DIVISION OF PUBLIC HEALTH
DPH CONTRACT 24145
AMENDMENT 2

The Department of Health Services, on behalf of the Division of Public Health and Chippewa County Department of Public Health & Home Care agree to amend their original Consolidated Contract for the programs titled 2 Infrastructure (72000) and Tobacco Prevention Control (181005) as follows:

REVISION: SECTION 5. SERVICES

Additional projects to be completed as detailed in attached Exhibit(s).

REVISION: SECTION 6.D FUNDING CONTROLS

Insert: "For Profile 181005, payments through June 30 of the contract year are limited to 6/12th of the contract with the balance paid after July 1 of the contract year based on reported costs up to the contract level."

REVISION: SECTION 34.A.1 CONTRACT PERIOD

Insert: "The contract period for Profile 72000 is limited to January 1, 2014 through September 29, 2014. No expenses incurred after September 29, 2014 will be reimbursed. The contract period for all other Profile IDs is January 1, 2014 through December 31, 2014."

REVISION: SECTION 34.A.2 FINAL REPORT DATES

Insert: "The due date of the final fiscal report for Profile 72000 shall be sixty (60) days after the Grant Agreement Period ending date. Expenses incurred during the Grant Agreement period on Profile 72000, but reported later than sixty (60) days after the period ending date, will not be recognized, allowed or reimbursed under the terms of this Grant Agreement."

Adjustment will be made to the Community Aids Reporting System (CARS) based on the information in the table below.

Agency #	Agency Type	Profile #	Current Contract Level	Contract Change Amount	New Contract Level	Contract Period
9	430	72000	$0	$0	$9400	1/1/14-9/29/14
9	430	181005	$0	$0	$4690	1/1/14-12/31/14

All other terms and conditions of the original agreement remain unchanged.

_____ _____
GRANTEE's Authorized Representative Date
Name:
Title:

_____ _____
GRANTOR's Authorized Representative Date
Donna J. Moore
Operation Director, acting for
Administrator / Deputy Administrator, Division of Public Health
Department of Health Services

Agency Name: Chippewa County Department of Public Health

Contract Period: January 1, 2014 - December 31, 2014

Required Objective 5: Wisconsin Wins

Objective Statement:
By December 31, 2014, 67 compliance investigations at licensed tobacco retail vendors, 4 related public outreach activities and 4 related media outreach activities in each MJC county will be implemented according to the prescribed schedule.

TPCP 2009-2014 Goal Area and Objective Addressed:

- Youth Objective #16: By March 31, 2014, the percentage of middle school youth who report ever using any form of tobacco will decrease from 24% in 2008 to 15%.
- Youth Objective #17: By March 31, 2014, the percentage of high school youth who report ever using any form of tobacco will decrease from 55% in 2008 to 44%.

Reporting:
Quarterly reporting is required within 15 days of the end of the calendar quarter utilizing the on-line WI Wins data system.

Required Activities

1. Conduct compliance investigations* throughout the year.
    - 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.
    - Twenty percent (20%) of the total number of compliance checks must include investigations in bars & grills, taverns, liquor stores, bowling alleys, resorts and golf courses.

2. Municipal or county level law enforcement agencies must be actively involved in collaborative efforts with all WI Wins tobacco compliance inspections.

3. 4 related media outreach and 4 related public outreach activities in each MJC county must be completed throughout the year using the WI Wins listing of acceptable media outreach and public outreach activities**.
    - Activities not on this list must be approved by the Youth Access Program Coordinator prior to being implemented.
    - A variety of outreach activities must be conducted throughout the year rather than conducting the same activity multiple times.

4. Compliance data along with public and media outreach activities must be entered into the WI Wins online data system within 15 days of the end of the calendar quarter.

**See Addendum I*
***See Addendum II*

Addendum I
2014 WI Wins Outreach Activities

Below is a list of acceptable media and public outreach activities. WI Wins and/or Smokecheck.org must be a significant focus of all outreach activities. Although this list contains many ideas for outreach activities, it is not exhaustive. To assure an original outreach activity will qualify toward the required objective, please contact the Youth Access Program Coordinator.

Media Outreach Activities:

- Participate in on-air or print interviews
- Send a press release to local daily, weekly, or monthly newspaper
- Share local story with newspaper, television or radio
- Submit Letter to the Editor (LTE) to local newspaper
- Send WI Wins Public Service Announcement to television or radio stations (contact Youth Access Program Coordinator for copy)
- Call into community talk radio shows or morning shows
- Submit a WI Wins update for local newsletters
    - Community
    - High School
    - Health Department
    - Local Coalitions (not including Tobacco-Free Coalition)
    - Neighborhood Watch
    - Places of Worship
    - Chamber of Commerce

Public Outreach Activities:

- Arrange for presentations to civic leaders or community groups
    - Board of Health, County/City or Town Board, School Board, PTA/O, Crime Prevention Committee
    - District Attorney, local government officials, legislators
    - Law Enforcement Agencies
- Send letters or emails to local public leaders about retailers and clerks who succeed in making a difference in their community. Encourage them to call, send a note or pay a visit to the stores thanking the owners/clerks
- Work with a local youth group to send thank you cards to local clerks and retailers who obey the law
- Actively involve coalition members in promoting WI Wins and/or Smokecheck.org
    - Have volunteers canvas local retailers with WI Wins leave behinds (e.g. Smoke Check palm card, OTP information sheet, etc.)
- Send direct mail to retailers
    - Must contain program information about WI Wins and/or Smokecheck.org
    - Must include specific community or county compliance check information (e.g. rates)
    - Can include information about OTPs and the importance of checking IDs

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Addendum II
January – December 2014 WI Wins Allocations

County	Total Checks	Total Allocation
ADAMS	24	$1,680
ASHLAND	23	$1,610
BARRON	45	$3,150
BAYFIELD	29	$2,030
BROWN	118	$8,260
BUFFALO	17	$1,190
BURNETT	29	$2,030
CALUMET	20	$1,400
CHIPPEWA	67	$4,690
CLARK	31	$2,170
COLUMBIA	53	$3,710
CRAWFORD	22	$1,540
DANE	256	$17,920
DODGE	54	$3,780
DOOR	35	$2,450
DOUGLAS	58	$4,060
DUNN	32	$2,240
EAU CLAIRE	59	$4,130
FLORENCE	12	$840
FOND DU LAC	58	$4,060
FOREST	19	$1,330
GRANT	51	$3,570
GREEN	26	$1,820
GREEN LAKE	18	$1,260
IOWA	26	$1,820
IRON	17	$1,190
JACKSON	23	$1,610
JEFFERSON	58	$4,060
JUNEAU	36	$2,520
KENOSHA	45	$3,150
KEWAUNEE	19	$1,330
LA CROSSE	58	$4,060
LAFAYETTE	20	$1,400
LANGLADE	31	$2,170
LINCOLN	31	$2,170
MANITOWOC	52	$3,640
MARATHON	69	$4,830
MARINETTE	56	$3,920
MARQUETTE	19	$1,330
MILWAUKEE – SUBURBAN	171	$11,970
MILWAUKEE - CITY OF	490	$34,300
MONROE	37	$2,590
OCONTO	46	$3,220
ONEIDA	43	$3,010
OUTAGAMIE	100	$7,000

January – December 2014 WI Wins Allocations

County	Total Checks	Total Allocation
OZAUKEE	37	$2,590
PEPIN	9	$630
PIERCE	36	$2,520
POLK	57	$3,990
PORTAGE	40	$2,800
PRICE	21	$1,470
RACINE	106	$7,420
RICHLAND	14	$980
ROCK	86	$6,020
RUSK	25	$1,750
SAUK	60	$4,200
SAWYER	34	$2,380
SHAWANO	40	$2,800
SHEBOYGAN	80	$5,600
ST. CROIX	77	$5,390
TAYLOR	23	$1,610
TREMPEALEAU	36	$2,520
VERNON	21	$1,470
VILAS	40	$2,800
WALWORTH	76	$5,320
WASHBURN	23	$1,610
WASHINGTON	76	$5,320
WAUKESHA	168	$11,760
WAUPACA	50	$3,500
WAUSHARA	28	$1,960
WINNEBAGO	87	$6,090
WOOD	50	$3,500