

Community Transformation Plan (CTP) – Community Transformation Grant		
Date: <u>April 24, 2012</u>		
Site Name	Stanislaus County Health Services Agency	
Project Period Objective (PPO)	By September 30, 2013, increase the number of pilot projects supporting CTG strategies from 0 to 2.	
Timeframe (PPO)	Start Date: 9/30/12	End Date: 9/30/13
Objective Description (PPO)	Pilot projects within the strategic directions of tobacco-free living and active living healthy eating.	
Related Program Goal/Strategic Direction (PPO)	Pilot Project	
Strategy/Priority Area (PPO)	Tobacco-free living and active living health eating	
Annual/Multi-Year Objective (AMO)	By September 30, 2013, increase the number of tobacco-free multi-unit housing from 0-2.	
Timeframe (AMO)	Start Date: 9/30/12	End Date: 9/30/13
Objective Description (AMO)	Establish a smoke-free project to engage landlords and property managers in the adoption of smoke-free/tobacco-free policy for tenant dwellings targeting communities experiencing health disparities.	
Strategy (AMO)	Tobacco-free living	
Setting/Sector (AMO)	County-wide	
Population Focus (AMO) (Check Only One)	<input type="checkbox"/> General/Jurisdiction Wide Estimated Population Reach: <u>514,453</u>	<input checked="" type="checkbox"/> Health Disparity Focus (specify population by age, urban or rural location, gender, race/ethnicity, education, income, sexual orientation, disability or other): Estimated Population Reach of Health Disparity Focus: <u>500</u>
Reach/Number of Units (AMO)	2	

*Note: Pilot Projects are subject to edits and changes per CDC guidance

Milestones/Activities (limit 10)	Timeline (Initiation-Completion by Quarter)	Activity(ies) Related to Reducing Health Disparities*	Short Term Outcome/ Measure	Lead Staff	Key Partners
1. Establish Tobacco-Free Ad hoc committee as the lead project advisor	Q6	Ensure representatives of people experiencing health disparities are in the Ad hoc committee	Ad hoc committee membership list	Community Liaison	Principle Investigator, Project Manager, and Coalition Members
2. Establish a project evaluation plan	Q5-Q6	Ensure representatives of people experiencing health disparities are in the plan	Evaluation Plan	Samuels & Associates	Principle Investigator, Project Manager, and Community Liaison
3. Gather information and research on existing Smoke Free Housing Projects	Q5 – Q6	Ensure information and research is evidence-based and appropriate for populations experiencing health disparities	List of resources	Community Liaison	Principle Investigator, Project Manager
4. Identify and recruit potential landlords via landlord associations, local housing authority and/or agencies providing training to property managers to join the Ad Hoc committee	Q5 – Q6	Ensure representatives of people experiencing health disparities are in the Ad hoc committee	List of potential landlords Ad hoc committee membership list	Community Liaison	Project Manager, Ad hoc committee

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5. Establish a website to include resources and referral information such as State law, benefits of tobacco-free complex, lease language, signage, tenant notification letters and technical support number.	Q5 - Q6	Ensure information and research is evidence-based and appropriate for populations experiencing health disparities and is available in other languages	Website	Community Liaison	Project Manager, Ad hoc committee
6. Develop a communication outreach strategy for landlords, apartment managers, property managers, etc.	Q6	Communication strategy is appropriate for populations experiencing health disparities and is available in other languages	Communication plan	Project Manager	Community Liaison, Ad hoc committee
7. Conduct follow-up discussion via telephone, in-person meetings, mail etc. to potential tobacco-free sites	Q6 – Q7	Ensure populations experiencing health disparities are represented.	Follow-up discussion documentation	Community Liaison	Project Manager, Ad hoc committee
8. Conduct public opinion polls of potential tobacco-free sites as needed	Q6-Q7	Ensure populations experiencing health disparities are represented.	Public Opinion poll results	Community Liaison	Project Manager, Ad hoc committee
9. Establish and promote tobacco-free facilities on website, newsletters, and local paper	Q7-Q8	Facilities are within the neighborhoods experiencing health disparities	Websites, newsletters, and local paper	Community Liaison	Project Manager, Ad hoc committee
10. Begin working with city/county leaders and proposed local	Q6-Q8	Communication includes information	Meeting notes	Project Manager	Project Manager, Ad hoc committee

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ordinance for facilities to offer at least a percentage portion of tobacco-free complexes		regarding population experiencing health disparities			
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Related Program Goal/Strategic Direction (PPO)	Pilot Project	
Strategy/Priority Area (PPO)	Tobacco-free living and active living health eating	
Annual/Multi-Year Objective (AMO)	By September 30, 2013, increase the number of public education messages promoting active living and healthy eating among communities experiencing health disparities from 0 to 4.	
Timeframe (AMO)	Start Date: 9/30/12	End Date: 9/30/13
Objective Description (AMO)	Develop a public education campaign including chronic conditions related to unhealthy eating and lack of physical activity targeting communities experiencing health disparities	
Strategy (AMO)	Active living and healthy eating	
Setting/Sector (AMO)	County-wide	
Population Focus (AMO) (Check Only One)	<input type="checkbox"/> General/Jurisdiction Wide	<input checked="" type="checkbox"/> Health Disparity Focus (specify population by age, urban or rural location, gender, race/ethnicity, education, income, sexual orientation, disability or other):
	Estimated Population Reach: _____	Estimated Population Reach of Health Disparity Focus: <u>80,000</u>
Reach/Number of Units (AMO)	4	

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Milestones/Activities (limit 10)	Timeline (Initiation-Completion by Quarter)	Activity(ies) Related to Reducing Health Disparities*	Short Term Outcome/ Measure	Lead Staff	Key Partners
1. Utilize communication plan and established messages	Q5-Q6	Strategies include various media outlets, in various languages to reach populations experiencing health disparities	Meeting notes	Community Liaison	Project Manager Ad hoc committee
2. Contract with communication specialist	Q5-Q6	Communication specialist has experience reaching populations experiencing health disparities	Contract	Project Manager	Community Liaison, Principal Investigator
3. Develop and conduct evaluation activities associated with campaign	Q5-Q8	Evaluation methods are in multiple languages conducted within communities experiencing health disparities	Evaluation plan	Contractor – Samuels and Associates	Project Manager Community Liaison
4. Mobilize the Active Living Health Eating Ad hoc committee to identify media venue and target community	Q6	Ad hoc committee is representative and knowledgeable of communities experiencing health disparities	Meeting notes	Community Liaison	Project Manager
5. Develop public education campaign action plan	Q6	Campaign will include messages for different cultural traditions and	Action Plan	Community Liaison	Project Manager Principal Investigator

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		languages			
6. Implement and evaluate campaign	Q6-Q8	Campaign will reach communities experiencing health disparities	Evaluation results	Community Liaison	Project Manager Samuel & Associates