



## **Kansas Tobacco Prevention Workgroup for Specific Populations**

**Hotel at Old Town  
830 E. 1<sup>st</sup> St, Wichita**

**Thursday, May 24, 2007  
9:00 – 4:00 p.m.**

### **Overall Workgroup Purpose:**

To develop a strategic plan to guide efforts to eliminate tobacco-related disparities in specific populations in Kansas.

### **Goals for meeting:**

- To continue to build an effective team through various activities, such as marketing plan development.
- To refine strategic/action plan.
- To discuss integration of the specific populations plan into the state tobacco plan.
- To identify strategies for marketing of plan.
- To develop recommendations for monitoring plan implementation.
- To discuss future of the workgroup.

9:00 Welcome: James Jones, Co-chair, Kansas Tobacco Prevention Workgroup for Specific Populations

9:10 Greetings: Howard Rodenberg, MD, MPH, Director of Health, Kansas Department of Health and Environment

9:30 Progress Update & Review

- Agenda review
- Review of issues/goals/strategies/action plan and follow-up activities completed
- Questions & Answers

### **10:00 BREAK**

10:15 Description/Review of Statewide Tobacco Prevention Plan & Tobacco Use Prevention Program (TUPP) Overview – TUPP Staff

- Questions & Answers

- 10:40 Revisit strategies and action steps
- Discuss, agree upon revisions
  - Discuss plan review –other organizations to provide input?
  - Discuss/review of responsibility of selected strategies/action steps
  - Discuss/identify evaluation indicators/tracking measures
  - Discuss: How does the action plan go back to our respective organizations? What can my organization or community do?
- 11:15 Preparation, Review & Approval Processes of the “Deliverables”
- What materials will be produced?
  - What is the timeline?
  - What will be the role of the Workgroup in this process?
  - How best to involve the Workgroup in final document preparation after this meeting?
- 11:50 BREAK**
- 12:00 Working Lunch - Guest Speaker: S. Edwards Dismuke, MD, MSPH, Dean, University of Kansas School of Medicine-Wichita
- 1:00 Marketing Overview: Ginger Parks, KDHE Media & Policy Coordinator
- 1:20 Marketing Plan: Small Group Discussion & Reports
- Audience Assessment – Who does this plan need to get to? Who needs to know? Who is working on addressing health-related disparities in Kansas? In my community? How do their interests intersect with ours?
  - Political Considerations - What political considerations need to be considered? What barriers and competing issues make it difficult to elevate the importance of tobacco control in various communities? How can these barriers be overcome?
  - Materials Development – What “products” need to be developed? What specific messages might resonate with each community/audience?
- 2:15 BREAK**
- 2:30 Large Group Marketing Plan Discussion
- How will the materials be distributed?
  - Who will be responsible for carrying out the marketing plan?
- 3:10 Moving Forward: Discussion of future of Workgroup
- Potential involvement and role in marketing and implementation
  - Recommendations for evaluating strategic plan implementation
  - Oversight/Reporting
- 3:40 Wrap-up: Feedback and Evaluation

3:50 Thanks: Aiko Allen and James Jones, Co-Chairs, Kansas Tobacco Prevention  
Workgroup for Specific Populations

Closing

4:00 Adjourn

