

## Smoke Free Scioto County Strategic Plan 2022-2027

### Executive Summary

According to the Centers for Disease Control (CDC), cigarette smoking remains the leading cause of preventable death and disability in the United States, despite a significant decline in the number of people who smoke in recent years.<sup>1</sup> Furthermore, there are known disparities in tobacco use between socioeconomic classes. Individuals living in lower-income areas have less access to primary health care and fewer resources to help them quit smoking, thereby increasing their chances of being diagnosed with late-stage cancer and other diseases caused by or significantly impacted by smoking.<sup>2</sup>

While many state and national efforts in place are improving the overall wellbeing of communities across the United States, the risk factors negatively impacting social determinants of health continue to rise for minority and poverty-stricken populations. Although rural southeastern Ohio counties do not have a large minority population, these counties have inordinately high rates of poverty compounded with adverse health behaviors that greatly increase the risk of morbidity and mortality. Poverty in Scioto County is crushing with a rate more than 65% higher than the state average which coincides with the 2021 data collected by the Robert Wood Johnson Foundation indicating that Scioto County continues to rank among the least healthy counties in Ohio based upon both health factors and health outcomes. Poverty, food insecurity, lack of reliable transportation, inadequate specialty medical care, employment barriers, poor provider-to-patient ratios, unhealthy behaviors, and limited access to early childhood education all impact the health of the population.<sup>3</sup>

Although verifiable information pertaining the long-term effects of smoking is widely available, according to the 2021 ODH County Cancer Profiles available on the [www.odh.ohio.gov](http://www.odh.ohio.gov) website, in Scioto County, 29.7% of adults are current smokers compared with 21.4% in Ohio and 17% in the United States.

All of the available data is clear that additional work is needed to mediate the disparities faced by the low SES population in Scioto County if the overall health and wellbeing of the community is to be improved.

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<sup>1</sup> Centers for Disease Control, <https://www.cdc.gov/tobacco/stateandcommunity/state-fact-sheets/ohio/>. Retrieved July 25, 2022.

<sup>2</sup> World Population Review, <https://worldpopulationreview.com/state-rankings/smoking-rates-by-state>. Retrieved July 25, 2022.

<sup>3</sup> Robert Wood Johnson Foundation, <https://www.countyhealthrankings.org/app/ohio/2022/rankings/scioto/county/outcomes/overall/snapshot>. Retrieved May 30, 2022.

## Introduction

The Strategic Plan for a Smoke Free Scioto County, 2022-2027 is a product of the Scioto County Tobacco Prevention and Smoking Cessation Coalition and Ohio Department of Health (ODH). The Plan is a dynamic tool, intended to be a reference for anyone engaged in tobacco use prevention and cessation efforts in the local area as well as to support policy, systems, and environmental change while increasing the efficient use of resources.

## How the Strategic Plan for a Smoke Free Scioto County was Developed

In 2021, the Ohio Department of Health (ODH) Tobacco Use Prevention and Cessation Program contracted with Community Action Organization of Scioto County, Inc. (CAO) to lead and facilitate the development of five-year tobacco prevention and smoking cessation strategic plan focused on adults with low social economic status (SES) who reside in Scioto County. Community members from seven of the eleven sectors outlined in the chart on the right were recruited to form the Scioto County Tobacco Prevention and Smoking Cessation Coalition and begin work on the strategic plan.

Coalition members met on a monthly basis, developed a vision and mission for the group, and brainstormed strategies to include in the plan aimed at reducing the number of Scioto County adults with low SES status who utilize tobacco.

Sector	Role
Education	Superintendent, Principal, College/University Administrators, Preschool Educator, Head Start Representative; Parents or PTA leaders
Law Enforcement	Prosecutor, Police Officer
Business	Grocery Store Manager, Convenience Store Manager, Chamber of Commerce Member
Government	Mayor, Parks & Recreation Director, City Council Member, Librarian
Health/Medical Professional	Clinical Care Provider/Physician, Hospital Administrator, Board of Health Member, Mental Health Service Provider, Board of Developmental Disability Member
Housing	Multiunit Housing Administrator
Involved Citizen	Coalition Leader, Rotary Club President, Non-governmental Agency Employee, Youth Leaders, Non-profit Directors
Faith-Based	Preacher, Rabbi, Priest
Civic Associations	YMCA Director, Service Organization Members, Youth Group Leaders
Media	Radio Hosts, Newspaper Editors, News Producers
Community Organizations	Big Brothers/Big Sisters; Lung Association; LGBT organizations; Heart Association; Cancer Society

Current Scioto County Tobacco Prevention and Smoking Cessation members include:

Lisa Carver, Portsmouth Area Chamber of Commerce  
Melissa Colyer, Southeastern Ohio ESC  
Arlene Dever, Scioto County Health Department  
Donna Evans, Community Member  
Craig Gullion, Compass Point Housing  
Jane Jarrells, Salvation Army  
Russell Luther, Community Stakeholder

Nadine Ogg, Community Stakeholder  
Antonio Neeley, Pleasant Green Baptist Church  
Wirty Penix, Portsmouth City Health Department  
Jill Preston, Southern Ohio Medical Center  
Melissa Spears, Scioto County Health Department  
Klowey Stringer, Community Stakeholder  
Luanne Valentine, CAO of Scioto County

# Strategic Plan for a Smoke Free Scioto County

2022 – 2027

**Vision:** Create a smoke free Scioto County!

**Mission:** Reduce tobacco and nicotine use through education, advocacy and other efforts that address disparities for people experiencing low SES

**Smoking Defined:** “Smoking” means inhaling or exhaling smoke, aerosol or vapor from any lighted or heated cigar, cigarette, pipe, or any other product, whether natural or synthetic, made of tobacco, nicotine, or another plant, which is intended for inhalation. “Smoking” includes being in possession of a lighted or heated cigar, cigarette, pipe or any other tobacco product intended for inhalation or an electronic cigarette that is turned on or otherwise activated.

## **Objectives and Action Steps**

**Priority Areas:** The plan is organized into three priority areas with objectives and action steps for achieving each priority. The plan includes specific goals to be reached at various intervals over the next five years, including targets within specific populations. The three priority areas include:

1. **Marketing and Outreach,**
2. **Smoke and Tobacco Free Policies**
3. **Access to Cessation Services.**

## MARKETING & OUTREACH OBJECTIVES AND ACTION STEPS

**Objective 1:** *By June 2023, Scioto County coalition members and other partners working with the low-SES population will launch at least one unpaid media campaign promoting cessation resources through partner channels, reaching at least 500 people.*

Strategies	Action Steps	Person Responsible	Date Range	Collaborators
1. Community engagement and media	1. Hold regular coalition meetings	Luanne valentine, CAO	July 2022 – June 2023	Coalition Members and other community partners
	2. Research secondhand smoke (SHS) campaigns that focus on low SES	Jill Preston, SOMC	July 2022 – September 2022	Southern Ohio Medical Center Marketing Team, coalition
	3. Recruit marketing representative for the coalition	Luanne Valentine, CAO	July 2022 – September 2022	Local radio, print media, internet/social media
	4. Collect and analyze data available on various media platforms	Jill Preston, SOMC	July 2022 – September 2022	Marketing coalition members and partners
	5. Work with coalition to determine which campaign works best for Scioto County low SES population	Media Coalition Member	October 2022 – December 2022	Coalition members and other community partners
	6. Select campaign to utilize and option for community release	Jill Preston, SOMC, with concurrence from Coalition	October 2022 – December 2022	Coalition members and other community partners
	7. Obtain agreement among coalition members and partners to cross-promote campaign on their media platforms	Luanne Valentine, CAO	January 2023 – February 2023	Coalition members and other community partners
	8. Launch selected unpaid media campaign	Luanne Valentine, CAO	March 2023	Coalition members and other community partners
2. Data collection and review	1. Collect data from members and partners running the campaign to record their related reach numbers, such as distribution list numbers, number of engagements, shares, views, or other metrics.	Luanne Valentine, CAO	March 2023 – June 2023	Coalition members and other community partners
<b>Anticipated barriers/potential ways to overcome:</b> Accessing data from members and partners to verify actual reach within the community; each coalition member will be responsible for collecting data from their respective organization/agency.				
<b>Resources needed:</b> Various media campaigns to review, data sets available from different media platforms for review and selection				

**Objective 2:** By December 2024, Scioto County will launch a paid media campaign to promote cessation services to the low SES adult population reaching at least 10% of the population of Scioto County.

Strategies	Action Steps	Person Responsible	Date Range	Collaborators
<p>1. Partner Engagement and funding</p> <p>2. Mass Media</p>	1. Hold regular coalition meetings	Luanne Valentine, CAO	July 2022 – December 2024	Coalition members and other community partners
	2. Recruit coalition member(s) with grant writing experience	Luanne Valentine, CAO	July 2022 – December 2022	Other grant-writing collaborators
	3. Identify grant sources to fund educational campaigns	Luanne Valentine, CAO,	January 2023 – December 2023	Coalition members and other community partners
	4. Identify campaigns of interest to run that are tailored to the low SES population, i.e., MCRC	Luanne Valentine, CAO, with concurrence from coalition members	July 2023 – December 2023	Coalition members
	1. Recruit coalition member(s) with marketing experience	Luanne Valentine, CAO	July 2022 – September 2022	Coalition members and other community partners
	2. Secure vendor to help plan campaign schedule and geo-target specific locations frequented by low SES adults	Luanne Valentine, CAO	October 2022 – March 2023	Coalition members and other community partners
	3. Identify media platforms	Luanne Valentine, CAO and marketing coalition member	April 2023 – December 2023	Coalition members and other community partners
	4. Launch paid media campaign to promote cessation services (local and Ohio Quitline)	Luanne Valentine, CAO	January 2024	Coalition members, media providers
3. Partner data collection and review	1. Collect data from any partners using the campaign to record their related reach numbers, such as distribution list numbers, number of engagements, shares, views, or other metrics.	Luanne Valentine, CAO	February 2024 – December 2024	Coalition members and other community partners

**Anticipated barriers/potential ways to overcome:** Recruiting a marketing member to participate with the coalition who has knowledge of various media outlets and adequate time to participate; solicit multiple representatives with experience in a variety of media platforms. Funding availability during target timeframe; apply for multiple grant opportunities.

**Resources needed:** Identification of campaign tailored to the low SES population through a resource such as the MCRC

**Objective 3:** *By June 2027, low SES adults in Scioto County will have a 25% increase in enrollment to cessation services for the Ohio Tobacco Quit Line (using Medicaid enrollees) and there will be a 20% increase in enrollment for local cessation services.*

Strategies	Action Steps	Person Responsible	Date Range	Collaborators
1. Community Outreach	1. Hold regular coalition meetings	Luanne Valentine, CAO	July 2022 – June 2027	Coalition members and other community partners
	2. Determine baseline data for local cessation services	Luanne Valentine, CAO	July 2022 – June 2023	Coalition members, community partners, Ohio Department of Health, and other agencies
	3. Develop an “Ask, Advise, Refer” (AAR) procedure to direct individuals with low SES to appropriate services	Luanne Valentine, CAO and Jill Preston, SOMC	July 2022 – June 2023	Coalition members and other community partners
	4. Identify community organizations to participate with AAR procedure	Luanne Valentine, CAO	July 2023 – December 2023	Coalition members and others community partners
	5. Recruit targeted organizations that serve low SES populations to participate with AAR	Luanne Valentine, CAO	January 2024 – June 2024	Coalition members, community partners, and organizations serving low SES populations
	6. Provide AAR training to local organization	Luanne Valentine, CAO	July 2024 – December 2024	Coalition members, community partners, & targeted organizations
	7. Launch AAR procedure with targeted organization	Luanne Valentine, CAO	January 2025	Coalition members, community partners, & targeted organizations
2. Partner data collection and review	1. Collect data from any partners participating with AAR campaign and those providing cessation services to document enrollments over time	Luanne Valentine, CAO	July 2022 – June 2027	Coalition members community partners, Ohio Department of Health, and other agencies
	2. Review Ohio Tobacco Quit Line data	Luanne Valentine	July 2022-June 2027	Coalition members, community partners, Ohio Department of Health, and other agencies
<b>Anticipated barriers/potential ways to overcome:</b> Identify organizations willing to add tobacco use questions within their enrollment process; develop simple screening tools				
<b>Resources needed:</b> Data from the Ohio Tobacco Quitline and local cessation programs. - <i>Medicaid enrollment baseline for May 2021 to April 2022 for the OTQL is 20.</i>				

**SMOKE & TOBACCO-FREE POLICIES OBJECTIVES AND ACTION STEPS**

**Objective 4:** *By June 2024, Scioto County will partner to work on the development and adoption of at least two smoke-free park or other outdoor space policies serving low-income areas.*

Strategies	Action Steps	Person Responsible	Date Range	Collaborators
1. Community Engagement	1. Conduct a policy scan to identify current outdoor space policies and identify gaps.	Melissa Spears, SCHD, and Wirty Penix, PCHD	July 2022 – June 2024	City/County representatives & elected officials, little leagues, schools, University
	2. Identify potential policy targets and stakeholders that provide feedback and support for policy work.	Melissa Spears, SCHD, and Wirty Penix, PCHD	January 2023 – March 2023	Coalition members and other community partners
	3. Hold meetings with stakeholders to discuss potential policy targets and ways community partners can show support (e.g., cross-promoting information on the importance of and support for smokefree policies through their media platforms and distribution lists).	Melissa Spears, SCHD, Wirty Penix, PCHD, and Luanne Valentine, CAO	April 2023 – September 2023	Coalition members and other community partners
	4. Develop a plan and talking points for meeting with decision-makers based on feedback/discussion from stakeholder meetings.	Melissa Spears, SCHD, and Wirty Penix, PCHD	October 2023 – December 2023	Coalition members and other community partners
	5. Meet with decision-makers to present model policy and additional information to gain support.	Luanne Valentine, CAO, Melissa Spears, SCHD, and Wirty Penix, PCHD	January 2024 – March 2024	Coalition members, community partners, and elected officials
	6. Secure vendor and partners to print and install signage	Luanne Valentine, CAO, Melissa Spears, SCHD, and Wirty Penix, PCHD	April 2024 – June 2024	Coalition members and other community partners
	7. Launch policies as they are approved and provide support for policy evaluation.	Luanne Valentine, CAO, Melissa Spears, SCHD, and Wirty Penix, PCHD	January 2024 – June 2024	Coalition members, community partners, and government officials
2. Expanded Advocacy	1. Continue to meet with decision-makers to achieve a decision on adoption of policy.	Luanne Valentine, CAO, Melissa Spears, SCHD, and Wirty Penix, PCHD	January 2024 – June 2024	Coalition members, community partners, and elected officials

**Anticipated barriers/potential ways to overcome:** Acquiring elected official support; provide educational materials regarding the potential outcome

**Resources needed:** Sample educational materials indicating potential results of outdoor smoke-free campaigns

**Objective 5:** By October 2024, Scioto County will seek funding for and launch a paid media campaign on the dangers of second-hand smoke, reaching at least 3000 people.

Strategies	Action Steps	Person Responsible	Date Range	Collaborators
1. Community and Partner Engagement	1. Hold regular coalition meetings	Luanne Valentine, CAO	July 2022 – October 2024	Coalition members and other community partners
	2. Identify possible partner interested in funding promotional campaigns	Luanne Valentine, CAO	January 2023 – June 2023	Coalition members, community partners, and local media
	3. Identify campaigns of interest to run	Luanne Valentine, and media coalition member(s)	July 2023 – December 2023	Coalition members and other community partners
	4. Secure media vendor and partners to print and install signage (if applicable)	Luanne Valentine, CAO	January 2024 – June 2024	Coalition members and other community partners
	5. Launch paid campaign to promote smoke-free environments	Luanne Valentine, CAO	June 2024	Coalition members, community partners, identified vendors
2. Data collection and review	1. Collect data from vendors, members, and partners running the campaign to record their related reach numbers, such as distribution list numbers, number of engagements, shares, views, or other metrics.	Luanne Valentine, CAO	June 2024 - October 2024	Coalition members and other community partners
<b>Anticipated barriers/potential ways to overcome:</b> Limited number of local media vendors; expand reach to regional and/or national vendors				
<b>Resources needed:</b> Available vendors from which to select the most appropriate for the coverage area				



**Objective 6:** By December 2025, Scioto County will increase the number of housing units serving low SES adult populations with implementing smoke free housing policies by 5%.

Strategies	Action Steps	Person Responsible	Date Range	Collaborators
1. Partner Engagement	<ol style="list-style-type: none"> <li>1. Hold regular coalition meetings</li> <li>2. Collect baseline data on current housing policies</li> <li>3. Hold meetings to educate property owners, apartment managers and housing commissions about the benefits of smoke-free housing</li> <li>4. Encourage and aid property owners wishing to implement volunteer smoke-free policies</li> <li>5. Identify partners with funding to support implementation</li> <li>6. Launch expanded housing policies</li> <li>7. Encourage local officials to pass smoke free housing policies</li> </ol>	<p>Luanne Valentine, CAO</p> <p>Craig Gullion, CPH</p> <p>Craig Gullion, CPH, and Luanne Valentine, CAO</p> <p>Craig Gullion, CPH, and Luanne Valentine, CAO</p> <p>Craig Gullion, CPH, and Luanne Valentine, CAO</p> <p>Craig Gullion, CPH, and identified property owners</p> <p>Craig Gullion, CPH, and Luanne Valentine, CAO</p>	<p>July 2022 – December 2025</p> <p>July 2022-February 2023</p> <p>March 2023- August 2023</p> <p>September 2023 – March 2024</p> <p>September 2023 – December 2024</p> <p>January 2025</p> <p>January 2025 – December 2025</p>	<p>Coalition members and other community partners</p> <p>Coalition members, community partners, metropolitan housing, residential treatment providers, disability housing, student housing</p> <p>Coalition members and other community partners</p> <p>Coalition members and other community partners</p> <p>Coalition members and other community partners</p> <p>Coalition members, funders, and other community partners</p> <p>Coalition members, community partners</p>
2. Data collection and review	1. Collect data from members and partners implementing policies to record their related reach and outcomes to share with elected officials and to advocate for additional policies.	Craig Gullion, CPH, and Luanne Valentine, CAO	January 2025 – December 2025	Coalition members and other community partners
<p><b>Anticipated barriers/potential ways to overcome:</b> Identification of current housing policies and resident smoking; personal conversations with various housing providers and local leaders</p>				
<p><b>Resources needed:</b> Current housing policies (solicit from PMHA, ADAMSH Board, etc.), contact information for local leaders</p>				

**Objective 7:** *By June 2027, Scioto County will pass three (3) policies for businesses situated in low-income areas aimed at expanding smoke-free zones on property and around entrances.*

Strategies	Action Steps	Person Responsible	Date Range	Collaborators
1. Community & Partner Engagement	<ol style="list-style-type: none"> <li>1. Hold regular coalition meetings</li> <li>2. Collect data on current zoning and established policies and identify businesses to target</li> <li>3. Explore possibility of expanding smoke-free staff policies</li> <li>4. Identify targeted businesses</li> <li>5. Hold meetings with targeted business to discuss potential policy targets and ways community partners can show support</li> <li>6. Identify business incentives to offer customers and staff for successful outcomes</li> <li>7. Identify business assistance needed and funding to support implementation</li> <li>8. Launch expanded business policies</li> </ol>	<p>Luanne Valentine, CAO</p> <p>Lisa Carver, Chamber, and Luanne Valentine, CAO</p> <p>Lisa Carver, Chamber, and Luanne Valentine, CAO</p> <p>Lisa Carver, Chamber, and Luanne Valentine, CAO</p> <p>Lisa Carver, Chamber, and Luanne Valentine, CAO</p> <p>Lisa Carver, Chamber, and Luanne Valentine, CAO</p> <p>Lisa Carver, Chamber, and Luanne Valentine, CAO</p> <p>Lisa Carver, Chamber, and Luanne Valentine, CAO</p>	<p>July 2022 – July 2027</p> <p>July 2022 – June 2023</p> <p>July 2023 – December 2023</p> <p>January 2024 – June 2024</p> <p>July 2024 – March 2025</p> <p>April 2025 – March 2026</p> <p>April 2026 – December 2026</p> <p>January 2027</p>	<p>Coalition members and other community partners</p> <p>Coalition members, community partners, workforce development programs, chamber of commerce, economic development, elected officials</p> <p>Coalition members and other community partners</p> <p>Coalition members and other community partners</p> <p>Coalition members, community partners, and business owners</p> <p>Coalition members and other community partners</p> <p>Coalition members and other community partners</p> <p>Coalition member, community partners, business owners, government officials</p>
2. Data collection and review	1. Collect data from members, partners, and businesses implementing policies to record their related reach and outcomes to share with stakeholders	Lisa Carver, Chamber of Commerce, and Luanne Valentine, CAO	January 2027 – June 2027	Coalition members and other community partners

**Anticipated barriers/potential ways to overcome:** Business resistance due to potential lack of customer support; identify robust educational materials to support policy changes

**Resources needed:** Current business policies

**ACCESS TO CESSATION SERVICES OBJECTIVES AND ACTION STEPS**

**Objective 8:** *By December 2023, Scioto County will partner with one (1) local organization to develop and implement a universal tobacco cessation support group service tailored to the needs of the low SES population.*

Strategies	Action Steps	Person Responsible	Date Range	Collaborators
1. Partner Engagement	<ol style="list-style-type: none"> <li>1. Hold regular coalition meetings</li> <li>2. Identify possible partners interested in establishing cessation support group for the general population</li> <li>3. Develop group cessation services protocol</li> <li>4. Launch group services targeting low SES population</li> </ol>	<p>Luanne Valentine, CAO</p> <p>Luanne Valentine, CAO and CAO treatment staff</p> <p>Luanne Valentine, CAO, and area treatment staff</p> <p>Luanne Valentine, CAO, and area treatment staff providing services</p>	<p>July 2022 – December 2023</p> <p>July 2022 - September 2022</p> <p>October 2022 – March 2023</p> <p>April 2023</p>	<p>Coalition members and other community partners</p> <p>Coalition members, community partners, and area treatment providers</p> <p>Treatment providers, cessation program providers</p> <p>Treatment providers, cessation program providers</p>
2. Data Collection and Review	1. Collect evaluation data, including on cessation support group reach to report to stakeholders	Luanne Valentine, CAO	April 2023 – December 2023	Coalition members, community partners, and area treatment providers
<b>Anticipated barriers/potential ways to overcome:</b> Identifying treatment providers to participate; offering additional support and identifying potential sources of funding				
<b>Resources needed:</b> Example group cessation services protocol				

**Objective 9:** *By December 2024, Scioto County will partner with five (5) outpatient treatment providers to integrate on-going, community-based smoking cessation support services into their treatment programs.*

Strategies	Action Steps	Person Responsible	Date Range	Collaborators
1. Partner Engagement	<ol style="list-style-type: none"> <li>1. Hold regular coalition meetings</li> <li>2. Identify treatment providers interested in establishing cessation support services</li> <li>3. Explore opportunities for peer support services such as radio shows and individual sponsors</li> <li>4. Develop schedule of services with varied days and times</li> <li>5. Launch expanded cessation services</li> </ol>	<p>Luanne Valentine, CAO</p> <p>Luanne Valentine, CAO, and other agency personnel</p> <p>Luanne Valentine, CAO</p> <p>Luanne Valentine, CAO, and area treatment providers</p> <p>Luanne Valentine, CAO, and area treatment providers</p>	<p>July 2022 – December 2024</p> <p>July 2022 – December 2022</p> <p>January 2023 – June 2023</p> <p>July 2023 – December 2023</p> <p>January 2024</p>	<p>Coalition members and other community partners</p> <p>Treatment providers, SOMC, KDMC – Salvation Army rehab centers (informational only – lessons learned)</p> <p>Coalition members, community partners, and area treatment providers</p> <p>Coalition members, community partners, and area treatment providers</p> <p>Coalition members, community partners, and area treatment providers</p>
2. Data collection and review	1. Collect data from members, partners, and providers implementing cessation services to record their related reach and outcomes to share with stakeholders	Lisa Carver, Chamber of Commerce, and Luanne Valentine, CAO	January 2024 - December 2024	Coalition members, community partners, and treatment providers
<p><b>Anticipated barriers/potential ways to overcome:</b> HIPAA confidentiality requirements; solicit general detailed information that specifically excludes personally identifiable information</p>				
<p><b>Resources needed:</b> Detailed information outlining potential sources of payment for services rendered</p>				

**Objective 10:** *By June 2027, Scioto County will partner with at least two community organizations serving the low-income population to provide educational materials and direct cessation/prevention services for their clients reaching at least 300 people/year.*

Strategies	Action Steps	Person Responsible	Date Range	Collaborators
1. Community Outreach & Partner Engagement	1. Hold regular coalition meetings	Luanne Valentine, CAO	July 2022 – June 2027	Coalition members and other community partners
	2. Research and select educational information and services to provide, such as peer support	Luanne Valentine, CAO, and Jane Jarrells, Salvation Army	July 2022 – August 2023	Coalition members, community partners, and Scioto Foundation
	3. Develop education material for distribution to include health alternatives and taglines	Luanne Valentine, CAO, and Jane Jarrells, Salvation Army	September 2023 – August 2024	Coalition members and other community partners
	4. Identify partner with funding to provide services	Luanne Valentine, CAO, and Jane Jarrells, Salvation Army	September 2024 – August 2025	Coalition members and other community partners
	5. Identify community organizations for service provision	Luanne Valentine, CAO, and Jane Jarrells, Salvation Army	September 2025 – August 2026	Coalition members, community partners, and local low SES serving organizations
	6. Launch smoking cessation and tobacco prevention services	Luanne Valentine, CAO, and Jane Jarrells, Salvation Army	September 2026	Coalition members, community partners, and targeted organizations
2. Data collection and review	1. Collect data from members, partners, and community organization providing education materials to record their related reach and outcomes to share with stakeholders	Luanne Valentine, CAO, and Jane Jarrells, Salvation Army	January 2024 - December 2024	Coalition members and community partners
<b>Anticipated barriers/potential ways to overcome:</b> Determining appropriate calculation associated with reach of educational materials; determined by count distributed				
<b>Resources needed:</b> Sample educational materials				