

## ANNUAL ACTION PLAN – FY 2011-12

**Program Goal: To reduce tobacco-related disparities in the diverse LGBT communities by expanding a national network that successfully coordinates and advances effective, replicable and community competent tobacco control measures.**

**Annual SMART Objectives (Specific, Measurable, Achievable, Relevant, Time-Framed) – See Key strategies sections for exact measurable items.**

1. **Maintain and strengthen NatNet** through a series of strategies including: maintaining guiding groups as outlined in governance; providing TA to expand base of funded projects; continues expansion of social marketing activities; maintaining website; expanding consultant base; updating directory; and creating NatNet presence at LGBT community events to engage new people.
2. **Facilitate learning and info sharing** through a series of strategies including: Maintain/expand news and discussion listserv; creating 6 newsletters; maintaining master database; providing custom TA to expand LGBT TC work;
3. **Assess impact of tobacco on the population** through a series of strategies including: maintaining a resource library; maintaining annual update of position papers on gaps & evaluation needs; producing 4 Sharing Our Lessons promising practices guides; maintaining public annotate bibliography.

### KEY STRATEGIES AND ACTIVITIES

**Target Group**  
 \*TC = Tobacco Control  
 \*DOH = Departments of Health  
 \*TCN = Tobacco Control Networks

**Lead Role**  
 \*PD = Project Director  
 \*PM = Project Manager  
 \*PS = Project Specialist  
 \*PC = Project Consultant

### Time Line

Q 1	Q 2	Q 3	Q 4

### Evaluation Indicators/Progress

**Activity A: MAINTAIN AND STRENGTHEN A NATIONAL TOBACCO CONTROL NETWORK**

Recruit new participants by 10% annually in a variety of audiences; through use of social media such as Twitter, Facebook or equivalent venues, presentations, list accrual, individual signups etc	LGBT TC/health advocates, LGBT leaders not yet in TC, State TC DOH officials, policy makers, LGBT TC/health professionals	PM, PS	X	X	X	X	Increase LGBT and ally communities involvement by 10% and engage in both network and overall TC/Health activities and opportunities
Maintain Website		PM, PS	X	X	X	X	
Maintain interactive Network Membership Directory, discussion and News Listservs and expand each by 10% annually		PS	X	X	X	X	Up-to-date Directory for mailings and public access for direct communication
Maintain 13 member National Steering Committee with calls every other month or as needed, and 1 in person meeting annually	Steering Committee Members	PM	X	X	X	X	13 member committee comprised of LGBT and TC leaders to guide network activities
Maintain National Advisory Council through by-annual direct communication	Advisory Council Members	PM	X		X		Update on network activities
Create open feedback forum for decisions/direction 4x annually	Network Member Base	PD, PM	X	X	X	X	Proactive community involvement to discuss and frame Network activities
Maintain, expand by 10% and update annually the Networks Expert Consultant Directory	Expert Consultants	PM, PS	X		X		Provide current consultant directory for interested parties
Inform and nominate interested members for appointment on federal/national committees and board as opportunities arise	Membership Base	PD, PM, PS	X	X	X	X	Provide options for LGBT inclusion on federal and national bodies

**Activity B: FACILITATE LEARNING AND INFORMATION SHARING BETWEEN NETWORK PARTICIPANTS, CDC OSH, STATES, AND OTHER NATIONAL TOBACCO PARTNERS**

Maintain website to act as anchor for key resources including consultant directory, trainers directory and information library	Network Base	PM, PS	X	X	X	X	Website
Maintain discussion forums including: DISCUSSION listserv, 8 Brown Bag Forums, expansion of Facebook group by 10%, and other conference calls/webinars requested by Network Members	Network Base	PM, PS	X	X	X	X	Membership on listservs, posts/month, # of brown bags, facebook group membership, # of network conf calls
Maintain information sharing forums including: blog (with guest authors), twitter, Facebook, 6 newsletters, presentations on joint calls, publication of annual report activities etc.	Network Base	PM, PS	X	X	X	X	# of followers on twitter, # of posts, # of RTs and mentions, # of newsletters, # of call presentations, one annual report
Participate in 90% of calls/webinars that communicate to other NTCP members, including: NAQC calls, OSH Media Network calls, OSH National Partners calls, OSH NTCP calls, and TTAC Disparity calls.	External partners	PS	X	X	X	X	participation rosters inclusion on >= 90% of all calls
Participate or Present at 2 national conferences	External partners	PD	X	X	X	X	# of presentations
Create one awareness event through the National Gay and Lesbian Task Forces, Creating Change Conference	LGBT leadership (not in tobacco)	PM			X		Documentation on blog of NGLTF activities
Provide 6 blogging scholarships to key LGBT and/or tobacco events	All audiences	PM	X	X	X	X	Documentation via blog of scholarship winners activities
Maintain and Promote blog with 100 posts/annum	Network Base	PM, PS	X	X	X	X	Blog dashboard numbers
Provide custom TA to state and local programs as requested, in addition visit three states to assist in LGBT TC, TA efforts	States/Network Base	PD, PM	X	X	X	X	Raise awareness of the importance of LGBT tobacco control efforts
Maintain interactive project profile directory for membership base housed on website	Network Base/External Partners	PM		X			Project Profiles Directory will serve as a tool to link membership base with projects across the country
Engage in Collaborations 3x annually	Network Base	PD		X	X	X	Report of collaborations
Convene National LGBT Tobacco Control Summit to share information on culturally competent tobacco control strategies	Network Base	PD, PM, PS			X	X	
Maintain counter marketing section of Website	Network Base	PS	X	X	X	X	Documented updating of website
Create/disseminate 4 action alerts/yr	External Policy Makers	PD	X	X	X	X	action alerts
Conduct 6 meetings with policymakers to encourage policy advancements related to LGBT tobacco/health at national/local level	External Policy Makers	PD	X	X	X	X	meeting reports
Maintain and expand database for federal advocacy activities by 10%	External Policy Makers	PD, PM	X	X	X	X	report of database size
Support FDA Center for Tobacco Products dissemination efforts	Network Base	PM	X	X	X	X	Dissemination of activities via listserv + blog
Monitor and facilitate counter marketing actions as the opportunity arises	Network Base	PM	X	X	X	X	Report of actions via listserv + blog

**Activity C: ASSESS THE IMPACT OF TOBACCO ON THE POPULATION AS WELL AS GAPS IN DATA, INTERVENTIONS, AND/OR EVALUATION**

Maintain and expand website clearinghouse/library by 5%	Network Base	PM, PS	X	X	X	X	Provide Network Base with an easily accessible current library of resources
Maintain online annotated LGBT Tobacco Bibliography and citation database, updated with newly published articles 2x/annum.	Network Base	PS	X	X	X	X	Provide Network Base with up-to-date resources for grant writing, program development etc.
Update promising practices document	Network Base	PD, PM		X			A set Promising Practices standard recognized by CDC
Create and distribute 4 Sharing our Lessons promising practices case studies	Network Base	PC, PM	X	X	X	X	Disseminate Promising Practices to Network Base
Create and distribute 6 Promising Practices overview articles	Network Base	PD	X	X	X	X	New Promising Practices articles for the field, utilized and posted on the Networks wiki forum
Maintain policy sheet on gaps in methodologies and needed resources, thru steering committee guidance, with a call following to review and provide feedback through DISCUSSION list.	Steering Committee, Network Base	PD, PM	X	X			Updated Policy Sheet on gaps in methodologies and needed resources for the field

**Activity D: EVALUATE THE PROGRESS ON THE RECIPIENT'S ANNUAL OBJECTIVES**

Maintain process evaluation measures, such as: written monthly performance reports of action plan deliverable to be discussed with the CDC project officer monthly along with quarterly barriers and resolutions documents shared quarterly during that months call.	Network Trainees	PD, PM	X	X	X	X	Timely monitoring of actual performance versus pre-planned deliverables.
Conduct evaluation of all public activities such as presentation, events etc.	Network Base	PM, PS	X	X	X	X	Measure effectiveness of activities and possible improvements needed
Conduct annual membership satisfactions/improvement survey		PM , PS			X		Utilize results to improve and grow network for upcoming year
Participate with CDC OSH in a five-year evaluation of the National Network consortium, as in the past, conduct all activities, report all information, and participate in all conference calls needed for the OSH network evaluation.	OSH, outside evaluators	PD	X	X	X	X	A national evaluation showing the combined disparity networks serve an important need, are very responsive to a variety of constituents, and help fulfill key NTCP goals.

**Activity E: PARTICIPATE IN CENTRAL WEBSITE DEVELOPMENT AND MAINTENANCE**

Participate in all joint central website activities, such as conference calls.	Appeal Staff, Network Administrator, & Other Networks	PM, PS	X	X	X	X	A sharp National Network website that engages new people seeking resources, and facilitates searching for resources across networks.
Assign point person to manage coordination with central website, including: - Monthly review for accuracy, comprehensiveness, and variation in information provided. - Timely response to information request - Annual review of NatNet website to assess how well it integrates with the central website.	Network Base	PS	X	X	X	X	
Promote National Website 2x annually thru various mediums	Network Base	PS	X		X		Network Base collaboration with other networks for TC/Health activities etc.