

- Goal: Prevent Initiation of Tobacco Use by Youth**
- Goal: Promote Cessation by Adults and Youth**
- Goal: Eliminate Exposure to Secondhand Smoke**

<b>Objective 1:</b>	By June 30, 2013, HCHPH will provide education and technical assistance to ensure that 50% of food pantries in each county in the service area implement a systems change to refer their customers to Quitline Iowa cessation counseling services.
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\*Refer to the RFP guidance regarding policy or systems change objective requirements; If this is the only objective you are required to submit, it must be a policy or systems change objective.

<b>County(s) targeted with this goal and objective:</b>	Crawford; Harrison; Ida; Monona; Pottawattamie; Shelby
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<b>Rationale for Objective:</b>	Low socio-economic populations are at a higher risk of tobacco use, including adults with a high school education or less, adults that are unemployed or unable to work, the uninsured, and adults making an income of less than \$25,000 annually. Generally, these same populations are also accessing food pantries to supplement their dietary needs. But a pack-a-day smoker within this population is likely to spend \$2,000 a year on cigarettes instead of food, diapers, or other items available at food pantries. Accordingly, while these populations are spending their dollars on cigarettes and harming themselves and the people around them, they are also unnecessarily draining the resources of food pantries. By encouraging, educating and empowering low-socioeconomic populations to quit tobacco use, they will be retaining more dollars for food, diapers, etc., and more importantly improving their overall health and the health of their family.					
<b>Baseline Measure:</b>	Preliminary exploration indicates that no food pantries in the service area refer their customers to Quitline Iowa, or a similar tobacco cessation service. Activity No. 1 will confirm this, and identify the food pantries in existence in the service area.					
No.	Activity	County(s) Served	Timeline			
			Q1	Q2	Q3	Q4
1.	Perform research and exploration to identify the food pantries that are in existence (the baseline).	Crawford; Harrison; Ida; Monona; Pottawattamie;	X			

		Shelby				
2.	Create a food pantry spreadsheet that includes address, phone number, contact name(s), e-mail address(s), hours of operation and any other information that is deemed relevant.	Crawford; Harrison; Ida; Monona; Pottawattamie; Shelby	X			
3.	Draft and send a letter to each food pantry soliciting them with the concept of implementing a systems change to refer their customers to Quitline Iowa.	Crawford; Harrison; Ida; Monona; Pottawattamie; Shelby	X			
4.	Follow-up in person with food pantries that did not respond to the solicitation letter to request their partnership in implementing the systems change to refer their customers to Quitline Iowa.	Crawford; Harrison; Ida; Monona; Pottawattamie; Shelby	X			
5.	Procure supplies and create educational materials associated with educating food pantry clients on the benefits of quitting tobacco use.	Crawford; Harrison; Ida; Monona; Pottawattamie; Shelby		X		
6.	Register food pantries that express interest in implementing the systems change to refer customers to Quitline Iowa.	Crawford; Harrison; Ida; Monona; Pottawattamie; Shelby	X	X	X	X
7.	Procure supplies and create materials associated with providing technical assistance and support to food pantries that select to implement the systems change to refer their customers to Quitline Iowa.	Crawford; Harrison; Ida; Monona; Pottawattamie; Shelby		X		
8.	Ensure that food pantries are supplied with sufficient technical assistance and materials to sustain the systems change to refer customers to Quitline Iowa.	Crawford; Harrison; Ida; Monona; Pottawattamie; Shelby				X
9.	After obtaining permission from the participating food pantries, submit a press release to the respective media outlets to promote and celebrate the systems change.	Crawford; Harrison; Ida; Monona; Pottawattamie; Shelby		X	X	X
10.	Challenge and engage at least one youth tobacco prevention group in each county to carry-out a food/can drive for participating food pantries.	Crawford; Harrison; Ida; Monona; Pottawattamie; Shelby	X	X	X	X

Mark with "X" which goal area this objective applies to:

- Goal: Prevent Initiation of Tobacco Use by Youth**
- Goal: Promote Cessation by Adults and Youth**
- Goal: Eliminate Exposure to Secondhand Smoke**

<b>Objective 2:</b>	By June 30, 2013, HCHPH will provide education and technical assistance to facilitate implementation of a nicotine free campus policy at one school district in Pottawattamie County.
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\*Refer to the RFP guidance regarding policy or systems change objective requirements; If this is the only objective you are required to submit, it must be a policy or systems change objective.

<b>County(s) targeted with this goal and objective:</b>	Pottawattamie
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<b>Rationale for Objective:</b>	<p>The smokeless products, which resemble mints and candy—they look like breath mints, breath strips, or toothpicks—will be easy for kids to conceal and use at school, a sporting event or at home. The tobacco companies are targeting kids with flavored products that are appealing and addictive, and are designed to be placed in the mouth, on the tongue or between the cheek and gum, where they dissolve to release tobacco.</p> <p>These new smokeless and spitless tobacco products can be just as harmful and addictive as the current tobacco products on the market today. Additionally, dissolvable tobacco products may contain up to three times the amount of nicotine found in one cigarette.</p> <p>The high nicotine content combined with the nature of the products and the ease of use is a potentially deadly combination for both adults and children. For example, users may be tempted to ingest multiple tablets at one time, like they would breath mints. These new dissolvable tobacco products are not safe, they can cause nicotine poisoning if taken by children. Less than a milligram of nicotine is enough to kill a child, depending on age and weight. Iowa Poison Control has already received calls regarding nicotine poisoning associated with dissolvable tobacco use.</p>					
<b>Baseline Measure:</b>	It is unknown how many school districts in Pottawattamie County have adopted nicotine-free campus policies. Activity No. 1 will identify baseline data. There are, however, 8 school districts in Pottawattamie County.					
No.	Activity	County(s) Served	Timeline			
			Q1	Q2	Q3	Q4
1.	Perform research and exploration to inventory all school district policies related to tobacco products (the baseline).	Pottawattamie	X			

<b>2.</b>	Obtain through IDPH a sample nicotine-free campus policy and any accompanying or supporting materials.	Pottawattamie	<b>X</b>			
<b>3.</b>	Draft and send a letter to each school district educating them on the benefits of adopting a nicotine-free campus policy.	Pottawattamie	<b>X</b>			
<b>4.</b>	Identify youth groups that could promote implementation of a nicotine-free campus policy.	Pottawattamie	<b>X</b>			
<b>5.</b>	Educate youth groups on the benefits of a nicotine-free campus, and facilitate the process of promoting a nicotine-free campus policy through those youth groups.	Pottawattamie		<b>X</b>		
<b>6.</b>	Procure supplies and create materials associated with providing education and technical assistance to schools that are in consideration of adopting a nicotine-free campus policy.	Pottawattamie	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
<b>7.</b>	After the school district adopts the nicotine-free campus policy, procure and outfit the school with appropriate signage.	Pottawattamie		<b>X</b>	<b>X</b>	<b>X</b>
<b>8.</b>	Provide technical assistance to school officials during the implementation process in order to effectively educate staff, students and visitors on the policy's requirements.	Pottawattamie		<b>X</b>	<b>X</b>	<b>X</b>
<b>9.</b>	After obtaining permission from the participating school district, submit a press release to the respective media outlets to promote and celebrate the policy change.	Pottawattamie		<b>X</b>	<b>X</b>	<b>X</b>

Mark with "X" which goal area this objective applies to:

- Goal: Prevent Initiation of Tobacco Use by Youth
- Goal: Promote Cessation by Adults and Youth
- Goal: Eliminate Exposure to Secondhand Smoke

<b>Objective 3:</b>	By June 30, 2013, HCHPH will provide education and technical assistance to facilitate implementation of a smoke-free multi-unit housing policy at one low income multi-unit housing complex in Pottawattamie County.
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\*Refer to the RFP guidance regarding policy or systems change objective requirements; If this is the only objective you are required to submit, it must be a policy or systems change objective.

<b>County(s) targeted with this goal and objective:</b>	Pottawattamie
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<b>Rationale for Objective:</b>	Secondhand smoke is the third leading cause of preventable death in the United States. Approximately 53,000 people die annually from diseases caused by secondhand smoke, with hundreds of thousands more suffering ill effects from exposure. Multi-unit dwellings present a particular challenge for dealing with this significant health and nuisance problem. Tobacco smoke from one unit may seep through cracks, be circulated by a shared ventilation system, or otherwise enter the living space of another housing unit.					
<b>Baseline Measure:</b>	It is unknown how many low income multi-unit housing complexes in Pottawattamie County have adopted a smoke-free housing policy. Activity No. 1 will identify baseline data.					
No.	Activity	County(s) Served	Timeline			
			Q1	Q2	Q3	Q4
1.	Perform research and exploration to inventory tobacco-related policies at low income multi-unit housing complexes (baseline).	Pottawattamie			X	
2.	Create a multi-unit housing complex spreadsheet that includes address, phone number, contact name(s), e-mail address(s), hours of operation and any other information that is deemed relevant.	Pottawattamie			X	X
3.	Join or attend local and state organizations to network with potential housing authorities and business organizations.	Pottawattamie	X	X	X	X
4.	Procure supplies and create educational materials associated with educating owners/managers on the benefits of adopting	Pottawattamie		X		

	smokefree housing policies.					
<b>5.</b>	When a multi-unit housing complex adopts a smokefree housing policy, procure supplies and create educational materials associated with educating the tenants.	Pottawattamie			<b>X</b>	<b>X</b>
<b>6.</b>	After obtaining permission from the participating owner/manager, submit a press release to the respective media outlets to promote and celebrate the multi-unit smokefree housing policy.	Pottawattamie			<b>X</b>	<b>X</b>

## MINIMUM REQUIRED ACTIVITIES – Attachment D

Please use the tables below to explain how you plan to address the minimum required activities each quarter.

1. Required Activity: Promote Quitline Iowa						
No.	Action to accomplish required activity:	County(s) Served	Timeline			
			Q1	Q2	Q3	Q4
1.	Execute a Quitline advertising campaign in newspapers in each county in the service area.	Crawford; Harrison; Ida; Monona; Pottawattamie; Shelby			X	X
2.	Ensure that healthcare providers are supplied with sufficient technical assistance and materials to refer patients and clients to Quitline Iowa.	Crawford; Harrison; Ida; Monona; Pottawattamie; Shelby	X	X	X	X

2. Required Activity: Maintain or participate in a coalition which addresses tobacco use that meets at a minimum quarterly.						
No.	Action to accomplish required activity:	County(s) Served	Timeline			
			Q1	Q2	Q3	Q4
1.	Schedule and organize coalition meetings, and distribute meeting dates and times to local media outlets for publication, and draft corresponding agendas.	Harrison; Shelby; Pottawattamie	X	X	X	X
2.	Attend coalition meetings, and report on the progress related to the tobacco contract and solicit volunteers when deemed appropriate.	Crawford; Harrison; Ida; Monona; Pottawattamie; Shelby	X	X	X	X
3.	Involve coalition members in planning tobacco community partnership objectives and activities.	Crawford; Harrison; Ida; Monona; Pottawattamie; Shelby	X	X	X	X
4.	Distribute meeting minutes to coalition members.	Harrison; Shelby; Pottawattamie	X	X	X	X

3. Required Activity: Maintain or participate in a youth-led group or coalition which addresses tobacco use that meets at a minimum quarterly.						
No.	Action to accomplish required activity:	County(s) Served	Timeline			
			Q1	Q2	Q3	Q4
1.	Provide a mini-grant to one school in each county to create a youth tobacco prevention group purposed to re-energize the youth tobacco prevention effort.	Crawford; Harrison; Ida; Monona; Pottawattamie; Shelby	X	X	X	X

2.	Provide mini-grants to three additional schools in Pottawattamie County to create youth tobacco prevention groups purposed to re-energized the youth tobacco prevention effort.	Pottawattamie	X	X	X	X
3.	Perform research and exploration to identify potential youth groups that would be interested in addressing tobacco use.	Pottawattamie	X	X	X	X
4.	Oversee and follow-up with mini-grantees to ensure that requirements and activities are being carried-out according to the mini-grant agreement.	Crawford; Harrison; Ida; Monona; Pottawattamie; Shelby	X	X	X	X

**4. Required Activity: Collaborate with other agencies and entities working to reduce tobacco use in your service area, including other grantees funded by IDPH and the Division.**

No.	Action to accomplish required activity:	County(s) Served	Timeline			
			Q1	Q2	Q3	Q4
1.	Partner with county public health departments to ensure the use of Quitline Iowa fax referral.	Crawford; Harrison; Ida; Monona; Pottawattamie; Shelby	X	X	X	X
2.	Procure supplies and create educational materials associated with educating WIC clients about the benefits of quitting tobacco use as well as the harmful effects of secondhand smoke.	Crawford; Harrison; Ida; Monona; Pottawattamie; Shelby	X	X	X	X
3.	Join local and state organizations to network with businesses and agencies on promoting smoke free housing and tobacco free work places.	Crawford; Harrison; Ida; Monona; Pottawattamie; Shelby	X	X	X	X
4.	Ensure that healthcare providers are supplied with sufficient technical assistance and materials to refer patients and clients to Quitline Iowa.	Crawford; Harrison; Ida; Monona; Pottawattamie; Shelby	X	X	X	X

**5. Required Activity: Strategically use media outlets when appropriate to educate and inform the public about your efforts. This includes the distribution of media releases and press announcements developed locally or provided by the Division and may include the use of social media such as Facebook, Twitter, YouTube, etc.**

No.	Action to accomplish required activity:	County(s) Served	Timeline			
			Q1	Q2	Q3	Q4
1.	Immediately distribute press releases and other media announcements provided by the Division.	Crawford; Harrison; Ida; Monona; Pottawattamie; Shelby	X	X	X	X



2.	Partner and cooperate with the Division on media inquires in the service area.	Crawford; Harrison; Ida; Monona; Pottawattamie; Shelby	X	X	X	X
3.	Publish tobacco-related messaging on HCHPH's Facebook page.	Crawford; Harrison; Ida; Monona; Pottawattamie; Shelby	X	X	X	X
4.	Ensure that youth tobacco prevention members are linked with the Division's "Prevent Youth Addiction" Facebook page.	Crawford; Harrison; Ida; Monona; Pottawattamie; Shelby	X	X	X	X

<b>6. Required Activity: Ensure representation at regional and statewide meetings and/or trainings designated by the Division. Attendance will be required once per quarter at a regional meeting, conference call, webinar or annual conference.</b>						
No.	Action to accomplish required activity:	County(s) Served	Timeline			
			Q1	Q2	Q3	Q4
1.	At least one HCHPH staff member will attend a Division regional meeting, conference call, webinar or annual conference once per quarter as required by the Division.	Crawford; Harrison; Ida; Monona; Pottawattamie; Shelby	X	X	X	X
2.	HCHPH will ensure representation at regional and statewide meetings and trainings designated by the Division.	Crawford; Harrison; Ida; Monona; Pottawattamie; Shelby	X	X	X	X

<b>7. Required Activity: Engage your county Board of Health (in each county in the service area) in any of the following activities: Planning or evaluation of services; Timely and effective communication; Ongoing collaboration</b>						
No.	Action to accomplish required activity:	County(s) Served	Timeline			
			Q1	Q2	Q3	Q4
1.	HCHPH will attend each county's Board of Health meeting once per fiscal year for the purposes of communicating contract progress and accomplishments.	Crawford; Harrison; Ida; Monona; Pottawattamie; Shelby	X	X	X	X
2.	HCHPH will attend each county's Board of Health meeting once per fiscal year for the purposes of planning objectives and activities.	Crawford; Harrison; Ida; Monona; Pottawattamie; Shelby	X	X	X	X

**8. Required Activity: Each metropolitan area county and Dallas County (as determined by Appendix IV) must complete an assessment once a year of tobacco industry activities/advertising in a minimum of 60% of gas stations and convenience stores in the county. The Division will provide an assessment tool, training, and list of gas stations/convenience stores for your respective counties (Appendices VI and VII).**

No.	Action to accomplish required activity:	County(s) Served	Timeline			
			Q1	Q2	Q3	Q4
1.	HCHPH will complete an assessment once a year of tobacco industry activities and advertising in 60% of gas stations and convenience stores in Pottawattamie Couty.	Pottawattamie		X	X	
2.	While conducting these assessments, HCHPH will ensure that gas stations and convenience stores have the required “no smoking” signage posted as required by the Smokefree Air Act.	Pottawattamie		X	X	
3.	HCHPH will ensure that staff are properly trained on conducting the assessment	Pottawattamie	X	X	X	
4.	HCHPH will ensure that results are immediately reported to IDPH.	Pottawattamie		X	X	

**9. Required Activity: Each rural area county (as determined by Appendix IV) must complete an assessment once a year of tobacco industry activities/advertising in a minimum of 100% of gas stations and convenience stores in the county. The Division will provide an assessment tool, training, and list of gas stations/convenience stores for your respective counties (Appendices VI and VII).**

No.	Action to accomplish required activity:	County(s) Served	Timeline			
			Q1	Q2	Q3	Q4
1.	HCHPH will complete an assessment once a year of tobacco industry activities and advertising in 100% of gas stations and convenience stores.	Crawford; Harrison; Ida; Monona; Shelby		X	X	
2.	While conducting these assessments, HCHPH will ensure that gas stations and convenience stores have the required “no smoking” signage posted as required by the Smokefree Air Act.	Crawford; Harrison; Ida; Monona; Shelby		X	X	
3.	HCHPH will ensure that staff are properly trained on conducting the assessment	Crawford; Harrison; Ida; Monona; Shelby	X	X	X	
4.	HCHPH will ensure that results are immediately reported to IDPH.	Crawford; Harrison; Ida; Monona; Shelby		X	X	

**10. Required Activity: Submit to the Division, any revised tobacco policies for all K-12 public and accredited non-public school districts within the service area.**

No.	Action to accomplish required activity:	County(s) Served	Timeline			
			Q1	Q2	Q3	Q4
1.	HCHPH wil create a survey monkey school policy assessment tool.	Crawford; Harrison; Ida; Monona; Pottawattamie; Shelby	X			
2.	HCHPH will draft an e-mail and distribute the survey monkey link via that e-mail to the respective school districts in each county in the service area.	Crawford; Harrison; Ida; Monona; Pottawattamie; Shelby	X			
3.	HCHPH will submit to the Division any revised policies.	Crawford; Harrison; Ida; Monona; Pottawattamie; Shelby	X	X	X	X