

# EXERCISE

## Goal Setting\*

The leadership group identified earlier (see *Who Will Lead Your Campaign* in Organize Your Campaign) are the participants of this exercise. They need to have read the results of earlier research and participated in the dialogue about alternative policies and interventions before this exercise can produce the best results. The goals of the exercise are to establish long range, intermediate issue goals and short-term goals for the campaign.

**Supplies needed:** Issue Selection Checklist (see below), butcher paper, easel and pad of paper, or chalkboard; dry-erase pens, markers, chalk; tape.

### Step 1: Introduce the Exercise

Describe what you are going to do.

- a. You are going to take an hour to brainstorm what your campaign focus should be.
- b. Think about everything you have learned about the issues you have studied and what you have learned about the political environment.
- c. Do not hold back, throw out any ideas you have about what you should be doing, no matter how crazy.
- d. For the first 10–15 minutes you will just list ideas. This is NOT the time to evaluate an idea—you will do that later. (This is an important instruction.)
- e. Any questions? Let's get started.

### Step 2: List the Ideas

Encourage everyone to come up with as many ideas as possible about what the prior research suggests to them about what you do, including any new ideas and new goals. Write down everything. Be sure to watch the time. Identify a timekeeper if possible.

### Step 3: Group Various Ideas Together by Issue or Intervention

Break the issues down into ideas related to marketing, illegal sales, political concerns, non-policy organizational goals.

### Step 4: Discuss Pros/Cons of Each Issue & Use the Issue Selection Checklist

Ask yourselves the following questions:

- What are the political constraints?
- What's the social acceptance of each issue in your area regarding tobacco control policies?
- What is the greatest public health need in your community?
- What is winnable?
- Which issue will help build the organization the most?

### Step 5: Try to Reach Consensus

If you need to vote to narrow it down to one issue, do so. But if after the vote the group remains divided, it may be worthwhile to repeat the exercise with an eye on resolving the outstanding issues. In general, at least two-thirds of the group needs to be enthusiastic about any issue chosen.

