



## Initial Action Plan for Washington Breathes

Washington Breathes' Initial Action Plan is a working guide for the coordinated activities of diverse members of the coalition and will be a living document that we shape together. As we work together, we expect the Steering Committee and Work Groups of the coalition will adjust and expand upon this initial plan based on needs, opportunities, and the coalition's available resources.

The Goals and Strategies outlined in this initial action plan are governed by the coalition's Vision, Mission, and Guiding Principles statements.

**Our Vision:** A healthier Washington, where commercial tobacco-related inequities are non-existent and where all people in our communities, across generations, are free from nicotine addiction, disease and premature death caused by commercial tobacco.

**Our Mission:** To bring together diverse partners from a variety of sectors to build capacity, collaborate, increase understanding, support cessation, and develop policy, systems, and environmental changes aimed at eliminating inequities and the negative effects from commercial tobacco use, sales and marketing.

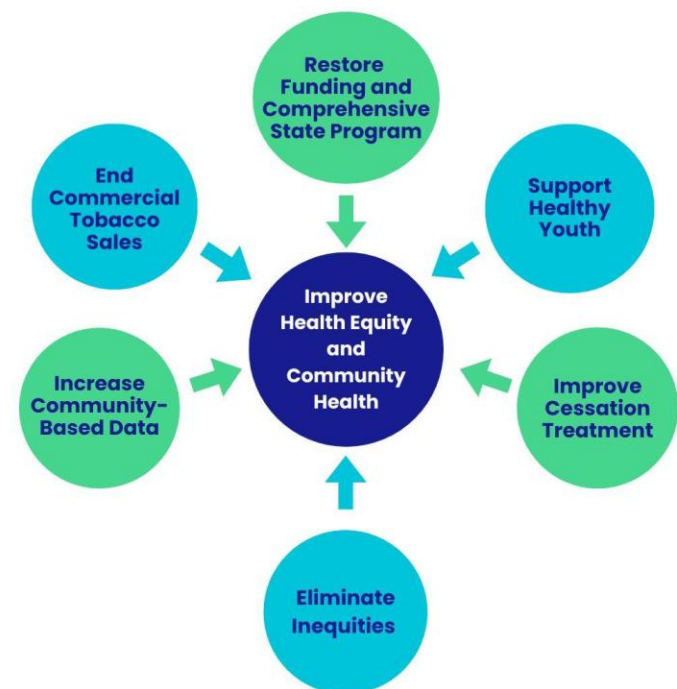
**Coalition Guiding Principles:** <https://washingtonbreathes.org/about-us>

All strategies for each goal focus on 1 of 3 theme areas:

- Building Capacity
- Increase Understanding
- Amplify Our Voices for Policy & System Change.

These strategies are interrelated for a comprehensive approach, meaning some objectives fall into multiple strategies.

**Coalition Program Goals:** The coalition's work on 6 Program Goals incorporates our focus on addressing inequities, equitably distributing resources, and promoting healthy lifestyles to achieve the coalition's overarching goal: **Improve Health Equity & Community Health**. This graphic shows a short description of each goal. See the full goal language on the next page.



## OVERARCHING GOAL:

# IMPROVE HEALTH EQUITY & COMMUNITY HEALTH

## RESTORE FUNDING & COMPREHENSIVE STATE PROGRAM

Obtain sustainable state funding at no less than the CDC recommended level for a comprehensive commercial tobacco education, prevention, and treatment program that addresses the needs of the most impacted communities and equitably provides effective culturally appropriate services.

## SUPPORT HEALTHY YOUTH

Eliminate underage commercial tobacco use (vaping and smoking) for a future nicotine-free generation.

## IMPROVE CESSATION TREATMENT

Ensure effective, culturally, and linguistically appropriate nicotine cessation strategies and support is available and provided to all who seek it.

## ELIMINATE INEQUITIES

Improve health equity in the most impacted communities through elimination of inequities caused by commercial tobacco.

## INCREASE COMMUNITY-BASED DATA

Increase the availability, quality, and use of data and practice-based evidence accepted and implemented as effective by local communities to improve the health of priority populations affected by commercial tobacco use.

## END COMMERCIAL TOBACCO SALES

Eliminate commercial tobacco sales in Washington State.