

Marketing the Strategic Plan

Goal 1: Improve the quality of data to enhance the identification of tobacco related disparities and drive interventions to reduce those disparities

- Strategy:**
1. Conduct comprehensive assessments of available data to examine the range of factors related to tobacco use among disparately affected populations.
 2. Improve existing surveillance systems to collect data on populations with tobacco-related disparities.
 3. Develop new data-collection methods to assess tobacco use where gaps in knowledge exist.

Audience (concentrate on those with highest priority)	Assessment			Preparation/Planning		
	Action/Role (action you want them to take)	Benefits/Needs (i.e. knowledge, recognition, funding)	Barriers (i.e. funds, trust, data, creating talking points)	What will be the Message	Approaches/Tactics (i.e. one-on-one meetings, group presentations, reception, mailings)	Who will be the messenger (i.e. project coordinator, workgroup members, Tobacco Control Program Manager, CDC/SOH staff)
Tobacco Control Board	Funding/lead role	Better strategic planning	Political timing, limited resources	We will bring them info/resources on enhance their efforts	Going to board mtgs., create sense of urgency, one to one	DPH – general. One to one, find out who has contacts
Tobacco Control Board Staff	Funding/lead role					
DPH Administration	Cont. interest, press conference, create priority	Additional funding/recognition	Priorities, saturation data	“Disparately” Affected Group	Press conference, media relations, internal by-in	Champions, other people, Catheryn, workgroup members
DPH Staff	Cont. interest, press conference, create priority					
SmokeFree of WI	Robert Woods funding special opportunity grant, message support	Supports their mission	Timing good for lobbying/policy driven	New ammunition for lobbying	Presentation	Workgroup/ Catheryn, Denise
American Cancer Society	Keep disparities an issue			Relevant to their work	Key contacts	Catheryn/group
American Heart Association	Keep disparities an issue			Relevant to their work	Key contacts	Catheryn/group
American Lung Association	Keep disparities an issue			Relevant to their work	Key contacts	Catheryn/group
Center for Tobacco Research and Intervention	Keep disparities an issue			Relevant to their work	Key contacts	
UW-Comprehensive Cancer Center	Data collection & research (\$) – assessment of data available	Increase revenue opportunities, job security	Prioritizing of issues	To reinforce the primary research validation	Key contacts	Catheryn
Local Health Departments	Support all actions/press conferences	Creates networking & funding opportunities	Lack of resources, diverse membership, just more info	Mandatory awareness, supports mission	Multiple group presentations, conference presentations, booths	Workgroup, Catheryn, DPH Staff
Local Coalitions	Support all actions/press conferences	Creates networking & funding opportunities	Lack of resources, diverse membership, just more info	Mandatory awareness, supports mission	Multiple group presentations, conference presentations, booths	Workgroup, Catheryn, DPH Staff
Health Provider	All action, funding		HMO’s		Relationship marketing	
Community Organizations						
Political leaders						
WI Ethnic Network						

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Goal 2: Create diverse partnerships that maximize funding, resources, and broad scale impact to address tobacco disparities.

- Strategy:**
1. Identify key organizations that serve disparately affected populations.
 2. Develop partnerships and collaborative opportunities among programs serving disparately affected populations.
 3. Develop resources to support and implement mutually beneficial strategies.

	Assessment			Preparation/Planning		
	Audience (concentrate on those with highest priority)	Action/Role (action you want them to take)	Benefits/Needs (i.e. knowledge, recognition, funding)	Barriers (i.e. funds, trust, data, creating talking points)	What will be the Message	Approaches/Tactics (i.e. one-on-one meetings, group presentations, reception, mailings)
Tobacco Control Board						
Tobacco Control Board Staff						
DPH Administration						
DPH Staff						
SmokeFree of WI						
American Cancer Society						
American Heart Association						
American Lung Association						
Center for Tobacco Research and Intervention						
UW-Comprehensive Cancer Center						
Local Health Departments						
Local Coalitions						
Health Provider						
Community Organizations						
Political leaders						
WI Ethnic Network						

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Goal 3: Increase number of existing tobacco control programs and strategies that include an emphasis on elimination of disparities.

- Strategy:**
1. Assess effectiveness of current ETS, prevention and cessation strategies in populations affected by disparities.
 2. Integrate effective strategies that address disparately affected groups into all publicly funded tobacco control programs.
 3. Obtain broader and more inclusive representation in tobacco control initiatives by populations disparately affected in the planning and implementation of programming.
 4. Provide training and technical assistance regarding disparities to organizations that address tobacco issues.

	Assessment			Preparation/Planning		
	Audience (concentrate on those with highest priority)	Action/Role (action you want them to take)	Benefits/Needs (i.e. knowledge, recognition, funding)	Barriers (i.e. funds, trust, data, creating talking points)	What will be the Message	Approaches/Tactics (i.e. one-on-one meetings, group presentations, reception, mailings)
Tobacco Control Board	Lobby for part of strategic planning process	Better planning/more refined 2004 prioritization	Budget efficiency	More efficient & better allocation of resources	One-on-one, mass media	CDC
Tobacco Control Board Staff						
DPH Administration	Lobby for additional funds				Case studies, situational analysis Dept. heads	Catheryn, TCB, Workgroup, CDC
DPH Staff						
SmokeFree of WI						
American Cancer Society	Include disparities component, lobby	Better preparation for changing demographics	Down sizing-lack of staff	Message- changing demographics relevancy, mutual benefit	Presentation, small group, workshop, T & TA	Catheryn or other DPH network
American Heart Association	Include disparities component, lobby	Better preparation for changing demographics	Down sizing-lack of staff	Message- changing demographics relevancy, mutual benefit	Presentation, small group, workshop, T & TA	Catheryn or other DPH network
American Lung Association	Include disparities component, lobby	Better preparation for changing demographics	Down sizing-lack of staff	Message- changing demographics relevancy, mutual benefit	Presentation, small group, workshop, T & TA	Catheryn or other DPH network
Center for Tobacco Research and Intervention	Implement	Topical		Best practice models adapted, plan adopted	One-one group	CTRI Outreach
UW- Comprehensive Cancer Center	Part of their mission, moral imperative addressing this and implementing the plan	High interest potential	Volume priority	Convince them as part of comprehensive mission	Small groups Best practice workshop	Catheryn/DPH network TCB – Dr. Willis (peers)
Local Health Departments	moral imperative addressing this and implementing the plan	Achieve Health 2010 Goals, align with purpose, increased funding opportunity	Lack of resources and competitive poor limited resources	Best practice model curriculum		
Local Coalitions	moral imperative addressing this and implementing the plan	Achieve Health 2010 Goals, align with purpose, increased funding opportunity	Lack of resources and competitive poor limited resources	Group presentation		DPH
Health Provider	Funding source, support the plan				Conference/regional Local and personalize	DPH or network
Community Organizations						
Political leaders						
WI Ethnic Network						

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Goal 4: Educate and motivate funders, policy makers and community opinion leaders to support the elimination of tobacco disparities for the benefit of their constituency.

- Strategy:**
1. Identify the key policy makers and community opinion leaders.
 2. Determine messages we want to tell them.
 3. Develop methods of reaching the policy makers.
 4. Develop recognition and encouragement mechanisms.

Audience (concentrate on those with highest priority)	Assessment			Preparation/Planning		
	Action/Role (action you want them to take)	Benefits/Needs (i.e. knowledge, recognition, funding)	Barriers (i.e. funds, trust, data, creating talking points)	What will be the Message	Approaches/Tactics (i.e. one-on-one meetings, group presentations, reception, mailings)	Who will be the messenger (i.e. project coordinator, workgroup members, Tobacco Control Program Manager, CDC/SOH staff)
Tobacco Control Board	Incorporate plan, highlight disparities, fund the disparities evaluation of goals	WI recognition	Inclusivity being generic	More effective noted board, National prominence, WI as a leader	Web site, one-on-one, acknowledge /recognize they made progress	Staff, WENC stakeholders, POPS
Tobacco Control Board Staff	Adopt workgroup's plan		Don't wait a year	More effective noted board, National prominence, WI as a leader	Web site, one-on-one, acknowledge /recognize they made progress	
DPH Administration	Leadership		Compartmental, silos, bureaucracy	WH 2010 Turning Point because we are all accountable	One-to-one, staff meeting, regular internal communication	Minority Officer, TCP, RODs, John Chapin
DPH Staff	Education/training	PPD staff & programs	Compartmental, silos, bureaucracy	WH 2010 Turning Point because we are all accountable	One-to-one, staff meeting, regular internal communication	Minority Officer, TCP, RODs, John Chapin
SmokeFree of WI	Engage them as partner, Legislative advocacy		Very focused on their own initiatives			
American Cancer Society	Goal/Strategy, 3.2, 5.1, 5.2	Best Practices	Connecting group priorities with org priorities	Research on best-practices	Standard power-pt presentation	G-Communication
American Heart Association	Goal/Strategy, 3.2, 5.1, 5.2	Best Practices	Connecting group priorities with org priorities	Research on best-practices	Standard power-pt presentation	G-Communication
American Lung Association	Goal/Strategy, 3.2, 5.1, 5.2	Best Practices	Connecting group priorities with org priorities	Research on best-practices	Standard power-pt presentation	G-Communication
Center for Tobacco Research and Intervention	Adopt and implement goals	Currently in strategic planning process	Funding restrictions	Best practice cessation		DPH Medical Director, EPI Staff, - Researchers
UW- Comprehensive Cancer Center	Supportive Evaluation of the impact of the strategic plan	Data	Lack of funding for this support from the WTCB	Enrich data and monitoring on disparately effected populations	Meeting with UW-CCC staff to discuss possibilities	Workgroup member
Local Health Departments	Reach out to health providers to link what they are doing to disparities	Increase community health	Disparities as a priority, lack of understanding of issue		Incorporate strategies/community health assessments	WALDAHAB DPH – Regional Offices
Local Coalitions	Incorporate the plan suggestions in all of their activities; and in particular all policy-change related activities should include disparately affected populations and/or impact where these populations convene on a regular basis	Coalitions will be more representative of the community it intends to serve, and hence be perceived as more effective	Lack of staff/resources capacity for more intensive outreach	Coalitions will be more representative of the community it intends to serve, and hence be perceived as more effective	Make this a condition of the consolidated contracts and regional staff to monitor as part of the consolidated contracts process Regional tobacco consultant should carry out this effort to influence the local coalitions. Also have reps from WENC and other groups representing	

					disparately affected populations to make the appeal to the coalitions in selected geographic areas	
Health Provider						
Community Organizations	Build Capacity to carry out plan					
Political leaders	Galvanize political support and find funding to support the plan	Make a positive contribution to the health of their constituents	Seeing tobacco as a priority; some leaders may favor tobacco industry over anti-tobacco allies for political reasons		One-on-one with leaders and/or staff	Smokefree of WI, WTCB
WI Ethnic Network	Acknowledge and embrace the plan, act as a resource for their community, a messenger from their group to market the plan	More visibility, this plan would help them market their own group	Plan is seen as DPH's and they don't have real ownership of it.	Would build their capacity		David Gunderson, Dr. Willis, Thai Vue, Denise Carty

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Goal 5: Increase the capacity of disparately affected populations

- Strategy:**
1. Actively engage disparately affected populations in developing and enacting implementation plans.
 2. Locate resources to implement strategies that may include a media campaign and social marketing.
 3. Create Low SES Network and strengthen and expand scope of Ethnic Network.

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Audience (concentrate on those with highest priority)	Action/Role (action you want them to take)	Benefits/Needs (i.e. knowledge, recognition, funding)	Barriers (i.e. funds, trust, data, creating talking points)	What will be the Message	Approaches/Tactics (i.e. one-on-one meetings, group presentations, reception, mailings)	Who will be the messenger (i.e. project coordinator, workgroup members, Tobacco Control Program Manager, CDC/SOH staff)
Tobacco Control Board			Inadequate data to convince the Board that this effort should be prioritized for the benefit of these populations towards more successful achievement of board goals to reduce the burden of tobacco overall.	Moral and emerging CDC and national policy obligation to address disparities in tobacco control	Get population groups to address the Board in support of this plan at one of the public comment meetings	Workgroup rep State rep Community reps from the target groups
Tobacco Control Board Staff	<p>Include stronger language in board strategic plan regarding reducing burden of tobacco in populations disparately affected.</p> <p>Set stricter implementation and evaluation guidelines for funded program regarding their inclusion and channeling of monetary and other resources to disparately affected population groups</p> <p>Plan public comment meetings that invite and focus specifically on the needs and suggestions of the target populations</p>	<p>Potential for more effective and successful statewide programs to meet the WTCB goals</p> <p>Enhanced credibility and appreciation among the affected populations.</p> <p>National recognition for leadership in addressing disparities in tobacco control</p>		<p>Moral obligation and emerging CDC and national policy obligation to address disparities in tobacco control</p> <p>Disparately affected communities want this focus.</p>		
DPH Administration						
DPH Staff						
SmokeFree of WI	Plan initiatives that focus on the target populations	Politically prudent. Including these groups is a part of the National Smoke Free agenda and the WI	May not have the resources to focus on these groups to the extent required for effectiveness—especially if	The plan is a perfect complement to the recent COC capacity building grant that SmokeFree just applied for	Meetings with staff from SmokeFree WI	G-Communications and Denise Carty

		branch can be a leader in this area More specifically, the plan is a perfect complement to the recent COC capacity building grant that SmokeFree just applied for	the special focus will draw resources away from current initiatives for the general population			
American Cancer Society		The diverse individuals and groups that we will coordinate for buy-in into the plan are the same groups that can be available to support the organization's special initiatives Working in conjunction with this broad-based collaboration will leverage resources for your organization to address disparities	Kimired support for initiatives that are not directly related to the organization	Increased diversity make your organization look more favorable in the eyes of the target disparately affected communities Working in conjunction with this broad-based collaboration will leverage resources for your organization to address disparities		
American Heart Association		similar	similar	similar		State cardiovascular health program
American Lung Association		similar	similar	similar		Workgroup member and local tobacco coalitions
Center for Tobacco Research and Intervention	More research/reports on disparately affected groups					
UW-Comprehensive Cancer Center	More evaluation of the impact of statewide programs and media on disparately affected groups.					
Local Health Departments						
Local Coalitions						
Health Provider						
Community Organizations						
Political leaders						
WI Ethnic Network						

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Goal 6: Determine “Best Practice Models” in Wisconsin to eliminate tobacco disparities.

- Strategy:**
1. Identify potentially effective models.
 2. If necessary, test models to determine effectiveness in Wisconsin.
 3. Disseminate information regarding models that work in Wisconsin.

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Tobacco Control Board Staff						
DPH Administration						
DPH Staff						
SmokeFree of WI						
American Cancer Society						
American Heart Association						
American Lung Association						
Center for Tobacco Research and Intervention						
UW-Comprehensive Cancer Center	Increase sample sizes More research/reports on disparately affected groups		Not enough data for empirical studies Not enough research money.	Increase sample sizes and do more analysis comparing variables such as income, region, occupation, etc. to the extent possible. More research/reports on disparately affected groups		WTCB workgroup member Tobacco control program epidemiologist
Local Health Departments						
Local Coalitions						
Health Provider						
Community Organizations						

Political leaders						
WI Ethnic Network	Provide technical assistance to the key tobacco stakeholders and statewide Board-funded programs regarding priorities and inclusion of constituent populations as related to the focus of various tobacco control programs.	Allows the WENC to demonstrate their impact with a larger audience in the tobacco control arena	May feel that they don't have the resources or expertise to provide this type of assistance outside of their immediate network	Leveraging of resources toward having a greater impact on R/E populations since it is unlikely that the individual actions of WENC alone are sufficient. The assistance to other groups will help advance the WENC goals for their constituent populations.	Meet with WENC leadership to outline possibilities.	Thai Vue Denise Carty