



GRAND FORKS  
TOBACCO FREE COALITION  
STRATEGIC PLAN  
2011-2013

CONTACT US



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## Introduction

In October and November of 2010 the Office of Professional Services at the University of North Dakota conducted strategic planning sessions for the Tobacco Free Coalition of Grand Forks. Individuals participating in the process included:

- Jane Croeker, UND Health & Wellness Resource Office
- Kailee Dvorak, Grand Forks Public Health Department
- Aly Eckroth, Grand Forks Public Health Department
- Gail Halverson, Valley Health & WIC
- Theresa Knox, Grand Forks Public Health Department
- Julie Ludwig, Valley Community Health Centers
- Leah Melquist, Grand Forks Air Force Base
- Danielle Schermerhorn, UND Health & Wellness Resource Office
- Haley Thorson, Grand Forks Public Health Department
- Galen Cariveau, UND Facilitator

The strategic planning process allowed coalition members to discuss ideas, and focus on the planning process. Through this process, goals were identified, objectives were written and action steps were created.

The purpose of this strategic plan is to provide coalition members with clear direction and priorities for the next 36 months. This plan can be used as a resource for current and future goal setting and project planning. It also can serve as a tool to measure and document the success of the coalition.

Cordially,



Galen Cariveau, Director  
Office of Professional Services  
University of North Dakota  
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**Goal 1      Prevent the Initiation of Tobacco Use Among Youth and Young Adults**

**Objective 1    Educate the Grand Forks City/County on the CDC's best practices used to prevent the initiation of tobacco use.**

Action A      Create messages describing the CDC's best practices used to prevent the initiation of tobacco use.

**Assigned To:** Staff

**Outcomes/Measurements:**

Action B      Create a one page information sheet describing the CDC's best practices used to prevent the initiation of tobacco use.

**Assigned To:** Staff

**Outcomes/Measurements:**

Action C      Develop and insert articles, related to preventing the initiation of tobacco use, into various newsletters in Grand Forks City/County.

**Assigned To:** Staff to Develop, All Dist

**Outcomes/Measurements:**

Action D      Speak to members of service organizations and other groups in Grand Forks City/County about preventing the initiation of tobacco use.

**Assigned To:** All

**Outcomes/Measurements:**

Action E Appear on radio talk shows to promote the CDC's best practices used to prevent the initiation of tobacco use.

**Assigned To:** Staff and All

**Outcomes/Measurements:**

Action F Write and submit articles, related to preventing the initiation of tobacco use, to various print media in Grand Forks City/County.

**Assigned To:** All

**Outcomes/Measurements:**

Action G Use social media such as Facebook or Twitter to promote preventing the initiation of tobacco use.

**Assigned To:** All

**Outcomes/Measurements:**

**Objective 2 Educate policy makers on the CDC's best practices used to prevent the initiation of tobacco use.**

Action A Create a one page information sheet designed to educate policy makers on the CDC's best practices used to prevent the initiation of tobacco use.

**Assigned To:** Staff

**Outcomes/Measurements:**

Action B Attend the Saturday morning Legislative Forums to engage in a dialogue with policy makers about the CDC's best practices used to prevent the initiation of tobacco use.

**Assigned To:** All

**Outcomes/Measurements:**

Action C Create our own Legislative Forum to create an opportunity to have an extended dialogue with policy makers about the CDC's best practices used to prevent the initiation of tobacco use.

**Assigned To:** All

**Outcomes/Measurements:**

Action D Make presentations related to CDC's best practices used to prevent the initiation of tobacco use to policy makers such as the Grand Forks City Council and rural policy makers.

**Assigned To:** All

**Outcomes/Measurements:**

Action E Facilitate one-on-one contacts with policy makers to promote the CDC's best practices used to prevent the initiation of tobacco use.

**Assigned To:** Staff and All

**Outcomes/Measurements:**

Action F Invite policy makers to our events as a means of promoting the CDC's best practices used to prevent the initiation of tobacco use.

**Assigned To:** Staff and All

**Outcomes/Measurements:**

Action G Conduct media campaigns for a variety of audiences, including policy makers, related to preventing the initiation of tobacco use.

**Assigned To:** Staff

**Outcomes/Measurements:**

## Goal 2      Eliminate Exposure to Secondhand Smoke

### Objective 1    Educate the Grand Forks City/County on the CDC's best practices used to eliminate exposure to secondhand smoke.

Action A      Create messages describing the CDC's best practices used to eliminate exposure to secondhand smoke.

Assigned To: Staff

Outcomes/Measurements:

Action B      Create a one page information sheet describing the CDC's best practices used to eliminate exposure to secondhand smoke.

Assigned To: Staff

Outcomes/Measurements:

Action C      Develop and insert articles, related to the elimination of exposure to secondhand smoke, into various newsletters in Grand Forks City/County.

Assigned To: Staff to Develop, All Dist

Outcomes/Measurements:

Action D      Speak to members of service organizations and other groups in Grand Forks City/County about the elimination of exposure to secondhand smoke.

Assigned To: All

Outcomes/Measurements:

Action E Appear on radio talk shows to promote the CDC's best practices used to eliminate exposure to secondhand smoke.

**Assigned To:** Staff and All

**Outcomes/Measurements:**

Action F Write and submit articles, related to CDC's best practices used to eliminate exposure to secondhand smoke, to various print media in Grand Forks City/County.

**Assigned To:** All

**Outcomes/Measurements:**

Action G Use social media such as Facebook or Twitter to promote the CDC's best practices used to eliminate exposure to secondhand smoke.

**Assigned To:** All

**Outcomes/Measurements:**

**Objective 2 Educate policy makers on the importance of comprehensive smoke free policies and laws.**

Action A Create a one page information sheet designed to educate policy makers on the importance of comprehensive smoke free policies and laws.

**Assigned To:** Staff

**Outcomes/Measurements:**

Action B Attend the Saturday morning Legislative Forums to engage in a dialogue with policy makers about the importance of comprehensive smoke free policies and laws.

**Assigned To:** All

**Outcomes/Measurements:**

Action C Create our own Legislative Forum to create an opportunity to have an extended dialogue with policy makers about the importance of comprehensive smoke free policies and laws.

**Assigned To:** Staff and All

**Outcomes/Measurements:**

Action D Make presentations related to the importance of comprehensive smoke free policies and laws, to the Grand Forks City Council and rural policy makers.

**Assigned To:** All

**Outcomes/Measurements:**

Action E Facilitate one-on-one contacts with policy makers to promote the importance of comprehensive smoke free policies and laws.

**Assigned To:** Staff and All

**Outcomes/Measurements:**

Action F Invite policy makers to our events as a means of promoting the importance of smoke free policies and laws.

**Assigned To:** Staff and All

**Outcomes/Measurements:**

Action G Conduct media campaigns for a variety of audiences including policy makers, related to smoke free policies and laws.

**Assigned To:** Staff

**Outcomes/Measurements:**

### **Goal 3      Promote Quitting Tobacco Use**

#### **Objective 1   Educate the Grand Forks City/County on the CDC's best practices used to help individuals quit tobacco use.**

Action A      Create messages describing the CDC's best practices used to help individuals quit tobacco use.

**Assigned To:** Staff

**Outcomes/Measurements:**

Action B      Create a one page information sheet describing the CDC's best practices used to help individuals quit tobacco use.

**Assigned To:** Staff

**Outcomes/Measurements:**

Action C      Develop and insert articles, related to quitting tobacco use, into various newsletters in Grand Forks City/County.

**Assigned To:** Staff to Develop, All Dist

**Outcomes/Measurements:**

Action D      Speak to members of service organizations and other groups in Grand Forks City/County about the CDC best practices used to help individuals quit tobacco use.

**Assigned To:** All

**Outcomes/Measurements:**

Action E Appear on radio talk shows to promote the CDC's best practices used to help individuals quit tobacco use.

**Assigned To:** All

**Outcomes/Measurements:**

Action F Write and submit articles, related to quitting tobacco use, to various print media in Grand Forks City/County.

**Assigned To:** All

**Outcomes/Measurements:**

Action G Use social media such as Facebook or Twitter to promote quitting tobacco use.

**Assigned To:** All

**Outcomes/Measurements:**

Action H Educate and train public and private health care providers to implement provider reminder systems and to deliver the AAR (ask, advise, refer) intervention to their clients.

**Assigned To:** Staff (w/ assistance from All)

**Outcomes/Measurements:**

**Objective 2 Educate the Grand Forks City/County about the availability of tobacco cessation resources and programs.**

Action A Create a one page information sheet about the availability of tobacco cessation resources and programs.

**Assigned To:** Staff

**Outcomes/Measurements:**

Action B Develop and insert articles related to the availability of tobacco cessation resources and programs into various newsletters in Grand Forks City/County.

**Assigned To:** Staff to Develop, All Dist

**Outcomes/Measurements:**

Action C Speak to members of service organizations and other groups in Grand Forks City/County about the availability of tobacco cessation resources and programs.

**Assigned To:** All

**Outcomes/Measurements:**

Action D Appear on radio talk shows to promote the availability of tobacco cessation resources and programs.

**Assigned To:** All

**Outcomes/Measurements:**

Action E Write and submit articles, related to the availability of tobacco cessation resources and programs, to various print media in Grand Forks City/County.

**Assigned To:** All

**Outcomes/Measurements:**

Action F Use social media such as Facebook or Twitter to promote the availability of tobacco cessation resources and programs.

**Assigned To:** All

**Outcomes/Measurements:**

Action G Promote in Grand Forks City/County the use of the North Dakota Tobacco Quitline and ND QuitNet.

**Assigned To:** All

**Outcomes/Measurements:**

Action H Speak to Parent Teacher Organizations in Grand Forks City/County to promote the availability of tobacco cessation resources and programs.

**Assigned To:** Staff and All

**Outcomes/Measurements:**

Action I Promote the local tobacco cessation services available through the Grand Forks Public Department of Health to the citizens of Grand Forks City/County.

**Assigned To:** All

**Outcomes/Measurements:**

Action J Outreach to employers located in Grand Forks City/County to determine their current practices, if any, related to tobacco cessation.

**Assigned To:** Staff

**Outcomes/Measurements:**

Action K Create a traveling display, for businesses and organizations to host, that promotes the availability of tobacco cessation resources and programs in Grand Forks City/County.

**Assigned To:** Staff and All

**Outcomes/Measurements:**

**Objective 3 Educate policy makers on the CDC’s best practices used to promote the cessation of tobacco use.**

Action A Create a one page information sheet designed to educate policy makers on the CDC’s best practices used to promote the cessation of tobacco use.

**Assigned To:** Staff

**Outcomes/Measurements:**

Action B Attend the Saturday morning Legislative Forums to engage in a dialogue with policy makers about the CDC’s best practices used to promote the cessation of tobacco use.

**Assigned To:** All

**Outcomes/Measurements:**

Action C Create our own Legislative Forum to create an opportunity to have a dialogue with policy makers about the CDC's best practices used to promote the cessation of tobacco use.

**Assigned To:** Staff and All

**Outcomes/Measurements:**

Action D Make presentations about the CDC's best practices used to promote the cessation of tobacco use, to the Grand Forks City Council and rural policy makers.

**Assigned To:** All

**Outcomes/Measurements:**

Action E Facilitate one-on-one contacts with policy makers to promote the CDC's best practices used to promote the cessation of tobacco use.

**Assigned To:** Staff and All

**Outcomes/Measurements:**

Action F Invite policy makers to our events as a means of promoting the CDC's best practices used to promote the cessation of tobacco use.

**Assigned To:** Staff and All

**Outcomes/Measurements:**

Action G Conduct media campaigns for a variety of audiences including policy makers, related to the cessation of tobacco use.

**Assigned To:** Staff

**Outcomes/Measurements:**

**Goal 4      Build Capacity and Infrastructure to Implement a  
Comprehensive Evidence-Based Tobacco Prevention and Control  
Program**

**Objective 1    Expand the membership of the Grand Forks Tobacco Free Coalition  
to include stakeholders representing various constituencies and  
backgrounds.**

Action A      Identify the stakeholder gaps that currently exist in the coalition membership.

**Assigned To:** All

**Outcomes/Measurements:**

Action B      Review our current coalition structure to identify possible barriers to membership.

**Assigned To:** All

**Outcomes/Measurements:**

Action C      Create a process to educate potential coalition members about our mission, goals, and various ways a member can become involved.

**Assigned To:** All

**Outcomes/Measurements:**

Action D      Document and share with potential members the incentives of membership in the coalition.

**Assigned To:** Staff and All

**Outcomes/Measurements:**

Action E Identify, as potential new members, employers who are currently promoting tobacco free strategies.

**Assigned To:** Staff and All

**Outcomes/Measurements:**

Action F Request new member recommendations from the current members of the coalition.

**Assigned To:** All

**Outcomes/Measurements:**

Action G Connect with Chamber Leadership, the Young Professional Organization and other appropriate organizations, as a vehicle to identify potential new members for the coalition.

**Assigned To:** Staff and All

**Outcomes/Measurements:**

## **Objective 2 Document our successes to share with others.**

Action A Assign an individual to document the successes of the coalition.

**Assigned To:** Staff

**Outcomes/Measurements:**

Action B Create a systematic process designed to document the activities of the coalition and the number of people touched by the coalition.

**Assigned To:** Staff and All

**Outcomes/Measurements:**

**Objective 3 Provide tools and training for our stakeholders preparing them to articulate the CDC's best practices and speak with a unified voice.**

Action A Create a tool kit available to the members of the coalition, consisting of printed and web based materials addressing:

- Preventing the initiation of tobacco use
- Eliminating exposure to second hand smoke
- Availability of tobacco cessation resources and programs
- How excise taxes can help the cessation of tobacco use
- Comprehensive smoke free policies
- The need for sustained funding for tobacco prevention and control

**Assigned To:** Staff

**Outcomes/Measurements:**

Action B Provide training to our coalition members on how to use the tool kit discussed above.

**Assigned To:** Staff

**Outcomes/Measurements:**

**Objective 4 Maintain Measure 3 funding by educating policy makers about the need for and benefits of the CDC’s best practices for tobacco prevention and control initiatives.**

Action A Ascertain that all materials designed to inform policy makers include a message relating to sustained funding for tobacco prevention and control.

**Assigned To:** Staff

**Outcomes/Measurements:**

**Objective 5 Educate Grand Forks City/County residents and policy makers about the benefits of State and local tobacco prevention and control programs and the importance of preventing pre-emption.**

Action A Ascertain that all materials relating to statewide tobacco prevention and control laws include a message to avoid pre-emption in all tobacco control laws.

**Assigned To:** Staff and All

**Outcomes/Measurements:**

**Objective 6 Strategically capitalize on the success of the Grand Forks Tobacco Free Coalition.**

Action A Develop and implement an action orientated strategic plan for the coalition.

**Assigned To:** All

**Outcomes/Measurements:**

Action B Create and implement task orientated events, designed to engage the members of the coalition.

**Assigned To:** Staff and All

**Outcomes/Measurements:**

Action C Engage our coalition members by tapping their strengths and talents to achieve the goals of the coalition.

**Assigned To:** All

**Outcomes/Measurements:**

Action D Document our actions and use the data to inform the residents of Grand Forks City/County about our successes.

**Assigned To:** Staff

**Outcomes/Measurements:**





Office of Professional Services