WRITING A SMART PLAN

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Local Lead Agency Training

Learning Objectives

At the end of this presentation, you will be able to:

- Write a SMART objective
- Know the components of a well written activity
- Properly select intervention categories
- Understand percent deliverables
- Assign proper tracking measures

What is an Objective?

SMART Objectives

- Specific
- Measurable
- Achievable
- Realistic/Relevant
- Time-Bound

SMART Objectives: Specific

- **Who** or what is expected to change or happen?
- **What** or how much change will occur? (do not use ranges for objectives)
- **Where** will the change occur?
- **When** will the change occur?

SMART Objectives: Example

When

By **June 30, 2014,** the City of Dreams will adopt a legislative policy that requires all tobacco retailers to obtain a license in order to sell tobacco products with a portion of the fees earmarked to conduct regular compliance checks.

SMART Objectives: Example

Where

By June 30, 2014, **the City of Dreams** will adopt a legislative policy that requires all tobacco retailers to obtain a license in order to sell tobacco products with a portion of the fees earmarked to conduct regular compliance checks.

SMART Objectives: Example

What/ How much

By June 30, 2014, the City of Dreams will **adopt a legislative policy** that requires all tobacco retailers to obtain a license in order to sell tobacco products with a portion of the fees earmarked to conduct regular compliance checks.

SMART Objectives: Example

By June 30, 2014, the City of Dreams will adopt a legislative policy that **requires all tobacco retailers to obtain a license in order to sell tobacco products** with a portion of the fees earmarked to conduct regular compliance checks.

Who/ What

SMART Objectives

- Specific
- Measurable
- Achievable
- Realistic/Relevant
- Time-Bound

SMART Objectives

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SMART Objectives: Rules & Tips

- Use the SMART criteria when developing your objectives
- Do not use ranges in objectives
- Objectives should coincide with CX indicators or assets
- Results expected should be clear from the objective
- Evaluation design must match objective
- You can use the OTIS Wizard for example objective language

Objective Wizard

Procurement Tools | View Plan | Approve Plan | Progress | Materials | Communications | Reports | Contract Management | Help

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- Subcontract Agreement

Scope of Work Index

Add Objective | Add Objective using Wizard

ITEM	STATUS	ACTION(S)
Scope of Work		
Objective 1: By June 30, 2013, At least ten multi-unit housing complexes in Tulare County will adopt and implement a smoke-free policy designating indoor/outdoor common areas and at least 50% of the units as smoke-free.	Requires Revisions	View
Objective 2: By June 30, 2013, 100% of all tobacco retailers in the cities of Porterville and Tulare will be in compliance with state legislation that requires posting STAKE Act age-of-sale warning signs and the state tobacco retail license and mandates bans on self service displays, as determined by annual observational surveys.	Requires Revisions	View
Objective 3: By June 30, 2013, The Tulare County Tobacco Education and Awareness Project will strengthen program by recruiting and maintaining at least 10 diverse including 1 non-traditional partner to be members of the coalition.	Requires Revisions	View

Objective Wizard

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Add Objective Wizard

The Add Objective Wizard will help fill in the Edit Objective form based on your selections below.

After making a selection, you will be returned to the Edit Objective form where you will need to review the wizard provided text and make any needed revisions.

Important:

- Some fields may not be filled in by the Wizard. You will need to review the entire form to make sure that all needed information has been provided and is correct.
- Some of the wizard provided text may include "blanks" where you should fill in information. These "blanks" will be indicated in one of these ways:
  - XXXX -- You should be able to double-click on each "blank" to highlight it for editing.
  - (date range) - This format indicates what should be filled into the "blank". In this case, the date range should be entered in place of '(date range)'.

Fields in RED are required.

Priority Area/Asset: 3 Reduce the Availability of Tobacco

Indicator: 3.2.4

Number and type of venues/events (e.g., county fairs, rodeos, motor sports, other sporting events, parades, concerts, museums, dances, festivals, business) with a voluntary policy that prohibits the distribution of free or low-cost tobacco and nicotine products, coupons, coupon offers, gift certificates, gift cards, rebate offers or other similar offers for tobacco and nicotine products -or- Number of communities with a policy that prohibits the distribution of free or low-cost tobacco and nicotine products, coupons, coupon offers, gift certificates, gift cards, rebate offers or other similar offers for tobacco and nicotine products

Sample Objectives: three cities (Vanilla, Hazelnut, and Cinnamon) in Spice County will adopt policies prohibiting the distribution of free tobacco products, coupons, coupon offers or rebate offers for tobacco products at all public events in these jurisdictions.

Use This

Cancel

What's wrong with this objective?

What's wrong with the following objective?

By June 30, 2014, we will develop 2-4 partnerships.

Hint: Identify the three mistakes.

Corrected Objective

Corrected Objective:

By June 30, 2014, Dream County's Tobacco Prevention Coalition will develop a minimum of four new collaborative partnerships with representation from the local community to serve on the Coalition.

What are Activities?

Activities

- What will be done
- Who will be impacted
- How much will be done
  - Ranges can be used
- Where activities will occur

Activity Example

How Much

Conduct **2-4, 30 minute** educational presentations with 2-3 local elected officials, decision makers, and community key opinion leaders in Dream County on the benefits of outdoor dining smoke-free policies.

Activity Example

What Will Be Done

Conduct 2-4, 30 minute **educational presentations** with 2-3 local elected officials, decision makers, and community key opinion leaders in Dream County **on the benefits of outdoor dining smoke-free policies.**

Activity Example

Conduct 2-4, 30 minute educational presentations with 2-3 **local elected officials, decision makers, and community key opinion leaders** in Dream County on the benefits of outdoor dining smoke-free policies.

Who Will Be Impacted

Activity Example

Conduct 2-4, 30 minute educational presentations with 2-3 local elected officials, decision makers, and community key opinion leaders in **Dream County** on the benefits of outdoor dining smoke-free policies.

Where

Activity Wizard

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Add Activity

Objective: By June 30, 2013, At least ten multi-unit housing complexes in Tulare County will adopt and implement a smoke-free policy designating indoor/outdoor common areas and at least 50% of the units as smoke-free.

This portion of the scope of work describes the methods, steps, timelines, who is responsible for completing major activities, copyrightable products and the percent of effort that deliverables represent.

Fields in RED are required.

Activity Wizard

Major Intervention Category: --- Select One ---
Category Descriptions

Activity:
Describe the activity to achieve the objective. Describe what will be done (methods), how much will be done and where activities occur.

Copyright: Yes No
Is this a copyrightable product such as a brochure, poster, ad, manual, etc.?

Program Deliverable Percentage: %
For each program deliverable, provide a percentage that reflects the programmatic value or percent of effort. This Program Deliverable percentage reflects a combination of staff and budget resources necessary to complete the deliverable.

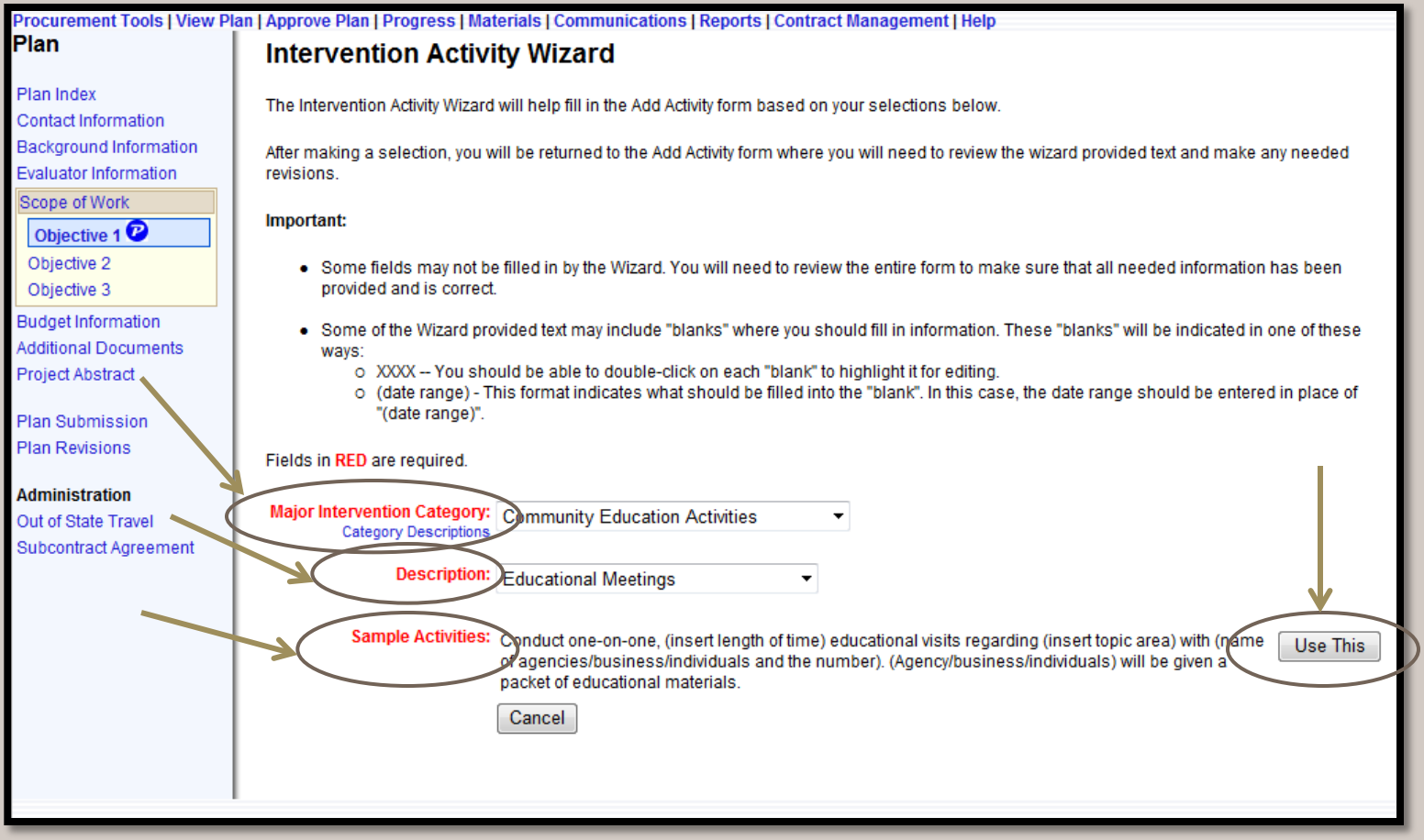
Current Total: 100.00 %
Cannot Exceed 100% for entire Scope of Work

Activity Start Date Period: --- Select One ---

Activity Completion Date Period: --- Select One ---

Save Information | Cancel

Activity Wizard – cont.



Activity Wizard – cont.

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This portion of the scope of work describes the methods, steps, timelines, who is responsible for completing major activities, copyrightable products and the percent of effort that deliverables represent.

Fields in RED are required.

Activity Wizard

Major Intervention Category: Community Education Activities
Category Descriptions

Activity:
Describe the activity to achieve the objective. Describe what will be done (methods), how much will be done and where activities occur.

Conduct one-on-one, (insert length of time) educational visits regarding (insert topic area) with (name of agencies/business/individuals and the number).
(Agency/business/individuals) will be given a packet of educational

Copyright: Yes No
Is this a copyrightable product such as a brochure, poster, ad, manual, etc.?

Program Deliverable Percentage: %
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Activity Start Date Period: --- Select One ---

Activity Completion Date Period: --- Select One ---

Save Information | Cancel

What's wrong with this Activity?

What's wrong with the following activity?

Place newspaper ads to educate the community.

Hint: Find the mistakes.

Corrected Activity

How Much

What Will Be Done

Place 2-4 print ads in newspapers, such as the Daily Planet, to educate the community about the need for smoke-free dining area policies and/or to provide recognition for the establishment of any new policies. Check with Tobacco Education Clearinghouse of CA (TECC) for any existing newspaper ads.

Where

Your Friend!

Intervention Categories

- Coordination and Collaboration (1)
- Community Education (2)
- Educational Material Development (3)
- Behavior Modification Materials (4)
- Media (5)
- Policy (7)
- Sponsorship (10)
- Technical Assistance and Training (11)
- Advocacy Campaign Materials (8)
- School Based Education (9)

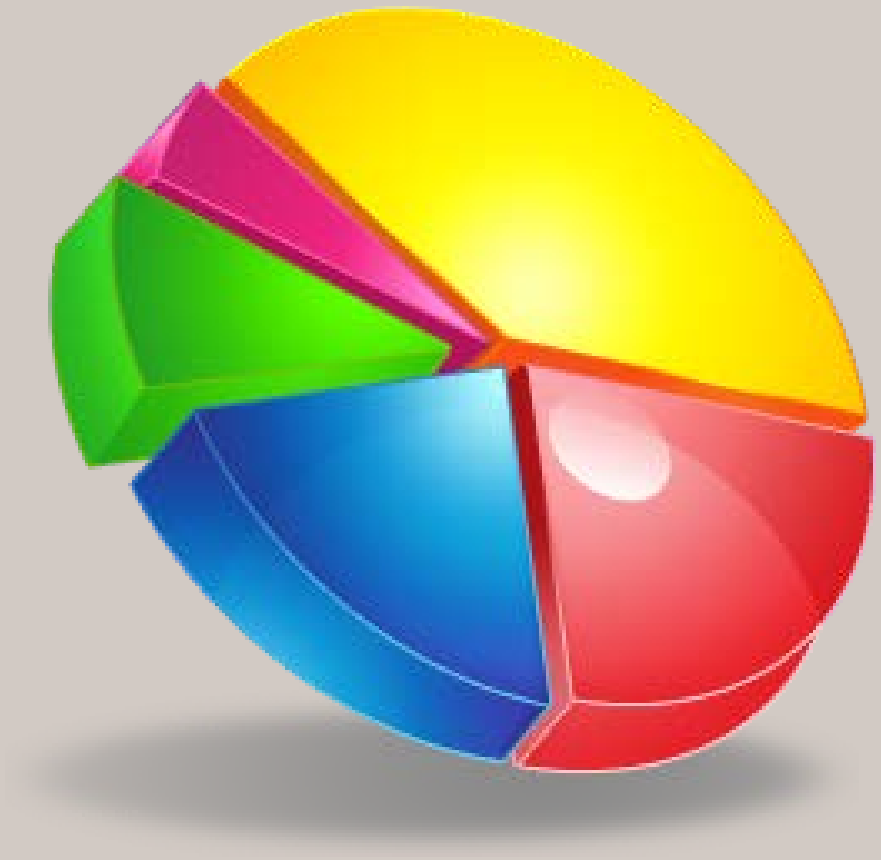
Behavior Modification vs. Advocacy Campaign Materials

- Behavior Modification Materials (BMMs)
  - Motivate/reinforce behavior
  - Identify the material and the behavior
  - Behavior may be cessation, policy adoption, helped collected data
  - No cash. May not be >$50 per person/year
  - Food may be used
  - Advocacy Campaign Materials (ACMs) cannot be used

Sponsorship

- A form of advertising in which your project gets something in return, e.g. your name prominently promoted at an event (program, signage, announcements, advertising)
- It is NOT
  - Giving money to community groups to put on an event
  - A “reward” for adopting a policy
  - Sponsoring an event – it must directly counter Tobacco Industry sponsorship

Percent Deliverables



Percent Deliverables

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Activity Wizard

Major Intervention Category: Community Education Activities
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Conduct one-on-one, (insert length of time) educational visits regarding (insert topic area) with (name of agencies/business/individuals and the number).
(Agency/business/individuals) will be given a packet of educational

Copyright: Is this a copyrightable product such as a brochure, poster, ad, manual, etc.? ○ Yes ◉ No

Program Deliverable Percentage: For each program deliverable, provide a percentage that reflects the programmatic value or percent of effort. This Program Deliverable percentage reflects a combination of staff and budget resources necessary to complete the deliverable. ____ %

Current Total: 100.00 %
Cannot Exceed 100% for entire Scope of Work

Activity Start Date Period: --- Select One ---

Activity Completion Date Period: --- Select One ---

Save Information | Cancel

Percent Deliverables

- Assign to tangible products or services
- Assign in 0.5% increments
- Used to assess portion of budget directed towards various indicators/assets
- Used by CTCP at the close-out to reduce final payment if activities were not completed
- More information: July 10, 2010 Partners Update
  - https://tcspartners.org/CTCPUpdate.cfm?ContentID=37#2

Tracking Measures

- Used to verify completion of activity
- No more than 2 per activity
- Submitted
  - Uploaded into OTIS
  - For example: Substantial, original items (e.g. educational materials, agendas, data collection instruments
  - **Do NOT Submit Brochures from TECC**
- On File: kept at your agency
  - For example: Sign-in sheets

Tracking Measure Examples

Copyright: No
Program Deliverable Percentage: 2.00 %
Start Date Period: 07/10-12/10
Completion Date Period: 01/13-06/13
Tracking Measures:

Measure	Submit
Updated Website Screen Shots	Yes
Website Usage Log	On File

Responsible Parties:

Responsible Party	Budget Type
Health Education Specialist	Budgeted
Project Director-Health Educator	Budgeted

Activity 1-2-4

Activity: Identify 3-6 coalition members/and or LLA staff to attend 6-8 community networking mee to Life, Alcohol & Drug Advisory Board, open house of the Gay Central Valley Office, oper partners. Task force members will decide additional meetings and events to target.
Intervention Category: Community Education Activities
Copyright: No
Program Deliverable Percentage: 0.00 %
Start Date Period: 01/11-06/11
Completion Date Period: 07/11-12/11
Tracking Measures:

Measure	Submit
Log of Meetings Attended	On File

Responsible Parties:

Responsible Party	Budget Type
Coaltion Subcommittee	Non-Budgeted
Health Education Specialist	Budgeted

Tracking Measure Examples

ON FILE	SUBMIT
Attendance records/ sign in sheets Hard copies or photos of BMMs	Meeting logs Technical assistance logs Power Point presentations Sample educational packets Website screen shots Presentation materials/talking points

Responsible Parties

- Budgeted
  - Make sure the title given in the SOW matches the title used in the budget
- Non-Budgeted
  - Collaborative partners you have control over
  - Okay to budget a stipend

Responsible Parties:

Responsible Party	Budget Type
Coaltion Subcommittee	Non-Budgeted
Health Education Specialist	Budgeted
Project Director-Health Educator	Budgeted

Common Activity Mistakes to Avoid

- Assigning percent deliverables to:
  - Preparatory activities, such as meetings
  - "Distributing" behavior modification materials
- <u>Failing to quantify the</u> number, length, amount, frequency of trainings, presentations, materials to be produced, ads to be run, press releases sent out
- Using the word "ordinance instead of "policy"
- Activities placed in the wrong categories (e.g. Media Activities in the Community Education section)

Common Mistakes with Activities

- Failing to quantify technical assistance (# of hours)
- Using behavior modification, promotional items, and sponsorship incorrectly
- Items in the SOW are not in the budget and visa versa
- Fail to mention statewide collaborations
- Fail to spell-out acronyms
- Titles listed under Who's Responsible are not consistent with titles in the budget

Questions?