

# The CENTER

## FOR TOBACCO POLICY & ORGANIZING



*Meet your local policy goals with technical assistance from California's new focal point for tobacco control policy and organizing*

### SERVICES

Make your  
policy work  
Fun, Effective &  
Easy!

#### **Comprehensive Campaign Consulting**

Comprehensive Campaign Consulting will be provided for 6 to 12 months and will be limited to 8-11 communities that meet campaign readiness criteria.

- Individualized full-day planning sessions
- Limited matching funds for localized polls and media
- On-going technical campaign assistance

#### **Short-Term Consulting**

Short-Term Consulting will consist of trouble-shooting technical assistance on policy or enforcement campaigns in progress. Each site will receive limited technical assistance depending on the campaign's needs.

- Working with key opinion leaders
- Developing an action plan
- Building coalitions & developing leadership
- Monitoring and evaluating the campaign

### ELIGIBILITY

Local Lead Agencies and their coalitions, ethnic networks, competitive grantees and community based organizations are eligible to request these services.

## RESOURCES

***The Center will also provide materials for projects developing new, or enforcing existing policies. Such resources will include:***

- Turn-key advocacy kits
- Comprehensive tobacco policy research
- Tracking progress of key tobacco control bills
- Tracking tobacco industry contributions and other expenditures
- Grading elected officials on their tobacco policy voting records
- Analyzing each county's MSA expenditures on tobacco prevention

## CRITERIA

### **FOR COMPREHENSIVE CAMPAIGN CONSULTING:**

Eligible groups need to be ready to carry out a grassroots campaign leading to the adoption of a specific policy or enforcement plan.

Factors in determining readiness include:

- At least 10 active participants in the campaign committee
- Commitment to community organizing strategies as part of campaign
- Having committee members that can advocate with elected officials
- Having monthly meetings and ongoing work between meetings
- Commitment to raise matching funds for polling and media assistance from Center
- A qualified leader/spokesperson to chair the campaign

### **FOR SHORT-TERM CONSULTING:**

To be eligible for Short-Term Consulting, the applicant must be working toward the adoption or enforcement of a specific policy. The number of groups receiving assistance is limited.

## CONTACT Us

Please call or email us today to discuss your policy objectives and how we can make your job easier and more effective.

Contact: Project Director, Center for Tobacco Policy and Organizing  
**(916) 123-4567**

or email to: [TheCenter@californialung.org](mailto:TheCenter@californialung.org)