

HAMILTON COUNTY

TOBACCO-FREE

PARTNERSHIP

Strategic Plan

2007-2010

MISSION

The Hamilton County Tobacco-Free Partnership serves its members through communications, advocacy, technical assistance and resource management for optimal effectiveness that results in a sustainable community effort to become tobacco-free.

VISION

External: People live longer, healthier lives in a tobacco-free environment.

Internal: The Hamilton County Tobacco-Free Partnership will be the most effective and efficient coalition to achieve the members' shared vision of a tobacco-free community.

PROGRAM

Goal: Broadly communicate the benefits of a smoke-free lifestyle.

Strategies:

- Inform and educate the public on the health of smoke-free and tobacco-free environments.
- Advocate compliance and communicate the benefits of abiding by the laws in Ohio.
- Become an active referral source for prevention, education and cessation programs/services for Partners.
- Provide high-value technical assistance and support for Partners.

MEMBERSHIP

Goal: Create and sustain an effective Partnership.

Strategies:

- Retain current Partners.
- Recruit additional Partners.
- Engage Partners in the work of the Partnership.
- Recognize and celebrate Partnership successes.

COMMUNICATION

Goal: Ensure Partners are well-informed about the work of, and their role in, the Partnership.

Strategies:

- Leverage e-mail and website.
- Enhance public pages of website for greater advocacy.

GOVERNANCE

Goal: Self-govern for greatest effectiveness.

Strategies:

- Continue Hamilton County Public Health's role in staffing the Partnership.
- Adopt policies and structure to guide equitable decision-making.
- Adopt Leadership Council for representative and accountable governance.
- Deliver outcomes through regularly scheduled Partnership meetings.

FINANCE

Goal: Create a sustainable funding model.

Strategies:

- Retain funding from Hamilton County Public Health.
- Diversify funding sources.
- Achieve best practice administrative expense ratio.