

City of Columbus

Scope of Work: Multi-Phase Project Incorporating Multi-Media, Educational, and Cessation Treatment Services

Project Title: Tobacco Campaign Empowering Awareness through Multimedia, Education, and Treatment

Term: Begins June 1, 2024, and Ends December 31, 2024

Amount: \$200,000

Note: As matching funds are secured the timeline and geographical area will be extended as well as technology that networks providers to the people of all ages, color and cultures of Columbus Ohio.

Fund Allocation: 30% Media & Marketing, 30% Education, 40% Treatment Services

Goal: Implement a robust tobacco (includes all nicotine products) awareness campaign addressing the health dangers, opportunities for education, cessation treatment and behavioral health support for all residents in the City of Columbus.

Audiences: All City of Columbus residents that use tobacco products. Focus on youth, marginalized populations targeted by big tobacco, residents with health disparities. Cessation providers, caregivers, educators.

Objectives & Timelines:

Phase 1: (1 Month) Planning and Preparation - reconnect TAC 1.0 media ads to the Make it Make Sense campaign, design and plan campaign, conduct research and survey needs of community, hold focus groups, engage service partners and stakeholders, introduce campaign to potential partners and supporters, assign roles and responsibilities to team members. (TBA & Canvaas Engagement)

Phase 2: (1 Months) Development and Content - design and implement media campaign to all target audiences based on assessments, collaborate with subject matter experts to ensure accuracy and relevance, create an educational course calendar for community and providers, establish networking events with providers, health improvement partners and community leaders as we implement a collaborative approach, provide cessation services on multiple tiers that address access to services in the community, age, cultural diversity, medical, mental and spiritual needs to achieve the greatest results. (TBA & Canvaas Engagement)

Phase 3: (Two Months) Operationalize Plans - facilitate education, treatment, and media plans. Conduct educational workshops and seminars, facilitate learning discussions and activities to reinforce learning objectives, Initiate treatment programs, including individual counseling, group therapy, or other interventions as determined by client needs, monitor participant progress, and adjust treatment plans as necessary. Prepare for continuing marketing in Phase 4 & 5. (TBA & Canvaas Engagement)

Phase 4: (Two Months) Operationalize Plans Continue: facilitate education, treatment, and media plans. Conduct educational workshops and seminars, facilitate learning discussions and

activities to reinforce learning objectives, Initiate treatment programs, including individual counseling, group therapy, or other interventions as determined by client needs, monitor participant progress, and adjust treatment plans as necessary. Continue marketing and implementation. (TBA Engagement)

Phase 5: (One Month) Monitoring and Evaluation - Collect, analyze, and present data in support of campaign progress and efforts by Data Collection: Gather quantitative and qualitative data on project outcomes, including knowledge acquisition, behavior change, and client satisfaction. Use surveys, interviews, and observation to assess program effectiveness. Analysis and Reporting: Analyze collected data to evaluate the impact of the project on the target population. Prepare a comprehensive report summarizing findings and recommendations for future improvements. (TBA Engagement)

Phase 6: (10 days): Dissemination of Results - Share project results and lessons learned with stakeholders, funders, and the broader community through presentations, publications, and media outreach. Sustainability Plan Development: plan outlining strategies for maintaining project activities beyond the initial funding period. Identify potential funding sources, partnerships, and opportunities for program expansion. (TBA Engagement)

Conclusion: This multi-phase project aims to integrate multimedia, educational, and treatment services over a 7-month timeframe to address the needs of the target population comprehensively. By combining these services, we seek to empower individuals with knowledge, skills, and support to enhance their well-being and improve their quality of life.

Timeline & Phases

