

# Iowa SIM Tobacco Statewide Strategic Plan: 11.24.15 Supplement

---

## Sample Objectives and Activities

These sample objectives may be used for the Tobacco portion of SIM

- Goal # 1 – Prevent the initiation of tobacco use among young people
- Goal # 2 – Eliminate non-smokers' exposure to second hand smoke
- Goal # 3 – Promote quitting among young people and adults

## **Goal 1: Prevent the initiation of tobacco use among young people**

### **Objective 1.1: Increase number of youth chapters in the service area.**

- **Tactic 1.1-A** Attend IDPH training on Youth Tobacco Prevention
- **Tactic 1.1-B** Contact schools and organizations that work with youth
- **Tactic 1.1-C** Meet with youth leaders and advisors from those organizations to discuss ISTEP
- **Tactic 1.1-D** Establish and register a youth chapter consisting of at least 3 youth and one adult advisor.
- **Tactic 1.1-E** Assist youth in planning and implementing at least 1 street marketing activity
- **Tactic 1.1-F** Ensure advisor meets with youth at least 3 times per contract period
- **Tactic 1.1-G** Offer TA to youth chapters and their advisors
- **Tactic 1.1-H** Promote ISTEP social media campaigns and messaging when provided by IDPH
- **Tactic 1.1-I** Invite advisors and youth to attend the contractor's coalition meeting
- **Tactic 1.1-J** Submit quarterly success story related to youth chapter activities. [Refer to [Tips for Writing an Effective Success Story](#) in Attachments]
- **Tactic 1.1-K** Educate key decision makers in service area on tobacco programming activities

### **Objective 1.2 : Increase the number of public and accredited non-public schools that have voluntary tobacco free and nicotine free campus policies.**

- **Tactic 1.2-A** Attend IDPH training on new products education and tobacco free and nicotine free school policy
- **Tactic 1.2-B** Present a minimum of 1 time in the contract year on new products and importance of adopting TF/NF campus policy
- **Tactic 1.2-C** Conduct a walking tobacco audit of an area surrounding a school (within 1,000 feet of any school: elementary, middle school, or high school. Visit [countertobacco.org](http://countertobacco.org) to select materials for the audit.)
- **Tactic 1.2-D** Offer TA to schools on TF/NF policy and new products
- **Tactic 1.2-E** Send the updated policy to IDPH
- **Tactic 1.2-F** Invite, on a quarterly basis, key school officials to attend contractor's coalition meeting
- **Tactic 1.2-G** Submit quarterly success story related to adoption of TF/NF policy in schools.
- **Tactic 1.2-H** Educate key decision makers in service area on new products and tobacco programming activities

**Objective 1.3: Increase the number of colleges, universities and community colleges that have voluntary tobacco free and nicotine free campus policies.**

- **Tactic 1.3-A** Attend IDPH training on new products education and tobacco free and nicotine free school policy
- **Tactic 1.3-B** Present a minimum of one (1) time in the contract year on new products and importance of adopting TF/NF campus policy
- **Tactic 1.3-C** Offer TA to schools on TF/NF policy and new products
- **Tactic 1.3-D** Send updated policy to IDPH
- **Tactic 1.3-E** Invite, on a quarterly basis, key school officials to attend contractor's coalition meeting
- **Tactic 1.3-F** Submit quarterly success story related to adoption of TF/NF policy in schools.
- **Tactic 1.3-G** Educate key decision makers in service area on new products and tobacco programming activities

**Objective 1.4: Increase the number of tobacco free/nicotine free parks.**

- **Tactic 1.4-A** Attend IDPH offered TF/NF Parks and Outdoor Events training
- **Tactic 1.4-B** Present on TF/NF parks policy to community members, youth and policymakers
- **Tactic 1.4-C** Offer TA to any city or county departments to develop a TF/NF Parks policy
- **Tactic 1.4-D** Send policy to IDPH
- **Tactic 1.4-E** Invite key personnel from local parks and recreation departments to attend contractor's coalition meeting
- **Tactic 1.4-F** Submit quarterly success story related to TF/NF park activities.
- **Tactic 1.4-G** Educate key decision makers in service area on tobacco programming activities

**Objective 1.5: Increase community knowledge of tobacco retailers and marketing methods**

- **Tactic 1.5-A** Attend IDPH training on Standardized Tobacco Assessment for Retail Settings (STARS)
- **Tactic 1.5-B** Present to county coalition on STARS
- **Tactic 1.5-C** Present to youth groups/chapters on STARS
- **Tactic 1.5-D** Offer TA to coalition or youth groups to implementing STARS
- **Tactic 1.5-E** Implement STARS in one (1) community/county
- **Tactic 1.5-F** Collect STARS assessments and submit to IDPH
- **Tactic 1.5-G** Educate key decision makers in service area on tobacco programming activities
- **Tactic 1.5-H** Submit quarterly success story related to educating community members.

## **Goal 2 Eliminate non-smokers' exposure to second hand smoke**

### **Objective 1: Increase the number of Smoke Free (SF) Housing policies that have, at a minimum, one building on the property 100% SF with no grandfathered smoking residents. Attend IDPH training on SF Housing**

- **Tactic 2.1-A** Assess at least 5 housing properties including one Public Housing Authority if one is in service area using the IDPH Voluntary SF Housing Assessment
- **Tactic 2.1-B** Develop presentation on SF Housing using sample presentation and other materials
- **Tactic 2.1-C** Present to housing property managers/owners on voluntary SF housing policy
- **Tactic 2.1-D** Offer TA to any properties that wish to adopt a SF policy
- **Tactic 2.1-E** Educate on cessation/Quitline assistance for residents that want to quit tobacco use
- **Tactic 2.1-F** Send policy and assessment to IDPH
- **Tactic 2.1-G** Invite property management staff to attend contractor's coalition meeting
- **Tactic 2.1-H** Submit quarterly success story related to SF Housing policy activities.
- **Tactic 2.1-I** Educate key decision makers in service area on tobacco programming activities

### **Objective 2: Implement system change to address second and subsequent complaints of the SFAA by partnering with local law enforcement agency and city/county authority.**

- **Tactic 2.2-A** Attend training to educate law enforcement agencies and city/county authorities on the SFAA
- **Tactic 2.2-B** Present to a minimum of one law enforcement agency and one city/county authority
- **Tactic 2.2-C** Offer TA to agencies and authorities on ongoing programming with SFAA
- **Tactic 2.2-D** Provide education to the public on the importance of SFAA compliance through local media and web sites
- **Tactic 2.2-E** Provide TA for implementation of SFAA violation response system with enforcement agencies and city/county authorities
- **Tactic 2.2-F** Invite members of law enforcement agencies and city/county authorities to contractor's coalition meetings
- **Tactic 2.2-G** Submit quarterly success story related to SFAA system change activities.
- **Tactic 2.2-H** Educate key decision makers in service area on tobacco programming activities

### **Objective 3: Increase the number of tobacco free and nicotine free community events.**

- **Tactic 2.3-A** Attend IDPH offered TF/NF Parks and Outdoor Events training
- **Tactic 2.3-B** Present on adopting TF/NF event policies to community members and policymakers
- **Tactic 2.3-C** Offer TA to any community event administrative staff to develop a TF/NF Event policy
- **Tactic 2.3-D** Send policy to IDPH
- **Tactic 2.3-E** Invite community event planners to contractor's coalition meetings

- **Tactic 2.3-F** Submit quarterly success story related TF/NF community event activities.
- **Tactic 2.3-G** Educate key decision makers in service area on tobacco programming activities
- **Tactic 2.3-F** Educate the public on the importance of SFAA compliance through local media and web sites

## **Goal 3 Promote quitting among young people and adults**

### **Objective 1: Increase number of dental clinics that adopt the Ask, Advise and Refer fax referral system in their clinic.**

- **Tactic 3.1-A** Attend IDPH Quitline Iowa 101 online training
- **Tactic 3.1-B** Attend IDPH 2As and R online training
- **Tactic 3.1-C** Present to dental clinics on the benefits of 2As and R fax referral system change and train pertinent staff on the process
- **Tactic 3.1-D** Offer TA to any dental clinic that wishes to adopt systems change
- **Tactic 3.1-E** Report on clinic systems change to IDPH
- **Tactic 3.1-F** Invite key personnel from local dental clinics to contractor's coalition meetings
- **Tactic 3.1-G** Submit quarterly success story related to 2As & R fax referral systems change activities.
- **Tactic 3.1-H** Educate key decision makers in service area on tobacco programming activities

### **Objective 2: Increase the number of pharmacies that agree to not sell tobacco or non FDA approved nicotine products**

- **Tactic 3.2-A** Procure "Tobacco Free Pharmacies: Action Guide" from countertobacco.org  
<http://countertobacco.org/tobacco-free-pharmacies>
- **Tactic 3.2-B** Present to pharmacies on the benefits of not selling tobacco or non FDA approved nicotine products.
- **Tactic 3.2-C** Offer TA to any pharmacy that wishes to adopt policy
- **Tactic 3.2-D** Send policy to IDPH
- **Tactic 3.2-E** Invite key personnel from local pharmacies to contractor's coalition meetings
- **Tactic 3.2-F** Submit quarterly success story related to pharmacies that agree to not sell tobacco or non-FDA approved nicotine product activities.
- **Tactic 3.2-G** Tactic 3.2-A Educate key decision makers in service area on tobacco programming activities
- **Tactic 3.2-H** Educate the public on the importance of SFAA compliance through local media and web sites

### **Objective 3: Increase the number of healthcare providers that promote patient tobacco cessation.**

- **Tactic 3.3-A** At each provider visit screen patients for tobacco use
- **Tactic 3.3-B** Encourage tobacco users to quit at every clinical contact
- **Tactic 3.3-C** Refer tobacco users to Quitline Iowa using the fax referral process
  - Encourage healthcare providers to discuss the benefits of medications for treatment of tobacco dependence. Quitline Iowa will have this conversation with participants too

- **Tactic 3.3-D** Pregnant smokers should be offered person-to-person psychosocial interventions that exceed minimal advice to quit Quitline Iowa also offers services to pregnant women
- **Tactic 3.3-E** Offer smokers tobacco cessation materials and resources to Quitline Iowa
- **Tactic 3.3-F** Record tobacco cessation interventions and outcomes in patient records
- **Tactic 3.4:-G** Encourage providers to complete IDPH Brief Tobacco Intervention 2A's and R online training
- **Tactic 3.3-H** Offer TA to any healthcare provider that wishes to adopt systems change.