



Goal Examples for Critical Issues *

Critical Issue: Population-specific interventions that can be integrated into other programs (education)

By June 30, 2009, a minimum of 3 population-specific interventions will be disseminated statewide to at least 75 organizations reaching specific populations.

By June 30, 2009, at least 30 new organizations in Kansas with existing tobacco control programs will provide ethnically, culturally and linguistically appropriate tobacco control interventions and services.

By June 30, 2009, determine “Best Practice Models” for Kansas to aid in eliminating tobacco disparities.

By June 30, 2008, develop and/or provide culturally and linguistically appropriate prevention and cessation materials, services and other resources for at least 4 specific populations.

Critical Issue: Advocacy and policy development

By June 30, 2009, annually conduct a two-day tobacco advocacy/leadership training for funders, policy makers and community opinion leaders to support the elimination of tobacco disparities.

By June 30, 2008, develop a statewide advocacy plan to address tobacco-related disparities.

By June 30, 2008, recruit and train a minimum of 5 community-based organizations, not previously involved in tobacco control work, to participate in mobilization/activism activities.

Critical Issue: Data

By June 30, 2008, develop a statewide strategy regarding collection, dissemination and utilization of community-level quantitative and qualitative data to eliminate identified data gaps among specific populations.

By June 30, 2009, institute changes to improve the quality of existing data to enhance identification, monitoring and evaluation of tobacco-related disparities.

Critical Issue: Funding/Resources

By June 30, 2008, identify and secure at least one new funding source specifically addressing the elimination of tobacco-related health disparities.

By June 30, 2009, recruit and build the capacity of at least 2 agencies to successfully apply and be funded (either by the state, county or some other source) to provide tobacco control services for specific populations.

Critical Issue: Trust/Building capacity/outreach/resource center

By June 30, 2009, increase the participation of non-traditional partners in tobacco control efforts.

By June 30, 2009, offer a minimum of 3 trainings to build the capacity of community-based organizations serving specific populations to reduce tobacco-related health disparities and to change cultural and social norms of tobacco use acceptance. (PA)

By June 30, 2008, conduct quarterly seminars to build understanding and trust among service providers and stakeholders to achieve our common goals.

Critical Issue: Collaboration/Partnership

By June 30, 2008, recruit and train a minimum of 5 community-based organizations, not previously involved in tobacco control work, to participate in mobilization/activism activities.

Critical Issue: Addressing systemic changes (silos)

Note: Not aware of any other states addressing this.

Critical Issue: Marketing/Counter marketing (media)

By June 30, 2009, conduct a counter-marketing campaign with at least three specific populations.

**Note: Based on other states' goals which have been modified to incorporate the "SMART" technique, allowing for specificity and measurability.*