

What is Multi-Year Action Planning and Why are We Doing It?

Community Based Tobacco Control Coalitions Program

In 2003, the 77 funded tobacco coalitions throughout Wisconsin are required to complete a multi-year planning process. This document outlines the purpose and specifics of that requirement.

Why Do Multi-Year Action Planning?

- Encourages coalitions to plan long term, to increasingly focus beyond one-year objectives
- Provides a road map to where they want to go
- Renews commitment and motivation by creating a shared vision and plan
- Focuses efforts by choosing a few priority areas
- Communicates their goals to new members, community partners and decision makers
- Encourages emphasis on the most effective strategies
- Increases participants' knowledge of best practices, key data and mandates
- Provides a tool to monitor the success of coalition efforts

What is Required?

- The plan must use the Multi-Year Action Plan Template
- Efforts must build toward three or less key long-term outcomes
- The plan will cover the years 2004-2006
- Major outcomes are linked to at least one of the seven WTCCB goals
- Efforts must include clean indoor air strategies, building toward policy change

What Would Ideal Planning Include?

- Input from key stakeholders in the community
- An understanding of key data, best practices, external factors and mandates.
- A plan for evaluating the effectiveness of efforts and adjusting plans as necessary
- Logical steps that build toward meaningful long term outcomes (i.e., not a random list of activities)

How Do Multi-Year Action Plans fit with Annual Negotiations?

- MYAP provides a framework for negotiating objectives
- Annual contract objectives should be consistent with the MYAP
- Annual contract objectives must be in SMART format (specific, measurable, achievable, realistic and with a timeframe).

How Will Coalitions be Assisted in this Effort?

- All coalitions were provided training in December 2002-January 2003 to clarify what is mandated and to provide a core planning process and many planning tools.
- Coalitions who did not attend the training were provided follow-up assistance by regional tobacco control staff.
- Regional staff are providing ongoing technical assistance to coalitions in their planning process, including facilitating planning meetings in some communities.
- Statewide email updates, regional updates, and teleconferences are being held to keep coalitions informed and provide assistance.

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