

**GRANT ANALYSIS FORM  
OPERATING & CAPITAL GRANT PROJECTS/PROGRAMS**

Department/Division: Health

Contact Person & Phone No: Patricia Fauteck, #8104

**Category of Request**

New Grant

Grant Continuation

Change in Previously Approved Grant

Previous Council File No.

Previous Council File No. 020931

Project/Program Title: Wisconsin WINS Grant

Grantor Agency: State of Wisconsin Division of Health and Family Services

Grant Application Date: N/A Continuing

Anticipated Award Date: August 1, 2003

Please provide the following information:

**1. Description of Grant Project/Program (Include Target Locations and Populations):**

The program is designed to reduce the rate at which tobacco retailers sell tobacco products to underage youth. Wisconsin WINS campaign program is a comprehensive, integrated campaign focused toward retailers and clerks to induce a change in behavior regarding tobacco sales to minors. The primary component of this campaign is a "Recognition and Reminder" program designed to provide a positive reinforcement option to communities trying to deal with this problem.

**2. Relationship to City-wide Strategic Goals and Departmental Objectives:**

It is within the scope of the Milwaukee Health Department's mission to assure that services are available to enhance the health of individuals and families, promote healthy neighborhoods, and safeguard the health of the Milwaukee community. Therefore, there is a direct relationship between this campaign and the MHD's commitment to provide assessment, monitoring, and assurance that community prevention services are being promoted and implemented through partnerships and collaborations for our City's youth.

**3. Need for Grant Funds and Impact on Other Departmental Operations (Applies only to Programs):**

The need for grant funds is essential not only to enhance community partnerships but community capacity building as well. This is essential in order to expand on prevention activities that will positively impact the decision-making skills of our community.

**4. Results Measurement/Progress Report (Applies only to Programs):**

Evaluation and assessment will be included in this partnership program.

**5. Grant Period, Timetable and Program Phase-out Plan:**

The grant period is October 1, 2002 through September 30, 2003.

**6. Provide a List of Subgrantees:**

N/A

**7. If Possible, Complete Grant Budget Form and Attach to Back.**