

# Tobacco Free Partnership of Broward County

2022-2023 Strategic Plan



*Mission: To prevent or reduce the health risks associated with tobacco use through community education.*

## **GOAL AREA 1: MEMBERSHIP**

**GOAL 1.1:** TFP members collaborate with SWAT youth to promote current initiatives at 2 SWAT chapter meetings and joint meetings at partnering schools.

**OBJECTIVE:** Schedule 2 TFP meetings to occur during the scheduled SWAT roundtables or meetings. Have meeting scheduled by September 1, 2022.

**STRATEGIES:** Obtain SWAT Schedule meetings for the 2019-2020 school year and plan on having 2 TFP meetings in conjunction with SWAT Chapter meetings.

**ASSIGNED PARTNER:** Gary Blemur

**GOAL 1.2:** Increase TFP membership by actively inviting new groups and individuals to monthly TFP meetings.

**OBJECTIVE:** Create a listing of potential groups that should be invited to TFP meetings and identify at least one to be contacted before each meeting. Have a starting listing by September 30th, 2022

**STRATEGIES:** Identify groups that have overlapping missions and extend invitation to TFP monthly meeting and present/ attend meetings of potential members.

**ASSIGNED PARTNER:** Andrew Cuddihy

**GOAL 1.3:** Increase TFP membership by hosting meetings at alternate times to generate more membership.

**OBJECTIVE:** Schedule 2 TFP meetings at alternate times to the regular 8:00 AM meeting time.

**STRATEGIES:** Set annual meetings and identify two months to host meetings at alternate time by October 1, 2019.

**ASSIGNED PARTNER:** Mike Liquerman (TBD) and Barbara Effman

**GOAL 1.4:** Increase TFP membership by creating a marketing campaign to advertise monthly meetings.

**OBJECTIVE:** Create a marketing campaign to increase membership.

**STRATEGIES:** Identify places to advertise TFP meetings: newspapers, Facebook, Instagram, etc. Increase meeting reminders and for events.

**ASSIGNED PARTNER:** Dr. Barry Hummel and Jaden Bell

**GOAL 1.5:** Improve email communication to members both internally and externally.

**OBJECTIVE:** Develop a system to send out email reminders to staff and partnership to increase participation in events and meetings.

**STRATEGIES:** Increase the frequency of email reminders.

**ASSIGNED PARTNER:** Tamara Neibloom

## **GOAL AREA 2: COMMUNICATIONS**

**GOAL 2.1:** Maintain a Tobacco Free Partnership of Broward County website.

**OBJECTIVE:** To maintain free-standing Tobacco Free Partnership of Broward County website. Increase visits to Tobacco Free Partnership of Broward County website.

**STRATEGIES:** Continue to make regular updates to the website, update banners and table coverings. Monitor 'traffic' on website both internally and externally.

**ASSIGNED PARTNER:** John Michael Pierobon

**GOAL 2.2:** Maintain a community calendar of local events to be published on TFP website within 60 days of events.

**OBJECTIVE:** Create a community calendar of events.

**STRATEGIES:** Highlight 4 major tobacco events annually. Update by the first of the month with new events occurring within 60 days. Subcommittee chairs will update communications committee each month.

**ASSIGNED PARTNER:** Subcommittee chairs

**GOAL 2.3:** Create email distribution list of key groups and political contacts.

**OBJECTIVE:** Create email distribution of key community stakeholders and political contacts.

**STRATEGIES:** The listing will be comprised of the address, phone, email, and website of key groups, and will be updated at least yearly for current information. Will target Broward leaders in different sectors (County, Cities, and Parks & Recreation departments).

**ASSIGNED PARTNER:** Dr. Barry Hummel and Barbara Effman

**GOAL 2.4:** Membership guides will be created and distributed by September 2022.

**OBJECTIVE:** Membership guides will be distributed to orient new TFP members.

**STRATEGIES:** This guide will be given to all new members to enable individuals to directly connect with tasks of the partnership. An electronic version will be uploaded on the TFP website.

**ASSIGNED PARTNER:** Jaden Bell and communications committee.

**GOAL 2.5:** Promote TFP Facebook page and increase activity.

**OBJECTIVE:** Increase visibility of TFP of Broward County on Facebook.

**STRATEGIES:** Increase frequency of Facebook post to at least 3 per week. Utilize TFP Facebook page to comment, like, and share other post.

**ASSIGNED PARTNER:** Dr. Don Torok

**GOAL 2.6:** Formulate a subcommittee to expand social media presence on different platforms.

**OBJECTIVE:** Increase visibility of TFP of Broward County on a variety of social media platforms.

**STRATEGIES:** Create accounts with instagram, snap chat, twitter, tik tok, etc. Make monthly post about tobacco prevention and control.

**ASSIGNED PARTNER:** Jaden Bell and Communication subcommittee

**GOAL 2.7:** Expand reach of Facebook page.

**OBJECTIVE:** Increase the number of likes to 250.

**STRATEGIES:** By September 1, 2019 ask current TFP members to ask their friends to like the TFP Facebook page. Report on totals monthly.

**ASSIGNED PARTNER:** Communication subcommittee

**GOAL 2.8:** Host annual tobacco free hockey night with the Florida Panthers for 2023.

**OBJECTIVE:** Plan a community outreach event with the Florida Panthers.

**STRATEGIES:** Identify a date for the game by October 2022; apply for Panther Foundation funds for pump topper campaign on vaping.

**ASSIGNED PARTNER:** Communications subcommittee

**GOAL 2.9:** Increase sharing of information on the actions of the TFP.

**OBJECTIVE:** Publish bi-monthly newsletter to share the actions of the TFP. Newsletters will be disseminated every other month.

**STRATEGIES:** Gather information from subcommittee chairs to publish newsletters.

**ASSIGNED PARTNER:** Dr. Barry Hummel and communications committee

**GOAL 2.10:** Increase participation in the Youth and Young Adult Essay Contest.

**OBJECTIVE:** Increase awareness of the Youth and Young Adult Essay Contest.

**STRATEGIES:** Promote the contest to various youth groups and school districts; increase promotion using social media.

**ASSIGNED PARTNER:** John Michael Pirobon and communications committee

### **GOAL AREA 3: EDUCATIONS & ADVOCACY**

**GOAL 3.1:** Continue to collaborate with existing tobacco free partnerships throughout the State of Florida to increase information sharing.

**OBJECTIVE:** Build on the success of hosting a series of conference calls for statewide partnership members around the issue of the passage of House Bill 105 and additional legislation.

**STRATEGIES:** Continue legislative update for statewide partnerships.

**ASSIGNED PARTNER:** Advocacy subcommittee

**GOAL 3.2:** Have a minimum of 3 guest speakers at monthly meetings in a year.

**OBJECTIVE:** Invite at least three guest speakers from outside agencies to increase knowledge, skills, abilities regarding tobacco issues and/or policy change techniques (e.g. advocacy and surveillance trainings, management and facilitation trainings including TOPS).

**STRATEGIES:** Plan these trainings at least two months in advance to be able to promote and increase participation. Reach out to appropriate groups to be able to promote and increase participation in meetings.

**ASSIGNED PARTNER:** Education & Advocacy committee

**GOAL 3.3:** Share educational presentations via the website that can be utilized by other groups.

**OBJECTIVE:** Increase knowledge base availability of presentations.

**STRATEGIES:** Compile and share at least three new presentations via the TFP-Broward.org resource page by June 30, 2023.

**ASSIGNED PARTNER:** Education & Advocacy committee

**GOAL 3.4:** Publish a listing of restaurants that prohibit the use of tobacco products and e-cigarettes on outdoor patios by June, 2023.

**OBJECTIVE:** Increase the number of restaurants that voluntary prohibit smoking on outdoor patios.

**STRATEGIES:** Promote smoke-free strategies on Tobacco Free Partnership of Broward County website.

**ASSIGNED PARTNER:** Communications committee

**GOAL 3.5:** Increase the number of municipalities that pass smoke-free parks and beaches ordinances in Broward County by June 1, 2023.

**OBJECTIVE:** Highlight changes to the Florida Clean Air Act that allow for the creation of local smoke-free parks and beaches.

**STRATEGIES:** Meet with elected officials and present at local city and county commission meetings to educate them on new rules and language.

**ASSIGNED PARTNER:** Education & Advocacy committee

**GOAL 3.6:** Increase the number of restaurants that prohibit the use of tobacco on outdoor patios by June 2023.

**OBJECTIVE:** Prohibit the use of tobacco on outdoor patios in restaurants.

**STRATEGIES:** Identify 3 restaurants in the county that might be interested in adopting this policy.

**ASSIGNED PARTNER:** Education & Advocacy committee

**GOAL 3.7:** Train healthcare providers on emerging tobacco prevention and control issues to better services clients. Have 2 in service training planned by June 2023.

**OBJECTIVE:** Provide in service training and CECs to healthcare providers on current tobacco prevention and control issues.

**STRATEGIES:** Collaborate with local hospitals to provide grand rounds sessions to educate doctors and health care professional on the dangers of tobacco use and the importance of speaking with patients about tobacco use.

**ASSIGNED PARTNER:** Dr. Barry Hummel and Sheri Schour

#### **GOAL AREA 4: BEACH SWEEP & COMMUNITY ENGAGEMENT**

**GOAL 4.1:** Recruit and train new core volunteers for beach sweep operations.

**OBJECTIVE:** Recruit and train a new core team leaders to assist with the operations of beach sweep.

**STRATEGIES:** Increased outreach to environmental groups.

**ASSIGNED PARTNER:** Beach Sweep subcommittee

**GOAL 4.2:** Collect beach sweep data.

**OBJECTIVE:** Report monthly collections of cigarette butts, vaping devices, and other liter.

**STRATEGIES:** Compile and collate data to create graphs of clean-up efforts.

**ASSIGNED PARTNER:** Beach Sweep Committee