DIVISION OF PUBLIC HEALTH
DPH CONTRACT 24171
AMENDMENT 1

The Department of Health Services, on behalf of the Division of Public Health and Juneau County Health Department agree to amend their original Consolidated Contract for the programs titled Infrastructure (72000) and Tobacco Prevention Control (181012 & 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
29	430	72000	$0	$0	$9400	1/1/14-9/29/14
29	430	181012	$0	$0	$105808	1/1/14-12/31/14
29	430	181005	$0	$0	$9380	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

Contract Agreement Addendum: Exhibit II(B)

Contract #: 24171 **Agency:** Juneau County Health Department **Contract Year:** 2014
Program: INFRASTRUCTURE & QI **Objective #:** 1 of 5 **Objective Value:** $1,250

Objective: Primary Details

Objective Statement

Template Objective 5

By September 30, 2014 Juneau County Health Department QI Team will revise and update agency-wide QI plan. (Implementation-QI)

Deliverable Due Date: 09/30/2014

Contract Deliverable (Evidence)

A published QI plan. Using a template provided by DPH, a mid-year (interim) report is due March 31, 2014 and an end-of-year (EOY) report is due October 31, 2014.

Programs Providing Funds for this Objective

INFRASTRUCTURE & QI: $1,250

Agency Funds for this Objective:

Data Source for Measurement

-An updated and revised QI Plan.

-Ongoing QI Team activities with established policies and procedures.

Baseline for Measurement

This is the first year of the Infrastructure Grant and it will determine the baseline for following years.

Context

Refer to RFA. Announcement fall of 2013, funding begins January 2014.

Context Continued

Input Activities

-Identify current priorities, goals and objectives for when and how QI initiatives are conducted within Juneau County Health Department.

-Updated QI Plan shared with all staff.

Objective: Risk Profile

Percent of Objective Accomplished

0%	10%	20%	30%	40%	50%	60%	70%	80%	85%	90%	95%	100%

Corresponding Percentage Recoupment

Corresponding Potential Recoupment Amounts

Definition of Percent Accomplished

Conditions of Eligibility for an Incentive

Contract Agreement Addendum: Exhibit II(B)

Contract #: 24171 **Agency:** Juneau County Health Department **Contract Year:** 2014
Program: INFRASTRUCTURE & QI **Objective #:** 2 of 5 **Objective Value:** $500

Objective: Primary Details

Objective Statement

Template Objective 6

By September 30, 2014, Juneau County Health Officer and Performance Management Coordinator will attend Train the QI Leader Training or comparable training to promote a culture of QI. (Implementation- QI)

Deliverable Due Date: 09/30/2014

Contract Deliverable (Evidence)

An agenda with learning objectives will be offered as support of attendance. Using a template provided by DPH, a mid-year (interim) report is due March 31, 2014 and an end-of-year (EOY) report is due October 31, 2014.

Programs Providing Funds for this Objective

INFRASTRUCTURE & QI: $500

Agency Funds for this Objective:

Data Source for Measurement

-Documentation of attendance at training.

Baseline for Measurement

This is the first year of the Infrastructure Grant and will determine the baseline for next year.

Context

Refer to RFA. Announcement fall of 2013, funding begins January 2014.

Context Continued

Input Activities

-All QI Team members will receive training to prepare for roles as QI project leaders.

Objective: Risk Profile

Percent of Objective Accomplished

0%	10%	20%	30%	40%	50%	60%	70%	80%	85%	90%	95%	100%

Corresponding Percentage Recoupment

Corresponding Potential Recoupment Amounts

Definition of Percent Accomplished

Conditions of Eligibility for an Incentive

Contract Agreement Addendum: Exhibit II(B)

Contract #: 24171 **Agency:** Juneau County Health Department **Contract Year:** 2014
Program: INFRASTRUCTURE & QI **Objective #:** 3 of 5 **Objective Value:** $1,150

Objective: Primary Details

Objective Statement

Template Objective 9

By September 29, 2014, identified Juneau County Health Department staff will attend a performance management (PM) training, focusing on developing and implementing an effective PM plan. (Implementation- performance management)

Deliverable Due Date: 09/30/2014

Contract Deliverable (Evidence)

Agenda with learning objectives, as well as list of attendees. Using a template provided by DPH, a mid-year (interim) report is due March 31, 2014 and an end-of-year (EOY) report is due October 31, 2014.

Programs Providing Funds for this Objective

INFRASTRUCTURE & QI: $1,150

Agency Funds for this Objective:

Data Source for Measurement

-Documentation of attendance of training.

-Overview of training discussed at Juneau County Health Department staff meeting.

Baseline for Measurement

This is the first year of the Infrastructure Grant which will determine the baseline.

Context

Refer to RFA. Announcement Fall 2013. Funding begins January 2014.

Context Continued

Input Activities

-Determine staff members to attend training.

-Attend training on performance management.

- Staff will provide report of training to all Juneau County Health Department staff members.

Objective: Risk Profile

Percent of Objective Accomplished

0%	10%	20%	30%	40%	50%	60%	70%	80%	85%	90%	95%	100%

Corresponding Percentage Recoupment

Corresponding Potential Recoupment Amounts

Definition of Percent Accomplished

Conditions of Eligibility for an Incentive

Contract Agreement Addendum: Exhibit II(B)

Contract #: 24171 **Agency:** Juneau County Health Department **Contract Year:** 2014
Program: INFRASTRUCTURE & QI **Objective #:** 4 of 5 **Objective Value:** $3,000

Objective: Primary Details

Objective Statement

Template Objective 10

By September 29, 2014, Juneau County Health Department will complete an agency performance management self-assessment. (Implementation- performance management)

Deliverable Due Date: 09/30/2014

Contract Deliverable (Evidence)

Agency will have a completed performance management plan outlining agency strengths and weaknesses in performance management capacity. Using a template provided by DPH, a mid-year (interim) report is due March 31, 2014 and an end-of-year (EOY) report is due October 31, 2014.

Programs Providing Funds for this Objective

INFRASTRUCTURE & QI: $3,000

Agency Funds for this Objective:

Data Source for Measurement

-Document strengths and weaknesses within the Juneau County Health Department in performance management capacity.

Baseline for Measurement

This is the first year of the Infrastructure Grant and will determine the baseline.

Context

Refer to RFA. Announcement Fall 2013. Funding begins January 2014.

Context Continued

Input Activities

-Engage public health staff members in Turning Point Performance Management Self-Assessment Tool.

-Utilize indicators of performance management capacity outlined in self-assessment to identify areas of improvement.

Objective: Risk Profile

Percent of Objective Accomplished

0%	10%	20%	30%	40%	50%	60%	70%	80%	85%	90%	95%	100%

Corresponding Percentage Recoupment

Corresponding Potential Recoupment Amounts

Definition of Percent Accomplished

Conditions of Eligibility for an Incentive

Contract Agreement Addendum: Exhibit II(B)

Contract #: 24171 **Agency:** Juneau County Health Department **Contract Year:** 2014
Program: INFRASTRUCTURE & QI **Objective #:** 5 of 5 **Objective Value:** $3,500

Objective: Primary Details

Objective Statement

Template Objective 7

By September 29, 2014 Juneau County Health Department will develop an agency-wide performance management plan. (Implementation- performance management)

Deliverable Due Date: 09/30/2014

Contract Deliverable (Evidence)

A published performance management plan. Using a template provided by DPH, a mid-year (interim) report is due March 31, 2014 and an end-of-year (EOY) report is due October 31, 2014.

Programs Providing Funds for this Objective

INFRASTRUCTURE & QI: $3,500

Agency Funds for this Objective:

Data Source for Measurement

-A published performance management plan.

Baseline for Measurement

This is the first year of the Infrastructure Grant and will determine the baseline.

Context

Refer to RFA. Announcement Fall 2013. Funding begins January 2014.

Context Continued

Input Activities

¿ Establish workgroup to review and study other performance management plans through references from other health departments to determine how to best fit and adapt plan for JCHD

¿ Introduce plan to all JCHD staff, request feedback

¿ Present draft performance management plan to JCHD Board of Health in August 2014 to request feedback

¿ Revise and finalize performance management plan

¿ Communicate finalized plan with all JCHD staff and discuss implementation

Objective: Risk Profile

Percent of Objective Accomplished

0%	10%	20%	30%	40%	50%	60%	70%	80%	85%	90%	95%	100%

Corresponding Percentage Recoupment

Corresponding Potential Recoupment Amounts

Definition of Percent Accomplished

Conditions of Eligibility for an Incentive

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

Boundary Statement and Work Plan
January 1, 2014 to December 31, 2014

The TPCP has identified a Boundary Statement that sets the parameters of the program within which the funded agency will need to operate to accomplish its objectives.

The purpose of the comprehensive TPCP is to aggressively address the burden of tobacco use and exposure in Wisconsin communities. The overall Program goals are to (1) prevent the initiation of tobacco use by adults and youth, (2) eliminate the exposure to secondhand smoke, (3) promote the use of evidence-based treating tobacco dependence efforts and (4) address tobacco-related disparities. Community Intervention/WI Wins funding will support the building of community capacity within multi-jurisdictional coalitions (MJC) to achieve tobacco prevention and control policies.

- The five year funding cycle is from 2010 to 2014. TPCP conducts performance reviews with funded agencies to determine eligibility and continuation of funding. 2014 is the fifth year in the funding cycle.
- Accountability and performance will be reviewed by TPCP staff utilizing TPCP identified data collection methods, including quarterly entry of completed activities into the on-line Activity Tracker.

The TPCP 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. MJCs must use best or promising practices designed to change environments and develop policies that promote tobacco-free lifestyles.

Requirements

- Comply with all TPCP MJC lead agency requirements and maintain an active, supportive and diverse coalition membership as defined in the TPCP lead agency requirement document.
- Strategically determine jurisdictions in which to conduct work plan activities utilizing criteria such as policy priorities, tobacco-related disparities, resources and community partnerships. It is not acceptable to conduct all activities in only one jurisdiction or community.
- Serve as both the fiscal agent and the lead agency responsible for implementing and evaluating the work of the MJC.
- Subcontracting is allowable for a maximum of 10% of the Community Interventions allocation with prior review and approval of all subcontracts by the TPCP Contract Administrator.
- Have no affiliation or contractual relationship with any tobacco company, its affiliates, its subsidiaries or its parent organization.
- Use TPCP contract funds to support a minimum of one .75 staff position to serve as the MJC coordinator and the primary contact with the TPCP.
  - Participate in all required TPCP or other tobacco control trainings, meetings and technical assistance efforts.
  - Additional positions, consultants and personnel subcontracts require prior TPCP contract administrator approval.
- Implement 5 required objectives.
  - Required Objectives
    - MJC Development and Maintenance
    - Program Sustainability
    - Youth Involvement and Support
    - Policy
    - WI Wins
  - The TPCP may revise and/or add required objectives, strategies and/or activities in response to tobacco prevention and control emerging priorities.
- Quarterly reporting is required within 15 days of the end of the calendar quarter utilizing the TPCP on-line activity tracker along with copies of related materials.
- Participate in regular contract administration meetings and teleconferences.
- Submit timely responses to TPCP requests for information and reporting utilizing required formats.
- Integrate efforts to eliminate tobacco-related disparities in work plan activities.
- Communicate and collaborate with other MJCs, WHEALTH (Wisconsin Health Equity Alliance eLiminating Tobacco Harm) and state partners.

- Incorporate the promotion of treating tobacco dependence services including:
  - Wisconsin Tobacco Quit Line
  - Striving to Quit
  - N-O-T (Not On Tobacco)
  - First Breath
  - Affordable Care Act (ACA)
    - Local community based treatment options listed on www.medicine.wisc.edu/quitline/programs/
  - National Treatment Resources
    - National Networks Social Support and Services Tools
    - American Lung Association Freedom From Smoking
- Recognize the TPCP as the source of funding on program 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.*

Wisconsin Wins (WI Wins) Requirements

- Contract for the WI Wins allocation for the jurisdictions that the MJC covers.
  - Subcontracting is allowable with prior review and approval of the subcontract by the TPCP Contract Administrator.
  - Funding is determined based on the number of compliance checks allocated for the jurisdictions the MJC covers.
- Implement required activities
  - Conduct compliance checks using the standard protocol
  - Involvement of local law enforcement agencies
  - Conduct 4 media outreach and 4 public outreach activities for each county
  - Enter data quarterly using the on-line WI Wins system
  - Participate in any required WI Wins trainings and/or webinars

Unacceptable Activities:

- Direct and indirect lobbying
- Provision of tobacco prevention or treatment services of any kind including:
  - Primary tobacco prevention educational endeavors
  - Community-based cessation classes and/or services
  - School-based cessation classes and/or services
  - General teaching or counseling positions or services
- Provision of treating tobacco dependence services or pharmacotherapies
- Paid media (including WI Wins)

State Health Plan, Healthiest Wisconsin

All funding provided through the TPCP must link to and support 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, http://www.surgeongeneral.gov/library/secondhandsmoke/
- CDC Best Practices for Comprehensive Tobacco Control Programs, http://www.cdc.gov/tobacco/stateandcommunity/best_practices/pdfs/2007/BestPractices_Complete.pdf
- Clinical Practices Guideline: Treating Tobacco Use and Dependence, 2008 Update, http://www.ncbi.nlm.nih.gov/bookshelf/br.fcgi?book=hsahcpr&part=A28163
- The Guide to Community Preventive Services: Tobacco Use, http://www.thecommunityguide.org/tobacco/index.html
- U.S. Food and Drug Administration, http://www.fda.gov/TobaccoProducts/default.htm
- 2012 Surgeon General's Report on Preventing Tobacco Use Among Youth and Young Adults, http://www.surgeongeneral.gov/library/reports/preventing-youth-tobacco-use/index.html

State of Wisconsin Statutes:

- Wisconsin Act 12 which prohibits smoking in several enclosed places (Wis. Stat. § 101.123). A summary of Act 12 is available at the Legislative Council Web site at: http://legis.wisconsin.gov/lc/publications/im/im_2010_07.pdf
- Tobacco Retailer Compliance with Wisconsin Law (Wis. Stat. § 134.66)
- Tobacco Compliance Investigations Law (Wis. Stat. § 254.916)

TPCP 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://www.tobwis.org/_Media/Content/TobaccoStatePlan2009-2014.pdf
- Wisconsin State Health Plan: Healthiest Wisconsin 2020, http://www.dhs.wisconsin.gov/hw2020/

Agency Name: Juneau County Health Department (South Central Wisconsin Tobacco Free Coalition)

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

Required Objective 1: Multi-Jurisdictional Coalition (MJC) Development and Maintenance

Objective Statement:
By December 31, 2014, three strategies to support multi-jurisdictional coalition development and maintenance will be implemented.

TPCP 2009-2014 Goal Area and Objective Addressed:
- Infrastructure Plan—Training and Technical Assistance and Consultation Objective #C3: By March 31, 2014, training and technical assistance efforts will be implemented to support the needs of multi-jurisdictional coalitions, local public health departments and other contracted agencies.

Reporting:
Quarterly reporting is required within 15 days of the end of the calendar quarter utilizing the TPCP on-line activity tracker along with copies of related materials.

Required Strategies	Negotiable Activities *For Strategies 1 and 2, identify Short-Term Outcomes and 3-5 Activities*** *For Strategy 3, identify Short-Term Outcomes and 1-2 Activities***
1. Continued Development and Maintenance of a Functioning MJC *Short-Term Outcomes*:* *Maintenance and expansion of MJC community presence in Adams, Juneau, Richland, and Sauk Counties*	1.1 Hold 8 Executive Committee Meetings
	1.2 Provide updates to supporter lists and coalition members regularly through in-person meetings, email blasts, etc. (Updates to include latest best practice and tobacco prevention-related research and information) • Juneau, Richland and Sauk Counties (partner meetings—varies depending; usually quarterly) Adams County separate MJC meetings (quarterly)
	1.3 Distribute a quarterly newsletter
	1.4 Conduct 2 coalition recognition and celebration activities, including media outreach (at partnership organization staff meetings with local media outreach)
	1.5 Conduct regular evaluation of coalition activities (to include member feedback through surveys, informal discussions, etc.)
2. Recruit and Actively Engage Coalition Members *Short-Term Outcomes*:* *Increased MJC membership and active involvement by 4 to 5 new members throughout the MJC jurisdictions*	2.1 Host small group gatherings in partnership with community members (porch gatherings, coffee meetings, etc., possibly one in each county)
	2.2 Implement a supporter list needs assessment survey (between 100-150 individuals on list)
	2.3 Strategically network with other community groups or organizations within the MJC (Sauk County Council on Collaborative Initiatives; Juneau County-Royal School District PEP Grant; Richland County-Children and Family Advocacy Council)
3. Collaborate with a local partner to address tobacco related disparities *Short-Term Outcomes*:* *Expansion of partnership efforts to include collaborative activities addressing tobacco-related disparities for poverty in Juneau County*	3.1 Expand and strengthen an existing partnership with a community agency or organization (SEA of Change)
	3.2 Conduct skill-based trainings and/or workshops for coalition members (storytelling, letter to the editor (LTE) writing, spokesperson training, etc.)

**A Short-Term Outcome must be achievable in 12 months, reflect a process and be measurable*
**See Addendum I*

Agency Name: Juneau County Health Department (South Central Wisconsin Tobacco Free Coalition)

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

Required Objective 2: Program Sustainability

Objective Statement:
By December 31, 2014, three strategies in support of tobacco control program sustainability will be implemented with the active involvement of coalition members.

TPCP 2009-2014 Goal Area and Objective Addressed:

- Infrastructure Plan—Sustainability Objective #F1: By March 31, 2014, the Sustaining States Initiative will implement a sustainability plan for the TPCP.
- Infrastructure Plan—Sustainability Objective #F2: By March 31, 2014, the TPCP will require all local and statewide grantees to include a sustainability objective in their annual action plan or work plan.

Reporting:
Quarterly reporting is required within 15 days of the end of the calendar quarter utilizing the TPCP on-line activity tracker along with copies of related materials.

Required Strategies	Required Activities
1. Outreach and Education to Local and State Leaders	1.1 Coordinate 3 personal meetings to provide education and resources to state leaders • Collaborate with state partners on sustainability efforts • Meetings are required to include constituents from leader's district 1.2 Conduct 5 introductory informational outreach meetings with state leaders • Collaborate with state partners on sustainability efforts • Meetings are required to include constituents from leader's district 1.3 Conduct 6 varied communications to key grasstop leaders (policy makers, business leaders, etc.) • Communications must include at least 3 different methods such as: personal letters, newsletters, press clippings, photographs of community events, recent publications from national organizations, etc. 1.4 Organize 1 community event (legislative forums, women of influence events or legislative breakfasts, etc.) 1.5 As directed and in collaboration with TPCP and state partners, address smoke-free air enforcement issues
2. Media Advocacy	2.1 Engage coalition members to conduct monthly media outreach and generate earned media • Best practice dictates personalizing template media communications • Examples of media outreach include: press releases, letters to the editors, feature stories, guest columns, editorial board visits, etc.
3. Completion of Stakeholder Assessment	3.1 Maintain a list of current state leaders 3.2 Maintain a list of current media outlets

Agency Name: Juneau County Health Department (South Central Wisconsin Tobacco Free Coalition)

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

Required Objective 3: Youth Involvement and Support

Objective Statement:
By December 31, 2014, three strategies to actively engage 1 FACT youth group in support of tobacco control policy and sustainability activities will be implemented.

TPCP 2009-2014 Goal Area and Objective Addressed:
- Youth Objective #18: By March 31, 2014, the percentage of tobacco use among middle school youth will decrease from 7% in 2008 to 4%.
- Youth Objective #19: By March 31, 2014, the percentage of tobacco use among high school youth will decrease from 28% in 2008 to 15%.

Reporting:
Quarterly reporting is required within 15 days of the end of the calendar quarter utilizing the TPCP on-line activity tracker along with copies of related materials.

Required Strategies	Required Activities
1. Development and/or Maintenance of an Active FACT Group	1.1 Hold a minimum of 9 FACT meetings 1.2 Conduct 9 FACTivisms involving a minimum of 3 youth per FACTivism throughout the contract period* • Required to use FACTivism supplies provided by FACT; may also conduct additional FACTivisms* • FACTivisms must engage FACT members and reach non-FACT members 1.3 Strategically recruit 20 new members to join your identified FACT group 1.4 Assure monthly youth reporting of all FACTivisms on FightwithFACT.com
2. Outreach and Education to State Leaders	2.1 Engage FACT youth in 2 personal meetings to educate state legislators 2.2 Engage FACT youth in 2 MJC activities, such as active participation in meetings and events
3. Media Advocacy	3.1 Assist youth in garnering 3 earned media hits (television, radio and newspaper, including online versions) as a direct result of the implementation of the FACTivisms and/or the outreach and education of state leaders • Youth must be actively engaged in garnering earned media (writing LTE or press release, submitting photo and caption, contacting media to attend FACTivism/event, providing interviews, etc.)

** Acceptable FACTivisms that support the 2014 FACT campaign theme and messaging are listed in Addendum II. This list contains many approved FACTivisms to keep groups active year-round. FACT applauds originality and understands its members create unique FACTivisms on a regular basis. To make sure original FACTivisms will officially qualify toward this objective, contact the FACT Field Guru for prior approval and technical assistance.*

Agency Name: Juneau County Health Department (South Central Wisconsin Tobacco Free Coalition)

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

Objective 4: Policy	
Objective Statement: By December 31, 2014, two strategies to develop public health policy will be implemented with the active involvement of coalition members.	
TPCP 2009-2014 Goal Area and Objective Addressed: ▪ Youth Objective #18: By March 31, 2014, the percentage of tobacco use among middle school youth will decrease from 7% in 2008 to 4%. ▪ Youth Objective #19: By March 31, 2014, the percentage of tobacco use among high school youth will decrease from 28% in 2008 to 15%.	
Reporting: Quarterly reporting is required within 15 days of the end of the calendar quarter utilizing the TPCP on-line activity tracker along with copies of related materials.	
Strategies	**Activities**
Other Tobacco Products (OTP) *OTP Strategies and Activities are required. Numbers in the activities are negotiable.*	
1. OTP - Outreach and Education to Local and State Leaders	1.1 Strategically identify and conduct 5 presentations utilizing the TPCP OTP power point or the educational components of the OTP power point to educate members of local organizations or agencies including local and state governments • Recruit and train coalition members to conduct at least 3 of the 5 presentations 1.2 Strategically conduct and share information from an environmental scan with local and state leaders (via presentations, personal meetings, newsletters, etc.) • Recruit coalition members to conduct and share the environmental scan
2. OTP - Media Advocacy	2.1 Engage coalition members to conduct 4 media outreach and generate earned media • Best practice dictates personalizing template media communications • Examples of media outreach include: press releases, letters to the editors, feature stories, guest columns, editorial board visits, etc.

Agency Name: Juneau County Health Department (South Central Wisconsin Tobacco Free Coalition)

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

Required Objective 5: Wisconsin Wins

Objective Statement:
By December 31, 2014, 134 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 III*
***See Addendum IV*

Addendum I
2014 Coalition and Network Development and Maintenance Addendum

"If you want to move people, it has to be toward a vision that's positive for them, that taps important values, that gets them something they desire, and it has to be presented in a compelling way that they feel inspired to follow."
—Dr. Martin Luther King, Jr.

Below is a menu of potential options to select from to help complete the negotiation of activities for objective 1 – Multi-Jurisdictional Coalition/Network Development and Maintenance. Unique activities can be proposed and approved through consultation with your contract administrator.

Coalition/Network Development and Maintenance Activities:

- Hold X number of executive/leadership team meetings
- Formalize a coalition/network structure (mission, vision, bylaws, leadership team)
- Draft a coalition communication plan
- Provide updates to supporter lists and coalition members regularly with the latest best practice and tobacco prevention-related research (in-person meetings, email blasts, etc.)
- Execute action-based coalition meetings
- Develop a volunteer orientation process
- Distribute a (quarterly or monthly) newsletter
- Conduct coalition recognition and celebration activity(ies), including media outreach
- Conduct regular evaluation of coalition activities (member feedback through surveys, informal discussion, etc.)
- Development and use of a coalition membership commitment form
- Establish and strengthen relationship(s) with media

Coalition/Network Recruitment and Engagement Activities:

Recruitment

- Hold X one-on-one member recruitment meetings
- Engage coalition members in the implementation of the strategic recruitment plan (SRP)
- Build a strategic partnership with a new community agency or organization
- Host a small group gathering in partnership with community members (porch gatherings, coffee meetings, etc.)
- Implement a supporter list needs assessment survey
- Strategically network with other community groups or organizations

Engagement

- Host X one-on-one new coalition member orientation meetings
- Engage coalition members in a phone banking session of coalition's supporter list
- Expand and strengthen an existing partnership with a community agency or organization
- Develop and recruit for coalition positions for member engagement (media tracker, community greeter, newsletter editor, new product watch captain, WI Wins outreach cards, etc.)
- Conduct skill-based trainings and/or workshops for coalition members (storytelling, LTE drafting, spokesperson, etc.)
- Develop and implement a coalition member engagement strategy, to include specific tasks and activities

Addendum II
2014 FACTivisms Addendum

Acceptable FACTivisms that support the 2014 FACT campaign theme and messaging are listed below. This list contains many approved FACTivisms to keep groups active year-round. FACT applauds originality and understands its members create unique FACTivisms on a regular basis. To make sure original FACTivisms will officially qualify toward this objective, contact the FACT Field Guru for prior approval and technical assistance.

FACTivisms and their descriptions in italics can be found in either Kit 1.0, 2.0, 3.0 or 4.0.

Announce It – Members spread the FACT message by creating a Manipulicious automatic email signature or outgoing voicemail message.

Avatar Action – Members switch their online avatars and profile images on Facebook, Twitter, IM or anywhere they wander on the Web to the FACT logo.

Be a Fan – Members use Facebook to get everyone they know excited about the FACT Movement's Manipulicious campaign.

Be an Internet Sensation – Members take a swipe at Big Tobacco by having writing and performing their original Manipulicious song in front of a video camera and posting it online.

Big Button Bonanza – Members create buttons and write a number of catchy expressions or symbols that encompass FACT's key messages and distribute them to other teens.

***Big Tobacco Trash** – Members stuff bags with "filler," such as recycled paper or leaves, to create a large visual that's sure to attract a lot of attention. Members should place the large stickers on the trash bags to deliver the FACT message.*

Big Tobacco Tricks Not Treats – Members should slap the Manipulicious label (which they could download on fightwithFACT.com) on "fun-size" candy and pass them out to other teens.

But Wait-There's More – Members conduct a Manipulicious product demonstration at your school or in a public place.

Call Out Candies – *Members create a candy look-alike to counter Big T's Manipulicious message by (1) tightly rolling fact sheets that call out Big Tobacco's lies, (2) wrapping them in FACT candy wrappers and (3) handing them out to other teens.*

Candy Camo Wrap – *Members use the Manipulicious Candy Camo paper to wrap random items (such as lockers, books, or clocks in the school, library, or community center) and slap a Manipulicious tag on them to create instant buzz about what Big T is doing to target them.*

Cups in the Fence – Members create a message about Manipulicious tobacco products using cups or ribbon in a local fence.

Custom – Members can score FACTivism points for FACTivisms not listed in the drop down menu, by checking the box next to "Custom FACTivism." All custom FACTivisms must be pre-approved by Luke (luke@fightwithFACT.com) or Renee (renee@fightwithfact.com) in order to receive FACTivism points. Custom FACTivisms must include the Manipulicious message.

Digital Damage – Members add information about Manipulicious to their Facebook and Twitter pages or to the FACT Facebook page.

Dress the Part – Members recruit non-FACT friends and make t-shirts or posters using their FACTivism Kit stencils while they talk about Manipulicious and share their Big T experiences.

Drive Traffic - Members use the stencils provided in the FACTivism Kit to create Manipulicious teaser posters.

Facebook Cover Art – *Members FACTivize their Facebook page with a Manipulicious themed Timeline photo. These designs were created with FACT members in mind. Members pick one of four unique designs that will grab their friends' attention and spread the word about Manipulicious.*

FACT Lounge – Members set up a FACT lounge showcasing the work they've done to help spread the word about Manipulicious tobacco products.

Flash Mob Mayhem – Members create a FACT Manipulicious flash mob.

Free Your Speech – *Members use the thought-bubble stickers and iron-on transfers to let their shirts do the "talking."*

Get Opinionated – Members design a Manipulicious book using card stock and/or copy paper connected with rings. Members head to a busy spot, interview people about Manipulicious tobacco products and capture the opinions shared in their book.

Get Published at School – Members talk to the editor of their high school newspaper, yearbook, school arts journal or zine about using FACT logos and messages to fill empty advertising space in their publications.

Hello My Name Is... – Members use "Hello My Name Is" name tags and write "Manipulicious" as their name. When asked why they are wearing a name tag, members will talk about Manipulicious tobacco products.

Hidden FACTs Scratch Off Cards – *Members invite friends to play the scratch-off game by using a coin to scratch-off the silver coated candy piece on the card to reveal the Manipulicious information beneath.*

Human Billboard – Members use multiple pieces of poster board to create simple phrases (such as "We see through Big Tobacco's Manipulicious Lies"), gather a few friends, stand in a busy public place and talk to people about the facts on other tobacco products.

Legislative Meeting – (Note – enter this as a "Custom" action in the Activity Tracker) Members set up a time to meet with their local state candidate, representative and/or senator to talk about Manipulicious and the work they are doing to prevent tobacco use.

Manipulicious Fliers – Members create fliers talking about other tobacco products and the Manipulicious campaign. Fliers can be handed out to other teens or hung up at school or youth community center.

Manipulicious Post-Its ® - *Members create their own Manipulicious themed masterpiece with branded Post-its. Once they've received permission, they spell out the word Manipulicious or create the shape of a piece of candy by sticking the Post-Its® on walls, windows, or school lockers.*

One For You. One For Me. – Members head to a locally owned business and offer up a "good deed" (such as washing windows or shoveling the sidewalk) with one catch, they get to wear a FACT gear and offer up Manipulicious handouts to employees and customers during or after the completion of the "good deed."

OTP Trivia – Members gather a list of trivia questions relating to other Manipulicious tobacco products and go around their school asking their peers these questions.

Pepper the Paper – (Note – enter this as a "Custom" action in the Activity Tracker) Members write and submit a letter to the editor of their local newspaper about the benefits of being involved in youth tobacco prevention and the Manipulicious campaign.

Pirate Power – After receiving permission, members take over their school's morning announcements with a Manipulicious message.

Poster Protestor – Members use FACT stencils or their own drawings to create a series of posters about the FACT movement. After gaining permission, posters can be hung at school or a youth community center.

Reveal the FACTs Banner – *Members use the candy shaped stencil to cut out enough paper candy pieces to cover up the Manipulicious themed banner. Members decide when and how they are going to reveal the message beneath.*

School Your Peers – Members set up a time to present about FACT and Manipulicious to a class or another extracurricular group they are involved in. This presentation should include a FACTivism as a call to action and be used as a recruitment effort.

Schooling the School Board – Members gather up a bunch of their friends to create and conduct a presentation, educating their local school board about other Manipulicious tobacco products and how they directly impact teens.

Spot the Not – *Members challenge friends—and perfect strangers—to a quick game of Spot the Not, where players have to pick out the candy-flavored Big Tobacco look-alikes from a bunch of real candy packages.*

Stick It To 'Em – Members makes sure nobody falls for Big Tobacco's dirty tricks by "tagging" something they own (such as notebooks, binders) with FACT and Manipulicious stickers.

Street Stencils – *Members use FACT's stencil pack (Big Tobacco's Manipulicious Lies) to create a Manipulicious statement Wisconsin teens won't be able to miss.*

Testify – (Note – enter this as a "Custom" action in the Activity Tracker) Members educate the public (including leaders in their community, legislators, teachers, etc.) through written or spoken testimony.

Word Match Game – *Members challenge friends—and perfect strangers—to a quick game of Word Match, where players have to match deadly chemicals found in tobacco to their household product counterpart by drawing lines between their column choices.*

WordSmash Stencils – *Members use FACT's WordSmash stencil pack to create a Manipulicious statement Wisconsin teens won't be able to miss.*

Requesting more FACTivism supplies

A *limited quantity* of FACTivism supplies may be available upon request. Contact FACT staff for more information.

Addendum III
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 IV
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

BUDGET TEMPLATE DIRECTIONS
WI Tobacco Prevention and Control Program

I. Complete Budget Detail

A. Provide title and incumbent's name. If incumbent's name is not available, fill in vacant position. Provide annual salary of position, FTE, number of months, amount of salary that will be directed to this contract. **Please also remember that by statue, 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 to provide direct services. Administrative costs might include indirect costs, Administrative and Support Services (internal services), personnel costs to manage the program.

B. If there are contractual services, provide description of contractual services with costs.

C. Provide description and costs for supplies and photocopying/printing.

D. Provide description and costs for Agency Operations. Use the miscellaneous line for any costs that are not covered under the given areas.

E. Provide description and costs for Indirect Costs. Leave blank if your agency does not have indirect costs.

NOTE: As stated in the contract, a copy of the CARs report is to be sent to your contract administrator.

BUDGET DETAIL - January 1 - December 31, 2014

Juneau County Health Department(South Central Tobacco Free Coalition) Total $115,168 ($105,808 Comm. Intervention/ $9,380 WI WINS)

BUDGET DESCRIPTION					AMOUNT
A. Personnel Services					
Title/position & Incumbent's Name (if available)	Annual Salary	FTE	Salary for Contract	Fringe Benefit Amount for Contract	
Christa Cupp, Health Educator, MJC Coordinator	$ 48,305	0.93	44,858	$ 20,623	$ 65,481
Jennifer Froh, Health Educator (Assistant Coordinator/WI Wins)	$ 56,497	0.30	16,949	$ 7,178	$ 24,127
Annette Rattunde, Secretary	$ 32,678	0.15	5,129	$ 806	$ 5,935
Renee Miller, Secretary	$ 18,312	0.24	4,274	$ 1,659	$ 5,933
A. Personnel Services TOTAL					$ 101,476
B. Contractual (if applicable)					
Subcontract with Mauston High School for FACT for $1,000/year (divided into 2 subcontracts for the school year)					$ 1,000
Subcontract with Baraboo High School for FACT for $ 750/year (divided into 2 subcontracts for the school year)					$ 750
B. Contractual TOTAL					$ 1,750
C. Program Supplies					
1. Supplies (office supplies, etc.) Itemizations					
Office Supplies for staff (pens, paper, files, copies, binders, toner)					$ 900
Postage for mailing of meeting notices, correspondences, updates					$ 500
C-1 Supplies SUB TOTAL					$ 1,400

2. Printing/Photocopying Itemizations	
Printing (MJC Newsletter, updates for community partners, meeting materials and FACT)	$ 430
C-2 Printing/Photocopying SUB TOTAL	$ 430
3. Events/Meetings (food, room costs, etc.) Itemizations	
Community events for coalition	$ 426
FACT and coalition meetings costs	$ 550
C-3 Events/Meetings SUB TOTAL	$ 976
4. Incentives & Stipends (promotional items, etc.) Itemizations	
Stipends for Coaltion members to attend events (mileage)	$ 200
Stipends for WI WINS @ $7.00/individual @ 2 individuals per check x 134 checks and WI WINS petty cash @ $2.00/check x 2 individuals x 134 checks	$ 2,412
Retailer rewards @ $ 5.00 x 134 checks	$ 670
C-4 Incentives & Stipends SUB TOTAL	$ 3,282
C. Program Supplies TOTAL	$ 6,088
D. Agency Operations	
1. Rent Itemizations	
D-1 Rent SUB TOTAL	$ -
2. Communication Itemizations	
Telephone Connection	$ 200
Internet Connection	
D-2 Communications SUB TOTAL	$ 200

3. Travel Itemizations	
Transportation	
Mileage for coalition staff	$ 4,410
Hotel (for coalition staff)	$ 164
Food	$ 300
D-3 Travel SUB TOTAL	$ 4,874
4. Training/Skills Development (course/conference registration, etc.) Itemizations	
Conference registrations (WI Prevention Conference for coalition staff)	$ 300
D-4 Training/Skills Development SUB TOTAL	$ 300
5. Electronic & Equipment, (laptop, cell phones, etc.) Itemizations	
D-5 Electronics & Equipment SUB TOTAL	$ -
6. Miscellaneous Itemizations	
Tobacco purchases for WI Wins compliance checks	$ 500
D-6 Miscellaneous SUB TOTAL	$ 500
D. Agency Operations TOTAL	$ 5,874
1. Indirect/Administrative Costs Itemizations	
	$ -
E. Indirect Costs TOTAL	**$ -**
TOTAL COSTS	**$ 115,188**

According to State Statute 255.15, no recipient of moneys distributed may expend more than 10% of those moneys for (internal services, administration costs, audit expenses, etc.)