

Tobacco Prevention for Specific Populations Draft Critical Issues, Objectives, and Strategies Updated: 6-28-07

Data

Critical Issue: Increase community-level quantitative and qualitative data to eliminate identified data gaps among selected populations.

Objective: By June 30 2009, there will be a functioning statewide strategy regarding collection, dissemination, integration, and utilization of community-level quantitative and qualitative data to eliminate identified data gaps among specific populations.

Strategies and Action Steps:

1. Create a Data Action Team.
 - Who: Specific Populations Workgroup; Invitees: Kansas Substance Abuse Profile Group, KU MPH Program, HK2010 Data Workgroup, Cancer Registry
 - Target Date: September 2007
 - Resources: KDHE (staff/logistics support) and community partners
2. Conduct comprehensive assessments of available data to examine the range of factors related to tobacco use among disparately-affected populations.
 - a. Compile comprehensive sources of data in Kansas and nationally.
 - Who: KDHE – Tobacco Epidemiologist, Data Action Team
 - Target Date: Immediately. By January 2008
 - Resources: Data access, human resources
 - b. Create directory of available resources.
 - Who: Data Action Team, TUPP Program Staff
 - Target Date: February 2008 and ongoing
 - Resources: Website for posting directory, human resources for updating
 - c. Complete report with relevant data to guide the strategic planning process and enrich disparities elimination efforts for tobacco control.
 - Who: Data Action Team, Tobacco Epidemiologist
 - Target Date: June 2008
 - Resources: Human resources; funding for printing or positing online
 - d. Coordinate distribution of report to key tobacco stakeholders and communities
 - Who: TUPP Media and Policy Coordinator; Specific Populations Marketing Action Team
 - Target Date: July 2008
 - Resources: Funding resources for production and distribution; seek funding resources

3. Improve existing surveillance systems for data collection.
 - a. Catalog existing surveillance systems.
 - Who: Data Action Team
 - Target Date: February 2008
 - Resources: Funding resources for production and distribution; seek funding resources
 - b. Identify specific minimum data set.
 - Who: Data Action Team
 - Target Date: April 2008
 - Resources: Standard minimum data sets, surveillance system file layouts and definitions, human resources
 - c. Assess existing surveillance systems and suggest modifications or additions.
 - Who: Data Action Team
 - Target Date: June 2008 and ongoing
 - Resources: Data system access, human resources
 - d. Define requirements for improvement of surveys, including cost requirements.
 - Who: Data Action Team
 - Target Date: June 2008 and ongoing
 - Resources: Human resources, surveillance system data experts/representatives
 - e. Disseminate recommendations.
 - Who: Data Action Team
 - When: July 2008
 - Resources: Funding resources for distribution, as needed
 - f. Identify funding sources.
 - Who: Data Action Team
 - Target Date: August 2008
 - Resources: Human resources, knowledge of potential funding sources
 - g. Secure funding.
 - Who: Data Action Team
 - Target Date: February 2009
 - Resources: Human resources, grant writers
4. Develop new data collection methods to assess tobacco use where gaps in knowledge exist.
 - a. Review alternative sources of data, including qualitative data.
 - Who: Data Action Team
 - Target Date: February 2008
 - Resources: Primary literature, human resources
 - b. Create and test innovative data collection methods
 - Who: Data Action Team, Tobacco Epidemiologist

- Target Date: May 2008
 - Resources: Primary literature, human resources
- c. Implement, evaluate, share methods and new information.
- Who: Data Action Team
 - Target Date: June 2008 and ongoing
 - Resources: Primary literature, human resources
- d. Explore the possibilities for data collection around industry targeting.
- Who: Data Action Team
 - Target Date: August 2008
 - Resources: Human resources, primary literature
5. Disseminate available data to community key stakeholders.
- a. Create a county community resource guide.
- Who: TUPP Program Staff, Data Action Team
 - Target Date: January 2009
 - Resources: Community data, website for posting directory, human resources for updating
- b. Use all available resources to disseminate information (print, electronic, media) and communicate resources nationally.
- Who: TUPP Media and Policy Coordinator, Marketing Action Team
 - Target Date: February 2009
 - Resources: Funding resources for printing (if applicable) and distribution
6. Link the data and data collection system with statewide and national tobacco prevention and cessation strategies.
- a. Evaluate use of data collection systems.
- Who: Tobacco Epidemiologist, Data Action Team
 - Target Date: June 2008 and ongoing
 - Resources: Human resources, evaluation plan, data
- b. Share information with national tobacco communities.
- Who: TUPP Media and Policy Coordinator, Marketing Action Team
 - Target Date: July 2008 and ongoing
 - Resources: Funding for dissemination, human resources
- c. Make recommendations for future research.
- Who: Data Action Team
 - Target Date: July 2008 and ongoing
 - Resources: Literature, human resources
- d. Share data for utilization in health care curriculum.
- Who: Assessment Action Team

- Target Date: July 2008 and ongoing
 - Resources: Data Action Team, data resources
- e. Use data as method for additional funding.
- Who: Assessment Action Team
 - Target Date: July 2008 and ongoing
 - Resources: Data Action Team, human resources

Specific Population Resources

Critical Issue: Increase population-specific prevention and cessation resources that can be integrated in to community programs.

Objective: By June 30, 2010, all KS communities will have access to culturally and linguistically appropriate prevention and cessation resources for at least 4 specific populations.

Strategies and Action Steps:

1. Create an Intervention Action Team.
 - Who: Kansas Tobacco Prevention for Specific Populations Workgroup, TFKC, local health departments, TUPP, Center for Health Disparities, HK20101 Workgroup
 - Target Date: October 2007
 - Resources: KDHE Staff Support

2. Identify four (4) specific populations based on current and evolving data.
 - a. Evaluate and obtain population-specific data. Review data from Data Action Team.
 - Who: KDHE/Data Action Team
 - Target Date: September 2007
 - Resources: Human resources, time, data, data resources (BRFSS, Census data)

 - b. Create a process to identify specific populations in greatest need.
 - Who: TUPP, Office of Minority Health, Center for Health Disparities, Data Action Team, Safety Net Clinics
 - Target Date: December 2007
 - Resources: Human resources, local health departments, FQHCs, Center for Health Disparities

3. Identify potentially effective models and develop new models for existing gaps.
 - a. Research existing models.
 - Who: KDHE/TUPP, KU Med
 - Target Date: December 2007
 - Resources: CDC, web sites, CDC Best Practices book, Cancer Control, American Lung Association, American Heart Association, American Cancer Society, TFKC, Cancer Information Service

 - b. Create directory of models.
 - Who: KDHE
 - Target Date: February 2008 (to be completed simultaneously with research step); January 2008
 - Resources: CDC, web sites, Best Practices book, Cancer Control, American Lung Association matrix of models

- c. Identify gaps. Use data from Data Action Team.
 - Who: Intervention Action Team: KS Substance Abuse Profile Group, KU MPH, HK2010 Data Workgroup, Cancer Registry
 - Target Date: June 2008
 - Resources: Data. Other resources same as above (CDC, web sites, Best Practices book, Cancer Control, Lung Association). Create links to other websites.
 - d. Develop or modify models.
 - Who: Intervention Action Team and TUPP
 - Target Date: August 2008
 - Resources: Data. Other resources same as above (CDC, web sites, Best Practices book, Cancer Control, Lung Association)
4. Develop a community network to eliminate barriers by providing access to effective population-specific models.
- a. Convene potential community partners.
 - Who: KDHE/TUPP, Center for Health Disparities, Coordinated School Health, Regional Prevention Centers
 - Target Date: December 2008
 - Resources: Meeting location, facilitator, incentives, funding
 - b. Identify access barriers.
 - Who: Intervention Action Team and Community Partners
 - Target Date: December 2008
 - Resources: Meeting location, facilitator, incentives, funding, CDC, internet, best practices, human resources
 - c. Develop Web-based resource guide for population-specific prevention and intervention materials and techniques.
 - Who: KDHE/TUPP
 - Target Date: June 2009
 - Resources: I.T., funding, website, human resources
 - d. Market Web site and provide training.
 - Who: KDHE/TUPP
 - Target Date: December 2009
 - Resources: I.T., funding, website, human resources, Community Health Centers
5. Evaluate dissemination process and network.
- Who: KDHE, TUPP, Assessment Action Team
 - Target Date: June 2010
 - Resources: Staff, data analysis, access to report from agencies
 - Questions:
 - What data tools will be used to collect this information?
 - What data is most useful for the community?

Advocacy and Policy

Critical Issue: Increase advocacy for the elimination of tobacco-related health disparities among specific populations in Kansas.

Objective: By June 30, 2010, conduct a campaign to educate and motivate communities, funders, and policymakers to support the elimination of tobacco-related health disparities among specific populations in Kansas.

Strategies and Action Steps:

1. Develop an integrated statewide advocacy plan to address tobacco-related prevention and cessation issues for specific populations.
 - a. Create an Advocacy Action Team.
 - Who: KDHE/TUPP; Members may include: KS Tobacco Prevention for Specific Populations Workgroup, regional representatives, state and private partners
 - Target Date: September 2007
 - Resources: KDHE support staff; human resources
 - b. Convene the Advocacy Action Team
 - Who: TUPP staff, TFKC, and partners
 - Target Date: Yearly, to begin in January 2008
 - Resources: Trainers, locations, materials, collaborate with partners (heart, lung, cancer; state and private), Comprehensive Cancer Control Plan
 - c. Partner with local and state organizations to facilitate, train, and provide data for Advocacy Action Team.
 - Who: TUPP, TFKC
 - Target Date: Yearly, to begin in February 2008
 - Resources: Trainers, locations, materials, partners
 - d. Reach and convene the Cabinet members and legislative leaders regarding the advocacy action plan.
 - Who: TFKC and other partners
 - Target Date: Biannual, to begin in March 2008
 - Resources: Coalitions, TUPP, TFKC
2. Conduct a tobacco biannual training/meeting for communities, funders, and policymakers to support the elimination of tobacco disparities.
 - a. Identify and convene communities, funders, policy makers, and stakeholders.
 - Who: Local Coalition (6 TUPP Regions)
 - Target Date: Yearly, to begin in Spring 2008
 - Resources: Trainers, location, materials, collaborate with existing partners (state and private), Coordinated School Health
 - b. Provide training for communities, funders, and policymakers regarding tobacco-related health disparities.

- Who: TUPP, TFKC, KPHA, other community partners
 - Target Date: Yearly, to begin in Spring 2008
 - Resources: Human resources, funding, locations, materials, partners
- c. Evaluate the training/meeting of the above groups.
- Who: KDHE/TUPP
 - Target Date: Immediately after each training
 - Resources: Human resources, funding, KDHE Tobacco Epidemiologist
3. Recruit and train a minimum of five (5) sustainable community-based organizations per KDHE, TUPP (6) regions not previously involved in tobacco control work, in mobilization/implementation activities.
- a. Develop and deploy a recruiting campaign for new specific-population groups (not involved in tobacco).
- Who: TUPP
 - Target Date: To begin in March 2008, and then ongoing
 - Resources: Marketing, materials, health departments
- b. Identify and recruit 5 community organizations for each region.
- Who: Advocacy Action Team; TUPP
 - Target Date: March 2008
 - Resources: Human resources, print materials
- c. Train each community organization in Tobacco 101 and Best Practices.
- Who: KDHE/TUPP
 - Target Date: April 2008
 - Resources: Human resources, training
- d. Provide ongoing TA (online via Web site-site).
- Who: KDHE/TUPP
 - Target Date: To begin in April 2008, and then ongoing
 - Resources: Web resources
- e. Select a project to complete in each region (e.g., clean indoor air).
- Who: Community organizations
 - Target Date: To begin in April 2008
 - Resources: Funding; KDHE/TUPP technical assistance
- f. Evaluate the project (process, implementation) within each region.
- Who: TUPP
 - Target Date: Ongoing
 - Resources: Workgroup for Specific Populations, TUPP, health departments, coalitions