

## ACTION PLAN TEMPLATE

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

APPENDIX 12

---

<b>Resources Needed</b>	<b>Timeframe</b>	<b>Tracking Measures</b>