**Oregon Health Promotion and Chronic Disease Prevention**

***Change*** ***Agent Training*** Series Learning Objectives

June 8, 2014

INTRODUCTION: **Change Agent** is a four-part training series for public health policy professionals working to improve, implement, or monitor county tobacco policies in their communities. This in-depth training experience will feature opportunities to learn from peers and trainers with experience in each aspect of the policy change process. We will focus on policy change tactics with real-world application. Participants will be involved in developing the final session of the training, which, will be an opportunity to engage potential partners such as human resource personnel and county behavioral health staff. The policy change skills taught in this series *can* be applied to other chronic disease prevention policy change efforts and attendees can attend one or all sessions. The course is designed to be useful for both emerging and seasoned local tobacco policy change agents.

**Session 1: Assessment and Stakeholder Engagement**

**After this session, participants should be able to:**

1. Construct a “County/Tribal Systems Map” specific to creating tobacco free environments
2. Compare policy options for creating tobacco free environments
3. Describe and compare at least 5 different assessment tools/methods for determining: the extent of the problem, best approaches, social will, and legal & political feasibility
4. Identify stakeholders
5. Formulate plans for engaging stakeholders such as behavioral health, law enforcement, unions, human resources, and facilities managers
6. Practice informational interview techniques
7. Prepare assessment results for partners, stakeholders, and leaders using visual display of data
8. Develop learning objectives for Session 4

**Session 2: Community Outreach & Education**

**After this session, participants should be able to:**

1. Describe and compare options for outreach and education activities specific to county/tribal tobacco free properties
2. Compose an Outreach and Education Plan that complements current outreach and media efforts
3. Create effective, tailored, outreach materials/messages; compose messages specifically for outreach to law enforcement and behavioral health partners
4. Review materials using tools/review criteria
5. Practice “pitching” policy concepts
6. Measure the effect of outreach and education efforts
7. Finalize learning objectives for Session 4

**Session 3: Policy Development, Policy Passage, Enforcement, Evaluation and Reporting**

**After this session, participants should be able to:**

1. Revise policy language to create strong effective county/tribal tobacco free properties policies
2. Analyze current County/Tribal employee cessation benefits in the context of best practices and ACA Guidance for Comprehensive Cessation Benefit
3. Understand special considerations for county/ tribal behavioral health providers
4. Create a plan for improving employee cessation benefits
5. Organize testimony for a formal policy hearing/debate
6. Develop enforcement protocols
7. Describe at least 5 tools/methods for communicating policy implementation information and plans to key audiences
8. Develop an implementation communication plan
9. Monitor and report policy successes/issues

**Session 4: Community Teams**

Learning objectives for this session will be developed during session 1 and 2 above based on the composition of teams planning to attend this session.