

**RI Tobacco Retail Point of Sale (POS) Evaluation Grant
Policy Implementation and Adoption Model (PAIM) for Activity Planning**

<p>Policy Advocacy Objective: Support efforts to put in place environmental and policy change initiatives associated with RI tobacco POS strategies and Model Policy.</p>		
<p>1.) Information gathering to include research & policy development. What is the problem?</p>	<p>Next Steps:</p>	<p>Outcome Deadline</p>
<p><i>For example: Research point of sale (POS) resources; Understand PAIM environmental and policy change process; Create PAIM work plan to include strategies, activities, and timeline.</i></p>		
<p>2.) Campaign Strategies. Be strategic when planning your campaign. Who will you engage? How will you engage them?</p>	<p>Next Steps:</p>	<p>Outcome Deadline</p>
<p><i>For example: Identity stakeholders allies and advocates; Create contact and media data base; Research community events; Conduct surveys and key informant interviews; Create a media plan.</i></p>		
<p>3. Coalition Building. How will you increase reach to all stakeholders? Who will carry your message to decision-makers. Who are your champions?</p>	<p>Next Steps:</p>	<p>Outcome Deadline</p>
<p><i>For example: Document your plan for identifying and engaging local constituency groups; Create plan to engage youth in specific activities; Participate in local events & request to be on agenda; Hold a community meeting; Implement STARS and share results</i></p>		

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4.) Campaign Implementation. How do you broaden community engagement? What are next steps for collaboration? What are your grassroots and decision maker advocacy activities?	Next Steps:	Outcome Deadline
<i>For example: Hold and participate in events, and check calendars; Activate media plan i.e., write an op. ed.; Plan youth related events; Plan national tobacco days; Meet with key stakeholders, and invite to events.</i>		
5.) Policy Enforcement. Once new policy is in place monitor and ask "who needs to know?"	Next Steps:	Outcome Deadline
<i>For example: List activities to assist with implementation; Recognize champions; Communicate to contact and media data base; Communicate with enforcement contacts. How can you help?</i>		
6.) Evaluate. Was the campaign successful?	Next Steps:	Outcome Deadline
<i>For example: Submit monthly reports to RI DOH contract officer by the 10th of the month following the reporting period through RI DOH identified reporting systems and forms; Comply with reporting and evaluation activities associated with grant; Attend trainings associated with the evaluation of the project; Work with RI DOH on evaluation activities</i>		

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