# The STEPP Technical Assistance (TA) Ecosystem

## Harnessing the Power of All to Advance Population Health

CDPHE | COLORADO
Department of Public Health & Environment

# Introduction & Overview

Whether you work in a local public health agency or as a consulting partner, you have something to bring to the battle against tobacco addiction.

**YOU'RE NOT IN THE FIGHT ALONE.**

As an Amendment 35-funded grantee or statewide partner, you're part of a powerful network of professionals who are working to end tobacco use and exposure to secondhand smoke in Colorado.

Across the state, there are agencies and individuals by your side – people with great passion and experience, deep commitment and a shared vision.

The State Tobacco Education and Prevention Partnership's (STEPP) role is to drive the statewide tobacco control movement by staying abreast of the national tobacco control landscape and the state's current context, setting direction and providing clear guidance to enable evidence-based programming.

External TA providers translate research and evidence-based strategies into community practice, creating tools and resources to support implementation of tobacco control strategies by local grantees.
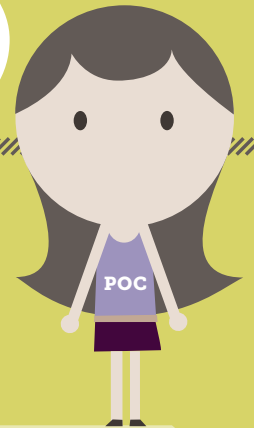
Local public health agencies provide education and support of community mobilization efforts that facilitate and promote local policy and environmental change.

**Together, we are making tobacco history.** Positive change in one community can create momentum that impacts the entire state. Conversely, changes that negatively impact one community can threaten our collective progress.

That is why we will move together, arm in arm, to end tobacco addiction in Colorado.

We call it the **POWER OF ALL**. Because all of us, working together, is better than any one of us working apart.

# State Tobacco Education & Prevention Partnership (STEPP)

STEPP staff members can play two different types of roles that intersect with A35 grantees: Points of Contact (POCs) and Subject Matter Experts (SMEs).

## STEPP POINTS OF CONTACT (POCs)

*Find your STEPP POCs here >>*

- POCs act as the **FIRST AND ONGOING POINT OF CONTACT** for grantees. This is a proactive role, with the POC actively engaging with grantees on a regular basis.
- POCs are responsible for grantee contract monitoring, grantee scope of work progress, and grantee reporting.
- POCs can work directly to support grantees as well as identify and connect grantees to other resources as needed including STEPP subject matter experts, data and other resources.
- The POC's role is like that of a concierge in a hotel – someone who is always there to answer grantees' questions, understand their unique needs, connect them to needed resources, and help them to solve problems.
- If a grantee experiences a change of staff within their own agency, the POC helps to ensure their agency's work can continue by helping to onboard and inform new, incoming staff.

**POC**

### LEVEL OF TA PROVIDED: BASIC*

#### PRIMARY RESPONSIBILITIES:

- First and ongoing point of contact for grantees
- Connect grantees to other resources as needed
- Onboard and orient new grantees

*\* Basic TA is focused on increasing grantees' understanding of tobacco control issues and facilitating readiness for change by supplying them with resources, support and the most current information available.*
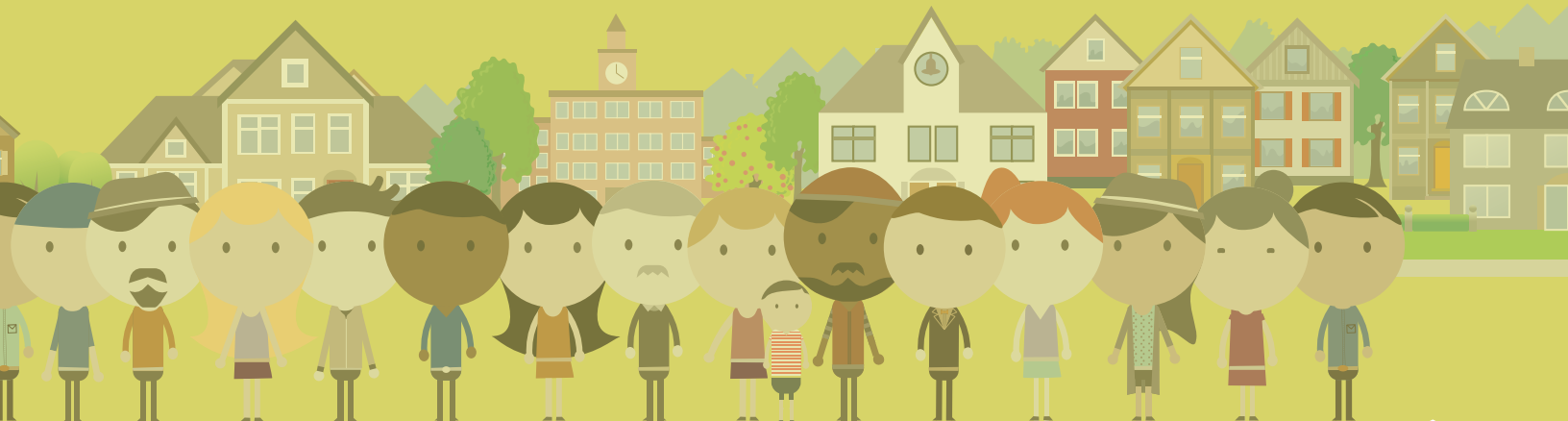
# STEPP SUBJECT MATTER EXPERTS (SMEs)

- Some STEPP staff members also serve as **EXPERTS FOCUSED ON A PARTICULAR ASPECT OF TOBACCO CONTROL**. These individuals have specialized knowledge that can be used to inform a variety of programs and grantees, but are not assigned to work with specific grantees on an ongoing basis.

- SMEs are very familiar with best practices for tobacco control, both within and outside of Colorado, and are able to identify how to apply national resources to inform the effectiveness of state and local efforts and operational systems.

- SMEs identify and communicate opportunities to align local and statewide efforts that support tobacco control. They use Colorado and national data, evidence-based practices and public health literature to inform STEPP's program priorities.

- SMEs can provide knowledge and expertise both on tobacco-specific topics, such as secondhand smoke and cessation, as well as more general topics like communications and data/surveillance.

- When needed, grantees may be referred by their POC to an SME for specialized knowledge or support. In these instances, the SME can provide advice, customized support and capacity building to help grantees promote their work. However, their involvement with grantees is episodic and not at the same level of ongoing communication as POCs have with grantees, nor at the level of intensive external TA support as that provided to grantees by the statewide partners/TA providers.

- It is important for the POCs and SMEs to closely coordinate the services they provide to grantees.

## LEVEL OF TA PROVIDED: BASIC

### PRIMARY RESPONSIBILITIES:

- Provide specialized knowledge and expertise
- Focused on a particular aspect of tobacco control
- Connect with grantees through their POC

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# Statewide Partners:
## Technical Assistance (TA) Providers

In addition to STEPP POCs and SMEs, grantees frequently interact with statewide partners / external TA providers. These individuals work with **ORGANIZATIONS THAT HAVE BEEN CONTRACTED BY STEPP TO PROVIDE TECHNICAL ASSISTANCE TO GRANTEES** on topics such as communications, health systems change, evaluation and policy.

*Find your TA provider here >>*

**STATEWIDE PARTNERS / TA PROVIDERS ENGAGE GRANTEES IN THE FOLLOWING TYPES OF ACTIVITIES:**

- Provide ongoing technical assistance for grantees, both remotely and in-person in grantee communities. This is a proactive, intensive role, with TA providers actively engaging grantees throughout their contract period. The TA provided is customized and in-depth, building grantees' capacity through new knowledge, skills and abilities. Intensive TA supports grantees to put strategies into action and to do so with fidelity.

- Conduct topic-specific training for grantees at both a group (i.e., regional, by goal area) and individual level.

- Coordinate with STEPP and other statewide partners / TA providers to support grantees and ensure a seamless provision of services.

- Develop and maintain resources such as templated tobacco control media campaigns and online training modules.

**LEVEL OF TA PROVIDED: INTENSIVE\*\***

**PRIMARY RESPONSIBILITIES:**

- Provide ongoing technical assistance for grantees

- Build grantees' capacity through new knowledge, skills and abilities

- Provide training and specialized tools/resources for grantees

*\*\* Intensive TA works to build grantees' capacity, skills and abilities through training and customized support. The objective is to enable grantees to replicate what they have learned and ultimately change their communities in order to sustain success.*

**STATEWIDE PARTNERS PROVIDE TECHNICAL ASSISTANCE AND CAPACITY BUILDING FOR GRANTEES IN THE FOLLOWING SUBJECT AREAS:**

| TYPE OF TA / SPECIALTY | STATEWIDE PARTNER / TA PROVIDER |
|---|---|
| Cessation & Health Systems Change | Behavioral Health & Wellness Program, University of Colorado |
| Tobacco Retail License, Municipal Policy, Organizational Policy & Legal Technical Assistance | Center for Public Health Practice, Colorado School of Public Health |
| Program Evaluation & Quarterly Progress Reports | Community Epidemiology & Program Evaluation Group |
| Smoke-free Multi-unit Housing Policy | Denver Health & Hospital Authority |
| Tobacco Free Schools Policy | RMC Health |
| Templated Media Campaigns & Communications to Support Policy | SE2 Communications |

Although they provide intensive, ongoing technical assistance around specific subject areas, **statewide partners / external TA providers do have some limitations on the amount of support they can provide to each individual grantee.** Their respective scopes of work assume a certain level of support for all grantees working on A35-funded activities, so grantees may, on occasion, submit requests that go beyond the services that TA providers are able to give.

**BELOW ARE EXAMPLES OF THE TYPES OF TA REQUESTS STATEWIDE PARTNERS MAY / MAY NOT BE ABLE TO ADDRESS.**

| EXAMPLE OF TA PROVIDED | EXAMPLE OF TA NOT PROVIDED |
|---|---|
| Help you to identify which ads to use from COHealthResources.org | Develop a custom ad campaign for you / your community |
| Train your coalition in how to present your policy to City Council | Make a presentation to your City Council |
| Provide an overview of the legality of policy options you are considering | Provide legal representation for a grantee organization or individual |
| Help you to develop relationships with school districts | Provide direct training for school districts and maintain those relationships for you |

# Statewide Partners:
## Project-specific Program Providers

Some organizations are contracted by STEPP to **IMPLEMENT A PARTICULAR TOBACCO CONTROL PROGRAM.** These project-specific program providers only provide TA to grantees on these specific projects, rather than providing TA to build overall goal-area capacity.

**LEVEL OF TA PROVIDED: INTENSIVE, BUT TARGETED**

**PRIMARY RESPONSIBILITIES:**
- Implement a particular tobacco control program
- Provide targeted, program-specific TA to grantees

| PROJECT OR PROGRAM | PROGRAM PROVIDER |
|---|---|
| Second Chance | RMC Health |
| Baby & Me Tobacco Free | Rocky Mountain Health Plan Foundation |
| Marijuana* | CDPHE, Retail Marijuana Education and Youth Prevention Program |

*\* Grantees may address marijuana use if appropriate within the course of their normal tobacco control work. Technical assistance is available through CDPHE's Retail Marijuana Education and Youth Prevention Program, which is not funded through STEPP.*

# Grantees

Local public health agencies throughout Colorado have been contracted by STEPP to work on local policy change, health systems change, and cessation and youth prevention. STEPP grantees are at the forefront of advancing Coloradans' understanding of tobacco's burden, educating their communities on how to take action and assisting them with the eventual adoption of a policy.

### GRANTEES' ROLES AND RESPONSIBILITIES INCLUDE:

- Assessing and educating on the impact of tobacco on their community
- Identifying and working to address tobacco-related inequities
- Working to facilitate and promote local policy and systems change
- Local stakeholder engagement and effective coalition building
- Working closely with STEPP POCs, statewide partners / TA providers and project-specific TA providers to facilitate and promote their work
- Reporting progress on their A35-funded work plan
- Completing online tobacco control training modules
- Using template media campaigns available on COHealthResources.org
- Participating in trainings and TA designed to increase their capacity
- Aligning their work with CDC Best Practices and A35 goal-area requirements