

## Annual Action Plan

### Fiscal Year 2006-2007: Program Goals

<b>Program Goal: Identifying and Eliminating Tobacco Related Disparities</b>		
<b>Healthy People 2010 Objectives: 27.1, 27.2, 27.3, 27.5, 27.9, 27.10, 27.12</b>		
27.1 Reduce tobacco use among adults 27.2 Reduce tobacco use among adolescents 27.3 Reduce the initiation of tobacco use among children and adolescents 27.5 Increase the average age of first use of tobacco products by adolescents and young adults 27.9 Reduce the proportion of children who are regularly exposed to tobacco smoke at home 27.10 Reduce the proportion of nonsmokers exposed to secondhand smoke 27.12 Increase the proportion of worksites with formal smoking policies that prohibit smoking or limit it to separately ventilated areas		
<b>Long Term Outcome Objectives:</b> By June 2010, decrease tobacco use rates by 10% among populations that are identified to be disproportionately affected by tobacco use. [D-LO-0001]  By June 2010, reduce exposure to secondhand smoke by 50% among populations that are identified to be disproportionately affected by tobacco smoke [D-LO-0002] =>D-LO-0001	Smoking Prevalence  Reduced exposure to secondhand smoke among adults and youth	MI Adult Tobacco Survey MI BRFSS MI Tobacco Quitline  MI Adult Tobacco Survey SFELP
<b>Intermediate Term Outcome Objectives:</b> By June 2008, quit rates among adult smokers disproportionately affected by tobacco use who stop smoking for 1 day or longer because they are trying to quit will increase from (BL) to (BL +25%). [D-IO-0001] => D-LO-0001  By June 2008, increase the proportion of blue-collar workers who are protected by a smoke-free worksite policy or regulation from (BL) to (BL + 50%). [D-IO-0002] => D-LO-0002	Proportion of adult smokers who have made a quit attempt  Proportion of the population reporting exposure to SHS in the workplace	MI Adult Tobacco Survey MI BRFSS MI Tobacco Quitline  MI Adult Tobacco Survey SFELP

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	Key Outcome Indicators	Data Source(s)
<p><b>Short Term Outcome Objectives:</b>            By June 2006, ensure compliance with at least 90% of businesses that have implemented a smoke-free worksite policy and their employees are populations that have been identified as being disproportionately affected by tobacco use. [D-SO-0002] =&gt; D-IO-0002</p> <p>By June 2007, through increased education, the proportion of smokers within populations disproportionately affected by tobacco use who believe that secondhand smoke is harmful to the health of others will increase from (BL) to (BL + 25%). [D-SO-0001] =&gt; D-IO-0001</p> <p>By June 2007, the proportion of adult smokers within Michigan's five major ethnic populations, who would like to quit smoking, will increase from (BL) to (BL + 25%). [D-SO-0003] =&gt; D-IO-0001</p>	<p>Perceived compliance with tobacco-free policies in workplaces</p> <p>Proportion of smokers who believe that secondhand smoke is harmful</p> <p>Proportion of smokers who intend to quit</p>	<p>Enforcement / Compliance data</p> <p>MI Adult Tobacco Survey</p> <p>MI Adult Tobacco Survey MI Tobacco Quitline</p>

Key Activities by Component Areas	Output Objectives	Populations (Affected)	Lead Role(s)	Timeline	
				6/30-12/31	1/1-6/29

<ul style="list-style-type: none"> <li>❖ Develop a media campaign that will increase awareness regarding the dangers of tobacco use, the dangers of secondhand smoke exposure and the impact that tobacco use and secondhand smoke exposure has on other chronic diseases. [GA-0148] =&gt; OO-0145</li> <li>❖ Utilize youth from disparately affect populations to advocate for smoke-free air. [GA-0201] =&gt; OO-0201</li> <li>❖ Through targeted media messages, increase the awareness of the Michigan Tobacco Quit Line among disparate populations. [GA-0153] =&gt; OO-0212</li> <li>❖ Contact potential partners to assist in funding and marketing the quit line in order to increase the number of tobacco users that the quit line is able to enroll. [GA-0152] =&gt; OO-0212</li> <li>❖ Collaborate with community-based agencies that provide multiple services to parents, women and children to integrate secondhand smoke and cessation messages into their existing communication outlets and tobacco use prevention into their existing programs. [GA-0146] =&gt; OO-0212 &amp; OO-0230</li> <li>❖ Increase awareness regarding the dangers of tobacco use and exposure to secondhand smoke, via earned media through communication outlets that are specifically intended for ethnic populations, racial populations and other disparately affected populations. [GA-0149] =&gt; OO-0230</li> </ul>	<ul style="list-style-type: none"> <li>❖ Increase the number of media outlets and messages that focus on educating people living with chronic disease on the exacerbation of their disease by tobacco use and secondhand smoke exposure. [OO-0145] =&gt; D-SO-0001</li> <li>❖ By June 2006, increase by 10% the number of youth from disparately affected populations that are trained and are involved in tobacco-free policy initiatives at the state and local level. [OO-0201] =&gt; D-SO-0001 &amp; D-SO-0002</li> <li>❖ By December 2006, increase the number of tobacco cessation programs that are accessible and culturally appropriate for disparate populations from (BL) to (BL + 5%). [OO-0212] =&gt; D-SO-0003</li> <li>❖ By June 2007, increase the proportion of people within Michigan's five major ethnic populations that believe that secondhand smoke is a health hazard that affects everybody from (BL) to (BL + 10%). [OO-0230] =&gt; D-SO-0002</li> <li>❖ By June 2007, increase the proportion of people within Michigan's five major ethnic populations that believe that secondhand smoke is a health hazard that affects everybody from (BL) to (BL + 10%). [OO-0230] =&gt; D-SO-0002</li> </ul>	<p>Disparately affected populations, Persons with chronic illnesses</p> <p>Youth, Disparately affected populations</p> <p>Michigan smokers from disparately affected populations</p> <p>Disparately affected populations, parents, pregnant women, children</p> <p>Disparately affected populations</p>	<p>MDCH Tobacco Section Staff; DCDIC Staff,</p> <p>LTRC and COC Community Coordinator; School Staff, Youth/ Young Adult Coordinator</p> <p>MDCH Tobacco Section Staff; Cessation Specialist; LTRC &amp; COC Community Coordinator</p> <p>MDCH Tobacco Section Staff; Local Agencies Serving Women and Children</p> <p>MDCH Tobacco Section Staff; COC Agencies and LTRC</p>		
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Key Activities by Component Areas	Output Objectives	Populations (Affected)	Lead Role(s)	Timeline	
				6/30-12/31	1/1-6/29
<ul style="list-style-type: none"> <li>❖ Provide technical assistance and consultation in the development, implementation and enforcement of smoke-free worksite policies that are designed to protect blue-collar workers and other members or populations disparately affected by exposure to secondhand smoke. [GA-0032] =&gt; OO-0001</li> <li>❖ Promote a Smoke-Free Home Campaign targeting Mid-Michigan, West Michigan and Southeast Michigan that is culturally specific and targets African-American, Arab/Chaldean, Latinos/Hispanics, Asian American and White Americans. [GA-0029] =&gt; OO-0144</li> <li>❖ Members of the Multi-Cultural Network, Communities of Color and Community Agencies representing disparate populations will educate policy makers on the economic and physical burden of tobacco use and secondhand smoke exposure in disparate populations. [GA-0030] =&gt;OO-0208</li> </ul>	<ul style="list-style-type: none"> <li>❖ By June 2007, the proportion of blue-collar workers that are protected by smoke-free worksite policies will increase from (BL) to (BL + 70%). [OO-0001] =&gt; D-SO-0002</li> </ul>	Michigan's blue-collar population	MDCH Tobacco Section Staff; Surveillance and Evaluation Specialist		
	<ul style="list-style-type: none"> <li>❖ By June 2007, over 5% of homes that participated in the Multi-Cultural Smoke-Free Home Pledge will become smoke-free on a permanent basis. [OO-0144] =&gt; D-SO-0003</li> </ul>	Michigan's five major ethnic populations	MDCH Tobacco Section Staff; Multi-Cultural Consultant		
	<ul style="list-style-type: none"> <li>❖ By June 2007, members of the Multi-Cultural Network will increase the number of Key Decision Makers that they meet with at the state and local level from (BL) to (BL + 25%). [OO-0208] =&gt; OO-0070</li> </ul>	Key decision makers at the state and local levels	Multi-Cultural Network; MDCH Tobacco Section Staff;		
	<ul style="list-style-type: none"> <li>❖ By June 2007, increase the awareness among key decision makers regarding the economic and physical burden of tobacco in disparate populations, so that over 75% of votes cast to adopt smoke-free policies within their communities are favorable. [OO-0070] =&gt; D-SO-0002</li> </ul>	Key decision makers at the state and the local level			

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