

ACTION PLAN TEMPLATE

Policy Steps	Responsible Party	Communications and Media Support Required
<p>1. Conduct Assessment: <i>Ensure sufficient data to establish a problem that a tobacco-free policy could address</i></p>		
<p>2. Build Coalition</p>		
<p>3. Set Policy Goals and Create Action Plan</p>		
<p>4. Identify and Develop Policy: <i>Adapt model tobacco-free campus policy or select other policy option to address identified tobacco issues</i></p>		
<p>5. Make Your Case: <i>Present data to demonstrate problem, develop talking points and issue brief that lays out issue and policy solution; educate students, faculty and broader community</i></p>		
<p>6. Initiate Media Advocacy</p>		
<p>7. Mobilize Support for Identified Policy from Individuals and Organizations: <i>Determine support or opposition to policy</i></p>		
<p>8. Prepare for and Present to Decision Makers: <i>Get the policy adopted, prepare for hearing where policy will be debated</i></p>		
<p>9. Implementation, Compliance and Sustainability: <i>Determine how well the policy is being implemented and complied with; build systems to support coalition action in future</i></p>		
<p>10. Evaluate Policy Impact: <i>Determine the impact of the policy through data collection</i></p>		

Resources Needed	Timeframe	Tracking Measures