

Smokefree Coalition Strategic Planning For 2008 - 2011

Process:

- Look through the current contract with the Ministry of Health and the Clearing the Smoke 5 year plan as a starting point. (This document is still current until 2009 and has not been superseded)
- Consider the Smokefree Coalition's current strategic plan to determine what work is still current and relevant
- Consider the short Ministry of Health paper "Reducing Smoking – A Target For The Whole Health Sector"
- Consider the "next steps" arising out of the "Vision Statement" post the Gravitas discussion
- Engage our research community (Otago School (Wellington Medical School), School of Population Health (Auckland), Health Sponsorship Council)
- Engage with Key Ministry of Health officials
- Prioritise areas of focus
- Further flush out priority areas as a SFC board at the next meeting

Action Items:

- Organise meetings to consult with key players prior to writing first draft
- Draft strategic plan and circulate draft to board
- Board members to provide feedback
- Send draft strategic plan out for consultation
- Board to consider responses and agree strategic plan
- Use Strategic Plan to negotiate new contract with Ministry of Health

Timetable		
Action	Critical dates	Report back
Key Players	Now until early February 08	End Feb 08
Stake-Holders Meeting	27 February 08	Inform the production of the document.
Write Draft Strategic Plan	Now until March 08	End March 08
Seek Board Members Feedback	End March 08	Mid April 08
Send Draft Strategic plan out for Consultation	End April 08	Mid May 08
Complete second draft of strategic plan	Mid May 08	End May 08
Seek Board approval of Strategic Plan	Board Meeting June 08 (or phone conference depending on Ministry of	

	Health contract timetable)	
Negotiate Contract with Ministry of Health	Now until conclusion	Ongoing until process is concluded

Key Issues/Activities
01. The Countdown to a Smokefree Aotearoa/New Zealand – Next Steps
02. Price – Tax and Duty Free issues
03. Industry “denormalisation”
04. Advocacy and Media
05. Information and communication services
06. Research priorities (if any) and research partnerships
07. Youth and schools
08. Maori
09. Pacifica
10. Core Activities
11. General Election
12. Ministry of Health requirements/priorities