



## **Strategic Plan Executive Summary 2003 – 2008**

### **Air Quality**

#### **Strategic GOAL:**

Objective #1

**By 2008, we will increase awareness of the potential health dangers of poor air quality.**

Increase and strengthen the ordinances currently in existence. Increase the number of communities in Alaska protected by smokefree ordinances from \_% to \_% of Alaskans covered. from 5 to 15.

Objective #2

Increase the number of Alaskan families who ban smoking in their homes or who have taken the Smoke-free Home Pledge. from \_% to \_%

Objective #3

Measure and then increase the number of Alaskan homes protected by CO detectors.

Objective #4

Educate Alaska residents in how to improve the air quality in their homes, and workplaces.

Objective #5

Determine our role in responding to public outdoor air quality health concerns.

### **Asthma**

#### **Strategic GOAL:**

Objective #1

**By 2008, we will help Alaskans with asthma and their families understand asthma and asthma management.**

Facilitate the development of a dataset for asthma in Alaska.

Objective #2

Facilitate a collaborative state planning process to address Asthma in Alaska.

Objective #3

Provide an opportunity for at least 50 children with asthma to improve their asthma management skills in a residential camp setting per year.

Objective #4

Change knowledge, attitudes and behaviors regarding Asthma in Alaska.

### **Other Lung Disease**

#### **Strategic GOAL:**

Objective #1

**By 2008, Alaskans diagnosed with a lung disease will use ALAA as a resource for information.**

Make connections with healthcare providers who diagnose and treat patients with lung disease.

Objective #2

Increase public awareness of Call Center as a resource.

### **Tobacco**

#### **Strategic GOAL:**

Objective #1

**By 2008, we will reduce the prevalence of adult tobacco use prevalence in Alaska from 25% to 23% through prevention and cessation programs.**

Implement and sustain a statewide tobacco counter-marketing campaign to change knowledge, attitudes and behaviors regarding tobacco.

Objective #2

Facilitate systems changes to prioritize illness prevention and health promotion among tobacco users.

Objective #3

Provide prevention and cessation programs targeted for youth.