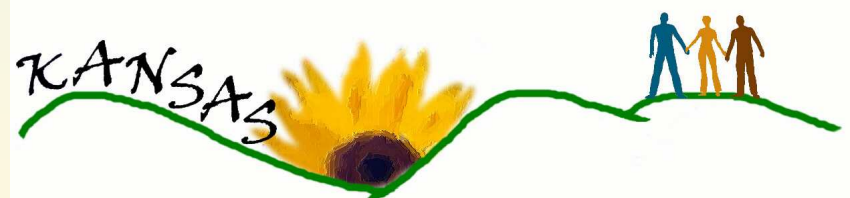


# Kansas Tobacco Prevention for Specific Populations

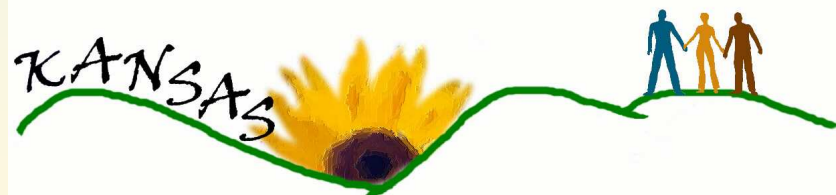


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Tobacco Prevention *for* Specific Populations

# CDC “Deliverables”

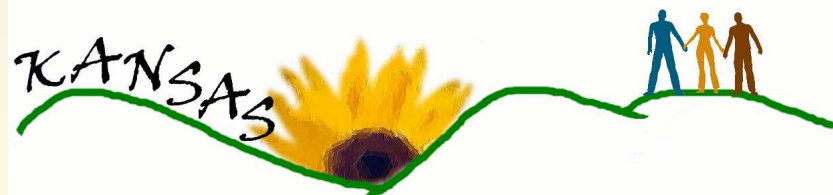
- Strategic Plan
  - “Full strategic plan”
  - Executive summary
- Action/Implementation Plan
- Marketing Plan
- Case Study



Tobacco Prevention *for* Specific Populations

# Why a Case Study?

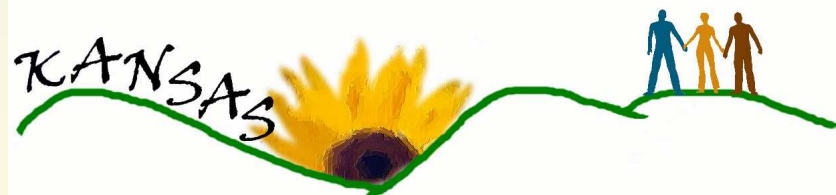
- CDC required deliverable and method of evaluation for the strategic planning process
- Sustains institutional memory of process as new staff and others become involved
- Source of information and resource for others
- Creates transparency for greater buy-in
- Provides initial framework for project evaluation



Tobacco Prevention *for* Specific Populations

# Suggested Outline for Case Study

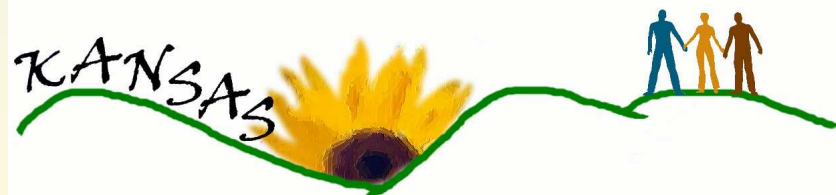
- Overview of the Project
  - Purpose and goals
  - Project Team
  - Roles and responsibilities
- Evaluating the Strategic Plan Processes
  - Purpose
  - Design and methods
- Strategic Planning Processes and Lessons Learned



Tobacco Prevention *for* Specific Populations

# Strategic Planning Processes

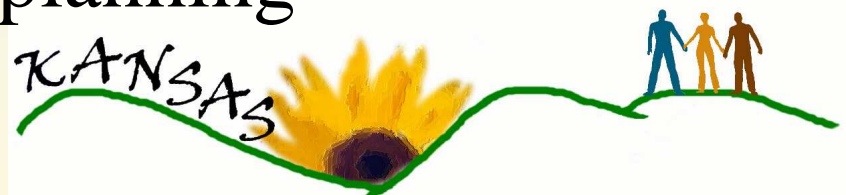
- Step 1: Forming the Workgroup
- Step 2: Identifying/Prioritizing Tobacco-related Disparities
- Step 3: Developing the Strategic Plan
- Step 4: Adopting & Refining the Plan
- Step 5: Preparing for Action



Tobacco Prevention *for* Specific Populations

# Strategic Planning Processes (cont.)

- Major Assets for Strategic Planning
- Challenges to Strategic Planning
- Conclusions
  - Major planning accomplishments
  - Lessons learned throughout the planning
  - Recommendations to enhance future strategic planning

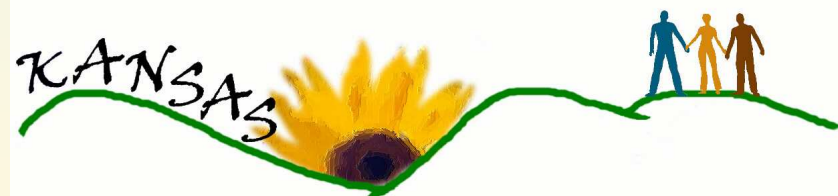


Tobacco Prevention *for* Specific Populations

# Other State Examples

- Pennsylvania
- Wisconsin
- On website at:

<http://www.healthykansans2010.com/tobacco>

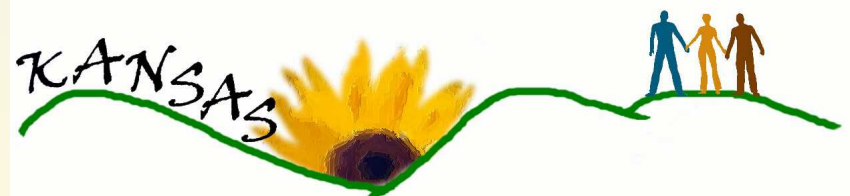


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Tobacco Prevention *for* Specific Populations

# Proposed Timeline

- Develop draft of materials (strategic plan, executive summary, marketing plan & case study): June 13
- Public comment and review: June 13-20
- Revise draft : June 20-27
- Final hard copy to KDHE: June 29

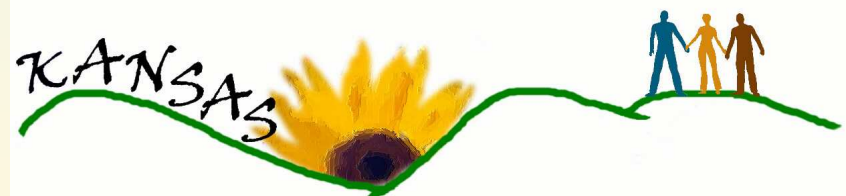


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# Drafting the Plan

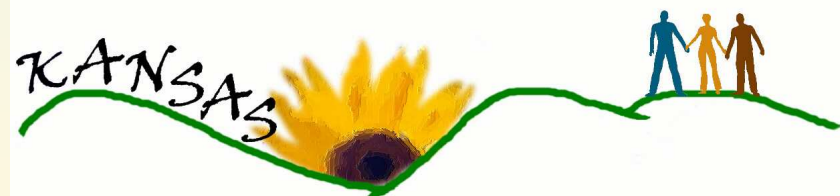
- Format (length and style)
- Outline
- Intended Audiences
- Parties responsible for making it happen
- Editing the plan so that it is manageable.
- Offer a concise executive summary.



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# Questions?

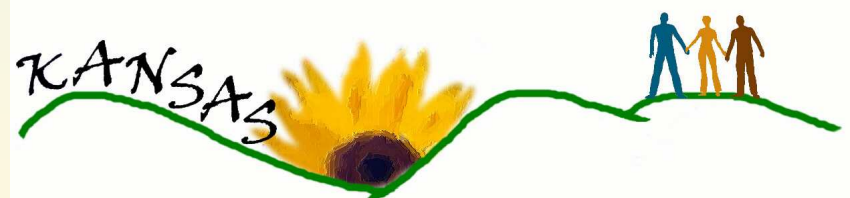


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# Moving Forward

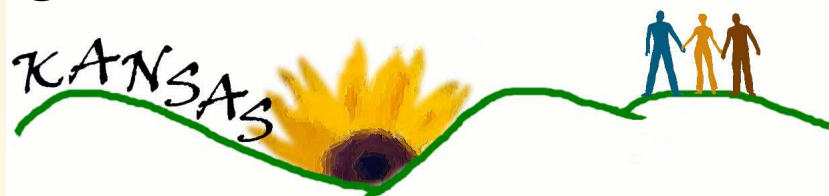
- What would you like the role of the workgroup to be once the plan is developed?



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# Examples of Other States' Workgroup Involvement

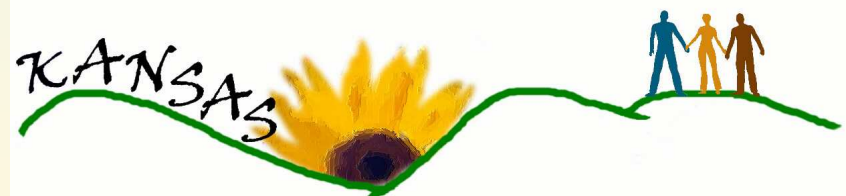
- Meet quarterly to develop action steps for strategy implementation and to monitor implementation progress.
- Spearhead marketing effort to promote the existence and importance of the plan.
- Present the plan to policy makers & community leaders through educational meetings or the media.



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# Additional Examples

- Identify appropriate persons, agencies, resources, etc. to implement plan activities.
- Identify and address barriers encountered in plan implementation.
- Become “Action Planning Team”.
- Other??



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