

**Stanislaus Health Services Agency**  
*CTG Pilot Projects Federal Fiscal Year 2012-2013*

**Tentative Timeline:**

July – September, 2013  
Intervention – July and August  
Data Collection/Analysis – late August/first week of September  
Evaluation Report – September 30, 2013

**Project Period Objective:**

By September 30, 2013, increase the number of pilot projects supporting CTG strategies from 0 to 2.

**Project Period Objective Description:**

Pilot projects within the strategic directions of tobacco-free living and active living healthy eating.

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**Strategic Direction:**

Tobacco-Free Living

**Annual Objective Measure:**

By September 30, 2013, increase the number of tobacco-free multi-unit housing from 0-2.

**Annual Objective Measure Description:**

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.

**Reach:**

Increase from 0 to 2 (policy adaptations)

**Population Focus:**

General/Jurisdiction Wide  
Populations with high rate of Health Disparity

*Milestone Activity (1):*

Increase the number of people exposed to messages about the benefits of smoke-free environments from 0 to 4 (media venues or messages).

*Description of Milestone Activity (1):*

Develop a public social media campaign to including the dangers of second and third hand smoke exposure and the benefits of smoke-free environments (bus ads, print ads, billboards, theater slides, website cube ads, PSA's, etc.).

*Milestone Activity (2):*

Conduct a County-wide mass mailing to multi-unit property owners and landlords about smoke-free multi-unit housing policies from 0 to 100 (property owners/management).

*Description of Milestone Activity (2):*

Develop a mass mailing template and website with resources/ information about second and third hand smoke, model smoke-free policies, and state laws.

*\*\* Additional Milestone Activities are outlined in the CTG Capacity Building Plan \*\**

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**Strategic Direction:**

Healthy Eating, Active Living

**Annual Objective Measure:**

Increase the number of public education messages promoting healthy eating and active living among communities experiencing health disparities from 0 to 4 (media venues or messages).

**Annual Objective Measure Description:**

Develop a public education campaign including chronic conditions related to unhealthy eating and lack of physical activity targeting communities experiencing health disparities.

**Reach:**

Increase from 0 to 4 (media venues or messages)

**Population Focus:**

General/Jurisdiction Wide  
Populations with high rate of Health Disparity

**Milestone Activity (1):**

Develop public education messages promoting healthy eating and active living; identify media venues, and communities experiencing health disparities (West Modesto, Air Port Neighborhood, Community Services Agency) among from 0 to 4 (media venues or messages).

**Description of Milestone Activity (1):**

Develop a public education campaign including chronic conditions related to unhealthy eating and lack of physical activity targeting communities experiencing health disparities.

**Milestone Activity (2):**

Develop action/implementation plan and an evaluation plan; implement strategy from 0 to 2 (plans/documents).

**Description of Milestone Activity (2):**

Development of committees, process and documentation for the public education messages promoting healthy eating and active living.

*\*\* Additional Milestone Activities are outlined in the CTG Capacity Building Plan \*\**