

MTCP Board of Health Work Plan Guidance

Fiscal Year 26

This guidance is to aid BOH programs in work plan development and to offer information on the role and direction of BOH programming. Please refer to the guidance as you complete each section of the work plan. This document is for internal BOH program use only.

RACIAL EQUITY NARRATIVES

MTCP works towards integrating a leading with racism and race framework and approach, naming race explicitly but not exclusively in our efforts. To eliminate tobacco-related disparities, we need to successfully identify and address the racial inequities causing them. In FY26, we are seeking to continue to increase MTCP and program's capacity in racial justice approaches and strategies with a goal of compliance with the policies. The long-term goal is to integrate a leading with racism and race framework throughout all strategies.

MTCP understands that community involvement in local policy change is essential for meaningful and sustainable change to occur in the way tobacco products are marketed, sold, and used. BOHs should develop strategic partnerships and engage civic leaders and various municipal leaders and departments in their efforts to support local policy change. BOHs are expected to work to engage civic and community partners to identify issues, problem solve and make decisions around local PSE movement. Partners should be included in leadership, decision making, and dissemination of information. Partnerships can vary in nature and may include more formalized advisory groups to inform activity and strategy planning while some may be more informal. To aid in this work BOHs are expected to collaborate and communicate regularly with their local Tobacco Free Community Partnership to share resources and strategically align efforts.

BOHs should engage civic and community leaders that reflect and/or serve communities of color, and other populations that experience tobacco-related inequities, who can elevate tobacco prevention and control issues to collectively strengthen community capacity to carry out the work. Authentic engagement with these key influencers helps ensure strategies are appropriate and welcomed by the community.

POLICY WORK PLAN

In FY26 MTCP would like to ensure that equitable policies are developed, passed, and enforced in Massachusetts. To achieve this, MTCP would like to enhance the role community has in policy development and ensure equity in the development, advocacy, and enforcement of policies. Some action steps to include are:

- Establish power sharing (among community, MTCP, and funded partners) structure to equitably prioritize which policies to pursue/advance.
- Create feedback loop with community on policy decisions.
- Identify existing harmful policies related to tobacco.
- Explore ways to reduce harm in those existing policies.
- Use racial justice and health in all policies framework throughout the policy process.
- Explore policies to reduce exposure to tobacco products and youth access/initiation.
- Identify and work to close all loopholes.
- Pass policies to reduce retailer density.
- Assist retailers in attaining compliance.

Metric	Metric Description	Equity Narrative
Number of presentations to municipal decision-makers to propose local policy strategies - Include number of presentations of model regulation	Note number of presentations of model regulation and tobacco industry tactics given to municipal decision-makers to build support for local policy change during the reporting period.	• Emphasize the importance of including diverse municipal departments in the planning and presentation process. • Highlight how presentations will address the unique needs and challenges of different communities.

		Discuss how professional development opportunities will be tailored to increase cultural competency and equity awareness among municipal decision-makers.
Number of municipalities planning to change/update model policy regulations, please note any that will be working on cigar pricing or tobacco retail density policies	Note municipalities where work has been done to draft new regulations/ordinances that include model regulation language. Please note which municipalities have worked on policies for cigar pricing and tobacco retail density. Please specify which density policy the municipality considers	- Identify which municipalities are likely to update their policies and ensure that these changes reflect equitable outcomes. - Specifically mention efforts to address disparities through policies on cigar pricing and tobacco retail density. - Detail strategies to engage underrepresented communities in the policy update process to ensure their voices are heard and considered.
Number of BOH collaborative meetings held	Describe plan for holding BOH collaborative/regional meetings to discuss policy initiatives and program priorities during the reporting period. If single city program, list number of meetings with Board/Health Commission or another equivalent	- Describe the plan to ensure equitable participation and representation in regional BOH collaborative meetings. - Outline measures to promote inclusive communication and engagement across different municipalities. - Explain how feedback from diverse community members will be integrated into the collaborative discussions and decision-making processes. - Describe communication strategy to make sure each community in a collaborative is aware of services and program accomplishments

ENFORCEMENT AND SURVEILLANCE WORK PLAN

Metric	Metric Description	Equity Narrative
Retailer education/inspections visits	100% of all retailers are to be inspected by the end of the year. Please describe the strategy and plan to complete all education and inspections. Refer to protocols for more information	- Detail how educational materials and strategies will be adapted to meet the needs of retailers from various cultural and socioeconomic backgrounds. - Discuss partnerships with municipal partners to enhance outreach and ensure all retailers, including those in underserved areas, receive the necessary education. - Explain how inspection processes will account for and address disparities in compliance rates across different communities.

		Highlight efforts to provide additional support and resources to retailers in areas with historically lower compliance rates.
Compliance check visits	100% of all retailers are to be checked by the end of the year. Please describe the strategy and plan to complete all compliance checks. This should include youth recruitment strategy. Refer to protocols for more information	Focus on how compliance checks will be conducted equitably across all stores, ensuring no community is disproportionately targeted or neglected.
Synar compliance checks conducted	Provided sample of stores are to be completed October and June. Refer to protocols for more information	Discuss how the findings from these checks will be used to inform equitable policy and enforcement decisions.
Follow-up visits conducted from violations of previous compliance checks and inspections	Required to complete within 3-6 months of violation. Please describe your organizational strategy and schedule to complete all follow up visits.	- Detail how follow-up visits will prioritize equity by focusing on support and education rather than punitive measures. - Explain how data from follow-up visits will be used to identify and address systemic issues affecting compliance in different communities.
Protocols and procedures for violation follow up with municipalities and keeping retailer data updated in POST	Please describe how municipalities in your collaborative share information with you regarding retailer lists, violations, fines, payment, and appeals. How is that information received? What is your procedure for keeping POST updated with this information?	- Describe how information on violations, fines, payments, and appeals will be transparently shared with all stakeholders, ensuring accountability and equity. - Outline strategies to ensure that municipalities have the resources and support needed to enforce compliance equitably.
Compliance Rate Response Plan	Develop a response plan if compliance rates rise above 15%. What will your strategy be to increase compliance? What added efforts will you utilize?	Discuss how additional resources and support will be allocated to communities and retailers struggling with compliance

RACIAL EQUITY DEVELOPMENT PLAN BACKGROUND

The Racial Equity Development Plan component of the BOH work plan aims to build the capacity of the BOHs to work on racial justice approaches and strategies in enforcement activities and in communities. The work plan is designed for BOHs to identify areas for racial equity learning and development opportunities to build capacity for the work. BOHs should provide feedback to MTCP about specific areas surrounding racial justice that they would like additional training or support for.

Explain how developing specific skills will advance equity work and understanding within the organization.

- Detail how learning outcomes will be applied to improve equity in program implementation and decision-making processes.
- Describe the training opportunities (e.g., webinars, meetings, etc.) that will be utilized to build skills related to equity and inclusion.
- Highlight how these training sessions will be designed to foster a deeper understanding of racial equity issues and promote inclusive practices.

Additional Materials

Along with the work plan please submit your retail education package/materials and training materials/protocols for inspectors and buyers both underage purchasers and adult purchasers.