

FY '06-O7 ANNUAL ACTION PLAN: PROGRAM GOALS

Program Goal: Eliminate Exposure to Secondhand Smoke							
Anticipated Policy Outcome(s): Adoption of smoke-free homes and cars pledges.							
SMART Objectives (Specific, Measurable, Achievable, Relevant, Time-Frame)			Indicators				Data Sources
<p>Healthy People 2010 or other long-term outcome objective(s): Reduce the proportion of middle school and high school students who report that they had been in the same room with someone who was smoking tobacco on one or more days in the past week from 30% to 20% and from 40% to 30% by June '09. Reduce the proportion of high school students who report that they had ridden in a car with someone who was smoking tobacco on one or more days in the past week from 39% to 29% and from 35% to 25% by June '09. Target 50% of adults who report that they were not exposed to secondhand smoke in their homes or in their cars in the past week by June 2009.</p>			<ul style="list-style-type: none"> % of young people who report they have been in the same room as someone smoking in the previous 7 days. % of young people who report they have been in a car with someone smoking in the previous 7 days. % of adults who report they have not been exposed to SHS in their homes or cars 				Youth Tobacco Survey Community Surveys
<p>Intermediate outcome objective(s): Increase the proportion of adults who report that smoking is not allowed in their homes by 5% by June 2008. Increase the proportion of adults who report that smoking is not allowed in the family car by 5% by June 2008.</p>			<ul style="list-style-type: none"> % of adults who report smoking is not allowed in their home % of adults who report smoking is not allowed in the family car 				Community Surveys
<p>Short-term outcome objective(s): Target 30% of adults in the community who recall the content of secondhand smoke advertising, brochures, posters, or presentations by December 2006.</p>			<ul style="list-style-type: none"> % of adults who recall the content of a secondhand smoke media campaign 				Community Surveys
<p>Annual process objective(s): By October 2006, develop and implement a mass media campaign on the hazards of secondhand smoke focusing on smoking in homes or cars.</p>			<ul style="list-style-type: none"> Number and type of medium utilized 				Media Tracking
KEY ACTIVITIES BY COMPONENT AREAS	Target Group	Lead Role	Time Line				Anticipated Outputs
			Q1	Q2	Q3	Q4	
<p>Community Intervention and Mobilization Make presentations at public events on the hazards of SHS in the home and car (Head Start Parents Workshop, Women's Conference, Diabetes Conference, etc)</p>	Adults/Parents	Program Staff	X	X	X	X	Presentations conducted
<p>Counter-Marketing Develop mass media campaign focusing on secondhand smoke in the home and car</p>	Adults/Parents	Program Staff	X				Media materials/ads
<p>Policy/Environmental Change Develop and promote to parents the pledge to have a smoke free home and car</p>	Adults/Parents	Program Staff	X	X			"Smoke-Free Home & Car Pledge" developed
<p>Surveillance and Evaluation Conduct community survey to assess media campaign</p>	Adults/Parents	Program/ Coalition			X		Results of surveys
<p>Conduct community surveys</p>	Adults/Parents	Program Staff	X	X	X	X	Results of surveys

Program Goal: Eliminate Exposure to Secondhand Smoke								
Anticipated Policy Outcome(s): Adoption of smoke-free workplaces.								
SMART Objectives (Specific, Measurable, Achievable, Relevant, Time-Framed)		Indicators			Data Sources			
Healthy People 2010 or other long-term outcome objective(s): Target 75% of non-smoking restaurant workers, who report they are not exposed to secondhand smoke at their place of work by June 2008.		<ul style="list-style-type: none"> % of adults who report they are not exposed to secondhand smoke at their place of work. 			Community Survey			
Intermediate outcome objective(s): Target 75% of restaurants that comply with the ban on smoking in public places by June 2007.		<ul style="list-style-type: none"> % of restaurants that comply with ban on smoking in public places 			Community Survey			
Short-term outcome objective(s): Adoption of ban on smoking in public places by March 2007.		<ul style="list-style-type: none"> Legislation adopted 			Policy Tracking			
Annual process objective(s): Target 50% of the public that support the ban on smoking in public places by December 2006		<ul style="list-style-type: none"> % of people who report that they support smoke-free polices. % of people who believe smoking should not be allowed in restaurants, schools, workplaces, and other enclosed public places. 			Community Survey			
KEY ACTIVITIES BY COMPONENT AREAS		Target Group	Lead Role	Time Line				Anticipated Outputs
				Q1	Q2	Q3	Q4	
Community Intervention and Mobilization Assist the Coalition develop and implement a plan of action to mobilize community support		Community	Coalition/ Program Staff	X				Action plan developed and implemented
Counter-Marketing Develop and implement a mass media campaign on the hazards of smoking in the workplace		Policy Leaders/Community	Program Staff	X	X			Media ads and materials produced
Policy/Environmental Change Provide technical assistance to the Coalition to meet with policy makers		Restaurants/ Offices	Program Staff		X	X		# and type of materials provided, and presentations made
Surveillance and Evaluation Conduct community survey regarding support for smoke-free workplaces, and compliance by restaurants.		Community	Program Staff		X		X	Results of the survey

Program Goal: Prevent Initiation of Tobacco Use Among Young People									
Anticipated Policy Outcome(s): Decrease access to tobacco products.									
SMART Objectives (Specific, Measurable, Achievable, Relevant, Time-Framed)				Indicators		Data Sources			
Healthy People 2010 or other long-term outcome objective(s): Decrease the proportion of students in grades 6-8 and 9-12 that currently chew betel nut with tobacco by 10% by June 2009. Decrease the proportion of students in grades 6-8 and 9-12 who get their tobacco from a family member by 10% by June 2009.				<ul style="list-style-type: none"> Proportion of students in grades 6-8 and 9-12 who currently chew betel nut with tobacco. Proportion of students in grades 6-8 and 9-12 who get their tobacco from a family member. 		Youth Tobacco Survey			
Intermediate outcome objective(s): Target 50% of students in grades 6-8 and 9-12 who think chewing betel nut with tobacco is unattractive or undesirable by June 2008. Target 50% of parents/guardians who believe children should not use tobacco with or without betel nut by June 2008.				<ul style="list-style-type: none"> Proportion of students who think chewing betel nut with tobacco is unattractive or undesirable. Proportion of parents who believe children should not use tobacco with or without betel nut 		Student & Community Survey			
Short-term outcome objective(s): Target 30% of middle and high school students who can recall content of media messages regarding youth tobacco use by June 2007. Target 30% of adults in the community who can recall content of media messages regarding youth tobacco use by June 2007.				<ul style="list-style-type: none"> Proportion of youth who can recall content of media messages Proportion of adults who can recall content of media messages 		Student & Community Survey			
Annual process objective(s): Develop and implement two media campaigns to 1) encourage adults not to let minors use tobacco and to 2) counter the acceptability or desirability of peer tobacco use by March 2007.				<ul style="list-style-type: none"> Number and type of media messages 		Media Tracking			
KEY ACTIVITIES BY COMPONENT AREAS			Target Group	Lead Role	Time Line				Anticipated Outputs
					Q1	Q2	Q3	Q4	
Community Intervention and Mobilization Assist VIP Club (Very Important People) conduct four community awareness/ peer education on tobacco use prevention Schedule presentations on tobacco use prevention at PTA meetings for all 23 schools in Palau			Youth/Adults	VIP/ Coalition/ Program Staff	X	X	X	X	# and type of events
			Parents/Teachers	Program Staff	X	X	X	X	# of PTA meetings presented to
Counter-Marketing Develop and implement two media plans targeting adults and youth to prevent initiation of tobacco use			Adults/Parents/Youth	Program Staff			X	X	# and type of media materials
Policy/Environmental Change Reintroduce and promote Palauan traditions of preventing youth betel nut use			Adults/Parents	Program Staff/ Coalition	X	X	X	X	# of presentations conducted
Surveillance and Evaluation Conduct student and community surveys mentioned above Survey parents regarding support for strict policies			Adults/Parents Adults	Program Staff/ Coalition			X	X	Results of the surveys
					X	X	X	X	

Program Goal: Prevent Initiation of Tobacco Use Among Young People									
Anticipated Policy Outcome(s): Work with Ministry of Education to update policies on tobacco/betelnut use on school property and to provide culturally appropriate curricula.									
SMART Objectives (Specific, Measurable, Achievable, Relevant, Time-Framed)				Indicators		Data Sources			
<i>Healthy People 2010 or other long-term outcome objective(s):</i> Decrease the proportion of students in grades 6-8 and 9-12 who are current users of any tobacco product by 10% by June 2009. Decrease the proportion of students in grades 6-8 and 9-12 who report seeing teachers chew betel nut in their place of work by June 2009				<ul style="list-style-type: none"> Proportion of students in grades 6-8 and 9-12 that currently smoke cigarettes Proportion of in grades 6-8 who smoke a whole cigarette for the first time by age 10 years old 		Youth Tobacco Survey			
<i>Intermediate outcome objective(s):</i> By August 2007, the Ministry of Education adopts an updated and culturally appropriate substance abuse curriculum. By August 2008, the Ministry of Education adopts strict polices on the use of tobacco and betel nut on school property during school functions.				<ul style="list-style-type: none"> Updated and culturally appropriate curriculum adopted. Strict polices on the use of tobacco and betel nut adopted 		Policy Tracking			
<i>Short-term outcome objective(s):</i> In collaboration with MOE's Health and Science Office and other partners, by February 2007, propose recommendations to update substance abuse curriculum to MOE's management team.				<ul style="list-style-type: none"> Recommendations of culturally appropriate tobacco use education prevention curricula and updated tobacco related policies 		Report of recommendations			
<i>Annual process objective(s):</i> In collaboration with MOE's Health and Science Office and other partners, by August 2006, complete assessment of MOE's curriculum on substance abuse.				<ul style="list-style-type: none"> Comprehensiveness and appropriateness of subject content covering tobacco use 		MOE Substance Abuse Curriculum			
KEY ACTIVITIES BY COMPONENT AREAS			Target Group	Lead Role	Time Line				Anticipated Outputs
					Q1	Q2	Q3	Q4	
Community Intervention and Mobilization Do at least one presentation regarding youth tobacco use and school policies at one of MOE's workshops for teachers and/ or meeting of principles.			Principals	Program Staff	X		X		Presentations conducted and attendance
Counter-Marketing Develop and implement two media plans targeting adults and youth to reduce tobacco use			Parents/ Youth	Program Staff	X				Media Materials
Policy/Environmental Change Begin discussions on possible school policies with MOE management team			MOE management team	Program Staff			X	X	Minutes of meetings
Surveillance and Evaluation Present results of the 2005 Palau Youth Tobacco Survey to MOE management team including all principals			MOE management team	Program Staff	X	X	X	X	Minutes of meeting

Program Goal: Prevent Initiation of Tobacco Use Among Young People								
Anticipated Policy Outcome(s): Increase compliance by tobacco vendors with the youth access law.								
SMART Objectives (Specific, Measurable, Achievable, Relevant, Time-Framed)			Indicators		Data Sources			
<i>Healthy People 2010 or other long-term outcome objective(s):</i> Increase tobacco vendor compliance to 80% by August 2009. Reduce the proportion of students who attempted to buy cigarettes or smokeless in the past 30 days and were not refused because of their age by 40% by June 2009.			<ul style="list-style-type: none"> Proportion of tobacco vendors who are in compliance with the youth access law Proportion of students who attempted to buy cigarettes or smokeless in the past 30 days and were not refused because of their age 		Annual Unannounced Tobacco Vendor Survey Youth Tobacco Survey			
<i>Intermediate outcome objective(s):</i> Increase tobacco vendor compliance to 70% by August 2008.			<ul style="list-style-type: none"> Proportion of tobacco vendors who are in compliance with the youth access law 		Annual Unannounced Tobacco Vendor Survey			
<i>Short-term outcome objective(s):</i> Increase tobacco vendor compliance to 50% by August 2007.			<ul style="list-style-type: none"> Proportion of tobacco vendors who are in compliance with the youth access law 		Annual Unannounced Tobacco Vendor Survey			
<i>Annual process objective(s):</i> Assist Substance Abuse Prevention Office (SAP), to conduct the annual unannounced tobacco vendor survey by August 2006.			<ul style="list-style-type: none"> Proportion of tobacco vendors who are in compliance with the youth access law 		Annual Unannounced Tobacco Vendor Survey			
KEY ACTIVITIES BY COMPONENT AREAS		Target Group	Lead Role	Time Line				Anticipated Outputs
				Q1	Q2	Q3	Q4	
Community Intervention and Mobilization Provide training to youth and adult volunteers Acknowledge and reward responsible merchants Provide results to the Bureau of Public Safety		Tobacco Vendors	Program Staff SAP Staff VIP Club/ Coalition	X				Training provided List of vendors awarded certificates (signed by the MOH & MOJ) List of vendors found in non-compliance
Counter-Marketing Announce results of inspections in the media		Tobacco Vendors	Program Staff SAP Staff		X			Articles/ ads in the newspaper Radio news releases
Policy/Environmental Change With Bureau of Public Safety, recommend to the Bureau of Commercial Development the non-renewal of tobacco retail license to vendors who were found to be in non-compliance.		Tobacco Vendors	Program Staff Bureau of Public Safety	X				Letter of recommendation and list of tobacco vendors
Surveillance and Evaluation Produce an updated report of tobacco vendor compliance using GIS (Geographical Information System).		Tobacco Vendors/ Policy makers/ Community	Program Staff SAP Staff		X			Results of the survey/ Report available in GIS

Program Goal: Promote Tobacco Cessation Among Young People and Adults							
Anticipated Policy Outcome(s): Increase support for and compliance with regulations restricting smoking and betelnut chewing within Ministry of Health (MOH) facilities.							
SMART Objectives (Specific, Measurable, Achievable, Relevant, Time-Framed)			Indicators		Data Sources		
<i>Healthy People 2010 or other long-term outcome objective(s):</i> Decrease the proportion of Ministry of Health staff who are frequent users of tobacco with betelnut to 25% by March 2009.			<ul style="list-style-type: none"> Proportion of Ministry of Health staff who are frequent users of tobacco with betelnut. 		Annual Health Care Providers Survey		
<i>Intermediate outcome objective(s):</i> Decrease the proportion of MOH staff who receive notices for violating regulations restricting smoking and betelnut use within MOH facilities by 25% by March 2008.			<ul style="list-style-type: none"> Proportion of MOH staff who receive notices for violating regulations restricting smoking and betelnut use within MOH facilities 		Annual Health Care Providers Survey		
<i>Short-term outcome objective(s):</i> Increase the proportion of MOH staff reporting they support regulations restricting smoking and betelnut use within MOH facilities by 10% by March 2007.			<ul style="list-style-type: none"> Proportion of MOH staff who report they support regulations restricting smoking and betelnut use within MOH facilities 		Annual Health Care Providers Survey		
<i>Annual process objective(s):</i> Assist the Minister of Health promote regulations pursuant to RPPL 3-62 that prohibits smoking and regulates chewing betelnut in national government buildings by December 2006.			<ul style="list-style-type: none"> Draft of regulations 		Policy Tracking		
KEY ACTIVITIES BY COMPONENT AREAS	Target Group	Lead Role	Time Line				Anticipated Outputs
			Q1	Q2	Q3	Q4	
Community Intervention and Mobilization Make and posts signs and notices reminding MOH personnel and clients that betelnut use is prohibited in MOH facilities	MOH Personnel	Program Staff		X			Number and type of signs/ notices posted
Counter-Marketing Develop and implement media plan to promote the Ministry of Health as a tobacco-free facility in line with healthy values	MOH Personnel	Program Staff		X	X		Types and number of media materials
Policy/Environmental Change Begin process of the Administrative Procedures Act to adopt proposed regulations	MOH and Staff	Program Staff		X			Regulations
Surveillance and Evaluation Conduct Annual Healthcare Provider Survey in March 2007.	MOH Personnel	Program Staff	X				Results of the survey

Program Goal: Promote Tobacco Use Cessation Among Young People and Adults									
Anticipated Policy Outcome(s): Incorporation of the 5A's recommended in the US PHS Clinical Practice Guidelines on Treating Tobacco Use and Dependence as standard protocol by private and public health clinics.									
SMART Objectives (Specific, Measurable, Achievable, Relevant, Time-Framed)				Indicators		Data Sources			
Healthy People 2010 or other long-term outcome objective(s): Increase the proportion of doctors and nurses to 75% who report they routinely counsel their tobacco-using patients by March 2009. Increase the proportion of adult tobacco users to 75% who report that a doctor or other health care professional advised them to quit using tobacco during the previous 12 months by March 2009.				<ul style="list-style-type: none"> Proportion of doctors and nurses who report they routinely counsel their tobacco-using patients. Proportion of adult tobacco users who report that a doctor or nurse advised them to quit using tobacco during the previous 12 months. 		Annual Health Care Providers Survey Patient Exit Interview			
Intermediate outcome objective(s): Increase the proportion of doctors and nurses who report they routinely counsel their tobacco-using patients to 50% by March 2008. Increase the proportion of adult tobacco users who report that a doctor or other health care professional advised them to quit using tobacco during the previous 12 months to 50% by March 2008.				<ul style="list-style-type: none"> Proportion of doctors and nurses who report they routinely counsel their tobacco-using patients. Proportion of adult tobacco users who report that a doctor or nurse advised them to quit using tobacco during the previous 12 months. 		Annual Health Care Providers Survey Patient Exit Interview			
Short-term outcome objective(s): By June 2007, 50% of all MOH clinics will provide brief tobacco use intervention to patients or clients.				<ul style="list-style-type: none"> Number of clinics which provide standardized tobacco use interventions 		Patient Exit Interview			
Annual process objective(s): By December 2006, MOH adopts policy to standardize tobacco use interventions during patient care.				<ul style="list-style-type: none"> Number of trainings and list of participants 		Training Tracking			
KEY ACTIVITIES BY COMPONENT AREAS				Target Group	Lead Role		Time Line		Anticipated Outputs
							Q1 Q2 Q3 Q4		
Community Intervention and Mobilization Make presentations or provide CE to specific MOH groups: Maternal and Child Health, Chronic Disease, Dental, and the Nurses regarding tobacco use interventions.				MOH Personnel	Program Staff		X X		# and type of presentations/CE
Counter-Marketing Develop and implement an internal media plan for MOH to promote the benefits of including tobacco use interventions during standard patient care and health professionals as role models				MOH Personnel	Program Staff		X X		Number and types of media materials
Policy/Environmental Change Promote official policy regarding provision of brief tobacco use intervention during patient care				MOH Personnel	Program Staff		X X X		Copies of memos, notices, flyers, etc.
Surveillance and Evaluation Develop and implement a standardized system of tracking patient's tobacco use status at each visit.				MOH Personnel	Program Staff		X X X		Patient's tobacco use track record

Program Goal: Promote Tobacco Use Cessation Among Young People and Adults							
Anticipated Policy Outcome(s): Establish a community based tobacco use cessation program.							
SMART Objectives (Specific, Measurable, Achievable, Relevant, Time-Framed)		Indicators	Data Sources				
Healthy People 2010 or other long-term outcome objective(s): Target 40% of the QTPs clients who report they have not used tobacco in the prior 12 months by June 2009.		<ul style="list-style-type: none"> Proportion of adult chewers who report they have quit chewing betelnut w/tobacco in the prior 12 months 	Program Client Tracking				
Intermediate outcome objective(s): Target 50% of the Quit Tobacco Program's clients who report the service significantly helped them quit using tobacco by June 2008.		<ul style="list-style-type: none"> Proportion of clients who report the QTP significantly helped them quit using tobacco 	Program Client Tracking				
Short-term outcome objective(s): Target 50% of adults who report they know about the Quit Tobacco Program by June 2007.		<ul style="list-style-type: none"> Proportion of adult tobacco users who utilized the Quit Tobacco Program in the previous year. 	Program client tracking				
Annual process objective(s): By January 2007, implement a community based tobacco use cessation program.		<ul style="list-style-type: none"> Program officially opens 	Program in place				
KEY ACTIVITIES BY COMPONENT AREAS	Target Group	Lead Role	Time Line				Anticipated Outputs
			Q1	Q2	Q3	Q4	
Community Intervention and Mobilization Collaborate with Bedochel Substance Abuse Treatment Center to develop the community based cessation program	Community	Program Staff Chief, BHD		X	X	X	Program established
Counter-Marketing Develop media plan to promote the community based cessation program	Tobacco users	Program Staff/Coalition				X	Media materials
Policy/Environmental Change Develop interagency referral protocols	Community	Program Staff				X	Written protocols and standards in place
Surveillance and Evaluation Develop client tracking system for the community based tobacco use cessation program	Quit Line staff	Program Staff		X	X	X	Client tracking info available

Program Goal: Promote Tobacco Use Cessation Among Young People and Adults								
Anticipated Policy Outcome(s): School policies that promote the availability of or mandate referral of youth to tobacco cessation services as an alternative to suspension.								
SMART Objectives (Specific, Measurable, Achievable, Relevant, Time-Framed)			Indicators		Data Sources			
<i>Healthy People 2010 or other long-term outcome objective(s):</i> Increase the proportion of students in grades 6-8 and 9-12 who try to quit adding tobacco to their betel nut chew at least once in the past 12 months from 11% to 21% and from 9% to 19% by June 2009.			<ul style="list-style-type: none"> Proportion of students in grades 6-8 and 9-12 who try to quit adding tobacco to their betel nut chew at least once in the past 12 months 		Youth Tobacco Survey			
<i>Intermediate outcome objective(s):</i> By August 2008, have tobacco use cessation services accessible to 100% of the public elementary and high schools in Palau.			<ul style="list-style-type: none"> Number of schools accessing or implementing tobacco use cessation services. 		School Survey			
<i>Short-term outcome objective(s):</i> By August 2007, assist Ministry of Education implement tobacco use cessation program for students in the public school system.			<ul style="list-style-type: none"> Program implemented 		Client and service tracking			
<i>Annual process objective(s):</i> By August 2006, implement cessation programs in private schools as alternatives to suspension.			<ul style="list-style-type: none"> Program implemented 		Client and service tracking			
KEY ACTIVITIES BY COMPONENT AREAS		Target Group	Lead Role	Time Line				Anticipated Outputs
				Q1	Q2	Q3	Q4	
Community Intervention and Mobilization Provide training to school staff to conduct tobacco education group (cessation program)		School	Program Staff	X				Training program conducted # of attendance
Counter-Marketing Promote tobacco use cessation among students and the availability of school cessation programs		Students	Program Staff VIP Club		X	X	X	Media Materials (Flyers, articles and ads in school papers, posters, etc)
Policy/Environmental Change Provide private schools with sample policies on mandating cessation programs in place of suspensions		Principals and Staff	Program Staff	X	X			Sample policies
Surveillance and Evaluation Monitor number of students who participate in the school cessation programs, and their tobacco use status.		Students	Program Staff	X	X	X	X	Client Tracking

Program Goal: Identify and Eliminate Disparities Among Populations								
Anticipated Policy Outcome(s): Provision of tobacco use cessation services to outlying communities.								
SMART Objectives (Specific, Measurable, Achievable, Relevant, Time-Framed)			Indicators		Data Sources			
<i>Healthy People 2010 or other long-term outcome objective(s):</i> By April 2009, for each program, target 50% of its clients who report the program significantly helped them quit using tobacco.			<ul style="list-style-type: none"> Proportion of clients who report the program significantly helped them quit using tobacco 		Community Survey			
<i>Intermediate outcome objective(s):</i> By April 2008, 50% of the states will have a community based tobacco use intervention program.			<ul style="list-style-type: none"> Program implemented 		Client and service tracking			
<i>Short-term outcome objective(s):</i> By June 2007, target 50% of adults in the given community who report they are aware of the community based tobacco use intervention program.			<ul style="list-style-type: none"> Proportion of adults in the given community who are aware of the program 		Community Survey			
<i>Annual process objective(s):</i> By April 2007, implement (1) pilot community based tobacco use intervention program in one of the outlying states.			<ul style="list-style-type: none"> Program implemented 		Client and service tracking			
KEY ACTIVITIES BY COMPONENT AREAS		Target Group	Lead Role	Time Line				Anticipated Outputs
				Q1	Q2	Q3	Q4	
Community Intervention and Mobilization Recruit and train volunteers		Adults in the outlying communities	Program Staff			X	X	List of volunteers who received follow up training
Counter-Marketing Develop and implement media plan to promote quitting and the availability of the program		Adults in the outlying communities	Program Staff			X	X	Various media materials
Policy/Environmental Change Promote standardizing tobacco use interventions at all of the Community Health Centers outside the capitol.		Adults in the outlying communities	Program Staff			X		Trained CHC staff
Surveillance and Evaluation Conduct survey in the outlying communities to monitor objectives		Adults in the outlying communities	Program Staff				X	Results of the survey

Program Goal: Identify and Eliminate Disparities Among Populations							
Anticipated Policy Outcome(s): Design and implement mass media campaign targeting disparate populations utilizing appropriate media channels							
SMART Objectives (Specific, Measurable, Achievable, Relevant, Time-Framed)				Indicators		Data Sources	
<i>Healthy People 2010 or other long-term outcome objective(s):</i> Reduce the proportion of adult Filipinos who currently smoke cigarettes by 20% by April 2009.				<ul style="list-style-type: none"> Proportion of adult Filipinos who currently smoke cigarettes 		Community Survey	
<i>Intermediate outcome objective(s):</i> Increase the proportion of adult Filipino smokers who report they have attempted to quit smoking at least once in the previous 12 months by 10% by April 2008. Increase the proportion of adult Filipino smokers who report not smoking in their homes or cars by 10% by April 2008.				<ul style="list-style-type: none"> Proportion of adult Filipinos smokers who report they have attempted to quit Proportion of adult Filipinos who report smoking outside their homes or cars 		Community Survey	
<i>Short-term outcome objective(s):</i> By April 2007, target 50% of adult Filipinos who recall the content of advertising, brochures, posters or presentations on smoking and secondhand smoke.				<ul style="list-style-type: none"> Proportion of adult Filipinos who recall the content of advertising, brochures, posters or presentations on tobacco awareness. 		Community Survey	
<i>Annual process objective(s):</i> By January 2007, develop and implement 2 media campaigns targeting adult Filipinos: (1) to quit tobacco use, and (2) to smoke outside their homes and cars.				<ul style="list-style-type: none"> Various media materials 		Media Tracking	
KEY ACTIVITIES BY COMPONENT AREAS	Target Group	Lead Role	Time Line				Anticipated Outputs
			Q1	Q2	Q3	Q4	
<i>Community Intervention and Mobilization</i> Disseminate information on the health and economic costs of smoking and secondhand smoke during community events	Adults in the Filipino Community	Program Staff	X	X	X	X	Number of brochures distributed
<i>Counter-Marketing</i> Design and implement media campaign targeting the adults in the Filipino community on the hazards of secondhand smoke.	Adults in the Filipino Community	Program Staff			X	X	Various media materials
<i>Policy/Environmental Change</i> Promote the adoption of "Quit or Take It Outside" policy in the Filipino community through the secondhand smoke media campaign.	Adults in the Filipino Community	Program Staff			X	X	Various media materials
<i>Surveillance and Evaluation</i> Conduct survey in the Filipino community to measure content recall and impact on perceptions and behavior.	Adults in the Filipino Community	Program Staff			X	X	Results of the survey