

**GOALS TO SUCCESS**

The ultimate goal of Project ASSIST is to reduce tobacco use to 17% of the adult population by 1998, from the current 23%. In 1992, the Tobacco Free Washington Coalition met to determine its long-term goals to achieve this reduction in tobacco use. The six Tobacco Free Washington goals are:

- Goal #1:** Advocate for the adoption of ordinances, regulations, legislation, and policies to decrease tobacco use.
  - Goal #2:** Increase awareness of the social, personal, health, and financial costs of tobacco use.
  - Goal #3:** Reduce tobacco initiation and addiction rates, especially among youth.
  - Goal #4:** Eliminate exposure to Environmental Tobacco Smoke.
  - Goal #5:** Encourage health care providers to be more proactive in preventing or eliminating tobacco use.
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| <b>Goal #6:</b> Enhance the power of the Tobacco Free Washington Coalition by increasing membership and funding. |
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The goals (and the strategies designed to meet each goal) provide a five-year guide for the coalition as it reviews where it has been and plots its path toward success in the coming year. The goals and strategies, outlined in Planning for a Tobacco Free Washington, 1993, are relevant and appropriate as the coalition plans for 1994-95.

**THE ANNUAL ACTION PLAN**

The section of this plan entitled "**How Far Have We Come?**" is both a look back at the coalition's success with the annual objectives it set for itself during 1993-94 and how the coalition will build upon that success in the coming year. The next section, **Objectives and Activities**, offers a comprehensive view of the coalition's 1994-95 objectives and activities. The descriptions of the activities include major tasks, who is responsible, a timeline for completion, and a budget. Subcontractors are identified, if known. The last section, **County Summaries**, is a recap of the Annual Action Plan activities being conducted by the local coalitions in Clark, Spokane, Pierce, and Sno-King Counties.