



Tobacco-Free Campus Cessation Services Communication Plan—XYZ Organization

Name of Project: Tobacco Use Cessation Services Provision

Contact Person: *(Provide name, e-mail address, and telephone number.)*

Issue or Problem to Be Addressed: *(Summarize your entire project in a sentence or two.)*

For example: Implement and promote organization-wide comprehensive tobacco use cessation services. This communication plan will be implemented in conjunction with the communication plan for the tobacco-free campus policy.

Primary Goal and Objectives:

Goal: *(State the project's desired outcome.)*

For example: To inform XYZ organization staff at all locations of the tobacco cessation services available to the XYZ community.

Objectives: *(State the specific measures that will be used to determine whether the project meets its goal.)*

- *For example:* Launch an XYZ-wide communication campaign to promote awareness of tobacco cessation services, using (a variety of electronic and print communication methods), on or before (date services are available)
- *For example:* X% of XYZ staff are informed about the cessation services available to them beginning on or before (date services are available)
- *For example:* All XYZ employees seeking clinic services to quit or reduce tobacco use will receive culturally sensitive health promotion materials and comprehensive tobacco use cessation support services, regardless of location

Intended Audience: *(Identify everyone eligible for the tobacco use cessation services.)*

For example: All employees, contractors, interns, students, and other staff at XYZ organization and their families.

Communication Strategies: *(Check all that apply. Add other options as appropriate for your company.)*

For example: XYZ staff members will learn about the availability of tobacco use cessation services through electronic documents, printed materials, Web sites, and other communication methods.

Electronic Documents

- Frequently asked questions
- Organization electronic newsletter article
- Periodic e-mail announcements

Printed Materials

- Clinic protocol documents
- Flyers
- Health education brochures/booklets (including culturally sensitive versions)
- Payroll stuffers
- Posters
- Tear sheets

Web Sites

- Employee/clinic Intranet site
- www.smokefree.gov

Other Communication Activities

- Employee questions e-mail box
- Health fair
- New employee orientation meetings
- Resource line
- Special presentations
- Staff meetings
- Success story testimonials
- Table and bulletin board displays



Distribution Plan and Timeline: *(Identify a distribution plan and timeline for implementation of each selected strategy. A sample distribution plan is given for the posters strategy.)*

Strategy	Actions Needed	By Whom	Status
Posters	1. Identify posters available through outside sources that promote tobacco use cessation and are appropriate for your organization.	1. Staff member	Completed XX/XX/200X
	2. Determine whether more personalized posters are needed and, if so, develop the posters.	2. Staff member	Completed XX/XX/200X
	3. Obtain or print the posters.	3. Staff member	In progress
	4. Identify a contact person for each XYZ campus.	4. Staff member	In progress
	5. Provide sufficient posters directly to all XYZ campuses via the campus contact people.	5. Staff member	Start XX/XX/200X
	6. Post the posters as appropriate.	6. Campus contact people	Start XX/XX/200X

Evaluation Strategy: *(Evaluation should include measurement of the project objectives.)*

For example: For the sample objectives at the top, the evaluation plan might include collection of process data on the variety of strategies used and the number of materials distributed to ensure adequate message dissemination. The plan could also use information obtained from the clinic, such as the number of people who have requested tobacco use cessation materials and the number of information packets that have been mailed out.