

Tri-County Tobacco Plan  
Goals by Strategy and Year  
Clinton, Eaton and Ingham Counties  
2010-2015

	<b>MEDIA</b>	<b>POLICY</b>	<b>QUIT-TOBACCO</b>	<b>ADVOCACY</b>
<b>YEAR 1 2010-11</b>	Media Communication Plan Developed for implementing social norm campaign  <i>(ISAP/EISD Lead)</i>	Smoke-Free Michigan Law effectively implemented in the tri-county Area. Areas of need for technical assistance and enforcement identified.  <i>(EH in each County)</i>	Update Needs and Resource Assessment for existing programs and research best practices for rural areas. Action Plan Developed.  <i>(BEDHD Lead)</i>	Timeline developed for Advocacy-based on legislative session. Information with cards with benefits of designating tobacco tax revenue for health programs and the impact on age of onset and use with higher taxes. <i>(ICHD Lead)</i>
		Maintain standards of operation for DYTUR <i>(One per county)</i>	Action Plan for collaboration developed. Identify which programs in Michigan Works have the capacity or potential to include quit-tobacco educational materials. <i>(One per County, EISD Lead)</i>	
<b>YEAR 1 2010-11 (cont)</b>			Target quit services and campaigns to white and Hispanic populations with cultural competence. Action Plan Developed. <i>(BEDHD Lead + Ingham &amp; Clinton)</i>	
<b>YEAR 2 2011-12</b>		Feasibility Study and Action Plan developed regarding Licensing Tobacco Vendors. <i>(ICHD)</i>		
<b>YEARS 2-5</b>		Maintain standards of operation for DYTUR <i>(One per county)</i>	Action Plan developed for outreach to physicians to add quit referral protocol to intake	Action Plan developed to equip Tri-County High Schools by advocating for

2011-15			<p>procedures, timeline for implementation developed. DHS will include quit referral information in the initial application process. MOU's signed and timelines developed. <i>(All Counties)</i></p>	<p>Michigan Merit Curriculum to include Michigan Model Tobacco Prevention Lessons.</p>
		<p>Action Plan developed for landlord outreach, Action Plan implemented and outreach tracked and recorded.</p>	<p>Model referral protocol policies identified and shared with coalitions. Action Plan developed for outreach to providers to implement model policies. Quit Line/211. <i>(All Counties)</i></p>	<p>Action Plan developed to equip schools to do Michigan Model K-8 with high school boosters with training and materials.</p>
		<p>Existing policies for tri-county health departments collected and summarized. Action Plan developed for outreach to providers to implement model policies, action plan for smoke-free property.</p>		