

Butte County Tobacco Prevention Coalition

Communities of Excellence Community Planning Framework



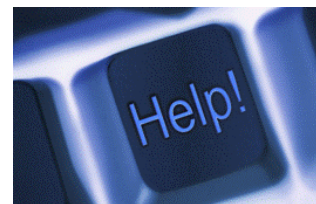
The Butte County Tobacco Prevention Coalition seeks to promote a tobacco-free environment through prevention, education, cessation, advocacy for public policy, and broad-based community support for tobacco control activities.

The Butte County Public Health Department and the Tobacco Prevention Coalition Want Your Help to Develop Public Health's Next Three-Year Tobacco Control Plan Using Communities of Excellence in Tobacco Control

Communities of Excellence in Tobacco Control (CX) is a community planning framework that is used to systematically assess the tobacco control-related needs and capacity of the community, set priorities, and then develop a plan of action. At the heart of CX is the idea that communities can achieve excellence in tobacco control by involving a motivated and diverse group of people to assess where their community is now related to tobacco control, determine where it needs to go and how to get there (DHS 2006).

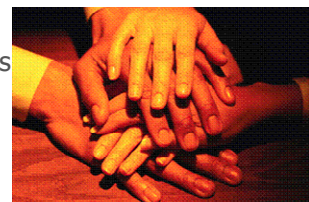
Ways You Can Help:

- Provide suggestions for community interventions related to tobacco control
- Participate in prioritizing community indicators (possible directions) and assets (community attributes)
- Participate in determining objectives
- Rate indicators and assets
- Analyze indicator/asset data
- Identify additional partners to participate in CX



Ways You Can Benefit:

- Building new relationships and maintaining existing partnerships
- Extending your community outreach



- Opportunities for leadership, networking and self-empowerment
- Be included
- Sharing important resources
- Work towards common goals

Broadening community participation in local tobacco control planning will create meaningful plans that emphasize community norm change. This will provide a grassroots effort and a local focus to our work as well as increased collaboration and resource sharing among local organizations.

The CX framework will guide Coalition members and the Butte County Department of Public Health's Tobacco Education Program staff to assess existing gaps in local tobacco control as well as help to assess our community's tobacco control strengths, assets and community readiness for action towards Butte County's tobacco control efforts. During the CX process, you can help to prioritize areas to focus on and help to develop a comprehensive plan with specific activities to address the areas of focus.

We invite your continued participation afterward as a Coalition member to act in an advisory capacity or to join in the work. The Coalition normally meets every other month. However, the CX Workgroup and Subcommittees will need to meet frequently between now and February to complete the assessment process. The committees and subcommittees will need to meet 1 to 2 hours depending on group and task size.

Please help design the tobacco control efforts in our community. Call or email for more information about how you can get involved and for meeting times and locations

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Butte County Public Health Department
695 Oleander Ave.
Chico, CA 95926

Phone: (530) 895-6565

E-mail: rraygoza@buttecounty.net

The Butte County Tobacco Prevention Coalition is an advisory group of the Tobacco Education Program of the Butte County Public Health Department and provides community leadership and technical assistance towards local, regional and statewide tobacco-related issues. We meet on the third Tuesday of every other month from 3:30 to 5:00 p.m. in Chico. Email rraygoza@buttecounty.net to join.

