

Optional Commercial Tobacco - Focused Community Assessment Pre-Phase 1 Activities

Introduction:

The purpose of the Commercial Tobacco-Focused Community Assessment is to make data-driven decisions and select the strategy(ies) that have the greatest prospect of reducing the burden of tobacco in your communities. The assessment gives your team an opportunity to assess community and organizational needs, opportunities for advancing commercial tobacco control, and readiness to implement evidence-based practices for commercial tobacco control. This process will help your team to make culturally sensitive, data-driven decisions to use local resources to reduce commercial tobacco use and exposure in your community(ies). Your Commercial Tobacco-Focused Community Assessment will be completed in stages and will support in creating your agency's implementation plan for the FY24-FY26 grant cycle.

The **optional** pre-phase activities allow for LPHA grantees to begin the work for the Commercial Tobacco-Focused Community Assessment prior to the release of the full guidance in September 2023.

Begin commercial tobacco data collection and analysis

Data collection and analysis is an essential component of responding to community needs. STEPP defines data as both formal and informal channels of information that help us better understand our communities. This can be in the form of databases, community observations, stakeholder conversations, and agency-created data collection methods. Grantees can take this time to collect data and brainstorm potential sources of data that supports their final Commercial Tobacco-Focused Community Assessment and implementation planning.

Use the resources linked below to support your agency in gathering and analyzing data to inform your approach to the Commercial Tobacco-Focused Community Assessment:

- [STEPP Commercial Tobacco Behavior Data Dashboard \(BRFSS, HKCS, PRAMS\)](#)
- [Commercial Tobacco Behavior Data Review worksheet \(Word Doc\)](#)
- [Local Commercial Tobacco Conditions/Factors worksheet \(Word Doc\)](#)
- [Brief Policy Review worksheet \(Word Doc\)](#)
- [Data Sources Cheat Sheet](#)

Other Data Sources to Explore:

- Agency's Community Health Assessment
- Health Improvement Plans
- Results from last grant cycle's Tobacco Focused Community Profile
- Monthly Quitline reports

Start conversations with your network of support

Agency Leadership - Just like our communities have their own priorities and challenges they are funded to address, our agency leadership is faced with the same difficult decisions on how to focus agency time, capacity, and resources. Begin having conversations with your agency leadership and supervisors about the STEPP strategic plan, upcoming deliverables, and goals.

Share and discuss the following materials with your agency leadership:

- [STEPP Strategic Plan](#) - This plan outlines the goal areas and priorities for the upcoming grant cycle as well as the mission and vision for state commercial tobacco control. All LPHA activities should align with the STEPP Strategic Plan, including eliminating tobacco-related health disparities within the communities they serve.
- LPHA FY24-FY26 Mini-Grant Applications - Review your LPHA Mini-Grant application submission.
- [FY24-FY26 Local Public Health Agency \(LPHA\) Strategy Framework](#) - This framework outlines STEPP's expectations and requirements for LPHA grantees, including goal areas, strategies, and activities that support an equitable commercial tobacco control approach.

Technical Assistance (TA) Providers - Grantees are not in this work alone. Rather, you are a part of a statewide movement of commercial tobacco control. Set up 1-on-1 calls with TA providers to get to know one another and learn more about the support they provide.

Project Officers - Your Project Officer is your primary point of contact for any grant-related questions and can serve as a liaison between TA providers and Subject Matter Experts (SME). Communicate with your Project Officer about how they can best support you in the work and establish agreed upon structures for collaboration.

Start informal engagement with community

As part of the Commercial Tobacco-Focused Community Assessment process, grantees will be asked to engage with community stakeholders to gain insights into the needs, priorities, and challenges of partners and priority populations. These initial conversations will support centering priority populations and community voice.

At this stage of the Commercial Tobacco-Focused Community Assessment process, grantees can research and identify community-based organizations, groups, and individuals to build relationships and have conversations with during Phase 1 as well as lay the foundation for trusted relationships with community partners.

Initial Relationship Building Activities:

- Attend community meetings
- Volunteer at community events
- Set up 1-on-1 meetings with community members to introduce your program

Strengthen knowledge of commercial tobacco control research and best practices

Having deep knowledge and understanding of commercial tobacco control best practices and research ensures we are able to speak with confidence when engaging with agency leadership and community stakeholders.

Reviewing the following resources will support your agency in working with the community to address the burden of commercial tobacco:

- [Center for Disease Control's Best Practices for Tobacco Control](#) - This document reviews the evidence-based practices and recommendations for effective commercial tobacco control. STEPP Strategic Plan is aligned to this guidance.
- The [Global Tobacco Control](#) online course, which is offered by the Johns Hopkins Bloomberg School of Public Health. This provides a thorough overview of the history of global commercial tobacco control and best practices.
- Public Health 101 Modules: [RMPHTC's PH 101](#) and [CDC's PH101 E-Learning Course](#)

Feedback Requested:

STEPP is committed to continuous improvement and incorporating grantee feedback throughout the Commercial Tobacco-Focused Community Assessment process. [Click here](#) to access the Pre-Phase Activity feedback survey. Please complete the following survey by **August 11, 2023**. Feedback provided will inform future phases of the Commercial Tobacco-Focused Community Assessment.