TARGET GROUP	LEAD ROLE	EVALUATION MEASURE	TARGET DATE
Develop an RFP for local communities and for high-risk population groups to apply for funding to work with local decision makers to change school policies and to enact local laws, where possible to reduce tobacco use among youth. Develop an RFP for high-risk population groups to apply for funding to enhance their ability to address tobacco issues within their communities throughout Ohio.	School boards/district staff and local city/village/township councils Networks that address tobacco use issues in high-risk population groups.	Ohio Department of Health	The number of grants funded for the required activities.	July 1, 2009

Long Term Activities: