Community Engagement and Action Planning for Point-of-Sale Tobacco Control

Ian Atwood, MA & Charla Hodges, MPH, MCRP
What is Community Engagement?

First, when you hear the words community engagement, what do you think of?
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A planned process with the specific purpose of working with identified groups of people, whether they are connected by geographic location, special interest, or affiliation or identity to address issues affecting their well-being. The linking of the term 'community' to 'engagement' serves to broaden the scope, shifting the focus from the individual to the collective, with the associated implications for inclusiveness to ensure consideration is made of the diversity that exists within any community. (http://www.dse.vic.gov.au/effective-engagement/introduction-to-engagement/what-is-community-engagement)
What is Community Engagement?

First, when you hear the words community engagement, what do you think of?

The process of working collaboratively with groups of people who are affiliated by geographic proximity, special interests or similar situations with respect to issues affecting their well-being. (CDC, 2011)
What is Community Engagement?

First, when you hear the words community engagement, what do you think of?

Planned and Collective Process with Identified groups of people, who have some commonality in their well being, with an aim of inclusiveness.
Principles of Community Engagement (Before you start)

Know the community, including its experience with engagement.

Acknowledge collective self-determination of all community members.

Collaboration requires a long term commitment.

Release control to the community and be flexible.

Be Clear about the population and goals.

Build trust to gain buy in and commitment.

Partnership is important to create change and improve health.

Recognize and respect community cultures and diversity in the process.

Sustainability is sourced from mobilizing the community assets.

Why Do We Do it? (The Purpose)

• To identify and prioritize what the community needs are;
• To inform the decision making process;
• To develop consensus on a proposal or plan;
• To initiate collaborations among groups with a commonality;
• Helps to build trust;
• Connects people and creates relationships
Levels of Participation in the Process

- Being Informed
- Being Asked
- Commenting on Decisions (or process)
- Developing Solutions (or next steps)
- Delivering Services

Consultation
Engagement
Partnership

How to Engage...

- Established meetings
- Tours and assessment participations
- Educational events
- Photovoice projects
- Casual discussion (face to face or phone call)
- Others?

*Depending on the interest level, those you engage may also become part of your coalition too!*
Barriers to Engagement

- Time and capacity
- Channels of engagement
- Not seeing/understanding an issue
- Rural isolation
- Divided communities
- Literacy levels
- Type and Logistics of engagement events
Action planning!
Putting together the complete picture.
Action Planning Goals

1. Understand what an action plan is and why to use one
2. Determine what core features could be a part of your Point-of-Sale action plan and how to write one
3. Review available resources and answer questions
What is an action plan?

A strategic process following goal and objective setting.
• A statement of what you plan to achieve over a period of time to advance your POS goals.
  • Includes the “who, what, when, where and how.”
Why use an Action Plan for POS?

- To focus specific ideas, resources, persons around POS initiatives
- To create an organized and time-oriented set of action items for what you want to achieve in POS
- To create a sense of accountability
Action Planning Ingredients

What is in an action plan and how do I write one?
Let's break this down... with pie! 😊

- People
- Time
- Oven
- Pie crust
- Sugar
- Blueberries
- Butter
- Lemon or lemon juice
- Other unique ingredients (e.g. powdered sugar, egg, etc.)
- Others?
POS Action Planning also has core features!

1. **Aligned** with your Point-of-Sale goals and objectives;
2. **Utilizes strategies** based on your community;
3. **Includes a specific time** that the item should be done to achieve goals;
4. **Assigns tasks** to specific persons/groups.
1. Aligned with your POS goals/objectives

**POS Data**
Local (or county, or state) level data, Public Opinion Polling on Proposed Policy, Current Policy, Current research, etc.

**POS Goal(s)**
Set goals that you wish to see changed using the data you collect. Also consider the legal feasibility based on your state.

**Objectives**
Develop objectives that are SMART: Specific in their wording; Measureable before and after implementation; Attainable given the capacity; Relevant to your goals and Time-based with a proposed, but clear, date of completion.

**Action Plan**
A statement of what you plan to achieve over a period of time to advance your POS goals

**Delegate and Execute**
Execute your action plan, but be willing to revisit the previous steps as needed.
2. Utilizes strategies based on your community

Beginning Stages of POS (e.g first year)

- Does my community/area of interest know why Point of Sale matters? How will I get the information to them?
- Do I have the capacity to collect data about POS? What data would be most important to capture? What kind of sampling should I do?
- What is the capacity to collect data on my team and in my community? Do I have a coalition?
- What local or state level rules may be in place that I should know about in POS?

Advancing Stages of POS

- Who are my decision makers? What are their perspectives on POS?
- What additional data do I need? Where are the gaps in my POS story?
- What policy and/or message framing should I use?
- Who else should be involved in my coalition?
3. Includes a specific deadline/time

- Short vs. long term goals (e.g. data collection vs. policy change)
- Timing and available resources
4. Delegate Tasks to Certain Persons/Groups

Assess the perspectives, ability, capacity and assets of groups, such as:

- Coalition members
- Organizational members/co-workers
- Youth
- Community Members
- ...and many others!
4 Action Planning Example Templates

- Informing community members about why POS Matters (beginning)
- Educating decision makers about potential policy solutions (advanced)
Example 1: C. McNamara - Basics of Action Planning

<table>
<thead>
<tr>
<th>Strategic Goal</th>
<th>Strategy</th>
<th>Objective</th>
<th>Responsibility</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. (Goal #1)</td>
<td>1.1 (first strategy to reach Goal #1)</td>
<td>1.1.1 (first objective to reach while implementing Strategy #1.1)</td>
<td>(who’s going to accomplish that objective)</td>
<td>(when the implementer is going to be accomplished that objective)</td>
</tr>
</tbody>
</table>

1. Inform my city about why POS matters  
1.1 Share 4 reasons why POS matters at School District meeting  
1.1.1. Speak with Head of School board about topic and attending meeting on 6/24/16 by Ellie Jay (Teen Tobacco Group), Jason Jay (Ellie’s Father – part of PTA group), Cheryl Miller (School Resource officer)  
1.1.1. Objective to be completed by 6/2/16.

Source: http://managementhelp.org стратегического планирования/действий.htm
Example 2: Small Business Bonfire – Small Business Kickstart

<table>
<thead>
<tr>
<th>Action Step</th>
<th>Responsible Person</th>
<th>Deadline</th>
<th>Necessary Resources</th>
<th>Potential Challenges</th>
<th>Result</th>
</tr>
</thead>
</table>
| Present draft policy for retailer density cap to County Commissioners in Appleton County at series of county meetings. | Appleton County Health Commission Members (lead by Jim T. – AC commerce; Leah G. – AC Health educator, David F. – Bananatown Planning Manager) | May 27-Ongoing | • Map of tobacco retailer locations in county.  
• Copy of draft policy  
• Talking points for meeting on why POS matters  
• Data from audits in infographics  
• Advocates in support of retailer density | • CC’s may reject policy proposal. We must be willing to adapt and revisit as needed. | In progress |

Source: http://www.doctemplates.net/action-plan-template/
### Example 3: NACCHO – Wisconsin CHIPP Project

<table>
<thead>
<tr>
<th>Priority Area:</th>
<th>Enter here the top issues your community selected as priorities to address at this time.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goal:</td>
<td>Write a broad statement of what you hope to accomplish related to this priority area.</td>
</tr>
<tr>
<td>Performance Measures:</td>
<td>Demonstrate in this section how you will know you are making progress. State specifically what you will measure to determine whether changes have occurred. Select indicators of progress for both the short term (1-2 years) and long term (3-5 years). Specify the data source you will use for those indicators (or your plan to develop a measurement system if necessary).</td>
</tr>
<tr>
<td>Objectives:</td>
<td>Describe the specific measurable end-products of your intervention. Objectives should be SMART: specific, measurable, achievable, realistic, and time-framed. [Note: When writing your objectives, consider using the “Objectives with Focus” tool.]</td>
</tr>
<tr>
<td>Background:</td>
<td>Document the type of strategy you are using. Cite any evidence-base for the strategy. (See Helpful Resources above.) Cite if the strategy is a policy change (required for public health accreditation). You may also choose to provide a link to any program sites as applicable.</td>
</tr>
<tr>
<td>Activity:</td>
<td>Outline the steps you will take to achieve each objective. The activities are the “how” portion of the action plan. It is best to arrange activities chronologically by start dates. Place each activity in a separate row and add as many rows as you need to the template.</td>
</tr>
<tr>
<td>Timeline:</td>
<td>State the projected start and end date for each activity.</td>
</tr>
<tr>
<td>Resources:</td>
<td>Include all resources needed for this action step. (Examples: funding, staff time, space needs, supplies, technology, equipment, and key partners.)</td>
</tr>
<tr>
<td>Required:</td>
<td></td>
</tr>
<tr>
<td>Lead Person/Organization:</td>
<td>Identify by name the key person who will initiate the activity, provide direction for the work, and monitor progress.</td>
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<tr>
<td>Anticipated Result:</td>
<td>Describe the direct, tangible and measurable results of the activity (ex: a product or document, an agreement or policy, number of participants)</td>
</tr>
<tr>
<td>Progress Notes:</td>
<td>Track progress of completion of activities. Also note any unexpected outcomes, both positive and negative.</td>
</tr>
<tr>
<td>Alignment:</td>
<td>Show the alignment between your community’s priority area and both state and national priorities. (Also show the alignment to tribal priorities when applicable.) You can cite the specific objectives listed at these sites above under Helpful Resources.</td>
</tr>
</tbody>
</table>

Example from Iowa

Beth Turner
ALA in Iowa
Action Planning Resources

Items to help you shape your plans!
Point of Sale Resources

A RESOURCE FOR LOCAL, STATE, AND FEDERAL ORGANIZATIONS WORKING TO COUNTERACT TOBACCO PRODUCT SALES AND MARKETING AT THE POINT OF SALE.
Community Engagement Resources

- Coalitions: State and Community Interventions
- Principles of Community Engagement: Second Edition
- Walking Tobacco Audit
Policy Resources

Location, Location, Location:
Regulating Tobacco Retailer Locations for Public Health

The Tobacco Control Legal Consortium has created this series of legal technical assistance guides to serve as a starting point for organizations interested in implementing certain tobacco control measures. We encourage you to consult with local legal counsel before attempting to implement these measures. For more information, please contact the Consortium.

Both the Institute of Medicine and the U.S. Surgeon General have recommended that communities take steps to limit the number and restrict the location of tobacco retailers as an effective tobacco control measure. This publication explains how regulating tobacco retailer locations benefits public health and provides policy options and legal issues to consider.

Policy Rationale – Why the Location of Tobacco Retailers Matters for Public Health

When tobacco retail outlets are concentrated in certain neighborhoods or around schools, there are negative consequences for tobacco control and public health. Communities that are densely populated with tobacco retailers make it easier for youth to get tobacco products. Also, because retail outlets are a key marketing channel for tobacco products, a high density of tobacco retailers
What questions have come up?
Follow-up Questions:
Contact Ian at:
ian@countertools.org

Next Webinar:
Feb. 23, 10am central
Eyes on the Prize