

Wisconsin Tobacco Prevention and Control Program (TPCP)

Tobacco Prevention and Control and Catalyst Alliances

Coalition Name: Wisconsin Native American Tobacco Network

Contract Type:	CARS
Profile ID:	CI 181010
Agency Name:	Great Lakes Inter-Tribal Council
Program:	Wisconsin Native American Tobacco Network

Agreement Term Period:	July 1, 2023 to June 30, 2024
Agency/Supplier Number:	10101200
Contract/PO Number:	CARS profile 65578
Agreement Amount:	\$250,000

Fiscal Reporting: CARS reports should be submitted on a monthly basis via email to CARS, copying the TPCP Contract Administrator. Invoices for Purchase Orders should be submitted on a monthly basis via email to Martha Pawlicki (martha.pawlicki@wisconsin.gov), copying the TPCP Contract Administrator. Fiscal budget monitoring will be discussed during contract administration meetings.

Reporting: Quarterly reporting is due within 15 days of the end of each calendar quarter using the TPCP online Activity Tracker and Wisconsin Wins Tracker. Related materials may be attached to submitted reports.

Health Equity: A majority of activities should focus on identifying and eliminating tobacco related disparities in order to achieve health equity.

Strategy 1: Health Equity

1. Complete the Health Equity Planning Tool

- The planning tool must be completed with your coalition per TPCP guidance.
- The planning tool is a living document to be utilized throughout the year to support your SOW activities.

Strategy 2: Coalition Engagement

Activity 5 must be completed by September 30, 2023.

Activities 6 and 7 are optional. Alliances can determine during the contract period whether to conduct the activity.

1. Hold 4 action-based coalition meetings

- A minimum of 4 action-based coalition meetings is required
- Coalition meetings must be inclusive of community members representative of selected priority populations and various community sectors
- All meetings need to have an action(s) that leads to an outcome. Examples of outcomes include event planning, storytelling trainings, LTEs written during meeting, etc.

2. Provide updates to supporter lists and coalition members

- Update coalition members and supporters with tobacco prevention and control related events and research
- Examples include email blasts, blogs, newsletters and updates to coalition website/social media page

3. Hold 24 (6) one-on-one/coalition connector meetings (*Catalyst Alliances are required to complete 6 one-on-one meetings*)

- A minimum of 12 (3) of the required meetings must be one-on-one meetings
- One-on-one meetings are essential to building coalitions. They help build public relationships, initiate an understanding of what motivates people, and lead to the recruitment and engagement of coalition members
- Coalition connector meetings help build relationships, engage people in coalition activities and allow for the sharing of information. They include meetings with members of the coalition and community and can be used to re-engage coalition members and/or share information with community members. These meetings do not fit the criteria of one-on-one meetings or personal meetings with grassroots leaders.
- Acceptable meetings include one-on-one meetings and small group meetings of not more than three people; does not include presentations

4. Update and implement a coalition member engagement strategy

- Revise a written strategy of tasks and activities which could include writing LTEs, participating on a subcommittee, etc. throughout the year
- Coalition Member Engagement worksheets in the Health Equity Tool may be used

5. Implement a communications strategy

- Maintain a communications plan that incorporates earned and social media
 - o Refer to the [Media Advocacy Toolkit](#) on [Tobwis.org](#) for tools to create or maintain your plan
- Engage coalition members to conduct 4 earned media attempts (2 statewide, 2 local to generate media coverage)
 - o Acceptable earned media attempts include these outreach tactics: letters to the editor, photo and caption, press releases, press events, feature stories, guest columns, and editorial board visits
 - Acceptable media outlets include local and online newspapers and broadcast media (e.g. tv, radio)
 - Tailor media to highlight health equity and local messages
- Maintain a social media presence
 - o Acceptable social media channels include Facebook, Instagram, Twitter, SnapChat, and TikTok
 - o Set goals for your social media outreach with contract administrator and the TPCP Media and Communications Coordinator
 - Indicate goals in communications plan
 - Goal areas can include, but are not limited to.:
 - o Number of posts
 - o Number of followers
 - o Engagement metrics (likes/shares/comments)

6. Conduct skill-based trainings and/or workshops for coalition members (e.g. storytelling, LTE drafting, spokesperson, etc.) - *optional*

- Trainings can occur during coalition meetings
- Tailor trainings to highlight health equity and disparities

7. Conduct coalition recognition and celebration activity(ies) - *optional*

- This includes celebrating coalition accomplishments, nominating a member for a larger (city or county) award, publishing an article in the newspaper on member achievement, etc. This should include more than just newsletter recognition

Strategy 3: Statewide Initiatives

A minimum of 1 supplemental activity is required for TPC Alliances.

No supplemental activities are required for Catalyst Alliances.

Catalyst Alliances can negotiate to work on either Activities 1 and 2 or Activity 3.

1. Conduct personal meetings with state leaders

- Determine number of meetings in collaboration with TPCP staff and ALA TTA Coordinator
- Educate state leaders on tobacco prevention and control
- Collaborate with state partners on sustainability efforts and include populations that represent various sectors of the community

2. Conduct informational meetings

- Determine number of meetings in collaboration with TPCP staff and ALA TTA Coordinator
- Collaborate with state partners on sustainability efforts and include populations that represent various sectors of the community

3. Conduct 3 varied communications to state leaders

- A minimum of 3 communications is required
 - o Acceptable methods include personal letters, newsletters, press clippings, photographs of community events, social media posts, and recent publications from national organizations
 - o Includes written communication and phone calls, does not include presentations or personal meetings
 - o All communications, except newsletters when state leaders are on the distribution list, must be accompanied by a personal note (e-mail or letter)
 - o Communications must include at least 2 different methods
- A maximum of 1 social media post is allowed for this activity
 - o Social media posts must be posted to or tag the state leader's page. The post must include either a thank you for a meeting or a photo with the state leader at an event. Boosted social media posts are allowed with prior approval from TPCP

4. Address smoke-free air enforcement

- Respond to smoke-free air law complaints

- Involve TPCP as needed
5. Conduct 1 supplemental activity (TPC Alliances only) <ul style="list-style-type: none"> - A minimum of 1 supplemental activity must be conducted - The activity(ies) can be selected from Addendum I throughout the contract year
Strategy 4: Local Initiatives <i>A minimum of 1 supplemental activity is required for TPC Alliances.</i> <i>No supplemental activities are required for Catalyst Alliances.</i> <i>Activities 1 and 2 must be completed by September 30, 2023.</i>
1. Complete or update a community readiness assessment <ul style="list-style-type: none"> - See Local Initiatives Toolkit > Community Readiness Assessment tab for assessment and information
2. Complete action plan in partnership with coalition members <ul style="list-style-type: none"> - See Policy 101 Toolkit > Coalition Building section > Action Planning tab for action plan process and template
3. Conduct varied communications to local grasstop leaders <ul style="list-style-type: none"> - A minimum of 3 communications is required <ul style="list-style-type: none"> o Acceptable methods include personal letters, newsletters, press clippings, photographs of community events, social media posts, and recent publications from national organizations o Includes written communication and phone calls, does not include presentations or personal meetings o All communications, except newsletters when local leaders are on the distribution list, must be accompanied by a personal note (e-mail or letter) o Communications must include at least 2 different methods - A maximum of 1 social media post is allowed for this activity <ul style="list-style-type: none"> o Social media posts must be posted to or tag the local leader's page. The post must include either a thank you for a meeting or a photo with the local leader at an event. Boosted social media posts are allowed with prior approval from TPCP
4. Collaborate with the 6 tribal representatives with MOUs to present to their tribal councils
5. Further Develop and build relationships with the 5 tribes that do not have MOUs with WNATN
6. Conduct 1 supplemental activity (TPC Alliances only) <ul style="list-style-type: none"> - A minimum of 1 supplemental activity must be conducted - The activity(ies) can be selected from Addendum I throughout the contract year
Strategy 5: Evaluation <i>Resources for completing evaluation activities are available in the Evaluation Toolkit.</i>
1. Determine surveillance & evaluation project <ul style="list-style-type: none"> - Work with TPCP Epidemiologist to determine project (public opinion poll, key informant interviews, coalition survey, logic modeling, etc.)
2. Implement surveillance & evaluation project
3. Contribute to surveillance & evaluation shared resources folder <ul style="list-style-type: none"> - Enter lessons learned in S&E Shared Resource folder
4. Support integration of equitable health data into existing frameworks <ul style="list-style-type: none"> - TPCP will provide guidance on assessment process and requirements - Collaborate with Alliance coordinators and TPCP Epidemiologist
Strategy 6: FACT (Youth Prevention) Group Name: TBD

Primary ☐ Secondary ☐

TPC Alliances must maintain or work to establish a minimum of one primary FACT group.

The FACT strategy is optional for Catalyst Alliances.

If selected, Catalyst Alliances must maintain or work to establish a minimum of one secondary group. Secondary FACT group requirements are indicated in the parentheses.

Alliances working to establish a FACT group should work with their contract administrator and FACT staff to negotiate activities.

1. Further the integration of traditional tobacco information and commercial tobacco information in FACT materials, FACTivisms and resources and support the dissemination and use of those resources.

1. Strategically recruit new members to join your identified FACT group

- Members must be currently enrolled in grades 7-12
- Members must be able to regularly attend FACT group meetings
- FACT groups must be inclusive of youth regardless of race, gender identity or expression, sexual orientation, or disability

2. Hold FACT action-based meetings

- All meetings need to have an action(s) that leads to an outcome. Examples of outcomes include member education, FACTivism planning/implementation, skill-based trainings, or submitting earned media during meeting
 - o A majority of outcomes must highlight disparities and health equity

3. Conduct FACTivisms involving a minimum of 3 youth per FACTivism throughout the contract period

- FACTivisms must engage FACT members and aim to reach non-FACT members (in grades 7-12)
- FACTivism supplies provided by FACT must be used; Additional FACTivisms may also be conducted
 - o FACT applauds originality and understands its members create unique FACTivisms on a regular basis. To make sure original FACTivisms will qualify toward this objective, contact FACT staff for prior approval and technical assistance
- A minimum of 4 (2) FACTivisms must include a health equity message

4. Create opportunities for youth to report FACTivisms on FACTmovement.org within 30 days

- Support youth in reporting FACTivisms

5. Engage FACT youth in 1 (1) personal meeting

- Personal meetings can be with a state or local leader.
 - o Educate leaders on tobacco prevention and control in collaboration with state partners
 - o Youth members must be actively engaged in the implementation of the meetings
 - o Youth personal meetings must be separate from adult coalition personal meetings

6. Engage FACT youth in 1 (1) coalition activity

- Youth members should be actively engaged in a coalition sponsored activity
- Examples include participation in coalition meetings, community events, etc.

7. Assist youth in conducting 3 (1) media outreach attempts or 2 (0) garnered media

- If 2 (1) media are garnered before 3 attempts have been made, the activity can be considered complete
- Acceptable media outlets include local and online newspapers and broadcast media (e.g. tv, radio)
- Youth must be actively engaged in conducting media outreach attempts (writing press release/LTE, submitting photo and caption, contacting media to attend FACTivism/event, providing interviews, etc.)
- A maximum of 1 media outreach attempts or 1 earned media hit can be through self-published online papers, community newsletters, school newspapers, etc.
- Social media outlets and Alliance e-newsletters are not considered acceptable earned media
- Media must mention FACT and what it does/is (i.e. spread the truth about tobacco, Wisconsin's youth tobacco prevention program)
- Tailor media to highlight health equity and local messages

Addendum I

Supplemental Scope of Work Activities

	Conduct 2 personal meetings with local grasstop leaders
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Community Education	Conduct 3 presentations
	Organize 3 community event(s)
	Strategically network with 4 community groups or organizations
Implementation	Conduct 8 personal meetings with local grasstop leaders
	Conduct 3 presentations
Cross-cutting	Complete an evaluation of a work plan activity (e.g. presentations, meetings, local policy initiatives, etc.)