

REQUEST FOR PROPOSAL (RFP)

**For: Wisconsin Tobacco Prevention and Control
Program Multi-Jurisdictional Coalitions**

RFP # G1670-DPH-BC

**Issued by:
STATE OF WISCONSIN
DEPARTMENT OF HEALTH SERVICES
DIVISION OF PUBLIC HEALTH
BUREAU OF COMMUNITY HEALTH PROMOTION**

**Proposals must be submitted
no later than 11:00AM CST
November 13, 2009**

**For further information regarding this
RFP contact Tana Feiner (608) 266-3719**

LATE PROPOSALS WILL BE REJECTED

**TIMELINE FOR RFP ENTITLED
Wisconsin Tobacco Prevention and Control
Program Multi-Jurisdictional Coalitions**

10/14/09	Release of RFP
10/20/09 by 11:00a.m. CST	Questions Due
10/22/09	Answers Posted*
11/13/09 by 11:00a.m. CST	Applications/Proposals Due
12/04/09	Notice of Intent to Award*
1/01/10	Agreement Start-Up Date

*Tentative

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GENERAL INFORMATION

1.0 INTRODUCTION AND BACKGROUND

The purpose of this document is to provide interested parties with information to enable them to prepare and submit a proposal for the Wisconsin Tobacco Prevention and Control Program (TPCP) Multi-Jurisdictional Coalitions (MJC). The TPCP provides a description of the role of a MJC in Attachment I. The Division of Public Health intends to use the results of this process to award a contract for the TPCP MJCs.

1.1 AVAILABLE FUNDS

A total of \$2,540,344 is available to make 12 - 15 grant awards under this RFP. The \$2,540,344 is divided into the following two project categories.

- 1) \$2,200,000 is available to fund Community Policy Interventions.
- 2) \$340,344 is available to fund Wisconsin Wins (WI Wins) activities.

Proposers must apply for an amount ranging from \$130,000 to \$180,000 for the Community Policy Interventions. Funding levels awarded will be based on the scope of work and the areas being served. Proposers must also apply for the WI Wins allocations for the jurisdictions their proposal covers. These allocations can be found in Attachment II.

Funds awarded under this solicitation will be for the period of January 1, 2010 through December 31, 2010.

Based upon satisfactory performance and availability of funds, proposers receiving an award under this RFP may be eligible to apply for four (4) one-year continuations of their project. Proposers are advised that should additional state or federal funds become available, the Division may utilize the results of this RFP for additional awards.

1.2 ISSUING AGENCY

This RFP is issued for the State of Wisconsin by the Department of Health Services Division of Public Health. The Division is the sole point of contact for the State of Wisconsin during the selection process.

1.3 PROGRAM GOALS

The goals of the TPCP MJCs are as follows:

1. Develop and maintain a local tobacco prevention and control presence within the MJC area.
2. Provide leadership and support for local and statewide tobacco prevention and control policy interventions within the MJC area.
3. Recruit and engage community members and leverage resources from the community to advance local and statewide tobacco control action.
4. Work to reduce youth access in the MJC area by conducting the required WI Wins activities.

1.4 DEFINITIONS

The following definitions are used throughout the RFP.

State means State of Wisconsin.

Department means Wisconsin Department of Health Services (DHS),

Division of Public Health (DPH) means the sub unit within DHS.

Bureau of Community Health Promotion (BCHP) means the work unit within the Division which is issuing the RFP.

Tobacco Prevention and Control Program (TPCP) means the work unit within the BCHP that administers the TPCP funding.

Proposal and/or Application means the response to the RFP.

Disparities means inequities in health; a disproportionate impact on specific populations and demographics.

Best Practices for Comprehensive Tobacco Control Programs is a document produced by the CDC which describes an integrated programmatic structure for implementing interventions proven to be effective and provides the recommended level in state investment to reach these goals and reduce tobacco use in each state.

Centers for Disease Control and Prevention (CDC) is the lead federal agency for protecting the health and safety of US citizens. The CDC investigates health problems, performs research, and develops public health policies as well as developing and applying disease prevention and control.

Evidence-Based Interventions are public health strategies and activities that are found to be effective based on the results of thorough and peer-reviewed evaluation.

Policy is the result of the concerted action of government and other institutions to achieve a desired outcome. Policies generally operate at the systems level and set the context in which individual decisions and actions are made.

Multi-Jurisdictional Coalitions are formally organized groups of individuals and organizations that implement evidence-based tobacco prevention and control policy interventions. These coalitions are multi-jurisdictional and represent multiple county or local health department jurisdictions.

Program Sustainability is the implementation of strategies and activities to preserve tobacco control funding to sustain program efforts through education and outreach to key local and state leaders.

Wisconsin Wins (WI Wins) is a science-based, state level initiative designed to decrease youth access to tobacco products.

Youth Advocacy is youth supporting a particular cause, issue or idea while attempting to persuade others to take action.

Lobbying is communication that refers to a specific piece of legislation and advocates for a view on that legislation.

Media Advocacy is the strategic use of mass media in regard to a policy initiative.

Earned Media is favorable publicity gained through promotional efforts other than advertising.

FACT is Fighting Against Corporate Tobacco, Wisconsin's youth advocacy program.

Cessation is the process of quitting or stopping the use of tobacco products.

Treating Tobacco Dependence (TTD) refers to evidence-based treatments or interventions to assist individuals to successfully quit the use of tobacco products.

Training and Technical Assistance (TTA) is TPCP efforts to provide tobacco prevention and control local and state partners with information, resources and guidance to assure the use of best and promising practices for successful outcomes.

Smoke-Free Air (SFA) is a priority component of the TPCP in which policies are created and implemented to prohibit smoking in all workplaces to protect against the health effects of secondhand smoke exposure.

Memorandum of Understanding (MOU) is a formal agreement between the MJC and a law enforcement agency, specifying activities of each party and opportunities for collaboration.

1.5 WHO MAY SUBMIT A PROPOSAL

Any government organization, non-profit organization, local public health department, tribal government, for-profit organization or community-based organization in the state of Wisconsin is eligible to apply.

- A county or local health department jurisdiction may be included in more than one MJC proposal.
- All required documents for this RFP must be signed by the President or CEO of the agency or Board of Directors.

2.0 SPECIAL PROGRAM REQUIREMENTS

A funded agency must meet the following TPCP Special Program Requirements.

1. A funded agency must comply with all TPCP MJC lead agency requirements as specified in Attachment III.
2. A single regional MJC is not allowable.
3. MJCs must be composed of:
 - A minimum of three (3) counties and/or local health department jurisdictions with a minimum total population for each MJC of 225,000
OR
 - A minimum of five (5) rural and/or urban counties as defined by the National Center for Health Statistics
 - See Attachment IV
 - The exception to this requirement is the City of Milwaukee.
4. MJC groupings may combine counties and/or jurisdictions from more than one DPH region.
5. The agency applying must be both the fiscal agency and the lead agency responsible for implementing the work of the MJC.
6. Eligible applicants must have no affiliation or contractual relationship with any tobacco company, its affiliates, its subsidiaries or its parent organization. All applicants must include a statement verifying the agency's "no tobacco" status. See Attachment V.
7. The agency applying must have an existing, written 100% smoke-free air workplace policy for their indoor facility(ies). A copy of the policy with the date of enactment must be submitted with the proposal.
8. The funded agency must use grant funds to support a minimum of one full-time equivalent staff position to serve as the MJC coordinator, be the primary contact with the WI TPCP and attend all required trainings and meetings (See 3.4)
9. The funded agency must implement 5 required template objectives. See Attachment VI.
 - Smoke-Free Air Implementation
 - Program Sustainability
 - Coalition Development
 - Youth Involvement and Support
 - WI Wins
10. The funded agency must recognize the TPCP as the source of funding on program written materials, reports and publications and when providing tobacco control presentations at local, state or national workshops or conferences. The following statement must be used.
 - This program is funded by the Wisconsin Tobacco Prevention and Control Program, Division of Public Health, Wisconsin Department of Health Services.
11. The funded agency must hold and attend all program-funded meetings, trainings and events in only smoke-free cities. If no smoke-free city exists or has accommodations, then only smoke-free facilities should be utilized.
12. The funded agency must integrate efforts to eliminate tobacco-related disparities within activities.
13. The funded agency must communicate and collaborate with other MJCs and state partners.
14. The funded agency must subscribe to required TPCP list serves and/or email groups.

3.0 GENERAL PROGRAM REQUIREMENTS

The following items are required to assure the continuation of funds. These requirements will form part of the contract for these funds. Failure to comply with these requirements can result in disallowances and/or termination of the agreement for funds.

3.1 ACCEPTANCE OF PROPOSAL CONTENT

Grant recipients receiving awards will be mandated to meet all requirements of this RFP.

3.2 ALLOWABLE/UNALLOWABLE COSTS

A grant recipient will be required to comply with the DHS Allowable Cost Policy Manual. Grant funds cannot be used for:

- Direct or indirect lobbying
- The provision of tobacco prevention or treatment services of any kind including:
 - Primary tobacco prevention educational endeavors including health fairs and classroom presentations
 - Community-based cessation classes and/or services
 - School-based cessation classes and/or services
 - General teaching or counseling positions or services
- The purchase of pharmacotherapies
- Paid media other than the purchase of local media to promote WI Wins activities

3.3 CAPITAL EQUIPMENT

Funds may be used to purchase capital equipment with prior written approval from the Division. Capital equipment costs are defined as all costs associated with the acquisition of assets having a value in excess of \$5,000 and a useful life in excess of one year.

3.4 SALARIES

- One full-time equivalent (FTE) is required. The one FTE must be either (1) a 1.0 position or (2) two positions comprised of one .75 position and one .25 position. If additional funding for staffing beyond the first FTE is available, no position can be less than a .50.
- These requirements do not apply to staffing for WI Wins.
- Funds cannot be used to supplant salaries.

3.5 REPORTS

Reports of both programmatic and fiscal activity will be required for the purpose of documenting the satisfactory meeting of contract objectives as specified in the RFP requirements. Reporting requirements will be specified in the agreement between the successful proposers and the Division. Failure of the successful proposers to accept these obligations may result in cancellation of the award.

3.6 NEWS RELEASES

News releases pertaining to this award or any part of the proposal shall not be made without the prior written approval of the Division.

Copies of any news releases regarding this grant during the contract year(s) will be submitted to the Division.

3.7 LEGAL SERVICES

Grant funds can be used to provide legal advice to the recipients but the funds cannot be used to support any legal actions taken against the federal or state government.

3.8 EMPLOYMENT

The proposer will not engage the services of any person or persons now employed by the State, including any department, commission or board thereof, to provide services relating to this contract without the written consent of the employer of such person or persons and of the Division.

3.9 SUBCONTRACTING

The primary contractor will be responsible for contract performance whether or not subcontractors are used. Subcontracting is allowable for:

- Staffing (the 1 FTE position can be either an employee or a consultant)
- All WI Wins activities
- A maximum of 10% of the Community Policy Interventions allocation with prior approval from the TPCP Central Office

3.10 TERMINATION OF AGREEMENT

The Division may terminate this agreement at any time at its sole discretion by delivering thirty (30) days written notice to the grant recipient. Upon termination, the Division's liability will be limited to the pro rata cost of the services performed as of the date of termination plus expenses incurred within the prior written approval of the Division. In the event that the grant recipient terminates this agreement, for any reason whatsoever, it will refund to the Division within fourteen (14) days of said termination, all payment made hereunder by the Division to the grant recipient for activities not completed. Such termination will require written notice to that effect to be delivered by the grant recipient to the Division not less than thirty (30) days prior to said termination.

3.11 INCURRING COSTS

The State of Wisconsin is not liable for any cost incurred by proposers in replying to this RFP.

3.12 WAIVER OF TECHNICALITIES

The RFP Evaluation Committee reserves the right to accept or reject any or all responses to the RFP and waive minor technicalities. The determination of whether an RFP condition is substantive or a mere technicality shall reside solely with the RFP Evaluation Committee.

3.13 AFFIRMATIVE ACTION

Successful proposers who are awarded contracts of twenty five thousand dollars (\$25,000) or more shall have included in their contracts the following clause:

"A written affirmative action plan is required as a condition for the successful performance of the contract. Excluded from this requirement are grant recipients whose annual work force amount to less than twenty five employees. The affirmative action plan shall be submitted to the state agency within fifteen (15) working days after the award of the contract."

3.14 REASONABLE ACCOMMODATIONS

The Department will provide reasonable accommodations, including the provision of informational material in alternative format, for qualified individuals with disabilities. For special needs contact Julie Morello at (608) 266-8526.

3.15 NON-DISCRIMINATION AGAINST EMPLOYEES OR APPLICANTS FOR EMPLOYMENT

In connection with the performance of work under this contract, the grant recipient agrees not to discriminate against any employee or applicant for employment because of age, race, religion, color, handicap, sex, marital status, physical condition, arrest or conviction record, developmental disability as defined in s. 51.01 (5), sexual orientation or national origin.

This provision shall include, but not be limited to the following: employment, upgrading, demotion or transfer; recruitment or recruitment advertising, layoff or termination, rates of pay or other forms of

compensation, and selection for training, including apprenticeship. Except with respect to sexual orientation, the grant recipient further agrees to take affirmative action to ensure equal employment opportunities.

The grant recipient agrees to post in conspicuous places, available for employees and applicants for employment, notice to be provided by the contracting officer setting forth the provisions of the nondiscrimination clause.

4.0 CLARIFICATION AND/OR REVISIONS TO SPECIFICATIONS AND REQUIREMENTS

Any questions concerning this RFP should be addressed, in email, by 11:00am CST on October 20, 2009 to:

Tana Feiner
Division of Public Health
Tobacco Prevention and Control Program
tana.feiner@wi.gov

Collect calls will not be accepted.

Proposers are expected to raise any questions, exceptions or additions they have concerning the RFP document at this point in the RFP process. If a proposer discovers any significant ambiguity, error, conflict, discrepancy, omission, or other deficiency in this RFP, the proposer should notify, immediately, the above named individual of such error and request modification or clarification.

In the event that it becomes necessary to provide additional clarifying data or information, or to revise any part of this RFP, revisions/amendments and/or supplements will be provided to all recipients of this initial RFP.

Each proposal shall stipulate that it is predicated upon the requirements, terms and conditions of this RFP and any supplements or revisions thereof.

Any contact with State employees concerning this RFP are prohibited, except as authorized by the RFP manager, during the period from date of release of the RFP until the notice of intent to contract is released.

5.0 SUBMITTAL OF APPLICATION

All applications must be typed in 12-pt Times New Roman, doubled-spaced and should not exceed eleven (11) pages plus the required attachments (Cover Page, Table of Contents, Letters of Support, Work Plan, Budget, Confirmation of No Tobacco Status and 100% Smoke-Free Air Workplace Policy).

5.1 NUMBER OF APPLICATIONS

Proposers can submit only one application.

5.2 NUMBER OF PROPOSAL COPIES

The proposer must submit four (4) copies of the application to the Division.

5.3 CLOSING DATE

The closing date for the receipt of all applications under this solicitation will be 11:00 a.m. CST on November 13, 2009. Applications may be mailed or hand delivered. An application will be accepted and considered received on time if:

- a. The application is received by the mail room (address shown below) by 11:00 a.m. CST on November 13, 2009.

Julie Morello
Tobacco Prevention & Control Program
Division of Public Health
1B Mail Room
P.O. Box 2659
Madison, WI 53701-2659

- b. The application is hand delivered to Division of Public Health (address shown below) by 11:00 a.m. CST on November 13, 2009.

Julie Morello
Tobacco Prevention & Control Program
Division of Public Health
1 West Wilson Street, Rm. 218
Madison, WI

No faxes or email copies will be accepted.

Proposers are cautioned to allow sufficient time for delivery by the U.S. Post Office because it can sometimes take several days to receive mail from outlying areas. Applicants are cautioned that receipt of the RFP by the U.S. Post Office, the State of Wisconsin mail system or a commercial courier does not constitute receipt of a RFP by the DPH for the purposes of this RFP. All responses to this solicitation which are received after the closing date and/or time will not be reviewed and will be returned to the respondent/applicant. **No exceptions will be allowed.**

- c. Unless requested by the Division, no supplemental or clarifying information will be accepted from a proposer after the deadline for submittal of applications.

6.0 EVALUATION CRITERIA, POTENTIAL POINTS TO BE AWARDED AND AWARD PROCEDURES

All applications received will be reviewed by an evaluation committee and ranked accordingly. The evaluation committee will evaluate all proposals against stated criteria. To be considered for an award, an application must score at least 75 points in the evaluation of applications unless the evaluation committee determines it is in the best interest of the State to make an award to a proposer who scores less than 75 points. Applications will be reviewed and evaluated according to the following criteria.

MAXIMUM POINTS

10 Points	Statement of Need (up to two double-spaced pages)
15 Points	Agency Capacity and Experience (up to three double-spaced pages)
20 Points	Work Plan (using required template)
25 Points	Policy Capacity and Experience (up to four double-spaced pages)
10 Points	Staffing and Qualifications (up to two double-spaced pages)
<u>20 Points</u>	Budget (using required template)
100 Points	Total Points

6.1 PROPOSER RESPONSES

Proposals submitted in reply to this RFP shall respond to the specifications stated herein. Failure to respond to the specifications may be a basis for an application being eliminated from consideration during the selection process.

In the event of an award, the contents of this RFP (including all attachments), RFP revisions and the proposal from the successful proposer(s) will become contractual obligations. The Division reserves the right to negotiate the award amount, the work plan and the budget items with the selected proposer(s) prior to entering into an agreement.

Justifiable modification may be made in the course of the agreement only through prior consultation with and written approval of the Division. Failure of the successful proposer to accept these obligations may result in cancellation of the award.

6.2 WITHDRAWAL OF APPLICATIONS

Proposals may be withdrawn by written notice. Proposals may be withdrawn in person by the proposer or his/her authorized representative, providing his/her identity is made known and he/she signs a receipt for the proposal.

6.3 AWARD PROCEDURES

The Evaluation Committee's scoring will be tabulated and proposers will be ranked according to the numerical score received. The evaluation committee has the option to conduct interviews and/or on-site inspections of the top ranked proposers to include those results in the consideration of the evaluation points. The Division Administrator will make a final decision if a contract will be awarded and reserves the right to base final award decisions on geographic distribution and other criteria. The Division also reserves the right to reject any or all proposals and to negotiate the award amount, authorized budget items and specific programmatic goals with the selected proposer(s) prior to entering into an agreement.

6.4 NOTICE OF INTENT TO AWARD A CONTRACT

Each proposer whose proposal is reviewed by the Evaluation Committee shall receive written notice of the determination of approval or non-funding of the proposed project.

After notification of awards are made, and under the supervision of Division staff, copies of all proposals will be available for public inspection from **Julie Morello from 9:00am to 4:00pm, Monday through Friday, December 4, 2009 through December 11, 2009 at One West Wilson Street, Room 218, Madison, WI.**

Each proposer whose project has not been approved shall be given an opportunity to discuss with the Division representative the reasons for non-funding or may write the Division representative requesting the reason for the decision. Upon request, the Division representative will clarify non-funding reasons verbally or will respond in writing explaining the reasons for the project not being funded.

6.5 PROTEST/APPEAL PROCESS

Proposers can only protest or appeal violation of procedures outlined in this RFP. Ranking and scoring by the Evaluation Committee are not subject to protest or appeal. Notice of intent to protest and protests must be made in writing. Protestors should make their protests as specific as possible and should fully identify the procedural issue being contested.

The written notice of intent to protest must be filed with the:

**Administrator of Division of Public Health
1 West Wilson Street
P.O. Box 2659
Madison, Wisconsin 53707**

and received in that office no later than the close of business on December 11, 2009 or within five (5) working days after the notice of intent to award is postmarked, whichever is later. The written protest, fully identifying the procedural issue being contested, must be received in the Administrator's Office no later than ten (10) working days after the notice of intent to award is issued.

The decision of the DPH may be appealed to the Secretary of the DHS, One West Wilson Street, Room 650, Post Office Box 7850, Madison, Wisconsin 53707 within five (5) working days of issuance, with a copy of the protest filed with the Administrator of the DPH.

TECHNICAL SPECIFICATIONS

Proposers should complete the following Technical Specifications, providing detailed information. The only information evaluators will be given about a proposal is that which is contained within the proposal. For that reason, each copy must be a duplicate of the entire original, including any attachments.

The focus of the funding is to support the building of community capacity within MJC's to achieve tobacco prevention and control policies. Funded agencies must adhere to the TPCP MJC 2010 Boundary Statement requirements (Attachment VII).

7.0 PROPOSAL CONTENT

In order to determine the potential for a proposed project to achieve this aim, applications must fully address the program requirements and specifications which follow.

Proposals must include the following items submitted in the order listed.

1. Cover Page
2. Table of Contents
3. Statement of Need
4. Agency Capacity and Experience
5. Work Plan (using required Work Plan Template)
6. Policy Capacity and Experience
7. Staffing and Qualifications
8. Budget (using required Budget Template)
9. Letters of Support
10. Confirmation of No Tobacco Status
11. Copy of 100% Smoke Free Air Workplace Policy

7.1 COVER PAGE

- RFP Number
- Name of Applicant Agency
- Address and Telephone Number of Applicant Agency
- Name, Email Address and Telephone Number of Applicant Agency Contact Person

7.2 TABLE OF CONTENTS

7.3 STATEMENT OF NEED (up to two double-spaced pages)

- Describe the proposed multi-jurisdictional area to be served under this RFP. List the counties and/or local health department jurisdictions to be included and describe characteristics of the area and populations, including total population, education, income and health status. Identify prevailing social norms regarding tobacco use and barriers to changing them.
- Describe local tobacco control laws and regulations in the proposed geographic area and readiness for future tobacco control policy action.

7.4 AGENCY CAPACITY AND EXPERIENCE (up to three double-spaced pages)

- Describe the mission and purpose of the agency. Describe the agency's experience providing the range of services being applied for in this application. Describe how the agency will ensure programmatic accountability.
- Describe any subcontracts proposed.
- Provide a description of the community-based coalitions or collaborations your agency has built and maintained to support a specific policy-related initiative. Describe the length of existence, number and types of organizations, leadership structure and involvement of populations with disparities. Note the level of involvement of non-staff coalition members and describe the ultimate decision making authority of the coalition.
- Describe the agency's capability and resources to ensure timely start-up and implementation of the proposed project.

7.5 POLICY CAPACITY AND EXPERIENCE (up to four double-spaced pages)

- Describe your agency's ability to function as a leader on tobacco control policy within the multi-jurisdictional area. Describe your vision for tobacco control policy work within the MJC area. Include your operating definition of policy work and specific details about past challenges and successes participating in or organizing activities supportive of policy.
- Describe your agency's past experience and current capacity to engage community organizations, local governments, enforcement agencies and prominent leaders in support of a policy initiative. Give at least one example of the impact of this engagement.
- Describe strategies your agency has implemented to identify supporters of a policy initiative and engage these supporters in activities. Specify priority groups that were targeted for the initiative. If your agency maintained a supporter database, please note the percentage of the jurisdiction's population represented.
- Based on your agency's past experience with policy initiatives, describe your knowledge of principles and practices of local and state policymaking bodies. Detail policymaker education strategies implemented and provide at least one example of a political dynamic encountered in a local policymaking body.
- Describe the strategic media strategies your agency has implemented to support a public policy initiative. Include earned media efforts, such as ads, news releases, letters to the editor, etc. Describe any successful relationships your agency has had with local media outlets in the multi-jurisdictional area.

7.6 STAFFING AND QUALIFICATIONS (up to two double-spaced pages)

- Describe how the MJC coordinator requirements will be met. (Attachment VIII)
- Include a job description for the MJC coordinator position.
- Describe where this position will be located in the organization's hierarchy and what professional level and authority will accompany the position.
- Describe how orientation and supervision of staff will be provided and by whom, including the credentials of the person(s) who will be providing orientation and supervision of the program.
- If a vacancy were to occur in the coordinator position, please describe how that position would be covered within the organization until the coordinator returned or a new coordinator was hired.

7.7 WORK PLAN

- Funded agencies must implement the 5 required template objectives (Smoke-Free Air Implementation, Program Sustainability, Coalition Development, Youth Involvement and Support and WI Wins). (Attachment VI)
- No unique objectives are allowed.
- Agencies may select additional objectives from the two optional template objectives (#6 and #7). Note that objective #7 is for 2009 Program Integration Pilot Communities only.
- The work plan must be completed utilizing the TPCP required MJC work plan template. (Attachment IX)
- The work plan template contains the required objective statements and deliverables.
- Agencies must enter strategies and/or activities that support the achievement of the objectives.
- For required objective #1 (Smoke-Free Air Implementation) and required objective #2 (Program Sustainability), activities must be selected from the 2010 High Impact Strategies and Activities Addendums. (Attachments X and XI)
- For required objective #3 (Coalition Development), two required strategies with activities are already entered on the template work plan. Additional strategies and activities must be entered.
- For required objective #4 (Youth Involvement and Support) and required objective #5 (Wisconsin Wins), the required activities are already entered on the template work plan. No further information needs to be added.
- For optional template objective #6 (Other Tobacco Products Local Policy), agencies are not required to enter activities on the work plan. The TPCP will provide a 2010 High Impact Strategies and Activities Addendum for this objective. If this objective is not selected, it should be deleted from the proposed work plan.

- For optional template objective #7 (Program Integration Pilot Project), strategies and activities must be selected as noted for this objective. If this objective is not selected, it should be deleted from the proposed work plan.

7.8 BUDGET (not included in page count)

- Complete a budget using the attached form (Attachment XII). Applicants must submit a 12-month budget, assuming a start date of January 1, 2010. All costs must be reasonable.
- The budget must include costs for both Community Policy Interventions and WI Wins activities.
- Agencies must allocate funding for travel and training costs for attendance and participation in required TPCP meetings, trainings and conferences.
 - The following training requirements are anticipated: (1) 2010 State Tobacco Control Conference in Madison (two days), (2) TPCP policy training in Madison (one to two days) and (3) a minimum of two coalition coordinator meetings (one day each with one in Madison and one in a central location in the state).

7.9 LETTERS OF SUPPORT

- Each MJC partnering agency must provide a letter of support.
- Letters of Support must include representation from all jurisdictions covered by the proposal.
- Partnering agencies must commit to actively participate in the MJC.

7.10 CONFIRMATION OF NO TOBACCO STATUS

- Agencies must complete and sign the TPCP Confirmation of No Tobacco Status Form. See Attachment V.

7.11 100% SMOKE-FREE AIR WORKPLACE POLICY

- Agencies must provide a copy of an existing 100% smoke-free air workplace policy for their indoor facility(ies). The date of policy enactment must be included.

ATTACHMENT I

Wisconsin Tobacco Prevention and Control Program (TCP) Multi-Jurisdictional Local Tobacco Control Coalitions

Role of the Coalition

The TCP values local tobacco control coalitions as an essential component of its efforts to reduce the death and disease caused by tobacco use and exposure. Supporting multi-jurisdictional coalitions that are well-organized offers essential assets to Wisconsin's efforts including the following.

- coordination of local efforts linked to state goals
- implementation of best practices for policy development
- development of local leadership
- evaluation and monitoring of program outcomes

Definition of a multi-jurisdictional local tobacco control coalition

A multi-jurisdictional local tobacco control coalition is defined as a formally organized group of individuals and organizations who represent multiple local health department jurisdictions and/or counties and involves multiple community sectors to implement effective tobacco prevention and control policy interventions. A single regional MJC is not allowable.

A key outcome for multi-jurisdictional coalitions is the adoption and implementation of local and statewide tobacco prevention and control policies in Wisconsin. Multi-jurisdictional coalitions strategically implement policy interventions in one community or county at a time rather than throughout the entire multi-jurisdictional area. This strategic implementation will maximize community and program resources while building a collective and collaborative effort within the multi-jurisdictional coalition area.

Rationale for multi-jurisdictional local tobacco control coalitions

Multi-jurisdictional coalitions capitalize on the benefits of collaboration, share a common vision and mission and maximize limited resources to enhance successful initiatives. Local communities are better able to tap into resources, such as funding, people and power from all jurisdictions to build grassroots awareness and activities across geographic areas.

Functions of a multi-jurisdictional local tobacco control coalition

A multi-jurisdictional coalition engages in community actions to support tobacco prevention and control local and statewide policy goals through the following key functions.

- Development and maintenance of a coalition infrastructure to support its organization and growth within the multi-jurisdictional area
- Creation, annual review and ratification of a coalition multi-year action plan focused on local and statewide program policy priorities
- Education of community members to stimulate and build support for policy initiatives
- Mobilization and engagement of adults, youth and organizations in targeted communities to implement or strengthen local and statewide tobacco-related policies, including training and advocacy utilizing high-impact strategies
- Education of local and statewide policy makers to increase the visibility of local and statewide program successes, build support for program priorities and increase knowledge of evidence-based strategies
- Implementation of earned media strategies to support and maintain local and statewide tobacco control efforts
- Documentation and evaluation of local activities and outcomes to assure successful achievement of tobacco control priorities and goals

Structural components of a multi-jurisdictional local tobacco control coalition

The structure of a multi-jurisdictional coalition is the framework that defines its organization and operational procedures. As each coalition is unique to its multi-jurisdictional area, the structure should be tailored to the specific cultural and community characteristics. The following structural components are required.

- Defined governance and coalition leadership that may include a steering or executive committee and a coalition chairperson
- Regular organized coalition meetings, either in-person or via teleconferences
- Organization of committees, task forces or work groups to accomplish coalition objectives and initiatives
- Written by-laws or operating principles
- Specific decision-making process
- Distinct conflict-resolution protocol
- Recruitment, orientation and maintenance of coalition membership that may include job descriptions, statements of support and member roles and responsibilities
- Routine communication methods both internal and external to promote the coalition and tobacco control in the multi-jurisdictional areas served
- Training opportunities and skill-building for members
- Sustainability efforts including grant seeking and identification of multiple sources of funding
- Recognition and celebration of coalition and member successes and achievements

ATTACHMENT II

**Wisconsin Tobacco Prevention and Control Program (TCP)
Multi-Jurisdictional Local Tobacco Control Coalitions**

WI Wins 2010 Allocations

County	Total Checks	Total Allocation
ADAMS	32	\$2,080
ASHLAND	29	\$1,885
BARRON	54	\$3,510
BAYFIELD	40	\$2,600
BROWN	198	\$12,870
BUFFALO	28	\$1,820
BURNETT	37	\$2,405
CALUMET	38	\$2,470
CHIPPEWA	87	\$5,655
CLARK	49	\$3,185
COLUMBIA	64	\$4,160
CRAWFORD	29	\$1,885
DANE	164	\$10,660
MADISON CITY	126	\$8,190
DODGE	80	\$5,200
DOOR	60	\$3,900
DOUGLAS	81	\$5,265
DUNN	38	\$2,470
EAU CLAIRE	46	\$2,990
FLORENCE	17	\$1,105
FOND DU LAC	86	\$5,590
FOREST	30	\$1,950
GRANT	65	\$4,225
GREEN	35	\$2,275
GREEN LAKE	26	\$1,690
IOWA	30	\$1,950
IRON	39	\$2,535
JACKSON	34	\$2,210
JEFFERSON	74	\$4,810
JUNEAU	48	\$3,120
KENOSHA	141	\$9,165
KEWAUNEE	34	\$2,210
LA CROSSE	83	\$5,395
LAFAYETTE	28	\$1,820
LANGLADE	41	\$2,665
LINCOLN	44	\$2,860
MANITOWAC	85	\$5,525
MARATHON (064)	112	\$7,280
MARINETTE	90	\$5,850
MARQUETTE	26	\$1,690
MILWAUKEE CITY	373	\$24,245

**WI Wins 2010 Allocations
(Continued)**

CUDAHY	16	\$1,040
GREENDALE	1	\$65
GREENFIELD	23	\$1,495
HALES CORNERS	9	\$585
NORTH SHORE	19	\$1,235
OAK CREEK	16	\$1,040
SHOREWOOD	6	\$390
SOUTH MILWAUKEE	15	\$975
ST. FRANCIS	6	\$390
WHITEFISH BAY	2	\$130
FRANKLIN	16	\$1,040
WAUWATOSA	25	\$1,625
WEST ALLIS	69	\$4,485
MONROE	41	\$2,665
OCONTO	70	\$4,550
ONEIDA	80	\$5,200
OUTAGAMIE	127	\$8,255
OZAUKEE	55	\$3,575
PEPIN	14	\$910
PIERCE	40	\$2,600
POLK	66	\$4,290
PORTAGE	69	\$4,485
PRICE	34	\$2,210
CALEDONIA/MT PLEASANT	35	\$2,275
RACINE CITY	14	\$910
WESTERN RACINE	54	\$3,510
RICHLAND	20	\$1,300
ROCK	126	\$8,190
RUSK	35	\$2,275
SAUK	85	\$5,525
SAWYER	59	\$3,835
SHAWANO	62	\$4,030
SHEBOYGAN	107	\$6,955
ST. CROIX	79	\$5,135
TAYLOR	31	\$2,015
TREMPEALEAU	44	\$2,860
VERNON	32	\$2,080
VILAS	67	\$4,355
WALWORTH	108	\$7,020
WASHBURN	34	\$2,210
WASHINGTON	101	\$6,565
WAUKESHA	206	\$13,390
WAUPACA	72	\$4,680
WAUSHARA	35	\$2,275
WINNEBAGO	126	\$8,190
WOOD	61	\$3,965
Total	5,233	\$340,145

**Wisconsin Tobacco Prevention and Control Program (TCP)
Multi-Jurisdictional Local Tobacco Control Coalitions**

Lead Agency Eligibility Requirements

Contract Management

Lead agency shall:

1. Serve as the fiscal agent and fulfill the terms of the contract.
2. Submit all fiscal and program reports by due dates and meet requirements including progress, cost, and evaluation reports.
3. Maintain accurate records regarding program implementation and outcome achievement, including documentation of materials developed, and strategies and activities conducted.
4. Provide an evaluation of local program effectiveness for a multi-year action plan which includes annual outcome-based objectives.
5. Participate in all evaluation and accountability activities including monitoring of Wisconsin Wins and multi-jurisdictional coalition (MJC) employee subcontracts.
6. Establish a fiscal accountability system and respond to requests for financial information in accordance with the Division of Public Health's contract policies.
7. Actively participate in the implementation and evaluation of the coalition work plan.
8. Demonstrate collaborations with other key community partners in the preparation of the work plan.

Coalition Relationship

Lead agency shall:

1. Mobilize and build the capacity and support of local communities and agencies to address tobacco prevention and control policy and enforcement activities.
2. Create and maintain a diverse community coalition which is representative of the demographics within the jurisdiction.
3. Collaborate with diverse partners to bring skills, strategies and resources to the coalition consistent with the Wisconsin TCP's five year strategic plan.
4. Assure that a communication mechanism is developed and maintained to keep coalition members informed of activities and events.
5. Assure that the coalition's member organizations are provided opportunities to develop skills and experience in tobacco prevention and control policy interventions.
6. Assure that the coalition has regular meetings, records of communication and documentation of the following:
 - a. coalition meeting minutes/agendas
 - b. coalition surveys and evaluation data
 - c. coalition bylaws
 - d. mission statement
 - e. multi-year action plan
 - f. signed statement of support from all MJC members

Staffing and Training

Lead agency shall:

1. Assure that all program, fiscal and administrative staff have appropriate training and experience to fulfill program-related objectives and activities.
2. Assure that all appropriate program staff, including the coalition coordinator, participate in all required training activities, events and program meetings.
3. Assure that one full time coalition coordinator is dedicated to the tobacco prevention and control grant. This position and additional staff may be subcontracted based on the needs of the coalition.

Program Standards and Performance

Lead agency shall:

1. Provide a signed statement confirming that they do not accept funding nor have any affiliation with tobacco companies or their subsidiaries.
2. Provide proof of an internal smoke-free policy for their worksites.
3. Be physically located within the jurisdictional boundaries.
4. Be willing to represent all jurisdictions equitably.
5. Be willing and able to implement population-based policy interventions and focus on community-norm change strategies.
6. Strategically use media advocacy strategies and work in collaboration with the TPCP media specialist, teams, committees and work groups.
7. Communicate and collaborate with statewide partners to avoid duplication in the development of materials, to develop policies, and implement effective community outreach strategies.
8. Follow all guidance and requirements within the TPCP boundary statement.

ATTACHMENT IV

**Wisconsin Tobacco Prevention and Control Program (TCP)
Multi-Jurisdictional Local Tobacco Control Coalitions**

**National Center for Health Statistics
Population
Urban/Rural Classification Scheme**

<u>County</u>	<u>Region</u>	<u>Rural or Urban</u>	<u>2006 Populatio n</u>
Ashland County	N	RURAL	16719
Bayfield County	N	RURAL	15173
Florence County	N	RURAL	5032
Forest County	N	RURAL	9950
Iron County	N	RURAL	6681
Langlade County	N	RURAL	20957
Lincoln County	N	RURAL	30236
Marathon County	N	URBAN	127733
Oneida County	N	RURAL	37189
Portage County	N	RURAL	67358
Price County	N	RURAL	15447
Sawyer County	N	RURAL	16911
Taylor County	N	RURAL	19757
Vilas County	N	RURAL	22230
Wood County	N	RURAL	75195
Brown County	NE	URBAN	237166
Calumet County	NE	URBAN	43765
Door County	NE	RURAL	28302
Fond du Lac County	NE	URBAN	98663
Green Lake County	NE	RURAL	19210
Kewaunee County	NE	URBAN	20676
Manitowoc County	NE	RURAL	81864
Marinette County	NE	RURAL	43364
Marquette County	NE	RURAL	14973
Menominee County	NE	RURAL	4559
Oconto County	NE	URBAN	37631
Outagamie County	NE	URBAN	169337
Shawano County	NE	RURAL	41209
Sheboygan County	NE	URBAN	113958
Waupaca County	NE	RURAL	52746
Waushara County	NE	RURAL	23818
Winnebago County	NE	URBAN	159008
Adams County	S	RURAL	20444
Columbia County	S	URBAN	54800
Crawford County	S	RURAL	16998
Dane County	S	URBAN	453582
Dodge County	S	RURAL	88057
Grant County	S	RURAL	49647
Green County	S	RURAL	34650
Iowa County	S	URBAN	23384
Juneau County	S	RURAL	25529
Lafayette County	S	RURAL	16293
Richland County	S	RURAL	18433

Rock County

S

URBAN

156512

**National Center for Health Statistics
Population
Urban/Rural Classification Scheme
(Continued)**

Sauk County	S	RURAL	57119
Vernon County	S	RURAL	28702
Jefferson County	SE	RURAL	78497
Kenosha County	SE	URBAN	158435
Milwaukee County	SE	URBAN	928018
Ozaukee County	SE	URBAN	86025
Racine County	SE	URBAN	194188
Walworth County	SE	RURAL	98334
Washington County	SE	URBAN	124502
Waukesha County	SE	URBAN	377193
Barron County	W	RURAL	45595
Buffalo County	W	RURAL	13824
Burnett County	W	RURAL	16565
Chippewa County	W	URBAN	58924
Clark County	W	RURAL	34103
Douglas County	W	URBAN	44045
Dunn County	W	RURAL	41477
Eau Claire County	W	URBAN	94226
Jackson County	W	RURAL	19610
La Crosse County	W	URBAN	108754
Monroe County	W	RURAL	42376
Pepin County	W	RURAL	7404
Pierce County	W	URBAN	38342
Polk County	W	RURAL	43886
Rusk County	W	RURAL	15274
St. Croix County	W	URBAN	74339
Trempealeau County	W	RURAL	27492
Washburn County	W	RURAL	16631

Source: http://www.cdc.gov/nchs/r&d/rdc_urbanrural.htm

ATTACHMENT V

**Wisconsin Tobacco Prevention and Control Program (TCP)
Multi-Jurisdictional Local Tobacco Control Coalitions**

Confirmation of No Tobacco Status

The **(insert name of agency)** does not have any affiliation or contractual relationship with any tobacco company, its affiliates, its subsidiaries or its parent company. Subcontractors must meet the same No Tobacco Status requirements as the principal contract holder. It is the responsibility of the contracted agency to assure that this requirement is met.

Affiliation includes the following:

- being employed by or contracted to any tobacco company, association or any other agents known to be acting for tobacco companies or associations;
- receiving honoraria, travel, conference or other financial support from any tobacco company, association or any other agents known to be acting for or in service of tobacco companies or associations;
- receiving direct or indirect financial support for research, education or other services from a tobacco company, association or any agent acting for or in service of such companies or associations and;
- owning a patent or proprietary interest in a technology or process for the consumption of tobacco or other tobacco use related products or initiatives.

The following signature confirms the No Tobacco Status of the **(insert name of the agency)**.

Name and Title of Individual:

Signature: _____

Date: _____

ATTACHMENT VI

Wisconsin Tobacco Prevention and Control Program (TPCP) Multi-Jurisdictional Local Tobacco Control Coalitions

2010 Template Objectives

REQUIRED Objective

(#1) Smoke-Free Air Implementation

Objective: By December 31, 2010, four strategies in support of smoke-free air policy implementation will be implemented by the **(insert name of multi-jurisdictional coalition)**.

Deliverable: A report to include: 1) the number and description of strategies implemented in support of smoke-free air policy implementation, 2) results achieved, 3) coalition or community members involved and 4) copies of any related educational or media advocacy materials. A reporting template will be provided by the TPCP.

High Impact Strategies

The following four high impact strategies are required for this objective:

- 1) Outreach and Education to Key Local and State Leaders,
- 2) Media Advocacy,
- 3) Outreach and Education to Workplaces, and
- 4) Outreach and Education for Enforcement (This strategy requires collaboration with disparities networks operating in the MJC area. The TPCP TTA will provide assistance in the facilitation of this collaboration.).

High Impact Activities

The only acceptable high impact activities in support of these strategies are listed in the 2010 High Impact Strategies and Activities for Statewide Smoke-Free Air Policy Implementation Addendum Agencies must select and include activities from this Addendum in their proposed work plan. Please note that the TPCP may be revising this Addendum and will provide guidance and technical assistance.

**Wisconsin Tobacco Prevention and Control Program (TCP)
Multi-Jurisdictional Local Tobacco Control Coalitions**

2010 Template Objectives

REQUIRED Objective

(#2) Program Sustainability

Objective: By December 31, 2010, four strategies in support of tobacco control program sustainability will be implemented by the **(insert name of multi-jurisdictional coalition)**.

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

High Impact Strategies

The following four high impact strategies are required for this objective:

- 1) Outreach and Education to Key Local and State Leaders,
- 2) Identifying Supporters through Grassroots Activities with Education and Follow Up to Involve Individuals in Coalition Efforts,
- 3) Media Advocacy Efforts, and
- 4) Active Participation on Statewide Tobacco Control Teams, Workgroups and Committees.

High Impact Activities

The only acceptable high impact activities in support of these strategies are listed in the 2010 High Impact Strategies and Activities for Program Sustainability Addendum. Agencies must select and include activities from this Addendum in their proposed work plan. Please note that the TCP may be revising this Addendum and will provide guidance and technical assistance.

**Wisconsin Tobacco Prevention and Control Program (TPCP)
Multi-Jurisdictional Local Tobacco Control Coalitions**

2010 Template Objectives

REQUIRED Objective

(#3) Coalition Development

Objective: By December 31, 2010, **(insert number)** strategies to support coalition building will be implemented by the **(insert name of the multi-jurisdictional coalition)**.

Deliverable: A report to include: (1) the number of strategies implemented, (2) a description of the specific strategies and activities implemented, (3) results achieved, and (4) a copy of the coalition multi-year action plan with documentation of its ratification. A reporting template will be provided by the TPCP.

Required Strategies and Activities

- (1) Development and Ratification of a five-year tobacco control multi-jurisdictional coalition (MJC) action plan **by August 31, 2009** Conduct strategic Multi-Year Action Plan (MYAP) Process
This MYAP will guide the MJC tobacco control efforts for 2010-2015 to strategically determine policy goals within the multi-jurisdictional area. The TPCP will provide training and technical assistance for this process, including the required MYAP format, template and materials.
- (2) Conduct Key Stakeholder Assessment
 - Develop a list of policy makers
 - Develop a list of media outlets
 - Compile and maintain a list of supporters using the template provided by the TPCP

Optional Strategies and Activities

Agencies must include specific strategies and activities in their proposed work plan that support the development and maintenance of the multi-jurisdictional coalition. Guidance for these strategies and activities can be found in the *MJC Role of the Coalition* document and the CDC *Coalitions State and Community Interventions Guide*.

Suggested strategies or activities include the following:

- (1) Conducting regular and on-going communication,
- (2) Developing and maintaining a coalition structure,
- (3) Creating volunteer job descriptions,
- (4) Planning and implementing training opportunities,
- (5) Promoting coalition activities and successes both internally and externally, and
- (6) Conducting periodic evaluation of coalition functioning and member assessment.

**Wisconsin Tobacco Prevention and Control Program (TCP)
Multi-Jurisdictional Local Tobacco Control Coalitions**

2010 Template Objectives

REQUIRED Objective

(#4) Youth Involvement and Support

Objective: By December 31, 2010, three strategies to actively engage a FACT youth group in support of tobacco control policy and sustainability activities will be implemented by the **(insert name of the multi-jurisdictional coalition)**.

Deliverable: A report to include: (1) the number and description of strategies implemented in support of youth advocacy efforts, (2) results achieved, (3) coalition and youth members involved and (4) copies of any related educational or media advocacy materials. A reporting template will be provided by the TCP.

Required Strategies

- 1) Development and/or Maintenance of an Active FACT Group
- 2) Outreach and Education to Key State Leaders
- 3) Media Advocacy Efforts

Required Activities (Agencies must collaborate with FACT):

- 1) Development and/or Maintenance of an Active FACT Group
 - Recruitment of 20 new members
 - Implement the FACT Activism Kit
- 2) Outreach and Education to Key State Leaders
 - Conduct two meetings with state legislators, one with a state representative and one with a state senator
- 3) Media Advocacy Efforts
 - Garner 3 earned media hits as a direct result of the implementation of the FACT Activism Kit and/or the outreach and education of key state leaders

**Wisconsin Tobacco Prevention and Control Program (TCP)
Multi-Jurisdictional Local Tobacco Control Coalitions**

2010 Template Objectives

REQUIRED Objective

(#5) Wisconsin Wins

Objective: *By December 31, 2010, (insert number) compliance investigations at licensed tobacco retail vendors, 7 related public outreach activities, and 7 related media outreach activities will be implemented by the (insert name of the multi-jurisdictional coalition) according to the prescribed schedule.*

Deliverable: A report to include: (1) compliance data entered into the WI Wins online data system within 15 days of the end of the calendar quarter, (2) quarterly reports entered into the WI Wins online data system within 15 days of the end of the calendar quarter and (3) one or more MOUs documenting the level of law enforcement involvement within each WI Wins jurisdiction (as listed in the WI Wins allocation table).

Required Activities

- (1) A compliance investigation must use positive reinforcement (per guidance from SAMHSA/CSAP) designed to support retailers who refuse sales to underage youth and educate those who would sell to minors about the legal and health consequences of such sales.
- (2) Twenty percent (20%) of the total number of compliance checks must include investigations in bars, taverns, liquor stores and bowling alleys.
- (3) Fifty percent (50%) of the required compliance investigations must be completed in accordance with the prescribed schedule, which is no later than July 31, 2010.
- (4) Municipal or county level law enforcement agencies must be actively involved in collaborative efforts with all WI Wins tobacco compliance inspections.
- (5) 7 related media outreach and 7 related public outreach activities must be selected and completed from the WI Wins listing of acceptable media outreach and public outreach activities. Activities not on this list must be approved by the WI Wins Training & Technical Assistance Coordinator prior to being implemented.
- (6) Compliance data must be entered into the WI Wins online data system within 15 days of the end of the calendar quarter.
- (7) Quarterly reports must be entered into the WI Wins online data system within 15 days of the end of the calendar quarter to list the number of compliance investigations completed, the number of citations issued (if any), and the number and description of related public and media outreach activities.
- (8) Designate one individual to participate in Wisconsin's "New Product Watch". This individual will be responsible for observing one or more retail locations in your area for evidence of new products and/or marketing (at least one half hour every two months). Digital pictures should be taken if a digital camera is available for use. Results must be reported on a bimonthly questionnaire (to be provided). Once a year, the observer must purchase specified products and mail them to national partners for toxicity analysis (costs for purchases and mailings will be provided separately).

**Wisconsin Tobacco Prevention and Control Program (TCP)
Multi-Jurisdictional Local Tobacco Control Coalitions**

2010 Template Objectives

OPTIONAL Template Objective

(#6) Other Tobacco Products Local Policy

(Strategies and Activities in support of this objective may only be conducted after July 10, 2010)

Objective: By December 31, 2010, three strategies in support of other tobacco products (OTP) local policy will be implemented by the **(insert name of multi-jurisdictional coalition)**.

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

High Impact Strategies

Agencies must select three of the following five high impact strategies:

1. Monitor Local Business and Community Events,
2. Outreach and Education to Key Local and State Leaders,
3. Conduct Policy Maker Assessments,
4. Media Advocacy and
5. Engage and Involve 18-24 Year Olds.

High Impact Activities

The only acceptable high impact activities in support of these strategies will be listed in the 2010 High Impact Strategies and Activities for OTP Local Policy Addendum. This Addendum will be available by March 31, 2010. Agencies may only conduct activities from this Addendum and must work with the TCP Policy Coordinator in the selection of strategies and activities in support of this objective.

**Wisconsin Tobacco Prevention and Control Program (TPCP)
Multi-Jurisdictional Local Tobacco Control Coalitions**

2010 Template Objectives

**OPTIONAL Template Objective
For 2009 Program Integration Pilot Communities Only**
Dodge/Jefferson Counties, La Crosse County, Outagamie County

(#7) Program Integration Pilot Project

Objective: By December 31, 2010, **(insert number)** strategies to support the Healthy Lifestyles Coalition integrated approaches will be implemented by the **(insert name of multi-jurisdictional coalition)**.

Deliverable: A report to include: 1) the number and description of strategies implemented in support of a Healthy Lifestyles Coalition's integrated approaches, 2) results achieved, 3) coalition or community members involved and 4) copies of any related educational or media advocacy materials. A reporting template will be provided by the TPCP.

High Impact Strategies and Activities: Agencies must select from the following Phase II Healthy Lifestyle Coalition strategies and activities:

1. Maintenance of an active and diverse coalition membership
2. Implementation of a unified strategic plan
3. Participation in regular Healthy Lifestyles Coalitions Pilot Project Program communications and reporting
4. Identification and focus on policy and environmental strategies
5. Participation in training on media advocacy and policy change skills

**Wisconsin Tobacco Prevention and Control Program (TCP)
Multi-Jurisdictional Local Tobacco Control Coalitions**

2010 Boundary Statement

The Division of Public Health (DPH) Tobacco Prevention and Control Program (TCP) has identified a Boundary Statement that sets the parameters of the program within which the Local Public Health Department (LPHD), Tribe or agency will need to set its objectives.

The purpose of the Comprehensive TCP is to aggressively address the burden of tobacco use and exposure in Wisconsin communities. Community Intervention grants will support the building of community capacity within multi-jurisdictional coalitions (MJC) to achieve tobacco prevention and control policies.

- The funding cycle will be for five years (1 year with (4) 1 year renewals) with annual review of performance to determine eligibility of funding for each year.
- Accountability and performance will be reviewed by DPH TCP staff utilizing identified data collection methods.

The TCP adheres to the Centers for Disease Control and Prevention (CDC) Best Practices which have “demonstrated the importance of community support and involvement at the grassroots level in implementing several of the most highly effective policy interventions.” The CDC states that “evidence indicates that implementing policies that promote a change in social norms appear to be the most effective approach for sustained behavior change.” Best or promising practices to achieve outcomes utilize population-based approaches emphasizing policy and environmental strategies. Coalitions must use best or promising practices designed to change environments and develop policies that promote tobacco-free lifestyles.

Multi-Jurisdictional Coalition Requirements

- Funded agencies must comply with all TCP MJC lead agency requirements and maintain an active, supportive and diverse coalition membership.
- A single regional MJC is not allowable. MJCs must be composed of:
 - A minimum of three (3) counties and/or local health department jurisdictions with a minimum total population for each MJC of 225,000
 - OR
 - A minimum of five (5) rural and/or urban counties as defined by the National Center for Health Statistics.
 - The exception to this requirement is the City of Milwaukee.
- Funded agencies must be both the fiscal agent and the lead agency responsible for implementing the work of the MJC.
- Funded agencies must have no affiliation or contractual relationship with any tobacco company, its affiliates, its subsidiaries or its parent organization.
- Funded agencies must have an existing, written 100% smoke-free air workplace policy for their indoor facility(ies).
- Funded agencies must use grant funds to support a minimum of one full-time equivalent staff position to serve as the MJC coordinator, be the primary contact with the WI TCP and attend all required trainings and meetings.
- The funded agencies must implement 5 required template objectives :
 - Smoke-Free Air Implementation
 - Program Sustainability
 - Coalition Development
 - Youth Involvement and Support
 - WI Wins
- Funded agencies must recognize the TCP as the source of funding on program written materials, reports and publications and when providing tobacco control presentations at local, state or national workshops or conferences. The following statement must be used.
 - *This program is funded by the Wisconsin Tobacco Prevention and Control Program, Division of Public Health, Wisconsin Department of Health Services.*
- Funded agencies must hold and attend all program-funded meetings, trainings and events in only smoke-free cities. If no smoke-free city exists or has accommodations, then only smoke-free facilities should be utilized.
- Funded agencies must integrate efforts to eliminate tobacco-related disparities within activities.

- Funded agencies must communicate and collaborate with other MJC's and state partners.

Wisconsin Wins (WI Wins) Funding

- Funded agencies must contract for the WI Wins allocation for the jurisdictions that their MJC covers.
- WI Wins funding was determined based on the number of compliance checks allocated for the jurisdictions the MJC covers.
- WI Wins required activities include conducting compliance checks; inspections of bars, taverns, liquor stores and bowling alleys; involvement of local law enforcement agencies; 7 media outreach and 7 public outreach activities and online reporting.

Unacceptable Activities:

- Direct and indirect lobbying
- The provision of tobacco prevention or treatment services of any kind including:
 - Primary tobacco prevention educational endeavors including health fairs and classroom presentations
 - Community-based cessation classes and/or services
 - School-based cessation classes and/or services
 - General teaching or counseling positions or services
- The provision of treating tobacco dependence services or pharmacotherapies
- Efforts focused on voluntary tobacco control policy change
- Paid media other than the purchase of local media to promote WI Wins activities

State Health Plan, Healthiest Wisconsin

All funding provided through the DPH must be linked to and supportive of the goals and objectives of the Wisconsin State Health Plan.

References:

Federal Regulations/Guidelines:

- 2006 Surgeon General's Report on the Health Consequences of Involuntary Exposure to Tobacco Smoke
- CDC Best Practices for Comprehensive Tobacco Control Programs, <http://www.cdc.gov/tobacco/bestprac.htm>
- Clinical Practices Guideline: Treating Tobacco Use and Dependence,
- The Guide to Community Preventive Services: Tobacco Use Prevention and Control, <http://www.cdc.gov/tobacco/comguide.htm>
- U.S. Food and Drug Administration, <http://www.fda.gov/TobaccoProducts/default.htm>

State of Wisconsin Statutes:

- Wisconsin Act 12 which prohibits smoking in several enclosed places. The Act takes effect on July 5, 2010. A summary of Act 12 is available at the Legislative Council Web site at: http://www.legis.state.wi.us/lc/publications/act/2009/act012_sb181.pdf.
- Tobacco Retailer Compliance with Wisconsin Law (ss.134.66)
- Tobacco Compliance Investigations Law (ss.254.916)

TCPCP Policies/Guidance:

- Bringing Everyone Along: A Strategic Plan to Eliminate Tobacco-Related Disparities in Wisconsin <http://dhs.wisconsin.gov/tobacco/pdffiles/DHSReport2008LowRes.pdf>
- 2009-2014 Wisconsin Tobacco Prevention and Control Plan <http://dhs.wisconsin.gov/tobacco/>
- Healthiest Wisconsin 2010: A Partnership Plan to Improve the Health of the Public, <http://dhfs.wisconsin.gov/statehealthplan/>

ATTACHMENT VIII
**Wisconsin Tobacco Prevention and Control Program (TCP)
Multi-Jurisdictional Local Tobacco Control Coalitions**

Role of the Coalition Coordinator

The Tobacco Prevention and Control Program recognizes the important role of coalition coordinators within the multi-jurisdictional coalition (MJC) model. The Centers for Disease Control (CDC) states that "best practices dictate allocating funding for establishing and sustaining internal capacity with experienced staff." Local and state partners in Wisconsin have consistently stated that one of the biggest barriers to achieving tobacco prevention and control outcomes is the lack of adequate funding to support dedicated full-time staff.

The TCP requires that contract funds be used to support, at a minimum, one full-time, professional staff position for a MJC (See Section III). This requirement is based on the following considerations.

- Direct feedback from local communities indicate that part-time staff are pulled in many directions and are often unable to focus their time and energy on tobacco prevention and control issues.
- Part-time positions (1) offer fewer benefits, (2) experience higher turnover rates and (3) have less time available for extensive program training requirements.
- Full-time positions (1) offer stability and continuity to coalition membership; (2) dedicate time to focus on a coalition's mission and outcomes; (3) offer the capacity to build individual and community-wide knowledge and skills for the implementation of best practices across the larger multi-jurisdictional area; and (4) have enhanced capabilities to fulfill program requirements for communication, collaboration and reporting at the state and local levels.

To assure adherence to best practices and improve program outcomes, public health policy strategies and activities should be led by qualified professionals. The lead agency of the MJC is required to identify and hire staff with the appropriate competencies to manage the coalition's activities and build local and state partnerships consistent with TCP guidance and priorities.

Purpose of a MJC coordinator

A MJC coordinator is responsible for the development, management, coordination, implementation, monitoring and evaluation of strategies and activities for the local coalition within a defined multi-jurisdictional area. This geographic area represents multiple local health department jurisdictions and/or counties. To effectively guide strategies and activities within the multi-jurisdictional area, a coordinator should be as inclusive as possible beyond the lead agency and communicate and collaborate with all members of the coalition, as well as regional and state partners.

Essential responsibilities of a MJC coordinator

- Supports, adheres to and actively participates in tobacco prevention and control best practice strategies and activities
- Provides leadership in the planning, implementation, management and evaluation of the MJC's multi-year action plan
- Plans and implements coalition development and infrastructure maintenance, including recruitment, orientation and engagement of members
- Provides staff support for governance, leadership and meeting facilitation
- Implements routine internal and external communication and recognition efforts to promote the coalition and tobacco control in the MJC area
- Plans, implements and evaluates education and training activities for coalition and community members to increase skills in evidence-based strategies for tobacco prevention and control policies
- Supports education of local and statewide policy makers to increase knowledge regarding tobacco prevention and control priorities
- Mobilizes and engages youth, adults and organizations in high impact strategies and activities focused on local and statewide policy priorities
- Utilizes strategies and activities to gain earned media in support of MJC goals
- Works in collaboration with all TCP local, regional and statewide partners on local and statewide initiatives
- Actively participates in all required TCP activities, meetings and trainings

- Evaluates and reports all MJC strategies, activities and outcomes utilizing TPCP required formats

Recommended knowledge and skills of a MJC coordinator

A coordinator of a MJC requires a critical set of knowledge and skills to successfully achieve local and statewide program outcomes. A well-qualified coordinator possesses training and experience in the following key areas.

- Tobacco prevention and control best practices
- Local and statewide policy development
- Community health education and population-based approaches
- Community organizing and advocacy strategies
- Community development and coalition building strategies, principles and practices
- Communication and media advocacy strategies and activities
- Program monitoring and evaluation

ATTACHMENT IX

**Wisconsin Tobacco Prevention and Control Program (TCP)
Multi-Jurisdictional Local Tobacco Control Coalitions**

Work Plan

Agency Name:

Contract Period: January 1, 2010- December 31, 2010

Objective 1: Smoke-Free Air Implementation (Required)

Objective Statement: By December 31, 2010, four strategies in support of smoke-free air policy implementation will be implemented by the (insert name of multi-jurisdictional coalition).

TCP 2009-2014 Goal Area and Objective Addressed:

- Smoke-Free Air Objective #2: By March 31, 2010, the percentage of adults who report a smoke-free workplace policy, including bars and restaurants, will increase from 83% in 2007 to 95%.
- Smoke-Free Air Objective #3: By March 31, 2010, the percentage of adults who support smoke-free policies in work places including bars and restaurants will be established at 75%.

Deliverables: A report to include: 1) the number and description of strategies implemented in support of smoke-free air policy implementation, 2) results achieved, 3) coalition or community members involved, 4) an MOU documenting the level of law enforcement involvement and 5) copies of any related educational or media advocacy materials. A reporting template will be provided by the TCP.

Strategies	Activities
1. Outreach and Education to Key Local and State Leaders	1.1 1.2 1.3
2. Media Advocacy	2.1 2.2 2.3
3. Outreach and Education to Workplaces	3.1 3.2 3.3
4. Outreach and Education for Enforcement	4.1 Negotiate the level of law enforcement involvement 4.2 4.3

Agency Name:

Contract Period: January 1, 2010- December 31, 2010

Objective 2: Program Sustainability (Required)

Objective Statement: By December 31, 2010, four strategies in support of tobacco control program sustainability will be implemented by the (insert name of multi-jurisdictional coalition).

TPCP 2009-2014 Goal Area and Objective Addressed:

- Infrastructure Plan—Sustainability Objective #F1: By March 31, 2010, the Sustaining States Initiative will implement a sustainability plan for the TPCP.
- Infrastructure Plan—Sustainability Objective #F2: By March 31, 2010, the TPCP will require all local and statewide grantees to include a sustainability objective in their annual action plan or work plan.

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

Strategies	Activities
1. Outreach and Education to Key Local and State Leaders	1.1 1.2 1.3
2. Identifying Supporters through Grassroots Activities with Education and Follow Up to Involve Individuals in Coalition Efforts	2.1 2.2 2.3
3. Media Advocacy Efforts	3.1 3.2 3.3
4. Active Participation on Statewide Tobacco Control Teams, Workgroups and Committees	4.1 4.2 4.3

Agency Name:

Contract Period: January 1, 2010- December 31, 2010

Objective 3: Coalition Development (Required)	
Objective Statement: By December 31, 2010, (insert number) strategies to support coalition building will be implemented by the (insert name of multi-jurisdictional coalition).	
TPCP 2009-2014 Goal Area and Objective Addressed:	
<ul style="list-style-type: none"> ▪ Infrastructure Plan—Training and Technical Assistance and Consultation Objective #C2: By March 31, 2010, TTA program efforts will be redesigned to support the needs of local tobacco control multi-jurisdictional coalitions and other partners. ▪ Infrastructure Plan—Training and Technical Assistance and Consultation Objective #C3: By March 31, 2010, training and technical assistance efforts will be implemented to support the needs of local tobacco control coalitions, local public health departments and other contracted agencies. 	
Deliverables: A report to include: 1) the number of strategies implemented, 2) a description of the specific strategies and activities implemented, 3) results achieved, and 4) a copy of the coalition multi-year action plan with documentation of its ratification. A reporting template will be provided by the TPCP.	
Strategies	Activities
1. Development and Ratification of a five-year tobacco control multi-jurisdictional coalition (MJC) action plan by August 31, 2009	1.1 Conduct strategic multi-year action plan (MYAP) process utilizing required templates 1.2 Ratification of MYAP by a minimum of 4 major organizational partners from each county or jurisdiction in the MJC 1.3 Utilize the required planning tool 1.4 Actively involve and consult with TPCP staff
2. Conduct Key Stakeholder Assessment	2.1 Develop a list of policy makers 2.2 Develop a list of media outlets 2.3 Compile and maintain a list of supporters using the template provided by the TPCP
3.	3.1 3.2 3.3
4.	4.1 4.2 4.3

Agency Name:

Contract Period: January 1, 2010- December 31, 2010

Objective 4: Youth Involvement and Support (Required)

Objective Statement: By December 31, 2010, three strategies to actively engage a FACT youth group in support of tobacco control policy and sustainability activities will be implemented by the (insert name of the multi-jurisdictional coalition).

TPCP 2009-2014 Goal Area and Objective Addressed:

- Youth Objective #1: By March 31, 2010, the percentage of middle school youth who have participated in any community activities to discourage people their age from using cigarettes will increase from 9% in 2008 to 15%.
- Youth Objective #2: By March 31, 2010, the percentage of high school youth who have participated in any community activities to discourage people their age from using cigarettes will increase from 8% in 2008 to 15%.

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

Strategies	Activities
1. Development and/or maintenance of an Active FACT Group	1.1—Recruitment of 20 new members 1.2—Implement the FACT Activism Kit
2. Outreach and Education to Key State Leaders	2.1— Conduct two meetings with state legislators, one with a state representative and one with a state senator
3. Media Advocacy Efforts	3.1— Garner 3 earned media hits as a direct result of the implementation of the FACT activism kit and/or the outreach and education of key state leaders

Agency Name:

Contract Period: January 1, 2010- December 31, 2010

Objective 5: Wisconsin Wins (Required)

Objective Statement: By December 31, 2010, (insert number) compliance investigations at licensed tobacco retail vendors, 7 related public outreach activities and 7 related media outreach activities will be implemented by the (insert name of the multi-jurisdictional coalition) according to the prescribed schedule.

TPCP 2009-2014 Goal Area and Objective Addressed:

- Youth Objective #4: By March 31, 2010, the percentage of WI Wins contracts that engage with law enforcement will increase from 87% in 2008 to 95%.

Deliverables: A report to include: (1) compliance data entered into the WI Wins online data system within 15 days of the end of the calendar quarter, (2) quarterly reports entered into the WI Wins online data system within 15 days of the end of the calendar quarter and (3) one or more MOUs documenting the level of law enforcement involvement within each WI Wins jurisdiction (as listed in the WI Wins allocation table).

Activities

1. A compliance investigation must use positive reinforcement (per guidance from SAMHSA/CSAP) designed to support retailers who refuse sales to underage youth and educate those who would sell to minors about the legal and health consequences of such sales.
2. Twenty percent (20%) of the total number of compliance checks must include investigations in bars, taverns, liquor stores and bowling alleys.
3. Fifty percent (50%) of the required compliance investigations must be completed in accordance with the prescribed schedule, which is no later than July 31, 2010.
4. Municipal or county level law enforcement agencies must be actively involved in collaborative efforts with all WI Wins tobacco compliance efforts.
5. 7 related media outreach and 7 related public outreach activities must be selected and completed from the WI Wins listing of acceptable media outreach and public outreach activities. Activities not on this list must be approved by the WI Wins Training & Technical Assistance Coordinator prior to being implemented.
6. Compliance data must be entered into the WI Wins online data system within 15 days of the end of the calendar quarter.
7. Quarterly reports must be entered into the WI Wins online data system within 15 days of the end of the calendar quarter to list the number of compliance investigations completed, the number of citations issued (if any), and the number and description of related public and media outreach activities.
8. Designate one individual to participate in Wisconsin's "New Product Watch". This individual will be responsible for observing one or more retail locations in your area for evidence of new products and/or marketing (at least one half hour every two months). Digital pictures should be taken if a digital camera is available for use. Results must be reported on a bimonthly questionnaire (to be provided). Once a year, the observer must purchase specified products and mail them to national partners for toxicity analysis (costs for purchases and mailings will be provided separately).

ORGANIZATION:

Contract Period: January 1, 2010- December 31, 2010

Objective 6: Other Tobacco Products Sampling (Optional)	
Objective Statement: By December 31, 2010, three strategies in support of other tobacco products (OTP) local policy will be implemented by the (insert name of multi-jurisdictional coalition).	
TPCP 2009-2014 Goal Area and Objective Addressed <ul style="list-style-type: none">▪ Smoke-Free Air Objective #2: By March 31, 2010, the percentage of adults who report a smoke-free workplace policy, including bars and restaurants, will increase from 83% in 2007 to 95%.▪ Smoke-Free Air Objective #3: By March 31, 2010, the percentage of adults who support smoke-free policies in work places including bars and restaurants will be established at 75%.	
Deliverables: A report to include: 1) the number and description of strategies implemented in support of OTP local policy, 2) results achieved, 3) coalition or community members involved and 4) copies of any related educational or media advocacy materials. A reporting template will be provided by the TPCP.	
Strategies	Activities
1.	
2.	
3.	
4.	

Objective 7: Program Integration Pilot Project (Optional)

Objective Statement: By December 31, 2010, (insert number) strategies to support the Healthy Lifestyles Coalitions integrated approaches will be implemented by the (insert name of multi-jurisdictional coalition).

TPCP 2009-2014 Goal Area and Objective Addressed:

- Infrastructure Plan—Coordination of Efforts Among Chronic Disease Prevention and Health Promotion Programs Objective #D1: By March 31, 2010, the TPCP will support the CDC Demonstration Project's Program Integration (PI) Work Plan.

Deliverables: A report to include: 1) the number and description of strategies implemented in support of a Healthy Lifestyles Coalition's integrated approaches, 2) results achieved, 3) coalition or community members involved and 4) copies of any related educational or media advocacy materials. A reporting template will be provided by the TPCP.

Strategies	Activities
1.	1.1 1.2 1.3
2.	2.1 2.2 2.3
3.	3.1 3.2 3.3
4.	4.1 4.2 4.3

ATTACHMENT X

**Wisconsin Division of Public Health
Tobacco Prevention and Control Program (TPCP)**

**2009/2010 High Impact Strategies and Activities
for Statewide Smoke-Free Air Policy Implementation**

The TPCP will be providing training and technical assistance resources and supplementary materials to assist contracted agencies. Please note that the TPCP may be revising this Addendum and will provide guidance and technical assistance regarding any revisions.

Strategy: Outreach and Education to Key Local and State Leaders

Activities:

- Conduct personal meetings or visits to provide education and resources to enforcement agencies regarding the process of statewide smoke-free air implementation
- Conduct presentations to educate members of local organizations or agencies, specifically focusing on those agencies who serve populations with tobacco-related disparities
- Write letters to policy makers, business leaders and other key audiences
- Share the implementation website, including the complaint form, with health departments and other key organizations for posting on their websites
- Promote implementation promotional materials with health departments and key organizations
- Educate local governments (i.e., City Councils, County Boards or Boards of Health)
- Hold community events supportive of implementation of statewide smoke-free air law
- Collaborate with UW-Surveillance and Evaluation to conduct a baseline air quality study in local communities
- Engage and involve youth in activities supportive of outreach and education to key local and state leaders (i.e. activities listed above)
- Engage and involve 18-24 year olds in activities supportive of outreach and education to key local and state leaders (i.e. activities listed above)

Strategy: Media Advocacy Efforts

Activities:

- Write and encourage submission of letters to the editor
- Conduct editorial board visits
- Hold press conferences or write press releases
- Provide updates to media on relevant reports, findings and information
- Organize guest columns to provide education
- Work with print and television reporters to develop feature stories focused on workplaces (bars, large businesses and high profile businesses) that went smoke-free in advance of July 5, 2010
- Conduct outreach for placement of relevant articles in small news outlets, newsletters, or community list-serves or other organizations' newsletters or publications
- Assist youth in planning and implementing media advocacy to support their policy-focused activism activities
- Collaborate with 18-24 year olds in planning and implementing media advocacy to support their policy-focused activism activities

Strategy: Outreach and Education to Workplaces

Activities:

- Supply business materials to workplaces and respond to questions
- Provide tailored assistance to priority workplaces (bars, large businesses and high profile businesses) interested in going smoke-free in advance of July 5, 2010
- Engage and involve 18-24 year olds in activities related to outreach and education specific to bars

Strategy: Outreach and Education for Enforcement

Activities:

- Write letters, make phone calls and/or conduct personal meetings to provide education and resources to enforcement agencies regarding smoke-free air enforcement
- **Negotiate the level of law enforcement involvement (this activity is required)**
- Conduct presentations, trainings and/or forums for enforcement agencies
- Present at local or regional enforcement association events
- Conduct policymaker education related to enforcement

ATTACHMENT XI

**Wisconsin Division of Public Health
Tobacco Prevention and Control Program (TPCP)**

**2009/2010 High Impact Strategies and Activities for Program Sustainability
(Options to select from)**

Please note that the TPCP may be revising this Addendum and will provide guidance and technical assistance regarding any revisions.

Strategy: Outreach and Education to Key Local and State Leaders

Activities:

- Conduct personal meetings or visits to provide education and resources
- Conduct presentations to educate members of local organizations or agencies
- Participate in community forums to provide education
- Recruit and train local individuals to provide education and information at local, regional or statewide meetings, conferences, workshops or events
- Write letters (latest data and relevant information) to policy makers, business leaders and other key audiences
- Share resources, experiences, and information with colleagues, health departments and other organizations via list-serves, e-mails, mail and other established communication mechanisms
- Educate local governments (i.e., City Councils, County Boards or Boards of Health)
- Organize legislative or town hall forums, women of influence events, legislative breakfasts or general group presentations (include community members and leaders) to educate policymakers on the importance of program sustainability
- Engage and involve youth in activities supportive of outreach and education to key local and state leaders (i.e. activities listed above)
- Engage and involve 18-24 year olds in activities supportive of outreach and education to key local and state leaders (i.e. activities listed above)

Strategy: Identifying Supporters through Grassroots Activities with Education and Follow Up To Involve Individuals in Coalition Efforts

Activities:

- Conduct presentations on the burden of tobacco and how program sustainability (funding and resources) can reduce this burden
- Train individuals on strategies to promote and support program sustainability
- Recruit supporters through community outreach efforts, such as phone banking or community events
- Promote involvement in tobacco control listservs and submit completed postcards and/or listings of supporters to state partners
- Develop partnerships and connections with existing groups in the community
- Utilize a newspaper insert to educate the community and identify program sustainability supporters
- Conduct education activities for coalition members and supporters to increase knowledge of tobacco prevention and control issues, updates on new research, current events in Wisconsin and opportunities for involvement and action
- Conduct follow-up with supporters via mailings and phone calls
- Engage supporters in activities, such as attendance and active participation at meetings, events and hearings
- Engage and involve youth in activities supportive of identifying supporters through grassroots activities, such as advocacy and activism activities
- Engage and involve 18-24 year olds in activities supportive of identifying supporters through grassroots activities, such as advocacy and activism activities

Strategy: Media Advocacy Efforts

Activities:

- Write and encourage submission of letters to the editor
- Conduct editorial board visits
- Hold press conferences or write press releases (can utilize TPCP Communications Committee guidance and templates)
- Provide updates to media on relevant reports, findings and information
- Host a media event involving community leaders and members
- Hold a media question and answer event
- Send media releases and advisories utilizing local spokespersons
- Set up interviews with local experts on relevant news events or reports for radio or television news programs
- Organize guest columns to provide education
- Work with print and television reporters to develop feature stories
- Conduct outreach for placement of relevant articles in small news outlets, newsletters, or community list-serves or other organizations' newsletters or publications
- Assist youth in planning and implementing media advocacy to support their policy-focused activism activities
- Collaborate with 18-24 year olds in planning and implementing media advocacy to support their policy-focused activism activities

Strategy: Active Participation on Statewide Tobacco Control Workgroups and Committees

Activities:

- Membership on statewide planning and implementation teams
- Membership on statewide workgroups focused on program sustainability
- Membership on statewide committees focused on program sustainability
- Conduct follow-up activities in conjunction with the overall program sustainability efforts and in collaboration with state partners (i.e., work with state partners on in-district meetings and events)

ATTACHMENT XII

Wisconsin Tobacco Prevention and Control Program (TCP)
Multi-Jurisdictional Local Tobacco Control Coalitions

Budget

Organization:				
BUDGET DESCRIPTION				AMOUNT
A. Personnel Services				
Title/position & Incumbent's Name (if available)	Annual Salary	FTE	Months	Amount for Contract
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				
A. Personnel Services TOTAL				
B. Contractual (if applicable)				
1				
2				
B. Contractual TOTAL				\$ -

C. Program Supplies	
<i>1. Supplies</i> Itemizations/Explanations/Calculations	
<i>C-1 Supplies SUB TOTAL</i>	
<i>2. Printing/Photocopying</i> Itemizations/Explanations/Calculations	
<i>C-2 Printing/Copying SUB TOTAL</i>	
C. Program Supplies TOTAL	
\$ -	
D. Agency Operations	
<i>1. Rent</i> Itemizations/Explanations/Calculations	
<i>D-1 Rent SUB TOTAL</i>	
\$ -	
<i>2. Communication including telephone, etc.</i> Itemizations/Explanations/Calculations	
<i>D-2 Communications SUB TOTAL</i>	
\$ -	
<i>3. Travel</i> Itemizations/Explanations/Calculations	

	<i>D-3 Travel SUB TOTAL</i>	\$ -
4. Training/Skills Development Itemizations/Explanations/Calculations		
	<i>D-4 Training/Skills Development TOTAL</i>	\$ -
5. Miscellaneous, including equipment - must itemize Itemizations/Explanations/Calculations		
	<i>D-5 Miscellaneous SUB TOTAL</i>	\$ -
D. Agency Operations TOTAL		\$ -
E. Indirect/Administrative Costs (if applicable) According to state statute, 255.15, no recipient of moneys distributed may expend more than 10% of those moneys for administrative costs. These are costs associated with administering the grant program, rather than providing direct services.		
1. Indirect/Administrative Costs Itemizations/Explanations/Calculations:		
E. Indirect/Administrative Costs TOTAL		\$ -
TOTAL COSTS		\$ -