

# Eastern Aleutian Tribes Action Plan

**Goal:** Goal #1 – Prevent youth from starting tobacco

**Strategy:** *Conduct Assessment to gather in-depth information*

**A. List your SMART Objectives for Year 1:**

- By end of June 30, 2019, Eastern Aleutian Tribes (EAT) will conduct an assessment on which strategy (Y-1, Y-2, or Y-3) would be most effective for youth in the eight communities.

**B. List the names of the communities where you propose promoting the strategy:**

- Adak
- Akutan
- Cold Bay
- False Pass
- King Cove
- Nelson Lagoon
- Sand Point
- Whittier

**C. What will you do in each community to carry-out the strategy?** *[Please reference the 7-Step Systems Change Promotion Activity Framework]*

1. Engage stakeholders – Identify stakeholders in each of the eight communities from EAT Directors, EAT Clinic Managers/Leads, EAT clinic employees, School Teachers, School Administrators, Tribal/City Council members, concerned community members, Tribal/City employees, and/or local store owners/employees. Engage with stakeholders to work together to lay out a detailed plan for remaining steps.
2. Provide evidence of the problem/need – Analyze existing prices of tobacco products and previous attempts to increase the price through excise taxes, minimum pricing of tobacco product, and/or restricting incentives in the seven communities with stores [Adak, Akutan, Cold Bay, False Pass, King Cove, Sand Point, and Whittier]. Analyze existing implementation and enforcement of tobacco-free schools in each of the six communities with open schools [Adak, Akutan, False Pass, King Cove, Sand Point, and Whittier]. Analyze existing and previous attempts to restrict minor access to tobacco products in the seven communities with stores [Adak, Akutan, Cold Bay, False Pass, King Cove, Sand Point, and Whittier]. Collect existing data on 1) youth cigarette use in the past 30 days, 2) youth

smokeless tobacco use in the past 30 days, and 3) percentage of EAT patients (under age 18) that self-identified as tobacco users.

3. Conduct media advocacy/public education – Not applicable in first year.
4. Provide resources for environmental and systems change – Gather research studies, fact sheets, and case studies for successful communities that have 1) increased price of tobacco products, 2) implemented and enforced tobacco-free schools, and 3) restricted minor access to tobacco products.
5. Engage decision makers – Schedule meetings and/or presentations with first EAT CEO/Directors, then EAT Board Members, and then applicable stakeholders on assessment for which strategy (Y-1, Y-2, or Y-3) would be the most effective to implement in the eight communities in Year 2 and Year 3.
6. Support implementation – Not applicable in first year.
7. Provide assistance with evaluation/documenting benefits – Not applicable in first year.

**Goal:** Goal #2 – Protect the public from second-hand smoke

**Strategy:** SHS-7 – Smoke-free organizations/events. Work with organizations to implement and enforce tobacco-free campuses and/or events

**D. List your SMART Objectives for Year 1:**

- By end of March 31, 2019, Eastern Aleutian Tribes (EAT) will complete assessment to gather in-depth information on readiness of each of the two Tribally-owned clinics [King Cove and Nelson Lagoon] to become smoke-free campuses.
- By end of March 31, 2019, Eastern Aleutian Tribes (EAT) will complete assessment to gather in-depth information on readiness of each of the six City-owned clinics [Adak, Akutan, Cold Bay, False Pass, Sand Point, and Whittier] to become smoke-free campuses.
- By end of March 31, 2019, Eastern Aleutian Tribes (EAT) will complete assessment to gather in-depth information on readiness of the landlord of the Anchorage Administration Building to become a smoke-free campus.
- By end of June 30, 2019, Eastern Aleutian Tribes (EAT) will work with at least one of the Tribally-owned clinics [King Cove or Nelson Lagoon] to become smoke-free campuses.

- By end of the June 30, 2019, Eastern Aleutian Tribes (EAT) will work with two City-owned clinics [Adak, Akutan, Cold Bay, False Pass, Sand Point, or Whittier] to become smoke-free campuses.

**E. List the names of the communities where you propose promoting the strategy:**

- Adak
- Akutan
- Anchorage (Only for EAT Administration Building)
- Cold Bay
- False Pass
- King Cove
- Nelson Lagoon
- Sand Point
- Whittier

**F. What will you do in each community to carry-out the strategy? [Please reference the 7-Step Systems Change Promotion Activity Framework]**

8. Engage stakeholders – Identify stakeholders in each of the eight communities from EAT Directors, EAT Clinic Managers/Leads, EAT clinic employees Tribal/City Council members, concerned community members, and/or Tribal/City employees. Engage with stakeholders to work together to lay out a detailed plan for remaining steps.
9. Provide evidence of the problem/need - Conduct an assessment of the current status of each of the eight clinic sites and Anchorage administration building (do on-site “baseline” inspections, take pictures of tobacco litter near doorways), collect secondhand smoke data from TPC regional data sheets, create a brief powerpoint presentation and fact sheet about the problem of SHS overall in the community, the problem in these particular settings, and summarize the evidence about tobacco-free campus policies. Determine who the decision-making authority is for each clinic and administration building, and assess their past efforts (if any) to implement tobacco-free campus rules and current attitudes about making such rules. Assess whether there is a chance they will be willing to change. Identify which Tribally-owned Clinic is most willing to change. Identify which two City-owned Clinics are most willing to change.
10. Conduct media advocacy/public education - Develop a broad community campaign in the three identified communities about the dangers of secondhand smoke, and the effectiveness of policies. Implement campaign in EAT’s CEO monthly update, AEB email newsletter, community/Tribal newspaper/newsletter, flyers in community buildings, and public radio.
11. Provide resources for environmental and systems change – Collect model policies for health clinics. Collect stories about other Alaska healthcare campuses that went smoke-free. Train

stakeholders in each of the three identified communities to help deliver information about the problem and the policy.

12. Engage decision makers – Schedule meeting or presentation with decision-makers at Board meeting for Eastern Aleutian Tribes. Schedule meetings or presentations with decision-makers at each of the three clinics. Schedule meetings or presentation with decision-makers that own the clinic (one Tribal Council and two City Councils). Assess their response and determine whether more work is needed to build public support, evidence of the problem, or evidence of policy effectiveness.
13. Support implementation/enforcement – Support implementation of smoke-free campus policy with signs for each entrance, training at staff meetings, articles for All-Hands emails, EAT’s CEO monthly update, and patient handouts.
14. Provide assistance with evaluation/documenting benefits – Work with EAT’s Clinic Managers/Leads to assess how enforcement is going, track number of complaints, and address concerns and share positive stories with stakeholders and staff members through All-Hands monthly meetings and articles in the EAT’s CEO monthly update and Aleutian East Borough newsletter.

**Goal: #3** – Promote cessation of tobacco use among youth and adults.

**Strategy: C-1** – Promote public awareness of the health benefits of tobacco cessation and resources for tobacco cessation, including Alaska’s Tobacco Quit Line and other local cessation resources.

**A. List your SMART Objectives for Year 1:**

- By end of March 31, 2019, Eastern Aleutian Tribes (EAT) will complete assessment to gather in-depth information on 1) existing public awareness campaigns in each of the eight communities, 2) which type(s) of mass-reach health communication interventions (television and radio broadcasts, print media, out-of-home placements, and/or digital media) would be most effective for each of the eight communities, and 3) readiness of each of the eight communities.
- By end of June 30, 2019, Eastern Aleutian Tribes will begin promoting at least one type of mass-reach health communication interventions in at least two communities.

**B. List the names of the communities where you propose promoting the strategy:**

- *Adak*
- *Akutan*
- *Cold Bay*

- *False Pass*
- *King Cove*
- *Nelson Lagoon*
- *Sand Point*
- *Whittier*

**C. What will you do in each community to carry-out the strategy?** *[Please reference the 7-Step Systems Change Promotion Activity Framework]*

1. Engage stakeholders - Identify stakeholders in each of the eight communities from EAT Directors, EAT Clinic Managers/Leads, EAT clinic employees Tribal/City Council members, concerned community members, Tribal/City employees, and/or local media resources. Engage with stakeholders to work together to lay out a detailed plan for remaining steps.
2. Provide evidence of the problem/need – Analyze existing data on how many EAT patients have been referred to Alaska’s Tobacco Quit Line and/or Southcentral Foundation’s tobacco cessation program within the last year.
3. Conduct media advocacy/public education – Implement at least one type of mass-reach health communication interventions in at least two communities.
4. Provide resources for environmental and systems change – Locate existing research studies, fact sheets, and case studies of other communities that have successfully promoted public awareness of the health benefits of tobacco cessation and resources for tobacco cessation.
5. Engage decision makers – Schedule meetings and/or presentations with decision makers that have influence over at least one type of mass-reach health communication intervention in at least two communities.
6. Support implementation - Work with stakeholders to implement at least one type of mass-reach health communication intervention in at least two communities.
7. Provide assistance with evaluation/documenting benefits - Work with EAT’s Clinic Managers/Leads and health providers in the two communities to assess how mass-reach health communication intervention is working. Track data on how many EAT patients have been referred to Alaska’s Tobacco Quit Line and/or Southcentral Foundation’s tobacco cessation program since the intervention was implemented. Address concerns and share positive stories with stakeholders and staff members through All-Hands monthly meetings and articles in the EAT’s CEO monthly update and Aleutian East Borough newsletter.

**Goal: #3** – Promote cessation of tobacco use among youth and adults

**Strategy:** #C-2 – Engage healthcare systems to implement tobacco control policies consistent with the US Public Health Service Clinical Practice Guidelines for Treating Tobacco Use and Dependence, including working with systems to ask, advise, refer, and document tobacco use and follow-up while minimizing barriers to treatment.

**A. List your SMART Objectives for Year 1:**

- By the end of March 30, 2019, Eastern Aleutian Tribes (EAT) will conduct an assessment to gather in-depth information on EAT’s clinical readiness and ability to 1) implement tobacco user identification, 2) provide evidence-based tobacco cessation treatment, 3) provide education, resources, and feedback to providers to support and facilitate their cessation efforts, 4) facilitate the implementation Cerner (EAT’s electronic medical record) for tobacco use exposure assessments, treatment, and referral consistent with federal “Meaningful Use” guidelines, and 5) promote the use of a fax or e-referral to Alaska’s Tobacco Quit Line.
- By end of June 30, 2019, Eastern Aleutian Tribes (EAT) will implement at least one of the five tobacco control policies to minimize barriers to treatment.

**B. List the names of the communities where you propose promoting the strategy:**

- Adak
- Akutan
- Cold Bay
- False Pass
- King Cove
- Nelson Lagoon
- Sand Point
- Whittier

**C. What will you do in each community to carry-out the strategy?** *[Please reference the 7-Step Systems Change Promotion Activity Framework]*

1. Engage stakeholders - Identify stakeholders in each of the eight communities and Anchorage Office from EAT Directors, EAT Clinic Managers/Leads, and EAT clinical and administrative employees. Engage with stakeholders to work together to lay out a detailed plan for remaining steps.
2. Provide evidence of the problem/need – Analyze existing data and collect new information on EAT’s current ability to 1) implement tobacco user identification, 2) provide evidence-based tobacco cessation treatment, 3) provide education, resources, and feedback to providers to support and facilitate their cessation efforts, 4) facilitate the implementation Cerner (EAT’s electronic medical record) for tobacco use exposure assessments, treatment, and referral

consistent with federal “Meaningful Use” guidelines, and 5) promote the use of a fax or e-referral to Alaska’s Tobacco Quit Line.

3. Conduct media advocacy/public education – Write articles for EAT’s CEO monthly update and provide education to EAT staff members during monthly All-Hands meetings and other staff meetings on the existing US Public Health Services Clinical Practice Guidelines Treating Tobacco Use and Dependence.
4. Provide resources for environmental and systems change – Gather research studies, fact sheets, and case studies of successful healthcare systems that have 1) implemented tobacco user identification, 2) provided evidence-based tobacco cessation treatment, 3) provided education, resources, and feedback to providers to support and facilitate their cessation efforts, 4) facilitated the implementation of electronic medical records for tobacco use exposure assessments, treatment, and referral consistent with federal “Meaningful Use” guidelines, and 5) promoted the use of a fax or e-referral to Alaska’s Tobacco Quit Line.
5. Engage decision makers – Schedule meetings and/or presentations with first EAT’s CEO/Directors, then EAT’s Board of Directors, then EAT’s clinical staff on completed assessment that identifies EAT’s readiness and ability to implement the five tobacco control policies.
6. Support implementation/enforcement – Implement at least one of the five tobacco control policies to minimize barriers to treatment. Communicate the policy change. Provide technical assistance to EAT staff members on implementation. Address any enforcement needs, counteract any concerns or obstacles.
7. Provide assistance with evaluation/documenting benefits - Evaluate observed policy outcomes. Share results to acknowledge and thank EAT staff members. Celebrate the clinics that have successfully implemented at least one of the five tobacco control policies.