

Smokefree **Indiana**

Reducing Tobacco Use For A Healthier Future

**An Evaluation Plan for Smokefree Indiana's
Comprehensive Tobacco Control Program
FY 2008**

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June 2007

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BACKGROUND AND MISSION OF SMOKEFREE INDIANA

Smokefree Indiana (SFI) is the Centers for Disease Control and Prevention (CDC) funded tobacco prevention and control program for the State of Indiana.

The mission of SFI is to improve the quality of life in Indiana by promoting tobacco-free, healthy lifestyles through community action and advocacy to prevent tobacco use, providing assistance to tobacco users who want to quit, and protecting nonsmokers from secondhand smoke.

The goals of SFI are to reduce disease, disability and death related to tobacco use by:

- Goal 1: Preventing Initiation of Tobacco Use Among Young People;
- Goal 2: Eliminating Nonsmokers Exposure to Secondhand Smoke;
- Goal 3: Promoting Quitting Among Adults and Young People; and,
- Goal 4: Identifying and Eliminating Tobacco-related Disparities.

PURPOSE

The purpose of this report is to document SFI's comprehensive tobacco prevention and control evaluation plan for fiscal year 2008 (June 30, 2007-June 29, 2008). SFI's evaluation strategy follows the Centers for Disease Control and Prevention's *Introduction to Program Evaluation for Comprehensive Tobacco Control Program and Key Outcome Indicators for Evaluating Comprehensive Tobacco Control Programs*. The program evaluation will measure the process of delivery and impact of SFI's programs and activities.

PROGRAM EVALUATION METHODOLOGY

Smokefree Indiana's evaluation plan will assess efforts towards achieving the program's long-term outcomes and goals. Evaluation results will be recorded in the CDC's online reporting tool "The Chronicle" and in SFI's Annual Action Plan (AAP) document that was available to state partners and other organizations having tobacco control interests. SFI's evaluation plan was based on the CDC logic model strategy for program evaluation. Measurable indicators include: participation rates, attitudes, change in behaviors, and policy development and oversight.

Setting Goals and Objectives

Prior to the start of each fiscal year, SFI leadership and staff collaborate with the evaluation team to strategically plan activities for the upcoming year. Activities from the previous year classified as "on-going" are included in the new fiscal year's Annual Action Plan (AAP), if appropriate. Activities suspended in the previous year are evaluated and either upgraded to current for the new AAP or deleted from the AAP, depending on the reason for suspension. Planned activities for each new budget year are submitted to the CDC's Office on Smoking and Health. Following CDC approval, SFI leadership finalizes the current year's AAP and assigns tasks to individual SFI staff members.

Data Collection Process

All SFI staff members are required to report their efforts toward the completion of activities and output objectives using the Staff Reporting Tool. Monthly staff meetings are held to monitor staff progress on AAP activities. Issues regarding the completion of the Staff Reporting Tool are also discussed. During FY 2008, Staff Reporting Tools will be submitted to and reviewed by the SFI Assistant Director and Epidemiologist. Activities completed by the SFI staff are then summarized and reported to the CDC on interim and annual program reports due in February and August, respectively.

Evaluation Components

Each of the four goal areas will be evaluated independently by component area. Annual program output objectives, activities, component areas, and short-term outcome objectives are measured and evaluated. Intermediate-term and long-term outcome objectives are due for evaluation in FY2008 and FY2010, respectively.

Output objectives (OO) are considered complete if all the measurable tasks have been completed. A grant activity (GA) is considered complete if all of the linked output objectives are completed. A GA is considered “on-going” if any of the linked output objectives are partially completed. A GA may be temporarily or permanently “suspended” due to a lack of funding.

Also included in the evaluation are infrastructure activities, which include ongoing functions to continually improve the program’s performance, such as:

- Collaboration with Partners: Development and maintenance of statewide and local active partnerships;
- Communication and Information Exchange: Development and implementation of communication materials and mechanisms to facilitate information exchange and communication between the state program, the CDC, other state programs, and partners;
- Local Grants Program: Support of local programs to establish grassroots networks at the local level;
- Program Management: Overall program management, including fiscal control and staff training and recruiting;
- Training and Technical Assistance: Development and implementation of training and technical assistance processes to address the needs of local health department staff, coalitions, and partners;
- Strategic Planning: Development of a five-year strategic plan with active participation of state and local partners; and,
- Surveillance and Evaluation: Development and implementation of a basic program evaluation plan with stakeholders' involvement.

Process Evaluation

The process evaluation documents the extent to which a program has been implemented. It focuses on the first three steps of the logic model – inputs, activities, and outputs. The process evaluation assesses whether staff, partners, funding, equipment, and materials are allocated and/or mobilized as planned and that activities are implemented. Assessing these components of the logic model helps SFI identify the program areas that need improvement.

Outcome Evaluation

Outcome evaluation involves organizing and analyzing the data collected by SFI staff to assess program impact and effectiveness. Examples include outcomes and impacts of technical assistance, training and general activities in tobacco control and results of surveys.

Tobacco Control Program Goal Areas and Infrastructure

Highlighted in this evaluation plan are the data to be collected during FY 2008 for each Goal Area: Preventing Initiation of Tobacco Use Among Young People, Eliminating Nonsmokers' Exposure to Secondhand Smoke, Promoting Quitting Among Adults and Young People, Identifying and Eliminating Tobacco-Related Disparities and Infrastructure Activities. Progress on and outcomes for each grant activity will be assessed at mid-year and year's end. A complete report documenting changes in the plan, along with process and outcome evaluation will be presented in September 2008.

Logic Models (Appendix A)

Logic models for each program area show the linkages between program inputs, activities, and outcomes. Although these models may change during the fiscal year, the components highlight the logical link between output objectives, grant activities, and short, intermediate and long-term program outcomes. This visual representation of the SFI activities on each year help stakeholders and State Partners quickly understand SFI's purpose.

TOBACCO CONTROL PROGRAM GOAL AREAS

The following sections (pages 8-39) describe the activities to be conducted by SFI staff for each goal area for fiscal year 2008. The linkages between output objectives, grant activities and short, intermediate and long-term outcome objectives are also shown in a table format along with the type of data to be collected to conduct process and outcome evaluation.

Preventing Initiation of Tobacco Use Among Young People

Long-term outcome objective:		Indicators	Data Source
I-LO-0001	By June 2010, reduce smoking prevalence among young people (18-24 year olds) by 15%.	CDC (1.14.1): Smoking prevalence among young people.	ATS: 33.70 in 2/2002
Intermediate outcome objective:		Indicators	Data Source
I-IO-0002	By June 2008, at least 1 of the 13 initially funded campus coalitions will have totally smoke free environments.	Custom: Number of smoke-free campus environments among the 13 funded campuses.	Policy Tracking: 0.00 in 6/2002
Short-term outcome objectives:		Indicators	Data Source
I-SO-0004	By June 2008, 10 universities/colleges/trade schools in Indiana have at least one residence hall that is totally smoke free.	Custom: Number of colleges/universities/trade schools with at least one smoke free dorm.	Policy Tracking: 3.00 in 2/2004
I-SO-0005	By June 2008, support at least 2 counter-marketing efforts in the young adults in Indiana to reduce the social acceptability of tobacco use.	Custom: Amount of support given to the communities to change the social acceptability of tobacco use.	Administrative Data
I-SO-0006	By June 2008, increase knowledge of, improve anti-tobacco attitudes toward, and increase support for policies to reduce youth initiation.	Custom: Establish linkages with existing programs.	Survey Data

Key Activities by Component Area

Community Intervention and Mobilization		Data Source
GA-0109	Provide training and technical assistance to organizations reaching 18-24 year olds. (I-SO-0006)	
OO-0081	<p>By June 2008, provide at least 5 technical assistance contacts to Indiana higher education campuses, by working with the Indiana Collegiate Action Network and others to support tobacco control efforts.</p> <ul style="list-style-type: none"> • Document the names and addresses of the Indiana higher education campuses where technical assistance contacts are provided. • Document the description of the technical assistance provided. • Document the impact of the technical assistance contact provided. 	Administrative Data
OO-0082	<p>By June 2008, conduct at least 10 tobacco control activities by partnering with non-traditional educational institutions (like vocational schools) to access 18-24 year olds not in college.</p> <ul style="list-style-type: none"> • Document the names and addresses of non-traditional education institutions where tobacco control activities for 18-24 year olds are conducted. • Document the description of the activity. • Document the number of participants in the activity. • Document the impact of the activity. 	Administrative Data
GA-0110	Collaborate with other state level organizations to promote tobacco control efforts. (I-SO-0006)	
OO-0083	<p>By June 2008, act as a resource and provide technical assistance to ensure that the tobacco control information is current on the INShape Indiana website.</p> <ul style="list-style-type: none"> • Document the names and addresses of INShape Indiana website staff for which technical assistance contacts are provided. • Document the description of technical assistance provided. • Document updates and revisions to website (impact of effort). 	Administrative Data, including web page update printouts

GA-0111	Provide technical assistance to populations identified in the revised Indiana Tobacco Disparities plan to prevent initiation. (I-S0-0006)		
	OO-0084	<p>By June 2008, conduct at least 10 activities that provide tobacco control education among Head Start students and parents.</p> <ul style="list-style-type: none"> • Document the names and addresses of Head Start locations where tobacco control education activities are conducted. • Document the description of the activity. • Document the number of Head Start student and parent participants. • Document the impact of the activity. 	Administrative Data
	OO-0085	<p>By June 2008, at least 3 churches will have implemented the NAATEN Faith-based tool kit as a tobacco control resource for African Americans.</p> <ul style="list-style-type: none"> • Document names and addresses of churches that implement the NAATEN Faith-based tool kit. • Document the number of participants reached in each congregation. • Document the impact in each church. 	Administrative Data
	OO-0086	<p>By June 2008, conduct at least 10 technical assistance and training activities that provide tobacco control education among the gay, lesbian, bisexual, and transsexual population.</p> <ul style="list-style-type: none"> • Document the names and addresses of the organizations providing tobacco control education to the gay, lesbian, bisexual and transsexual population where technical assistance and training contacts are provided. • Document the description of technical assistance provided. • Document the impact of the technical assistance contact. 	Administrative Data
	OO-0087	<p>By June 2008, conduct at least 10 activities with Latino partner organizations to implement Spanish language tobacco prevention materials and resources in local programs.</p> <ul style="list-style-type: none"> • Document the names and addresses of Latino partner organizations where activities to implement Spanish language tobacco prevention materials and resources are conducted. • Document the description of the activity. • Document Spanish language materials and resources disseminated during activity. • Document the number of participants. • Document the impact of the activity. 	Administrative Data

GA-0112	Provide tobacco use initiation, prevention and cessation resources via the Smokefree Indiana website. (I-S0-0006)		
	OO-0088	<p>By June 2008, maintain and update the tobacco control information and material available on the SFI website on a monthly basis.</p> <ul style="list-style-type: none"> • Document updates and revisions to website (impact of effort). 	Administrative Data, including web page update printouts

Counter-Marketing			Data Source
GA-023	Support counter-marketing campaigns to change the social acceptability of tobacco use among 18-24 year olds. (I-S0-0005)		
	OO-0081	<p>By June 2008, provide technical assistance to Indiana higher education campuses, by working with The Indiana Collegiate Action Network and others to support tobacco control efforts.</p> <ul style="list-style-type: none"> • Document the names and addresses of the Indiana higher education campuses where technical assistance contacts are provided. • Document the description of the technical assistance provided. • Document the impact of the technical assistance contact provided. 	Administrative Data
GA-0113	Support counter-marketing campaigns to change the social acceptability of tobacco use among youth. (I-S0-0005)		
	OO-0089	<p>By June 2008, partner with Indiana High School Athletic Association (IHSAA) to sponsor at least 6 role model poster campaigns.</p> <ul style="list-style-type: none"> • Document the number of SFI sponsored role model poster campaigns and locations. • Document the impact of the poster campaign. 	Administrative Data

Policy/Environmental Change		Data Source
GA-0099	Support policy changes to prevent initiation in young people. (I-S0-0006)	
	<p>OO-0090</p> <p>By June 2008, conduct at least 5 activities to promote the adoption of tobacco free policies to at least 2 additional Head Start sites.</p> <ul style="list-style-type: none"> • Document the names and addresses of Head Start locations where activities to promote the adoption of tobacco free policies are conducted. • Document the description of the activity. • Document the number of Head Start employee and parent participant participants. • Document the impact of the activity. 	Administrative Data
	<p>OO-0091</p> <p>By June 2008, conduct at least 5 activities to promote policy changes to Indiana higher education campuses, by working with the Indiana Collegiate Action Network and others.</p> <ul style="list-style-type: none"> • Document the names and addresses of the Indiana higher education campuses where activities to promote policy changes are conducted. • Document the description of the activity. • Document the number of participants. • Document the impact of the activity. 	Administrative Data

Surveillance and Evaluation		Data Source
GA-0114	Utilize the results of the Indiana campus policy survey to provide technical assistance to colleges and universities in Indiana to increase tobacco related policies. (I-SO-0006)	
	OO-0081 By June 2008, provide technical assistance to Indiana higher education campuses, by working with the Indiana Collegiate Action Network and others to support tobacco control efforts. <ul style="list-style-type: none"> • Document the names and addresses of the Indiana higher education campuses where technical assistance contacts are provided. • Document the description of the technical assistance provided. • Document the impact of the technical assistance contact provided. 	Administrative Data
	OO-0082 By June 2008, conduct at least 10 tobacco control activities by partnering with non-traditional educational institutions (like vocational schools) to access 18-24 year olds not in college. <ul style="list-style-type: none"> • Document the names and addresses of non-traditional education institutions where tobacco control activities for 18-24 year olds are conducted. • Document the description of the activity. • Document the number of participants in the activity. • Document the impact of the activity. 	Administrative Data
GA-0115	Evaluate the Indiana High School Athletic Association (IHSAA) tobacco free poster campaign. (I-SO-0005)	
	OO-0092 By June 2008, collaborate with IHSAA and 360 Group to expand the evaluation of the poster campaign. <ul style="list-style-type: none"> • Document the names and addresses of IHSAA and 360 Group partners. • Document the current and <u>expanded</u> evaluation plan. 	Administrative Data
GA-0116	Conduct evaluation of SFI training events. (I-SO-0005)	
	OO-0059 By June 2008, develop and utilize pre- and post- training program questionnaires to assess the impact of the training sessions. <ul style="list-style-type: none"> • Maintain electronic versions of generic and specific evaluation questionnaires for SFI staff to assess the impact of training, technical assistance contacts and activities. • Document the date each questionnaire was completed. 	Administrative Data

Eliminating Nonsmokers Exposure to Secondhand Smoke (SHS)

Long-term outcome objective:		Indicators	Data Source
S-LO-0002	By June 2010, at least 80% of the Indiana workforce will be protected from exposure to SHS in workplaces (including restaurants).	CDC (2.7.1): Proportion of workers reporting exposure to SHS in the workplace.	ATS: 70% in 2002; 72.5% in 2003
S-LO-0003	By June 2010, at least 90% of the Indiana population will be protected from exposure to SHS at home.	CDC (2.7.3): Proportion of (non-smoking) population reporting exposure to SHS at home or in vehicles.	ATS: 16.2% in home in 2002, 13.6% in home in 2004, 20.2 in vehicle in 2002, 16.3% in vehicle in 2004
S-LO-0001	By June 2010, 15 local ordinances will be established that prevent smoking in workplaces.	Custom: Number of enacted workplace smoking restriction policies.	Policy Tracking: 2.00 in 2004
Intermediate outcome objective:		Indicators	Data Source
S-IO-0005	By June 2008, at least 75% of the Indiana workforce will be protected from exposure to SHS in workplaces (including restaurants).	CDC (2.7.1): Proportion of workers reporting exposure to SHS in the workplace.	ATS: 70.7% in 2002; 72.5% in 2003
S-IO-0006	By June 2008, at least 88% of the Indiana population will be protected from exposure to SHS at home.	CDC (2.7.3): Proportion of (non-smoking) population reporting exposure to SHS at home or in vehicles.	ATS: 16.2% in home in 2002, 13.6% in home in 2004, 20.2 in vehicle in 2002, 16.3% in vehicle in 2004
S-IO-0002	By June 2008, 10 local smoke free ordinances will be enacted covering workplaces.	Custom: Number of enacted workplace smoking restriction policies.	Policy Tracking: 2.00 in 2004

Short-term outcome objectives:		Indicators	Data Source
S-SO-0003	By June 2008, 10 local communities will be working on a smoke free ordinance campaign.	CDC (2.4.1): Number of jurisdictions working on smoke free ordinances.	Policy Tracking: 3.00 in 2/2004
S-SO-0004	By June 2008, at least 75% of the Indiana population support smoking bans in the workplace.	CDC (2.3.7): Level of support for creating tobacco free policies in public places and workplaces.	ATS: 74% in 2002; 71.5% in 2004
S-SO-0005	By June 2008, at least 65% of the Indiana population will indicate that they believe exposure to SHS is harmful.	CDC (2.3.5): Proportion of the population who believe SHS is harmful	ATS: 60% 2004;

Key Activities by Component Area

Community Intervention and Mobilization		Data Source
GA-0010	Collaborate with state and national tobacco partners to provide training and technical assistance to communities. (S-SO-0003)	
	<p>OO-0115</p> <p>By June 2008, provide at least 10 technical assistance contacts to local communities working on developing smoke free air policies.</p> <ul style="list-style-type: none"> • Document the names and addresses of the local communities working on developing smoke free air policies where technical assistance contacts are provided. • Document the description of technical assistance provided. • Document the impact of the technical assistance contact. 	Administrative Data
	<p>OO-0001</p> <p>By June 2008, conduct at least 3 public opinion polls to support local smoke free air initiatives, with the results posted on the SFI website, with a link from the INShape Indiana website.</p> <ul style="list-style-type: none"> • Document the names of the communities where the public opinion polls are conducted. • Document and maintain logistical information related to the public opinion poll, including protocol, questions asked and number of respondents. • Document and maintain results on the SFI website with a link to the data on the INShape Indiana website. • Document the impact of the public opinion poll. 	Administrative Data, including web page update printouts

	OO - 0057	<p>By June 2008, provide training and technical assistance to at least 3 communities on how to use the results of public opinion polls effectively as a media advocacy tool.</p> <ul style="list-style-type: none"> • Document the names of local communities where training and technical assistance on how to use the results of public opinion polls effectively are provided. • Document the description of technical assistance provided. • Document the impact of the training and technical assistance contact. 	Administrative Data
	OO-0116	<p>By June 2008, participate in at least 5 state Secondhand Smoke Team conference calls to share information on SHS policies.</p> <ul style="list-style-type: none"> • Document and maintain meeting minutes including dates and names of staff participating in the Secondhand Smoke Team conference calls. • Document the impact of the Secondhand Smoke Team conference calls on the ability to share information of SHS policies. 	Administrative Data
GA-0123	Conduct activities to increase the public's understanding and demand for secondhand smoke policies (S-S0-0005).		
	OO-0117	<p>By June 2008, conduct at least 10 activities to increase understanding and demand for secondhand smoke policies in the general population.</p> <ul style="list-style-type: none"> • Document the names of contacts and addresses of locations where activities to increase understanding and demand for secondhand smoke policies are provided. • Document the description of the activity. • Document the number of participants. • Document the impact of the activity. 	Administrative Data
	OO-0084	<p>By June 2008, conduct at least 10 activities that provide tobacco control education among Head Start students and parents.</p> <ul style="list-style-type: none"> • Document the names and addresses of Head Start locations where tobacco control education activities are conducted. • Document the description of the activity. • Document the number of Head Start student and parent participants. • Document the impact of the activity. 	Administrative Data

Counter-Marketing		Data Source
GA-0012	Provide training and technical assistance to communities on utilizing effective media strategies to support a smoke free air campaign. (S-SO-0003)	
OO-0001	<p>By June 2008, conduct at least 3 public opinion polls to support local smoke free air initiatives, with the results posted on the SFI website, with a link from the IN Shape Indiana website.</p> <ul style="list-style-type: none"> • Document the names of the communities where the public opinion polls are conducted. • Document and maintain logistical information related to the public opinion poll, including protocol, questions asked and number of respondents. • Document and maintain results on the SFI website with a link to the data on the INShape Indiana website. • Document the impact of the public opinion poll. 	Administrative Data
OO - 0057	<p>By June 2008, provide training and technical assistance to at least 3 communities on how to use the results of public opinion polls effectively as a media advocacy tool.</p> <ul style="list-style-type: none"> • Document the names of local communities where training and technical assistance on how to use the results of public opinion polls effectively are provided. • Document the description of technical assistance provided. • Document the impact of the training and technical assistance contact. 	Administrative Data
OO - 0003	<p>By June 2008, provide at least 2 policy or advocacy trainings to disparately affected populations.</p> <ul style="list-style-type: none"> • Document the names of contacts and addresses of the locations where policy or advocacy trainings for disparately affected populations are provided. • Document the description of the policy or advocacy trainings. • Document the impact of the policy or advocacy trainings. 	Administrative Data

GA-0124	Conduct an initiative among the business community to promote smoke free workplace policies (S-SO-0004).		
	OO - 0118	<p>By June 2008, partner with at least 2 local coalitions to market the Return On Investment (ROI) toolkit to the three largest employers in their counties.</p> <ul style="list-style-type: none"> • Document names and addresses of employers that have implemented the ROI toolkit. • Document the number of employees reached in each worksite. • Document the impact in each worksite. 	Administrative Data
	OO - 0111	<p>By June 2008, partner with at least 3 businesses to utilize the Return On Investment (ROI) toolkit.</p> <ul style="list-style-type: none"> • Document names and addresses of businesses utilizing the ROI toolkit. • Document the number of employees reached in each worksite. • Document the impact in each worksite. 	Administrative Data
GA-0125	Develop an educational campaign to encourage smoke free home policies (S-SO-0005).		
	OO - 0119	<p>By June 2008, conduct 1 pilot media campaign to use the EPA material to encourage families to adopt smoke free home policies.</p> <ul style="list-style-type: none"> • Document the name of the community and location of the pilot media campaign. • Document the impact of the media campaign. 	Administrative Data

Policy/Environmental Change		Data Source
GA-0027	Support diverse networks to promote smoke free air policies within their organization and within their community. (S-SO-0004)	
	OO - 0004 By June 2008, provide at least 10 technical assistance contacts to funded networks to support tobacco policies in specific populations. <ul style="list-style-type: none"> • Document the names and addresses of funded networks where technical assistance contacts for support of tobacco policies in specific populations are provided. • Document the description of technical assistance provided. • Document the impact of the technical assistance contact. 	Administrative Data
	OO - 0003 By June 2008, provide at least 2 policy or advocacy trainings to disparately affected populations. <ul style="list-style-type: none"> • Document the names of contacts and addresses of the locations where policy or advocacy trainings for disparately affected populations are provided. • Document the description of the policy or advocacy trainings. • Document the impact of the policy or advocacy trainings. 	Administrative Data
GA-0074	Promote smoke free policies in the workplace and other venues. (S-SO-0003)	
	OO - 0026 By June 2008, conduct at least 10 activities to promote smoke free policies in workplaces and other venues. <ul style="list-style-type: none"> • Document the names of contacts and addresses of worksites and other venues where activities to promote smoke free policies are provided. • Document the description of the activity. • Document the number of participants. • Document the impact of the activity. 	Administrative Data
	OO - 0120 By June 2008, conduct at least 10 activities to promote smoke free policies on higher education campuses and non-traditional educational institutions (like vocational schools). <ul style="list-style-type: none"> • Document the names and addresses of institutions where activities to promote smoke free policies on higher education campuses and non-traditional educational institutions (like vocational schools) are conducted. • Document the description of the activity. • Document the number of participants. • Document the impact of the activity. 	Administrative Data

GA-0126	Collaborate with other state level organizations to promote tobacco control efforts (S-SO-0004).		
	OO - 0121	By June 2008, collaborate with at least 3 Indiana State Department of Health (ISDH) Chronic Disease programs to promote tobacco control efforts. <ul style="list-style-type: none"> • Document names of ISDH Chronic Disease program partners. • Document impact of partnership. 	Administrative Data
Surveillance and Evaluation			Data Source
GA-0127	Conduct evaluation of SFI training events (S-SO-0005)		
	OO-0059	By June 2008, develop and utilize pre- and post- training program questionnaires to assess the impact of the training sessions. <ul style="list-style-type: none"> • Maintain electronic versions of generic and specific evaluation questionnaires for SFI staff to assess the impact of training, technical assistance contacts and activities. • Document the date each questionnaire was completed. 	Administrative Data
GA-0128	Assess current Indiana state policies regarding smoking allowed in child foster homes (S-SO-0005)		
	OO - 0122	By June 2008, research and create a report on the existence of policies that require child foster homes to be smoke free. <ul style="list-style-type: none"> • Document the existence and dates of policies that require child foster homes to be smoke free. • Document uses of this report. 	Administrative Data
GA-0122	Assess utilization of the Return On Investment (ROI) toolkit (S-SO-0004)		
	OO - 0113	By June 2008, develop a tracking mechanism to identify employers that have requested the ROI toolkit. <ul style="list-style-type: none"> • Document date tracking system complete. 	Administrative Data
	OO - 0114	By June 2008, conduct a survey of employers that have received the ROI toolkit to assess the use and implementation of tobacco related policies. Document data to collect. <ul style="list-style-type: none"> • Document survey protocol. • Document dates surveys for each employer complete. 	Administrative Data

Promoting Quitting Among Adults and Young People

Long-term outcome objective:		Indicators	Data Source
C-LO-0001	By June 2010, reduce tobacco use among adults by at least 10% from the 2002 value of 27.7%.	CDC (3.14.1): Smoking prevalence	ATS: 27.7% in 2002
C-LO-0002	By June 2010, successful smoking cessation attempts by youth will increase by at least 15% (quit tobacco use for at least 1 month) from the 2003 value of 59.7%.	CDC (3.13.2): Proportion of recent successful quit attempts	YTS: 52.7% in 2/2004
C-LO-0003	By June 2010, decrease smoking prevalence during pregnancy from 19.1% to 13%.	CDC (3.14.2): Prevalence of tobacco use during pregnancy	ISDH Birth certificates; 19.10 in 2/2002
C-LO-0005	By June 2010, reduce tobacco use among youth by at least 20%.	CDC (3.14.1): Smoking prevalence	YTS: 31.6% in 12/2000, 23.4% in 2000
C-LO-0007	By June 2010, increase the percent of successful tobacco use cessation attempts (quit tobacco use for at least 1 month) to at least 10% by adult tobacco user.	CDC (3.13.2): proportion of recent successful quit attempts	ATS baseline 8% 2004
Intermediate outcome objective:		Indicators	Data Source
C-IO-0001	By June 2008, smoking cessation attempts by adults will increase to at least 55.3% from the 2002 value of 48.5%.	CDC: (3.11.1) Quit attempt rate for one day or longer by adults	ATS: 48.5% in 2002, ATS: 47.6% in 2004
C-IO-0002	By June 2008, smoking cessation attempts by youth will increase to at least 69.7% from the 2000 value of 48.2%.	CDC: (3.11.2) Quit attempt rate for one day or longer by youth	YTS: 48.2% in 2000, YRBS: 59.7% in 2003, YRBS: 61.1% in 2005

Short-term outcome objectives:		Indicators	Data Source
C-SO-0003	By June 2008, at least 5 of Indiana's top employers will enact policies supporting cessation services/efforts.	CDC: (3.8.9) Proportion of employers who are aware of the benefits of providing coverage for cessation treatment	Policy Tracking: 0.00 in 2/2004
C-SO-0004	By June 2008, collaborate with existing Indiana programs to increase awareness of tobacco use cessation services to at least 70%.	CDC: (3.8.6) Proportion of smokers who are aware of cessation services available to them.	ATS: 60% in 2002, 65.9% in 2004
C-SO-0005	By June 2008, provide support to operate the statewide quitline so that at least 3,000 callers will receive assistance.	CDC: (3.7.1) Number of callers to telephone quitline.	Vendor statistics
C-SO-0006	By June 2008, at least 50% of smokers will indicate that they have been advised to quit by a health care provider within the last 12 months.	CDC: (3.9.3) Proportion of smokers who have been advised to quit smoking by a health care professional.	ATS: 45.5% in 2004, 43.1% in 2002

Key Activities by Component Area

Community Intervention and Mobilization		Data Source
GA-0078	Manage and maintain the state-wide quitline (C-SO-0005).	
OO - 0048	By June 2008, continue a contract with a vendor to provide the quitline services. <ul style="list-style-type: none"> Complete and maintain 2007 and 2008 contract. 	Administrative Data
OO - 0063	By June 2008, secure non-federal funding through private-public partnerships, to support the state-wide quitline beyond June 30, 2008. <ul style="list-style-type: none"> Document names and types of potential funders. Document efforts to secure funding (number and types of proposals submitted). 	Administrative Data
OO-0102	By June 2008, act as a resource and provide at least 10 technical assistance contacts to ensure that the tobacco control information is current on the INShape Indiana website. <ul style="list-style-type: none"> Document the names and addresses of INShape Indiana website staff for which technical assistance contacts are provided. Document the description of technical assistance provided. Document updates and revisions to website (impact of effort). 	Administrative Data
OO - 0066	By June 2008, expand quitline service eligibility to include additional Indiana populations. <ul style="list-style-type: none"> Document current and expanded quitline service eligibility. Document list of populations to include in expansion. Document date(s) expansion executed. Document impact of expansion. 	Administrative Data
OO - 0103	By June 2008, expand prenatal fax referral pilot project for the quitline to reach an additional 5 counties. <ul style="list-style-type: none"> Document current and expanded prenatal fax referral pilot project criteria. Document counties to be included in the expansion. Document date(s) expansion executed. Document impact of expansion. 	Administrative Data

GA-0118	Provide tobacco use initiation, prevention and cessation resources via the Smokefree Indiana website (C-SO-0004).		
	OO - 0104	By June 2008, conduct at least a yearly update to the statewide cessation referral database. <ul style="list-style-type: none"> • Document annual updates. 	Administrative Data
	OO - 0105	By June 2008, conduct at least 10 activities to promote utilization of the cessation referral database. <ul style="list-style-type: none"> • Document the names of contacts and addresses of locations where activities to promote utilization of the cessation referral database are conducted. • Document the description of the activity. • Document the number of participants. • Document the impact of the activity. 	Administrative Data
	OO - 0106	By June 2008, conduct a survey with partners to identify ways to improve accessibility of quitline materials and cessation resources on the website. <ul style="list-style-type: none"> • Document protocol for survey implementation, including survey questions, budget, and evaluation and dissemination strategy. • Document survey start and end dates. • Document report deadline. 	Administrative Data
GA-0111	Provide technical assistance to populations identified in the revised Indiana Tobacco Disparities plan to promote cessation. (C-SO-0004)		
	OO-0084	By June 2008, conduct at least 10 activities that provide tobacco control education among Head Start students and parents. <ul style="list-style-type: none"> • Document the names and addresses of Head Start locations where tobacco control education activities are conducted. • Document the description of the activity. • Document the number of Head Start employee and parent participants. • Document the impact of the activity. 	Administrative Data
	OO-0085	By June 2008, at least 3 churches will have implemented the NAATEN Faith-based toolkit as a tobacco control resource for African Americans. <ul style="list-style-type: none"> • Document names and addresses of churches that have implemented the NAATEN Faith-based toolkit. • Document the number of participants reached in each congregation. • Document the impact in each church. 	Administrative Data

	OO-0086	<p>By June 2008, conduct at least 10 technical assistance and training activities that provide tobacco control education among the gay, lesbian, bisexual and transsexual population.</p> <ul style="list-style-type: none"> • Document the names and addresses of the organizations providing tobacco control education to the gay, lesbian, bisexual and transsexual population where technical assistance and training contacts are provided. • Document the description of technical assistance provided. • Document the impact of the technical assistance contact. 	Administrative Data
	OO-0087	<p>By June 2008, conduct at least 10 activities with Latino partner organizations to implement Spanish language tobacco prevention materials and resources.</p> <ul style="list-style-type: none"> • Document the names and addresses of Latino partner organizations where activities to implement Spanish language tobacco prevention materials and resources are conducted. • Document the description of the activity. • Document Spanish language materials and resources disseminated during activity. • Document the number of participants. • Document the impact of the activity. 	Administrative Data
	OO-0082	<p>By June 2008, conduct at least 10 tobacco control activities by partnering with non-traditional educational institutions (like vocational schools) to access 18-24 year olds not in college.</p> <ul style="list-style-type: none"> • Document the names and addresses of non-traditional education institutions where tobacco control activities for 18-24 year olds are conducted. • Document the description of the activity. • Document the number of participants in the activity. • Document the impact of the activity. 	Administrative Data
	OO-0107	<p>By June 2008, conduct at least 2 activities to promote cessation at Workforce Development sites.</p> <ul style="list-style-type: none"> • Document the name of contacts and addresses of Workforce Development sites where activities to promote cessation are conducted. • Document the description of the activity. • Document the number of participants. • Document the impact of the activity. 	Administrative Data

GA-0110	Collaborate with other state level organizations to promote tobacco control efforts (C-SO-0004).		
	OO-0083	<p>By June 2008, act as a resource and provide technical assistance to ensure that the tobacco control information is current on the INShape Indiana website.</p> <ul style="list-style-type: none"> • Document the names and addresses of INShape Indiana website staff for which technical assistance contacts are provided. • Document the description of technical assistance provided. • Document updates and revisions to website (impact of effort). 	Administrative Data
	OO - 0108	<p>By June 2008, at least 10 activities will be conducted to promote the Best Practices Cessation Certification program during community events by SFI and/or SPN members.</p> <ul style="list-style-type: none"> • Document the name of contacts and addresses of community event sites where activities to promote the Best Practices Cessation Certification program are conducted. • Document the description of the activity. • Document the number of participants. • Document the impact of the activity. 	Administrative Data
GA-0119	Develop a cessation message for Indiana dentists and dental hygienists (C-SO-0004).		
	OO - 0109	<p>By June 2008, develop a cessation message for Indiana dentists and dental hygienists to use for educating their patients regarding spit tobacco.</p> <ul style="list-style-type: none"> • Identify and document content of message. • Document date message complete. • Document impact of the use of the message. 	Administrative Data

Counter-Marketing		Data Source
GA-0120	Provide education on the dangers of alternative and smokeless tobacco use (C-SO-0004).	
OO - 0110	<p>By June 2008, conduct at least 2 counter marketing campaigns on alternative and smokeless tobacco products.</p> <ul style="list-style-type: none"> • Document the names of the counter-marketing campaign. • Document the description of the counter-marketing campaign. • Document the number of citizens reached. • Document the impact of the activity. 	Administrative Data
Policy and Environmental Change		Data Source
GA-0045	Conduct a coordinated statewide campaign to encourage employers to adopt workplace policies that support smoking cessation (C-SO-0004).	
OO - 0111	<p>By June 2008, partner with at least 3 businesses to utilize the Return On Investment (ROI) toolkit.</p> <ul style="list-style-type: none"> • Document names and addresses of businesses utilizing the ROI toolkit. • Document the number of employees reached in each worksite. • Document the impact in each worksite. 	Administrative Data
OO - 0038	<p>By June 2008, conduct at least 10 activities to promote workplace policies to support tobacco cessation.</p> <ul style="list-style-type: none"> • Document the names of contacts and addresses of events where activities to promote workplace policies to support tobacco cessation are conducted. • Document efforts toward partnerships with worksites (phone calls, e-mails, site visits). • Document names and locations of worksites. 	Administrative Data
GA-0084	Conduct activities to encourage insurance companies to promote and/or reimburse for tobacco cessation services (C-SO-0003).	
OO - 0044	<p>By June 2008, conduct at least 3 activities to encourage insurance companies and managed care organizations to promote/reimburse for cessation services.</p> <ul style="list-style-type: none"> • Document the names of contacts and addresses of events where activities to encourage insurance companies and managed care organizations to promote/reimburse for cessation services are conducted. • Document the description of the activity. • Document the number of participants. • Document the impact of the activity. 	Administrative Data

Surveillance and Evaluation		Data Source
GA-0095	Track percentage of smokers advised by medical personnel to quit. (C-SO-0006)	
	OO - 0050 By June 2008, collaborate with ITPC to obtain information and data from the most recent ATS. <ul style="list-style-type: none"> Document date data received. 	ATS Data
GA-0096	Track awareness of cessation advertisements. (C-SO-0004)	
	OO - 0050 By June 2008, collaborate with ITPC to obtain information and data from the most recent ATS. <ul style="list-style-type: none"> Document date data received. 	ATS Data
GA-0104	Track awareness of the Indiana Tobacco Quitline. (C-SO-0005)	
	OO - 0050 By June 2008, collaborate with ITPC to obtain information and data from the most recent ATS. <ul style="list-style-type: none"> Document date data received. 	ATS Data
GA-0097	Track percent of adults with access to cessation services. (C-SO-0004)	
	OO - 0050 By June 2008, collaborate with ITPC to obtain information and data from the most recent ATS. <ul style="list-style-type: none"> Document date data received. 	ATS Data
GA-0105	Track utilization of the Indiana Tobacco Quitline. (C-SO-0005)	
	OO - 0071 By June 2008, obtain a monthly report of the number of total callers, number of total referrals, number of enrolled participants, level of satisfaction, quit rates for the enrolled participants, and minimal data set for national reporting. <ul style="list-style-type: none"> Document date data received. 	Administrative Data
GA-0121	Conduct focus groups among African American men age 18-35 to assess cessation needs. (C-SO-0004)	
	OO - 0112 By June 2008, conduct at least 2 focus groups among African American men aged 18-35 to assess cessation needs. <ul style="list-style-type: none"> Document date, time and location of focus groups Document protocol for focus group, including questions, evaluation strategy, use of the data, and subject population. Document knowledge gained from focus groups. 	Administrative Data

GA-0122	Assess utilization of the Return On Investment (ROI) Toolkit. (C-SO-0003)		
	OO - 0113	By June 2008, develop a tracking mechanism to identify employers that have requested the ROI toolkit. <ul style="list-style-type: none"> • Document date tracking system complete. 	Administrative Data
	OO - 0114	<ul style="list-style-type: none"> • By June 2008, conduct a survey of employers that have received the ROI toolkit to assess the use and implementation of tobacco related policies. • Document data to collect. • Document survey protocol. • Document dates surveys for each employer complete. 	Administrative Data

Identifying and Eliminating Tobacco-Related Disparities

Long-term outcome objective:	Indicators	Data Source
D-LO-0007	By June 2010, at least 90% of the specific Indiana populations identified as disparately affected by the ITDD workgroup will be protected from exposure to SHS at home and at least 85% will be protected from SHS in vehicles.	CDC: Reduce exposure to SHS by disparately affected population ATS: 83.8% in home in 2002, 86.4% in home in 2004, 79.8% in vehicle in 2002, 83.7% in vehicle in 2004
D-LO-0001	By June 2010, reduce tobacco use among adults in specific populations identified as disparately affected by ITDD workgroup by at least 10% from the 2003 values.	CDC: Smoking prevalence among disparately affected adult populations BRFSS: 37.9% for those with less than high school education; 35.6% for those in the low income (less than \$25,000) group.
D-LO-0002	By June 2010, reduce tobacco use among youth in specific populations identified as disparately affected by ITDD workgroup by at least 10% from the 2003 values.	CDC: Smoking prevalence among disparately affected youth populations Rural Indiana Profile, Alcohol, Tobacco & Other Drugs; II. Substance Abuse in Rural Indiana: 40.0%.
D-LO-0005	By June 2010, at least 80% of the Indiana workforce in specific populations identified as disparately affected by ITDD workgroup will be protected from exposure to SHS in workplaces (including restaurants).	CDC: Reduce exposure to SHS by disparately affected population ATS: 70.7% in 2002; 72.5% in 2003 (smoking is banned in all work areas)
D-LO-0003	By June 2010, increase by 10.0% the number of smoking cessation attempts by smokers in specific populations as identified in the Indiana Tobacco Disparities plan.	CDC: Increase cessation attempts among disparately affected populations ATS: 48.4% 2002

Intermediate outcome objective:		Indicators	Data Source
D-IO-0001	By June 2008, smoking cessation attempts by adults in specific populations identified as disparately affected by ITDD workgroup will increase by at least 5% from the 2002 value of 48.4%.	CDC: (3.11.1) Quit attempt rate for one day or longer by adults	ATS: 48.4% in 2002; 47.5% in 2004
D-IO-0002	By June 2008, smoking cessation attempts by youth in specific populations identified as disparately affected by ITDD workgroup will increase by at least 10% from the 2000 value of 48.2%.	CDC: (3.11.2) Quit attempt rate for one day or longer by youth	YTS: 53.42% in 2000; YTS: 62.1% in 2002 YTS: 52.7% in 2004; YRBS: 59.7% in 2003 YRBS: 61.1% in 2005
D-IO-0003	By June 2008, at least 80% of the Indiana workforce identified as disparately affected by ITDD workgroup will be protected from exposure to SHS in workplaces (including restaurants).	CDC: Reduce exposure to SHS by disparately affected population	ATS: 70.7% in 2002; 72.5% in 2003 (smoking is banned in all work areas)
D-IO-0004	By June 2008, at least 88% of the specific populations identified as disparately affected by ITDD workgroup will be protected from exposure to SHS at home and at least 84% will be protected from SHS in vehicles.	CDC: Reduce exposure to SHS by disparately affected population	ATS: 83.8% in home in 2002; 86.4% in home in 2004; 79.8% in vehicle in 2002 83.7% in vehicle in 2004
Short-term outcome objectives:		Indicators	Data Source
D-SO-0002	By June 2008, the 2006 revised Indiana Tobacco Use Disparities Plan will be strategically implemented to reduce tobacco use among the disparately affected populations.	Custom: Use of Tobacco Use Disparity Plan	Administrative Data

Key Activities by Component Area

Community Intervention and Mobilization		Data Source
GA-0030	Promote access to scientifically proven population-specific programs and resources (D-SO-0002).	
OO - 0004	<p>By June 2008, provide at least 10 technical assistance contacts to funded networks to support tobacco policies in specific populations.</p> <ul style="list-style-type: none"> • Document the names and addresses of funded networks where technical assistance contacts to support tobacco policies in specific populations are provided. • Document the description of technical assistance provided. • Document the impact of the technical assistance contact. 	Administrative Data
OO - 0093	<p>By June 2008, conduct at least 20 activities to promote a specific component of comprehensive tobacco control with populations identified as disparately affected.</p> <ul style="list-style-type: none"> • Document the names and addresses of locations where activities to promote a specific component of comprehensive tobacco control with populations identified as disparately affected are conducted. • Document the description and focus of the activity. • Document the number of participants. • Document the impact of the activity. 	Administrative Data
OO - 0094	<p>By June 2008, conduct at least 5 activities to encourage key stakeholders to implement culturally and language appropriate, comprehensive tobacco control programs within the organizations' programs.</p> <ul style="list-style-type: none"> • Document the names and addresses of locations where activities to encourage key stakeholders to implement culturally and language appropriate, comprehensive tobacco control programs within the organizations' programs are conducted. • Document the description of the activity. • Document the number of participants. • Document the impact of the activity. 	Administrative Data

GA-0111	Provide technical assistance to populations identified in the revised Indiana Tobacco Disparities plan to prevent initiation (D-SO-0002).		
	OO-0084	<p>By June 2008, conduct at least 10 activities that provide tobacco control education among Head Start students and parents.</p> <ul style="list-style-type: none"> • Document the names and addresses of Head Start locations where tobacco control education activities are conducted. • Document the description of the activity. • Document the number of Head Start student and parent participants. • Document the impact of the activity. 	Administrative Data
	OO-0085	<p>By June 2008, at least 3 churches will have implemented the NAATEN Faith-based tool kit as a tobacco control resource for African Americans.</p> <ul style="list-style-type: none"> • Document names and addresses of churches that implement the NAATEN Faith-based tool kit. • Document the number of participants reached in each congregation. • Document the impact in each church. 	Administrative Data
	OO-0086	<p>By June 2008, conduct at least 10 technical assistance and training activities that provide tobacco control education among the gay, lesbian, bisexual and transsexual population.</p> <ul style="list-style-type: none"> • Document the names and addresses of the organizations providing tobacco control education to the gay, lesbian, bisexual and transsexual population where technical assistance and training contacts are provided. • Document the description of technical assistance provided. • Document the impact of the technical assistance contact. 	Administrative Data
	OO-0087	<p>By June 2008, conduct at least 10 activities with Latino partner organizations to implement Spanish language tobacco prevention materials and resources.</p> <ul style="list-style-type: none"> • Document the names and addresses of Latino partner organizations where activities to implement Spanish language tobacco prevention materials and resources are conducted. • Document the description of the activity. • Document Spanish language materials and resources disseminated during activity. • Document the number of participants. • Document the impact of the activity. 	Administrative Data

GA-0091	Identify new organizations who commit to implement the goals of the 2006 revised Indiana Tobacco Use Disparities Plan into their own programs and activities (D-SO-0002).		
	OO - 0040	<p>By June 2008, conduct at least 10 activities to maintain and expand networks to reach disparately affected populations.</p> <ul style="list-style-type: none"> • Document the names of contacts and addresses of locations where activities to maintain and expand networks to reach disparately affected populations are conducted. • Document the description of the activity. • Document the number of participants. • Document the impact of the activity. 	Administrative Data
	OO - 0095	<p>By June 2008, conduct at least 10 activities to implement the 2006 revision of the disparities plan among key stakeholders.</p> <ul style="list-style-type: none"> • Document the names of contacts and addresses of locations where activities to implement the 2006 revision of the disparities plan among key stakeholders are conducted. • Document the description of the activity. • Document the number of participants. • Document the impact of the activity. 	Administrative Data

GA-0033	Promote availability of population-specific cessation services (D-SO-0002).		
	OO-0081	<p>By June 2008, provide technical assistance to Indiana higher education campuses, by working with the Indiana Collegiate Action Network and others to support tobacco control efforts.</p> <ul style="list-style-type: none"> • Document the names and addresses of the Indiana higher education campuses where technical assistance contacts are provided. • Document the description of the technical assistance provided. • Document the impact of the technical assistance contact provided. 	Administrative Data
	OO - 0004	<p>By June 2008, provide at least 10 technical assistance contacts to funded networks to support tobacco policies in specific populations.</p> <ul style="list-style-type: none"> • Document the names and addresses of funded networks where technical assistance contacts to support tobacco policies in specific populations are provided. • Document the description of technical assistance provided. • Document the impact of the technical assistance contact. 	Administrative Data
	OO - 0093	<p>By June 2008, conduct at least 20 activities to promote a specific component of comprehensive tobacco control with populations identified as disparately affected.</p> <ul style="list-style-type: none"> • Document the names and addresses of locations where activities to promote a specific component of comprehensive tobacco control with populations identified as disparately affected are conducted. • Document the description and focus of the activity. • Document the number of participants. • Document the impact of the activity. 	Administrative Data

Counter-Marketing		Data Source
GA-0032	Develop marketing strategies to counteract tobacco industry influence on populations identified as disparately affected (D-SO-0002).	
OO-0081	<p>By June 2008, provide technical assistance to Indiana higher education campuses, by working with the Indiana Collegiate Action Network and others to support tobacco control efforts.</p> <ul style="list-style-type: none"> • Document the names and addresses of the Indiana higher education campuses where technical assistance contacts are provided. • Document the description of the technical assistance provided. • Document the impact of the technical assistance contact provided 	Administrative Data
OO - 0004	<p>By June 2008, provide at least 10 technical assistance contacts to funded networks to support tobacco policies in specific populations.</p> <ul style="list-style-type: none"> • Document the names and addresses of funded networks where technical assistance contacts to support tobacco policies in specific populations are provided. • Document the description of technical assistance provided. • Document the impact of the technical assistance contact. 	Administrative Data
GA-0113	Support counter-marketing campaigns to change the social acceptability of tobacco use among youth (D-SO-0002).	
OO-0089	<p>By June 2008, partner with the Indiana High School Athletic Association (IHSAA) to sponsor at least 6 role model poster campaigns.</p> <ul style="list-style-type: none"> • Document the number of SFI sponsored role model poster campaigns and locations. • Document the impact of the poster campaign. 	Administrative Data

Policy and Environmental Change		Data Source
GA-0034	Partner with ITPC funded minority projects and other state-wide minority organizations to provide training and technical assistance on using the African American faith-based toolkit for policy change efforts (D-SO-0002).	
OO-0085	<p>By June 2008, at least 3 churches will have implemented the NAATEN Faith-based tool kit as a tobacco control resource for African Americans.</p> <ul style="list-style-type: none"> • Document names and addresses of churches that implement the NAATEN Faith-based tool kit. • Document the number of participants reached in each congregation. • Document the impact in each church. 	Administrative Data
GA-0074	Promote smoke free policies in the workplace and other venues (D-SO-0002).	
OO-0096	<p>By June 2008, at least 2 organizations serving disparately affected populations will be encouraged to adopt tobacco free policies (includes not accepting tobacco industry funding).</p> <ul style="list-style-type: none"> • Document the names and addresses of organizations encouraged to adopt tobacco free policies (includes not accepting tobacco industry funding). • Document the description of activities, training and/ or technical assistance provided. • Document the impact of the activities, training and/ or technical assistance provided. • Document dates organizations went smoke free. 	Administrative Data

Surveillance and Evaluation		Data Source
GA-0036	Assess percent of diverse population covered by smoke free workplace policies (D-SO-0002).	
OO - 0050	By June 2008, collaborate with Indiana Tobacco Prevention and Cessation agency to report this percentage from the most recent ATS. <ul style="list-style-type: none"> • Document date data received. 	ATS Data
OO - 0075	By June 2008, track policy changes proposed by minority organizations who received SFI technical assistance on using the African American faith-based toolkit. <ul style="list-style-type: none"> • Document policy changes. 	Administrative Data
GA-0037	Assess percent of diverse population with access to cessation services.	
OO - 0050	By June 2008, collaborate with Indiana Tobacco Prevention and Cessation agency to report this percentage from the most recent ATS. <ul style="list-style-type: none"> • Document date data received. 	ATS Data
OO - 0097	By June 2008, obtain a report monthly which tracks the number of callers identified as disparately affected and their utilization of the quitline. <ul style="list-style-type: none"> • Document and track monthly report . 	Quitline Vendor Data
GA-0117	Conduct an assessment of activities among populations identified in the Indiana Tobacco Disparities plan.	
OO - 0098	By June 2008, conduct at least 2 focus groups among African American men aged 18-35 to assess cessation needs. <ul style="list-style-type: none"> • Document date, time and location of focus groups. • Document protocol for focus group, including questions, evaluation strategy, use of the data, and subject population. • Document knowledge gained from focus groups. 	Administrative Data
OO - 0099	By June 2008, partner with Indiana Latino Institute to conduct at least one focus group among Hispanic men aged 18-35 to assess cessation needs. <ul style="list-style-type: none"> • Document date, time and location of focus groups. • Document protocol for focus group, including questions, evaluation strategy, use of the data, and subject population. • Document knowledge gained from focus groups. 	Administrative Data

GA-0108	Track utilization of the faith-based toolkit for African American churches.		
	OO - 0100	<p>By June 2008, develop a tracking mechanism to identify churches that have received the NAATEN Faith-based toolkit.</p> <ul style="list-style-type: none"> • Document and track names of churches. 	Administrative Data
	OO - 0101	<p>By June 2008, conduct a survey to assess use and implementation of tobacco related policies by churches that have received the NAATEN Faith-based toolkit.</p> <ul style="list-style-type: none"> • Document data to collect. • Document survey protocol. • Document dates surveys for each church complete. 	Administrative Data

TOBACCO CONTROL INFRASTRUCTURE PROGRAM GOALS

The following sections (pages 41-46) describe the Infrastructure activities to be conducted by SFI staff for each goal area for fiscal year 2008. Infrastructure activities have been designed to capture information on collaboration, partnership, and strategic management for the purpose overall project management.

Infrastructure Program Goals

Collaboration with Partners			Data Source
CP-IO-0004	By June 2008, the State Partners Network will convene at least quarterly to coordinate and share information about tobacco control activities in Indiana.		
	IA-0036	Facilitate at least quarterly meetings of the State Partners Network (SPN). <ul style="list-style-type: none"> Document and track meeting notes for the SPN. 	Administrative Data
CP-IO-0005	By June 2008, Smokefree Indiana will maintain collaboration with ITPC.		
	IA-0037	Coordinate, communicate and collaborate on the implementation of Indiana's comprehensive tobacco control plan to ensure non duplication of efforts. <ul style="list-style-type: none"> Document and track meeting notes and other forms of communication that promotes collaboration. 	Administrative Data
CP-IO-0006	By June 2008, Smokefree Indiana will network and collaborate with at least 10 local, state, and national tobacco control partners.		
	IA-0038	Maintain collaboration with other local, state, and national tobacco control organizations. <ul style="list-style-type: none"> Document and track meeting notes and other forms of communication that promotes collaboration. Document and track SFI conference attendance. Document partnerships with other tobacco control organizations. 	Administrative Data
	IA-0039	Share technical assistance with other states developing/implementing disparities activities. <ul style="list-style-type: none"> Document the names and addresses of contacts to share technical assistance with other states developing/implementing disparities activities. Document the description of technical assistance provided. Document the impact of the technical assistance contact. 	Administrative Data
	IA-0040	Maintain partnerships with faith-based and community groups. <ul style="list-style-type: none"> Document existing and new faith-based and community group partnerships. 	Administrative Data

CP-IO-0007	By June 2008, Smokefree Indiana will maintain collaboration with at least 3 ISDH programs.		
	IA-0041	Collaborate with Indiana State Department of Health (ISDH) Chronic Disease Programs and other related programs, including Indiana Cancer Consortium, Asthma and Material and Child Health initiatives. <ul style="list-style-type: none"> • Document names and locations of ISDH partners. • Document outcomes of partnership. 	Administrative Data
	IA-0042	Collaborate with INShape Indiana to ensure tobacco related information is up-to-date. <ul style="list-style-type: none"> • Document and maintain updates. 	Administrative Data
Communication and Information Exchange			Data Source
CI-IO-0007	By June 2008, Smokefree Indiana will disseminate weekly and bimonthly publications to partners.		
	IA-0044	Disseminate The Link newsletter bimonthly to local and state partners. <ul style="list-style-type: none"> • Document and maintain local and state partners newsletter list. • Document and maintain copies of bimonthly newsletters. 	Administrative Data
	IA-0045	Disseminate The Sublink newsletter weekly to local and state partners. <ul style="list-style-type: none"> • Document and maintain local and state partners' newsletter list. • Document and maintain copies of bimonthly newsletters. 	Administrative Data
CI-IO-0008	By June 2008, all staff will represent Indiana's National Tobacco Control Program (NTCP) by participating on Centers for Disease Control and Prevention (CDC) and/or the Association of State and Territorial Health Officials (ASTHO) workgroups/task forces/networks/conferences/meetings.		
	IA-0046	State program staff will attend CDC trainings and participate in CDC/partner workgroups. <ul style="list-style-type: none"> • Document SFI staff participation in trainings and on workgroups. 	Administrative Data
	IA-0047	Participate in the CDC Forum. <ul style="list-style-type: none"> • Document SFI staff participation in the CDC Forum. 	Administrative Data
	IA-0048	Provide professional presentations at local, state and national conferences. <ul style="list-style-type: none"> • Document SFI staff presentations. 	Administrative Data

CI-IO-0009	By June 2008, Smokefree Indiana will update and maintain the SFI Communication Plan annually.		
	IA-0049	<p>Maintain and update the SFI communication plan.</p> <ul style="list-style-type: none"> • Document SFI communication updates and revisions. • Document communication efforts (meeting notes and other forms of communication). 	Administrative Data
CI-IO-0010	By June 2008, Smokefree Indiana will revise, update and maintain the SFI Website at least monthly.		
	IA-0050	<ul style="list-style-type: none"> • Maintain and update the SFI website. • Document website updates. 	Administrative Data, website screen shots

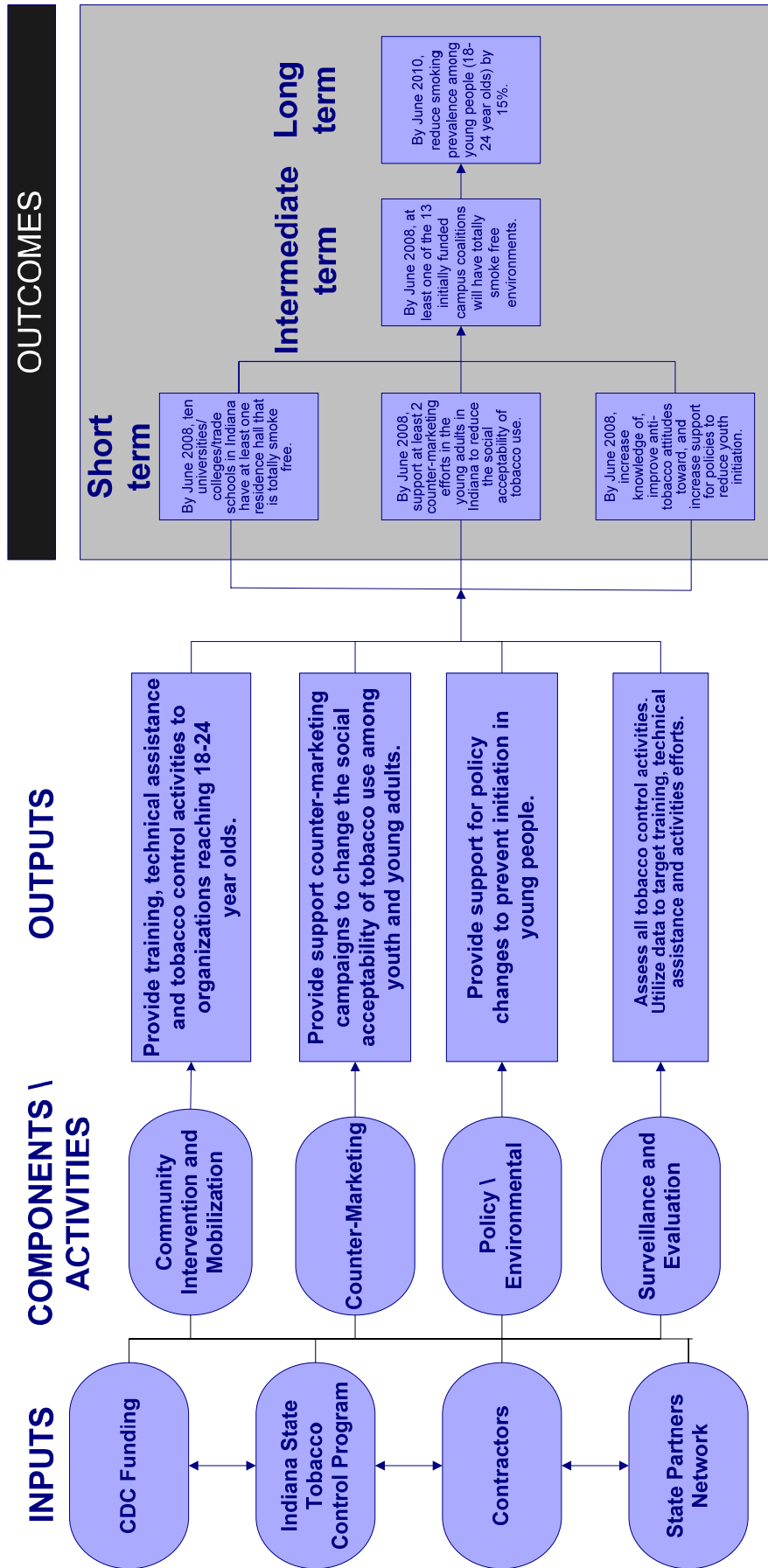
Local Grant Programs			Data Source
LG-IO-0005	By June 2008, state/local grant funding will be provided to at least 2 organizations through Smokefree Indiana's diverse network subcontracts.		
	IA-0043	Provide funding to agencies identified for the diverse networks project. <ul style="list-style-type: none"> • Document names and types of grantees. • Document amount of funding. 	Administrative Data
Program Management			Data Source
PF-IO-0008	By June 2008, 6 full time equivalent (FTE) positions will be maintained with the most highly qualified candidates.		
	IA-00061	Maintain 6 FTE state program staff positions. <ul style="list-style-type: none"> • Document changes in staff positions. 	Administrative Data
PF-IO-0009	By June 2008, the state program manager will meet at least monthly with the Director of Chronic Disease at the Indiana State Department of Health (ISDH) and the Executive Director of Indiana Tobacco Prevention and Cessation (ITPC).		
	IA-00062	Continue to meet monthly with administration of ISDH and ITPC. <ul style="list-style-type: none"> • Document and maintain meeting notes. 	Administrative Data
PF-IO-0010	By June 2008, develop infrastructure to enable private partnerships to provide financial support to the Indiana Tobacco Quitline.		
	IA-0063	Develop financial infrastructure for the Indiana Tobacco Quitline. <ul style="list-style-type: none"> • Document plan to build quitline infrastructure. • Document infrastructure related activities and outcomes. • Document list of partners. 	Administrative Data
PF-IO-0011	By June 2008, Smokefree Indiana will conduct a yearly evaluation of staff development needs and plan staff development activities as identified.		
	IA-0064	Offer and participate in staff professional development activities. <ul style="list-style-type: none"> • Document and maintain list of staff professional development activities. • Document and maintain staff participation. 	Administrative Data

Strategic Planning		Data Source
SP-IO-0003	By June 2008, the State Partners Network will conduct an evaluation review session after the second year of the five-year strategic plan.	
	IA-0057 Conduct activities among State Partners Network members to facilitate information sharing and review progress on the strategic plan. <ul style="list-style-type: none"> • Document the names of members of the State Partners Network members where activities to facilitate information sharing and review progress on the strategic plan are conducted. • Document the description of the activity. • Document the impact of the activity. 	Administrative Data
SP-IO-0004	By June 2008, SFI will conduct an annual strategic planning session.	
	IA-0058 Annually review the SFI action plan and prepare next year's strategy. <ul style="list-style-type: none"> • Document and maintain meeting notes. • Document updates and revisions. • Document each year's strategic plan. 	Administrative Data
	IA-0059 Incorporate the SFI disparities plan into the overall SFI strategy. <ul style="list-style-type: none"> • Document activities to incorporate the disparities plan in the overall SFI strategy. 	Administrative Data
	IA-0060 Conduct a root cause analysis to help develop future short-term, intermediate and long-term objectives for the next annual action plan and cooperative agreement. <ul style="list-style-type: none"> • Document and maintain meeting notes. 	Administrative Data

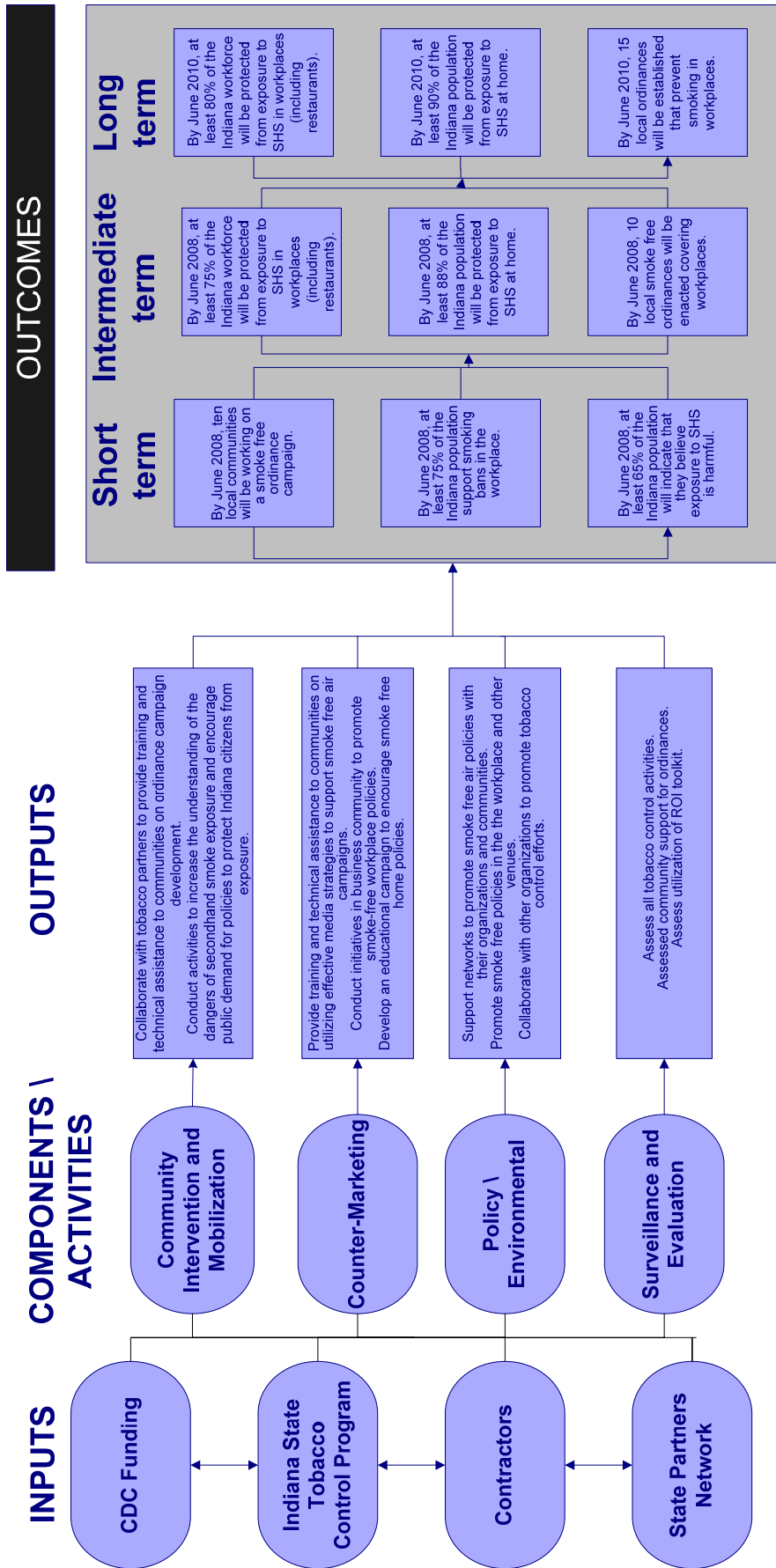
Surveillance and Evaluation			Data Source
SE-IO-0004	By June 2008, Smokefree Indiana's Surveillance and Evaluation Plan will be reviewed and updated annually.		
	IA-0054	Collect and track National Tobacco Control Program data monthly to report on progress of Smokefree Indiana's Surveillance and Evaluation Plan. <ul style="list-style-type: none"> Document and maintain SFI staff reporting forms in an electronic format. 	Administrative Data
SE-IO-0005	By June 2008, Smokefree Indiana will obtain and disseminate Indiana Tobacco Quitline report data at least quarterly to partners.		
	IA-0055	Obtain and disseminate reports on quitline services. <ul style="list-style-type: none"> Document date of report dissemination. Document names of partners on dissemination list. 	Administrative Data
	IA-0056	Conduct an end of year program evaluation in collaboration with the quitline vendor. <ul style="list-style-type: none"> Document date of year end program evaluation. Document and maintain end year report. 	Administrative Data
Training and Technical Assistance			Data Source
TA-IO-0003	By June 2008, at least 6 tobacco-related training programs will be offered for local and state partners.		
	IA-0051	Assess training and technical assistance needs of grantees and partners. <ul style="list-style-type: none"> Document training and technical assistance requests. 	Administrative Data
	IA-0052	Provide training and technical assistance to diverse networks. <ul style="list-style-type: none"> Document number and type of technical assistance contacts. Document names and locations of technical assistance contacts. Document results of technical assistance contact. 	Administrative Data
	IA-0053	Provide training and technical assistance to Indiana Tobacco Prevention and Cessation agency community partners. <ul style="list-style-type: none"> Document number and type of technical assistance contacts. Document names and locations of technical assistance contacts. Document results of technical assistance contact. 	Administrative Data

APPENDIX

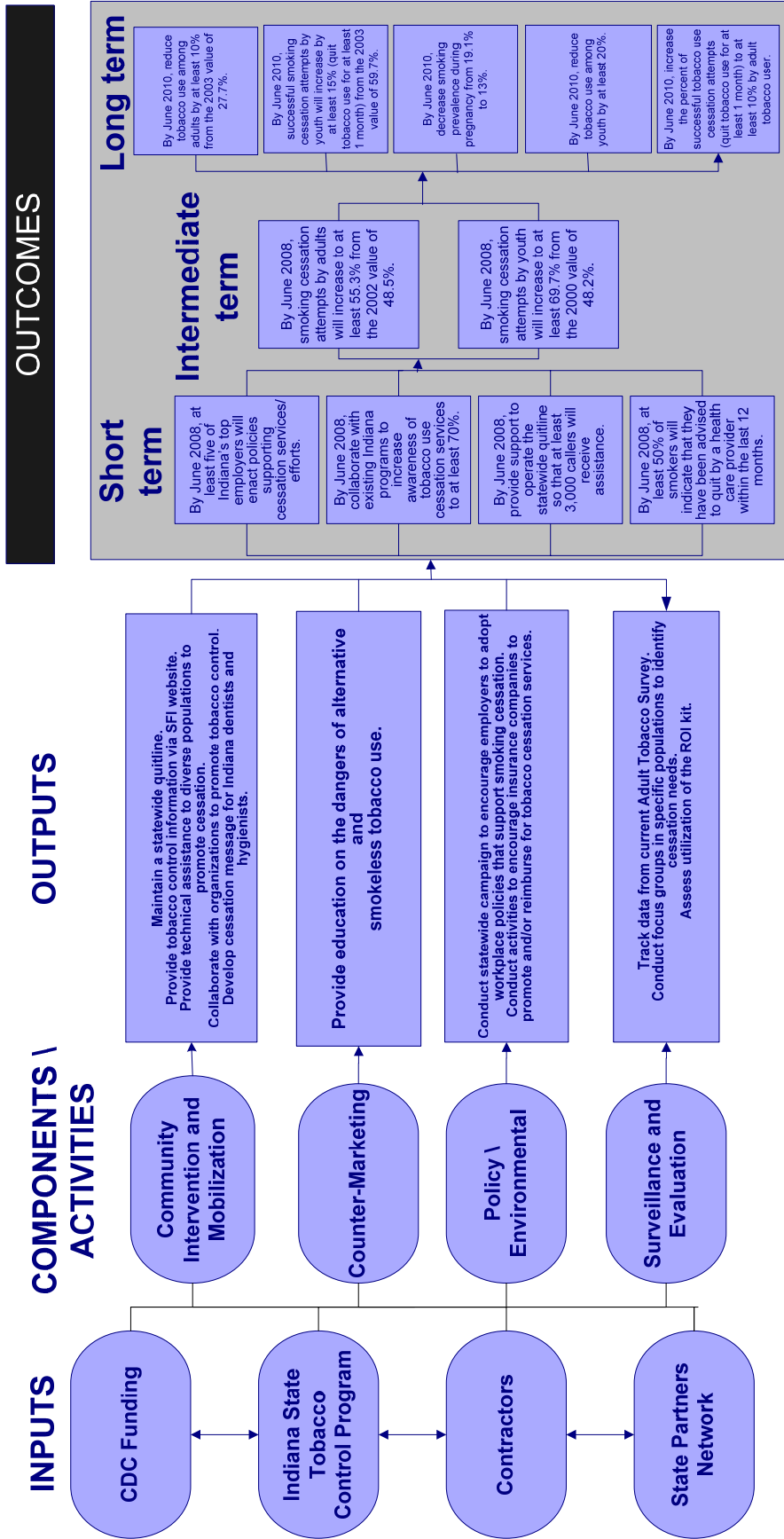
GOAL AREA: PREVENTING INITIATION OF TOBACCO USE AMONG YOUNG PEOPLE



GOAL AREA: Eliminating Nonsmokers Exposure to Secondhand Smoke (SHS)



GOAL AREA: Promoting Quitting Among Adults and Young People



GOAL AREA: Identifying and Eliminating Tobacco-related Disparities Among Specific Population Groups

