

Implementation Principles Checklist

The New Brunswick Anti-Tobacco Coalition is committed to “braiding” our efforts utilizing partnerships and evidence-based information to maximize impact and sustainability. To attain an effective, coordinated, and integrated New Brunswick Anti-Tobacco Strategy, the Activity Leads must demonstrate concurrence with the implementation principles by briefly describing how each principle has been fulfilled.

Anti-Tobacco Activity: _____

Activity Lead: _____

Goal Selected: _____

Objective Selected: _____

- Base relationships on partnership principles, where parties agree to work cooperatively towards shared/compatible objectives. In a partnership there is:
 - Shared authority, responsibility and management;
 - Shared investment of resources; such as time, work, funding, material, expertise, and information;
 - Acknowledgement/respect for any or all contributions of partners;
 - Shared risk-taking and accountability;
 - Collaboration; and
 - Mutual benefits, for example, commitment, maximized resources, and sustained effort.

Comments: _____

- Build capacity within the NBATC through partnerships to leverage financial and in-kind support for anti-tobacco initiative. Shared investment of resources such as:
 - Time;
 - Work;
 - Funding;
 - Material;
 - Expertise; and
 - Information.

Comments: _____

- Involve stakeholders to ensure their attitudes and beliefs are integrated into any actions undertaken to support implementation of this strategy (i.e., smokers, youth, parents, business owners, etc).

Comments: _____

- Encourage the use of tobacco-related performance indicators by stakeholders within their internal planning and monitoring mechanisms.

Comments: _____

- Recognize that one of the best ways to reach children and youth is to change the social environment in which adults smoke, therefore, strategies should focus on multiple issues, and not just youth.

Comments: _____

- Develop a coordinated, comprehensive approach incorporating effective anti-tobacco actions that support and enhance each other and utilize the strategic directions the National Tobacco Control Strategy and provincial strategies (e.g. *Live Well, Be Well: New Brunswick's Wellness Strategy*).

Comments: _____

- Utilize a community development approach to:
 - Build capacity among a wide range of individuals and organizations to take action on tobacco control;
 - Broaden public understanding of the serious nature of tobacco products/industry to increase support for action.

Comments: _____

- Prepare for opposition – develop solid counter arguments for new initiatives to help pave the way for public/private support.

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Comments: _____

- Focus energy on achievable actions that are realistic and build onto existing opportunities by linking new actions with existing programs or activities whenever possible.

Comments: _____

- Use existing materials/programs that have been positively evaluated wherever possible.

Comments: _____

- Recognize the need to demonstrate “better practices” without overlooking the value of creativity and innovation.

Comments: _____

- Encourage use of provincial and local data (e.g. Student Wellness Survey data) to inform development and implementation of activities

Comments: _____

- Evaluate progress utilizing recognized monitoring tools (e.g. Canadian Tobacco Use Monitoring Survey, legislation compliance monitoring) or promoting the development of mechanisms to address data gaps, (e.g. inventory of smoke-free places).

Comments: _____