



Description: 1st A3	Value Stream ID:	Site / Location:	Event Number:	Revision:
Sponsor: COHC	Process Owner/Team Lead: Clinical CVD	Facilitator: Rebeckah Berry	Sensei:	

Current Date: Event Date: Team Members:	1: REASONS FOR ACTION <input type="checkbox"/> Go <input type="checkbox"/> No Go <p>Problem: The tobacco industry is targeting youth. 8th and 11th graders in Central Oregon are using tobacco more than their peers across the state. Aim: Eliminate all youth tobacco use in Central Oregon. Boundaries: Central Oregon, ages 21 and under, by 2020</p>	4: GAP ANALYSIS <input type="checkbox"/> Go <input type="checkbox"/> No Go <p>See attached Fishbone Diagram</p>	7: COMPLETION PLAN <input type="checkbox"/> Go <input type="checkbox"/> No Go
	2: INITIAL STATE <input type="checkbox"/> Go <input type="checkbox"/> No Go <p>0% of adults in Central Oregon are exposed to targeted media countering tobacco industry tactics aimed at youth. Understanding the Problem: - \$112 million spent in Oregon on advertising annually by the tobacco industry - No tobacco license in Central Oregon - Adults in Central Oregon have a low perception of how the tobacco industry targets youth - Packaging & placement of tobacco products are enticing to youth - Marketing & distribution of new products are utilizing loopholes - Minimum regulations & little oversight for products - Availability of flavored tobacco products in Central Oregon - No targeted media to education public about countering tobacco</p>	5: SOLUTION APPROACH <input type="checkbox"/> Go <input type="checkbox"/> No Go	8: CONFIRMED STATE <input type="checkbox"/> Go <input type="checkbox"/> No Go
	3: TARGET STATE: <input type="checkbox"/> Go <input type="checkbox"/> No Go <p>90% of adults in Central Oregon are exposed to targeted media countering tobacco industry tactics aimed at youth.</p>	6: RAPID EXPERIMENTS <input type="checkbox"/> Go <input type="checkbox"/> No Go	9: INSIGHTS <input type="checkbox"/> Go <input type="checkbox"/> No Go

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