

Wisconsin
**Tobacco
Prevention
& Control**
Program

TPCP

Goals	Organizational Considerations	Constituents, Allies & Opponents	Targets	Tactics	Deliverables
<p><u>Long Term Goals:</u> Reduce the burden of tobacco in Wisconsin A comprehensive tobacco prevention & control program funded at the highest level recommended by CDC</p> <p><u>Intermediate Goals:</u> Preserve & increase funding for the tobacco prevention & control program Increase tobacco tax [not in 2011]</p> <p><u>Short Term Goals:</u> DHFS includes increased funding for tobacco prevention & control program in their proposed budget</p>	<p><u>Resources to Put In:</u> Local Tobacco Prevention & Control Coalitions State Funded Partners Statewide partners Program outcome data <u>What We Want to Get Out of It:</u> Adequate funding for a comprehensive tobacco prevention & control program A stronger tobacco prevention & control movement</p> <p><u>Problems to Solve:</u> Multiple demands Lack of state dollars Acclimating to new MJC structure/learning the new jurisdictions</p>	<p><u>Constituents and Allies:</u> Local Tobacco Prevention & Control Coalitions Local public health Boards of health Statewide partners AHA, ACS, ALA, SFW, UW-CTRI, DHFS, DPI, WWHF, UWCCC, WNA, WMS, WI Poverty Network, Ethnic Networks, WDA, FACT</p> <p>National partners: TFK CDC</p> <p>Suggested groups to approach: WI Asthma Coalition Cardiovascular Health Alliance Cancer Council Local school districts Faith based organizations ATODA Parent Corps WI PTAs Nurses Union SEIU AFSCME League of Women Voters AARP CWAG</p> <p><u>Opponents:</u> Tavern league Tobacco Industry Some legislators Other state priorities for state funding</p>	<p><u>Primary:</u> Governor/Administration Legislative Leadership Joint Finance</p> <p><u>Secondary Targets:</u> Other legislators who have influence Media Grass tops</p>	<p><u>Allies/Partners education & communication</u> <u>Candidate Education</u> (<i>PolicyMaker Engagement/Advocacy</i>)</p> <ul style="list-style-type: none"> • Develop education packets • Community forums with local & state partners • Face to face meetings • Provide technical assistance to local advocates and funded programs (suggested activities and actions) <p><u>PolicyMaker Education</u> (<i>PolicyMaker Engagement/Advocacy</i>)</p> <ul style="list-style-type: none"> • MJC's and/or state partners conduct in-district legislative meetings to educate on the success of the program (pre-session) • Youth participate in in-district meetings/events • Provide technical assistance to local advocates and funded programs (suggested activities and actions) <p><u>Grass tops Identification</u> (<i>Building Champions/Education</i>)</p> <ul style="list-style-type: none"> • Identify locals who are influential (champions) • Provide technical assistance to local advocates and funded programs (suggested activities and actions) 	<p><i>Provide election rules training (Summer 2010)</i></p> <p><i>Provide TTA for face-to-face meetings (Early Fall, 2010)</i></p> <p><i>Establish regular MJC/state partner/network communication (ongoing)</i></p> <p><i>Implement statewide initiatives meeting in November 2010</i></p> <p><i>Establish regular communication with state & local public health leaders</i></p> <p><i>Packets distributed to all coalitions (August 2010)</i></p> <p><i>Conduct community forums (Fall, 2010)</i></p> <p><i>Track face-to-face meetings with candidates (Fall 2010)</i></p> <p><i>Tally of legislative meetings and attendees.</i></p> <p><i>List of approved activities for funded partners provided by TPCP</i></p>

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				<p><u>Grassroots Mobilization</u> (Building Champions/ Education)</p> <ul style="list-style-type: none"> • Mobilize local/network community databases • Provide technical assistance to local advocates and funded programs (suggested activities and actions) <p><u>Joint Finance public hearings</u></p> <ul style="list-style-type: none"> • Identify those who have benefited from the program to attend • Strong tobacco prevention & control turn-out <p><u>Earned Media</u> (Building Champions/ Education)</p> <ul style="list-style-type: none"> • Editorial boards • Letters to the editor • Success stories • Data/Reports: • YTS – date • BRFS – date • Asian Network Data – date • SYNAR – date • Pregnancy – date • TFK State Ranking – Nov <p>ALA Report Card – Jan</p>	<p><i>Incorporate with coalition building objectives to further ID local grasstops supporters</i></p> <p><i>List of approved activities for funded partners provided by TPCP</i></p> <p><i>Track supporter turnout at events</i></p> <p><i>List of approved activities for funded partners provided by TPCP</i></p> <p><i>Tally number of people to attend hearings.</i></p> <p><i>Tally articles statewide</i></p> <p><i>TTA to do effective media advocacy</i></p> <p><u>Other deliverables:</u></p> <p><i>Plan for increase in state budget-Document program expansion plans</i></p> <p><i>Document unmet needs</i></p> <p><i>Prepare and deliver program successes</i></p>


WI Budget Timeline

POLITICAL ENVIRONMENT – A guide for moving forward

- Key dates to keep in mind
- Key periods to communicate/educate
- Events in planning process

JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Gov sends letters to dept heads regarding budget	13 – Candidate filing deadline Election rules training Candidate forum planning & recruiting Candidate Education	DHS begins state budget process (program funding) Community Candidate Forums (primary election) Candidate Education Face-to-face candidate meetings	14 - Primary Election Community Candidate Forums (general election) Candidate Education Face-to-face candidate meetings	Community Candidate Forums (general election) Candidate Education Face-to-face candidate meetings	2 - General Election Day Late Nov - Legislative Leaders elected Late Nov - Joint Finance Committee appointed Begin in-district meetings with policy makers	Early Dec - Statewide Initiatives Kickoff Policymaker, Media, & Community Education In-district meetings with policy makers Promote Quitline

WI Budget Timeline

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY
<p> Policymaker, Media, & Community Education (cont)</p> <p> In-district meetings with policy makers</p> <p> Cultivate JFC attendees; LTE writers</p> <p> LTEs educating about benefits of tobacco control</p>	<p> Governor’s budget introduced</p> <p> Finish in-district meetings w/ policy makers</p> <p> Cultivate JFC attendees; LTE writers</p> <p> Editorial board visits</p>	<p> Joint Finance budget deliberations</p> <p> JFC – testimony, speakers, f/u with LTE’s</p>			<p> Budget passed?</p>	

Color code key:
Legislative calendar
Key timeframes for education
Events in planning process

1. Maintain regular level of earned media related to tobacco control.	Identify and communicate key media opportunities to local, regional and state partners	Spencer/Other committee members as needed/ appropriate	Ongoing
	Provide Swiss cheese press releases, talking points and other time saving tools to partners	Spencer/Other committee members as needed/appropriate	Ongoing
	Evaluate: Swiss cheese press releases, Monitor coverage	Maureen	Ongoing
	Create earned media project calendars (i.e. SFA Implementation) on an as-needed basis	Spencer/Other committee members as needed/appropriate	As-needed basis
	Collaborate with TTA to provide media advocacy training and TA including orientation to all people new to tobacco control	Various committee members as needed/appropriate	As-needed basis
2. Maximize the impact of paid media coverage	Communicate paid media plans to coalitions and state partners	Spencer	Ongoing
	Identify and promote earned media strategies related to paid media at the local level as appropriate	Spencer	Ongoing
	Identify and provide answers to FAQs related to media campaigns	Spencer	Ongoing
3. Encourage the participation of Communication Committee members	Send out meeting notes the same week that a meeting takes place	All Rotating	Ongoing

WI Tobacco Prevention and Control 2010 Communications Plan

Required Objective 1: Program Sustainability

Objective Statement:

By December 31, 2011, three strategies in support of tobacco control program sustainability will be implemented.

TPCP 2009-2014 Goal Area and Objective Addressed:

- Infrastructure Plan—Sustainability Objective #F1: By March 31, 2011, the Sustaining States Initiative will implement a sustainability plan for the TPCP.
- Infrastructure Plan—Sustainability Objective #F2: By March 31, 2011, the TPCP will require all local and statewide grantees to include a sustainability objective in their annual action plan or work plan.

Deliverables:

A report to include: 1) the number and description of strategies implemented in support of tobacco control program sustainability, 2) results achieved, 3) coalition and community members involved and 4) copies of any related educational or media advocacy materials. A reporting template will be provided by the TPCP.

Required Strategies	Acceptable Activities
1. Outreach and Education to Key Local and State Leaders	1.1 Conduct personal meetings or visits to provide education and resources 1.2 Write letters to policy makers, business leaders and other key audiences 1.3 Share resources, experiences, and information with colleagues, health departments and other organizations via list-serves, e-mails, mail, websites and social networking sites 1.4 Educate local and state governments 1.5 Organize legislative forums, women of influence events or legislative breakfasts 1.6 Engage and involve 18-24 year olds in activities supportive of outreach and education to key local and state leaders
2. Identification of Supporters through Grassroots Activities to Involve Individuals in Sustainability Efforts	2.1 Conduct presentations on the burden of tobacco and how program sustainability (funding and resources) can reduce this burden 2.2 Recruit and train local individuals to provide education and information on sustainability efforts 2.3 Promote involvement in tobacco control listservs and submit completed postcards and/or listings of supporters to state partners 2.4 Develop partnerships and connections with existing groups in the community 2.5 Utilize a newspaper insert to educate the community and identify program sustainability supporters 2.6 Engage and involve 18-24 year olds in activities supportive of identifying supporters through grassroots activities

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Required Strategies	Acceptable Activities
3. Media Advocacy	3.1 Write and encourage submission of letters to the editor 3.2 Conduct editorial board visits 3.3 Hold press conferences and/or write press releases 3.4 Provide updates to media on relevant reports, findings and information 3.5 Set up interviews with local experts on relevant news events or reports for radio or television news programs 3.6 Organize guest columns to provide education 3.7 Work with print and television reporters to develop feature stories 3.8 Conduct outreach for placement of relevant articles in small news outlets, newsletters, or community list-serves or other organizations' newsletters or publications 3.9 Collaborate with 18-24 year olds in planning and implementing media advocacy to support program sustainability activities

It Matters:

Tobacco Kills Too Many Wisconsinites

Comprehensive funding is necessary because the battle is far from over

Tobacco Use by the Numbers:

- More than 915,000 Wisconsinites still smoke cigarettes.¹
- 6,900 Wisconsin kids (under 18) become new daily smokers each year.²
- 15% of pregnant women in Wisconsin smoke, compared with 10% nationally.³
- 25% of Wisconsin's 18- to 24-year-olds smoke.⁴
- 33% of African-American adults in Wisconsin smoke.⁵

Tobacco Is Still the #1 Cause of Preventable Death

- Nearly 7,000 Wisconsin adults die each year from their own smoking.⁶
- 751 Wisconsin residents die from secondhand smoke exposure, maternal smoking and fires.⁷

We All Pay

- **\$2.8 billion**
 - Annual healthcare costs in Wisconsin directly caused by smoking⁸
- **\$9.53 per pack**
 - Cost per pack of cigarettes to Wisconsin citizens in smoking-related healthcare costs and lost productivity⁹

**We've made progress, but there's more work to be done.
Tobacco must remain a public health priority for Wisconsin.**

It's Proven:

The Wisconsin Tobacco Prevention and Control Program Saves Lives and Money

Comprehensive funding is needed to continue decreasing the burden of tobacco

The Program Has Already Produced Results

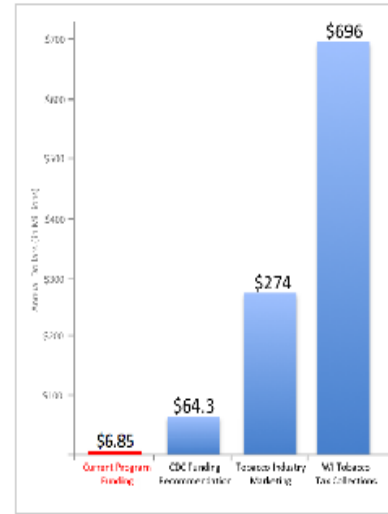
Since 2000:

- Middle school smoking has dropped 67%.¹
- High school smoking has dropped 46%.²
- Adult smoking has dropped 21%.³
- More than 150,000 calls have been made to the Wisconsin Tobacco Quit Line.⁴
- Tobacco sales to minors have also decreased 83% since 2001.⁵

Program Funding Is at an All-Time Low

- Wisconsin invests only 10% of the amount recommended by the Centers for Disease Control.⁶
- Annual tax collections from smokers are the highest ever (\$696 million from June 2009 to May 2010), but less than 1% of that amount is allocated to the Program to provide services that treat and prevent tobacco addiction.⁷
- The Program was cut in half in the last biennial budget. As a result:
 - 42 community-based tobacco prevention programs were cut to 15.
 - Cessation counseling services for smokers were reduced.

Tobacco Prevention and Control Is Severely Underfunded



Without Adequate Funding, Tobacco Use Will Increase

- States that have slashed tobacco control funding, such as Florida and Massachusetts, have seen smoking rates increase.⁸ Wisconsin risks heading down the same path.

Funding The Program Will Generate a Proven Return on Investment

- For each smoker who quits, Wisconsin saves \$1,623 in Medicaid and other healthcare costs.⁹
- In states with successful tobacco prevention and control programs, each dollar invested has saved at least \$3.60 in tobacco-caused healthcare costs.¹⁰
- If all tobacco products were taxed at the same per-unit rate (the current cigarette tax is \$2.52 per pack), Wisconsin would gain revenue to fund tobacco prevention.

Research shows that a fully funded tobacco control program is the most effective way to reduce the burden of tobacco on all Wisconsin citizens.

It's Evolving:

The Tobacco Industry Targets Wisconsin Kids

Comprehensive funding is required to counteract dangerous new products

The Time to Act Is Now

Youth smokeless tobacco use is on the rise in Wisconsin.¹
Big Tobacco is branching out.

- The tobacco industry has engineered a new line of products that don't resemble traditional tobacco.
- Cigarette makers have bought the companies which manufacture smokeless products:
 - Altria (Philip Morris) acquired U.S. Smokeless Tobacco in 2009.²
- Smokeless tobacco advertising and promotion spending has nearly tripled from 1996 to 2006.³
- The tobacco industry is responding aggressively to smoke-free laws such as Wisconsin's by marketing smokeless tobacco as an alternative to quitting cigarettes.⁴



Flavored Products Appeal to Wisconsin Youth

- Candy flavorings and bright colors make smokeless products extremely appealing to young people.
 - "Kid flavors" include chocolate, vanilla, mint, dreamsicle, wildberry and watermelon.
 - New products like Snus and Orbs look like candy.
- Tobacco company messages are still reaching young people.⁵
 - 83.7% of Wisconsin high schoolers report having seen a tobacco ad.⁶



Smokeless and Other New Products Are Not a Safe Alternative to Smoking

- Despite the tobacco industry's claims of reduced health risks, smokeless products are deadly.
- The health consequences of smokeless tobacco use include oral, throat and pancreatic cancer, tooth loss, gum disease and increased risk of heart disease, heart attack and stroke.⁷

Flavored cigars and smokeless products appeal to children and keep smokers addicted.

**Wisconsin Grassroots and Grasstops Identification and Mobilization, and Education Plan
(In-district meetings, JFC hearings, media advocacy)**

1 Coalition	2 Legislator(s)	3 Identified Supporters	4 Growing Your Base		5 Engaging Your Supporters
			New Partners	New Names	
SUGGESTED GOALS	N/A				

Leadership
 Joint Finance Member
 New Member

Training & Technical Assistance Support

- How To Documents: Letters to the Editor/Op-Eds, Editorial Board Visits, In-District Meetings, Engage Supporters, Build a Relationship with a Legislator, and Prepare for Joint Finance Committee Hearings
- Web Resources:
<http://www.tobwis.org/coalitions/index.php?cid=15>
- How To Videos
- One on One Technical Assistance
- Statewide webinars & teleconferences

Program Integration

- CDC Pilot State
 - Chronic Disease Advisory Group
 - Integrated Chronic Disease Burden Report
 - Sustainability Integration throughout CPPW Grants & PI Work plan

Lessons Learned

- Not a point in time
- Contract requirement
- Coordination & Communication
- TTA available to support effort
- Flexibility

Contact Information

Vicki Stauffer, Section Chief

608-267-3823

vicki.stauffer@wisconsin.gov



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