

Creating Healthy Changes In Your Community

Training Workshop



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MYRANDA Group

In this 3-hour workshop, you'll be introduced to the tools needed to build and take part in an effective campaign for a tobacco-free environment.

From identifying the problem, to building a coalition, to crafting your campaign strategy and learning implementation techniques, this session offers a comprehensive overview of the path to success – and how you can be part of it.

Change begins with YOU

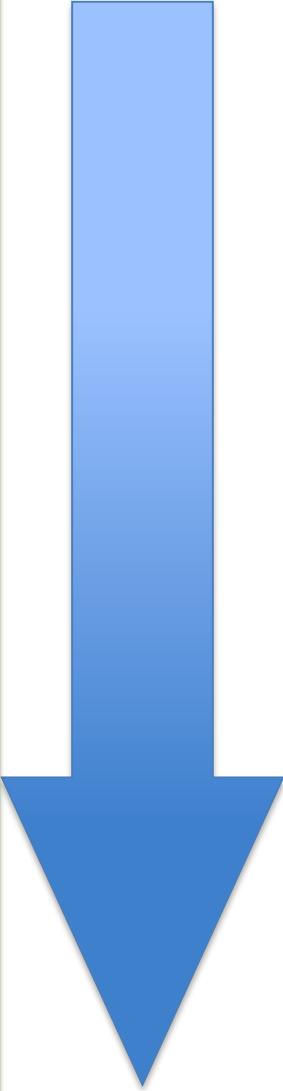


- Informed stakeholders can create healthy change
- Building relationships with decision makers and others will help to create healthy change
- Communicating effectively, strategically and persistently is key

Let's Begin...



Policy Adoption & Implementation Model (PAIM)

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1. GATHERING INFORMATION: What is the problem?
 2. CAMPAIGN STRATEGY: Who do you engage and how?
 3. COALITION BUILDING: How do you increase stakeholder reach?
 4. CAMPAIGN IMPLEMENTATION: How do you broaden community engagement?
 5. ENFORCEMENT: Monitor and ask, *Who needs to know?*
 6. EVALUATION: Was the campaign successful?

1. Gather Information:



What is the problem?

Review and share tobacco control and tobacco retail point of sale (POS) resources.



*See handouts

Learn the process.



- RI Government Owner's Manual: sos.ri.gov/govdirectory
- Visit your local city/town website to become familiar with local decision makers and coalitions.

Stay inside the lines.

Educating is the provision of basic information such as a program description, goals, current budget, people served, accomplishments and impacts, etc.

-Does not make value judgments or seek legislative action.

Advocating conveys a value in a general sense. “Tobacco advertisements lead to youth smoking and we should do more to protect our kids.”

-Makes a value judgment, but does not seek specific legislative action.

Lobbying occurs when you support or oppose a specific candidate or elected official or a specific piece of legislation – including appropriations.

-Seeks specific legislative action.

Assess your own community for related challenges/opportunities.



Visit RI Dept. of Administration website to identify tobacco licenses in your community.



***www.admin.ri.gov**

Put together a work plan.



Breakout session #1: Start planning your campaign strategy using the worksheet provided. Then we will discuss as a group.



2. Campaign Strategy



Who do you engage and how?

Identify community stakeholders, allies, and advocates as potential coalition partners and/or key supporters.



***Build off “Partners & Allies” list from strategy worksheet.**

Develop two campaign contact lists:



1. Coalition members/supporters

2. Media contacts who cover your community or statewide health topics



Plan community outreach efforts...



Research community events, plan activities of your own, and identify public meetings to educate and inform the public on the issue.



Establish simple talking points for communicating the issue to others.



Create printed materials to distribute: fact sheets, infographics, one-sheets, handbills, flyers, etc.



Train your people.



Create a media plan...



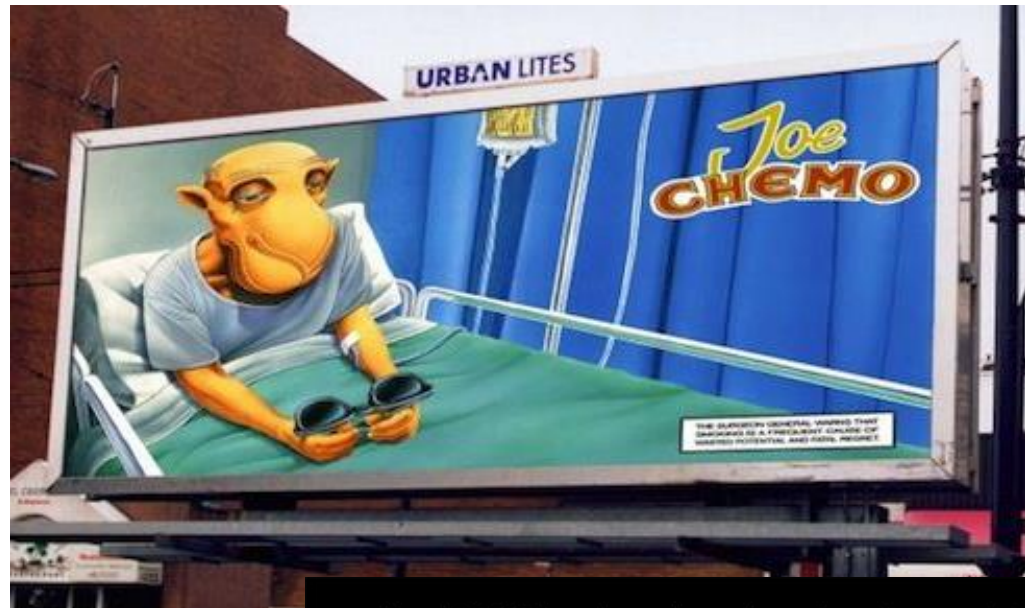
Incorporate consistent messaging and talking points.



Research other campaigns



Smoke is poison – tanker



About 440,000 Americans die each year from diseases related to smoking.
90% of them started as teen smokers.



Brand you campaign: consider positive, memorable slogans, hash tags, and consistent, recognizable imagery.

1980s V



1900s >



Black Friday. Cyber Monday.

2010s > #GI[♥]INGTUESDAY

December 1, 2015

Have a website and social media presence.

Mario's Catering

[Home](#) [Links](#) [About Us](#)

to Mario's Catering - we cater to all of you

At Mario's Catering, we specialize in world-class, authentic Italian cuisine!



Born and raised in Italy, our head chef Mario made the trip state-side over a decade ago, and has never looked back.

Serving up the best primavera this side of Roma, Mario's Catering is a perfect choice for your next event or function.

Make A Booking!

If you're hosting an upcoming event, be sure to make your reservation soon! Simply call us on 1800-MARIO or send through your reservation details to bookings@youlllovemario.com and we'll get back to you with a quote!

FREECALL: 1800 MARIO

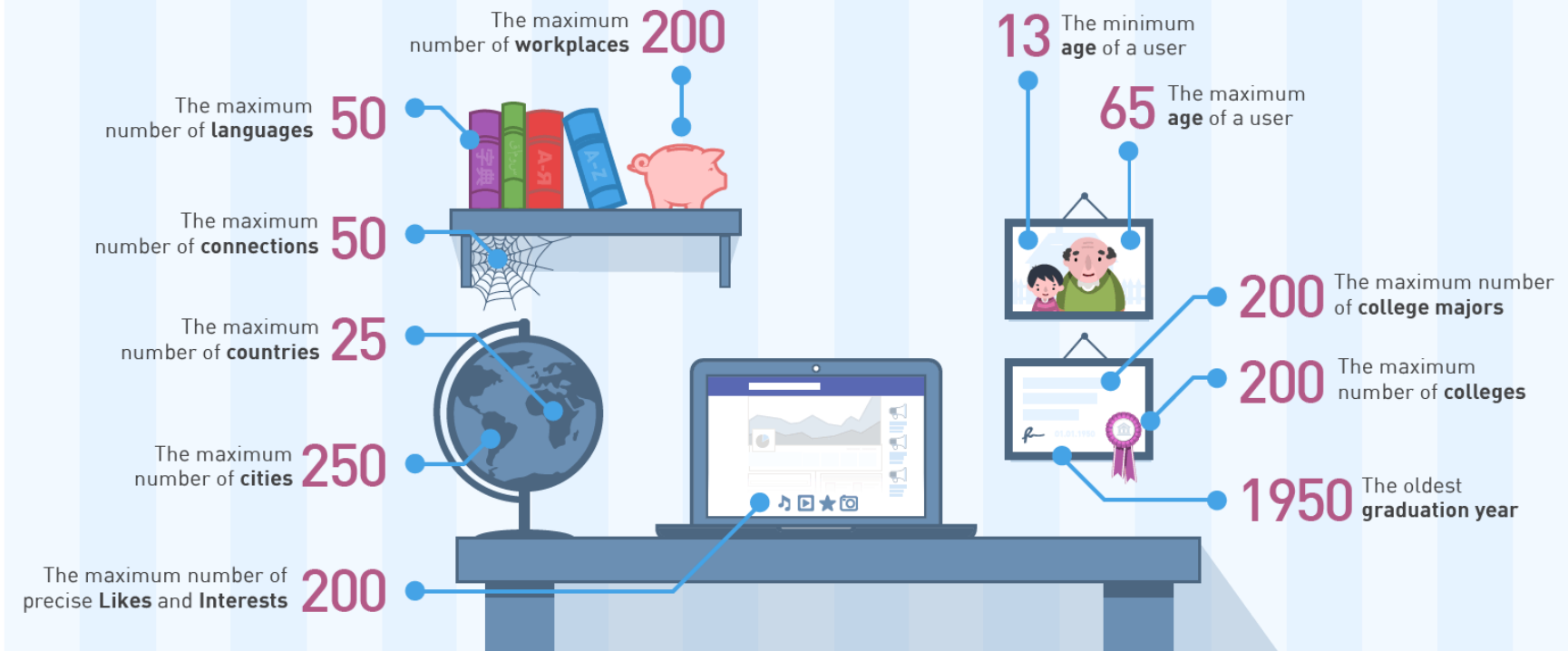
Utilize earned media.



Consider placing paid ads.



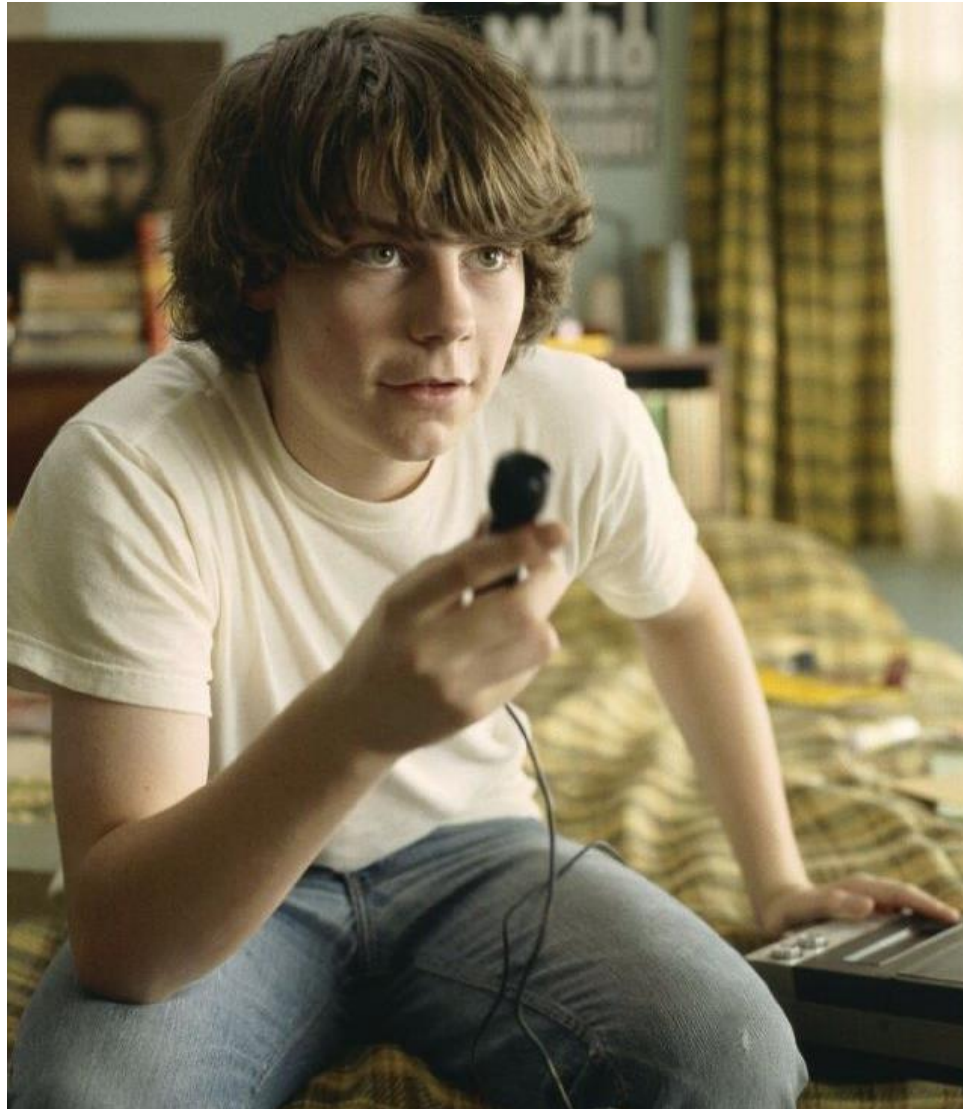
How broad your Facebook Ads audience can be



NUMBERS INDICATED REPRESENT TARGETING LIMITS FOR A SINGLE AD.

PROUDLY BROUGHT TO YOU BY **SOCIAL Ads TOOL**

Conduct key informant interviews to identify policy allies.



Conduct public opinion surveys to document problems.

Create surveys
anywhere, anytime.

4:21 PM 100%

< Edit + ...

Add Logo

Customer Feedback Survey

1. How well did the customer service agent answer your questions?

☐ Extremely well

☐ Very well

☐ Moderately well

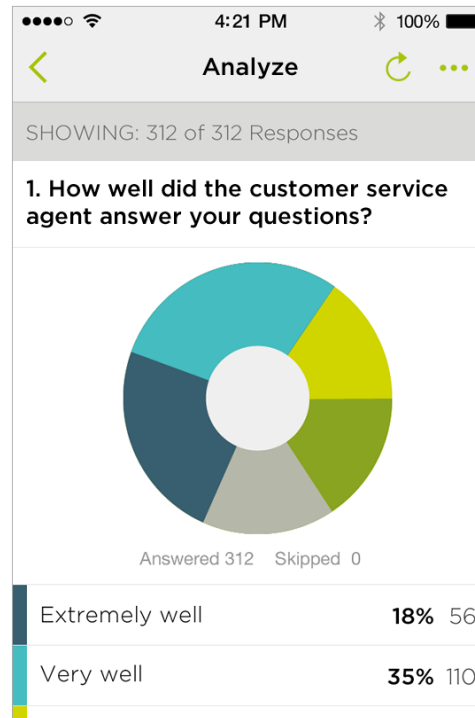
☐ Slightly well

☐ Not at all well

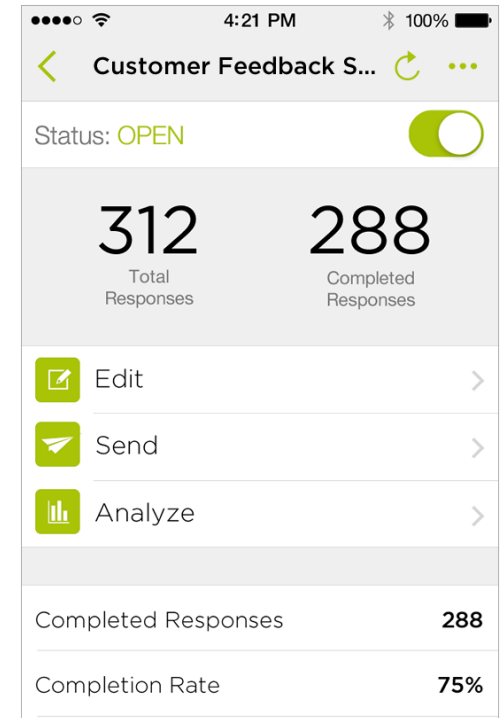
+ Add Question

+ Add Page

Analyze your survey
results on the go.



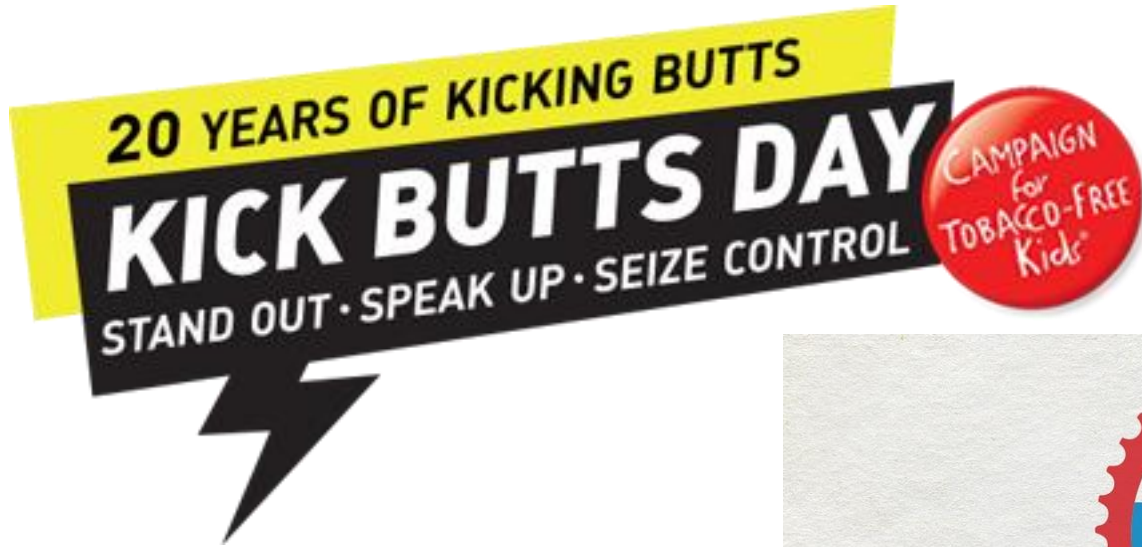
Track your results
in real-time.



Use events for outreach.



Leverage larger movements.



Anticipate and prepare to respond to opponents' arguments and tactics.



Breakout session #2: We will anticipate opponents' messages and prepare responses using the following matrix...



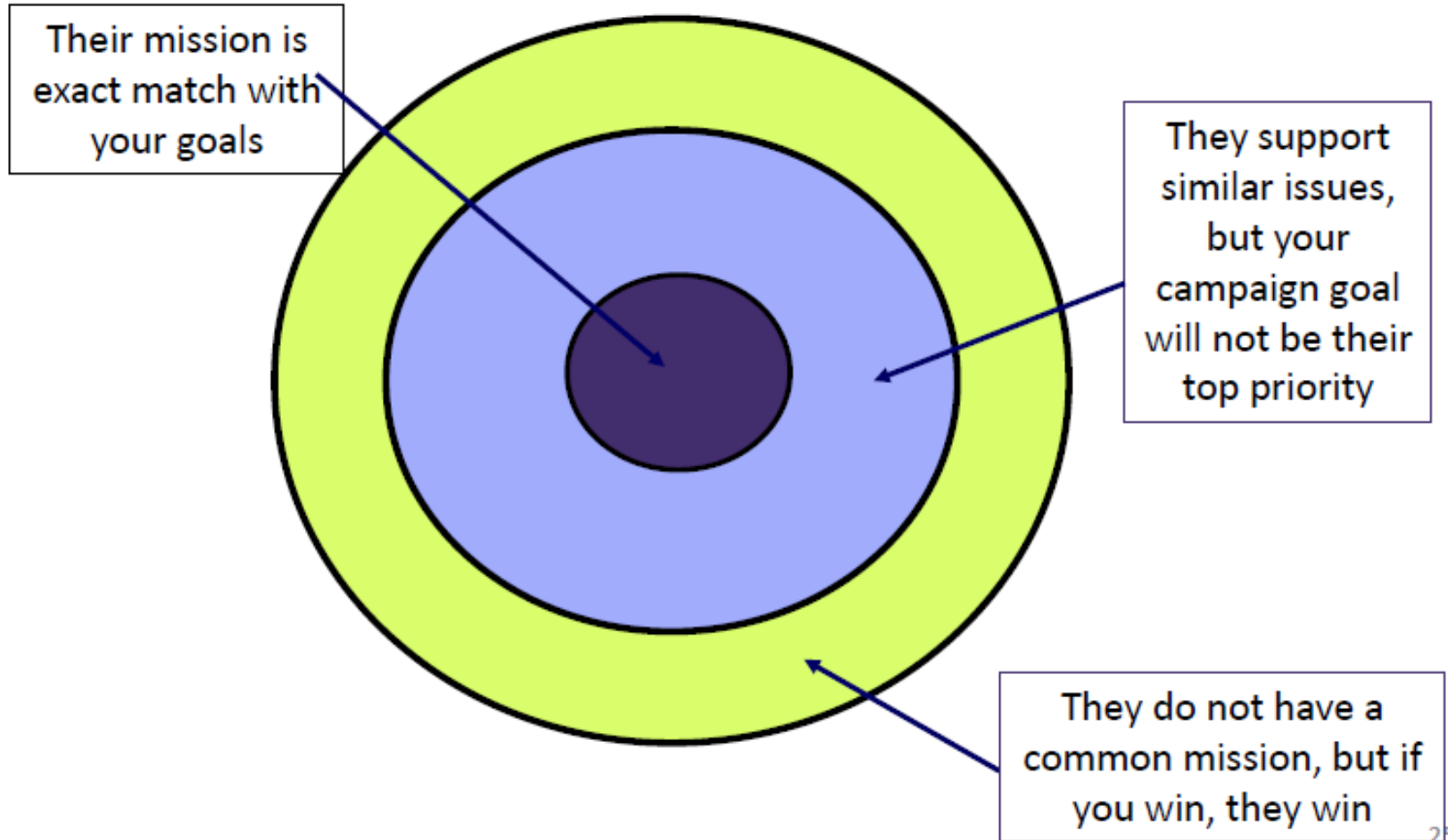


3. Coalition Building



How do you increase
stakeholder reach?

Identify and reach out to potential coalition members.




Invite decision-makers to events and meetings.



Follow the news.

re Search Images Maps Play YouTube News Gmail More ▾

Claire Webber 1 Share... 

Google Alerts

Search query:

Result type:

Everything ▾

How often:

Once a day ▾

How many:

Only the best results ▾

Deliver to:

cwclaweb@gmail.com ▾

CREATE ALERT

Manage your alerts

Monitor the Web for interesting new content

Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your queries.

Enter a search query you wish to monitor. You will see a preview of the type of results you'll receive. Some handy uses of Google Alerts include:

- monitoring a developing news story
- keeping current on a competitor or industry
- getting the latest on a celebrity or event
- keeping tabs on your favorite sports teams

Always get contact info.



4. Campaign Implementation



How do you broaden community engagement?

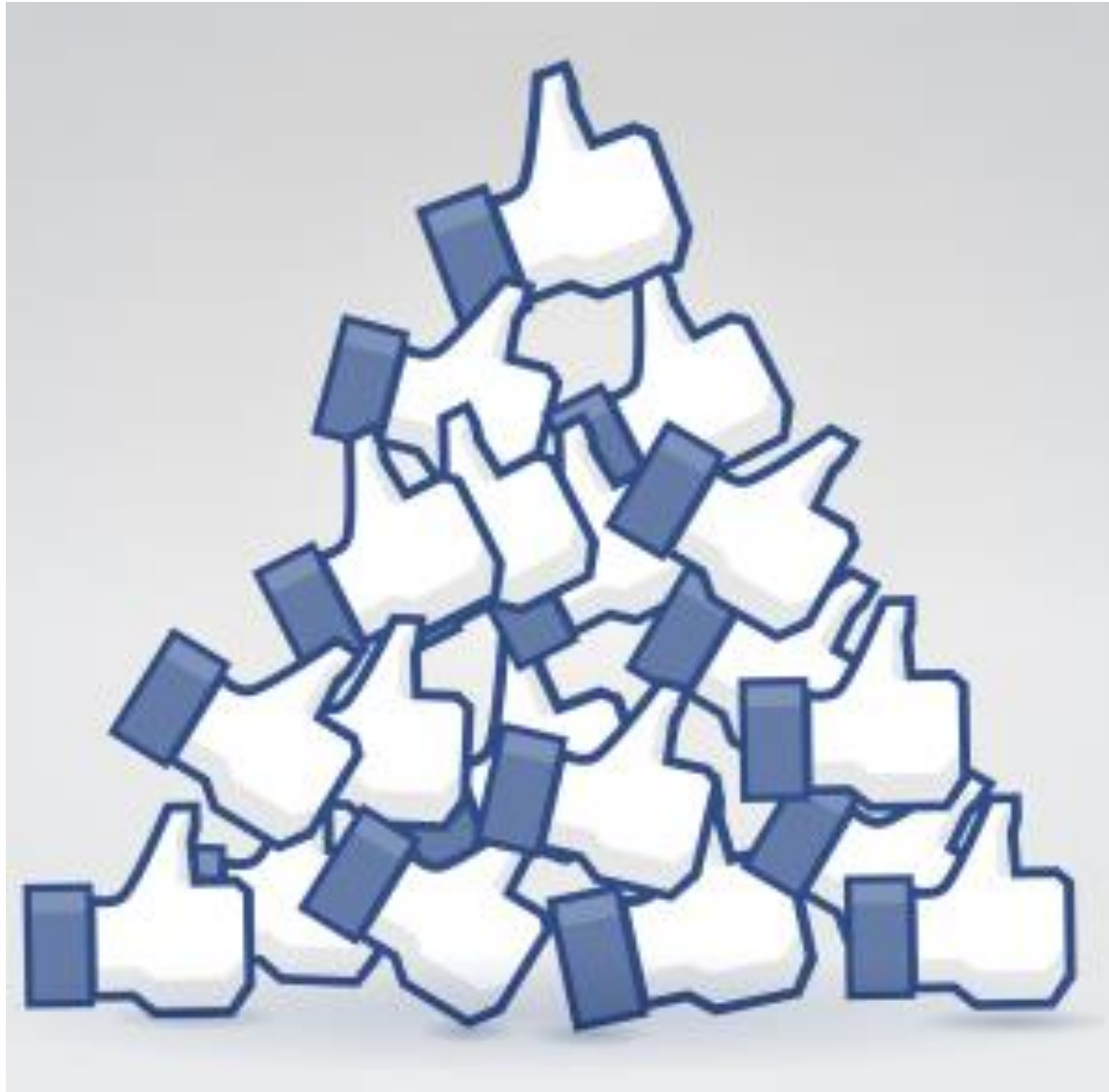
Leverage partnerships.



Inform and stay informed.



Expand online strategies and audience.



**Take stock of your media plan
and outreach efforts.**



5. Enforcement



Monitor and ask,
Who needs to know?

Maintain (and Build New) Relationships.



Share credit publicly.



Keep people engaged.



Educate the public about policy.



Monitor implementation and enforcement activities.



6. Evaluation



Was the campaign successful?

Evaluations should address and serve to answer the following questions:

- ✓ Does the policy content clearly communicate intent of the goals and how implementation should occur?
- ✓ Was the policy implemented as planned?
- ✓ Did the policy produce the intended outcomes?

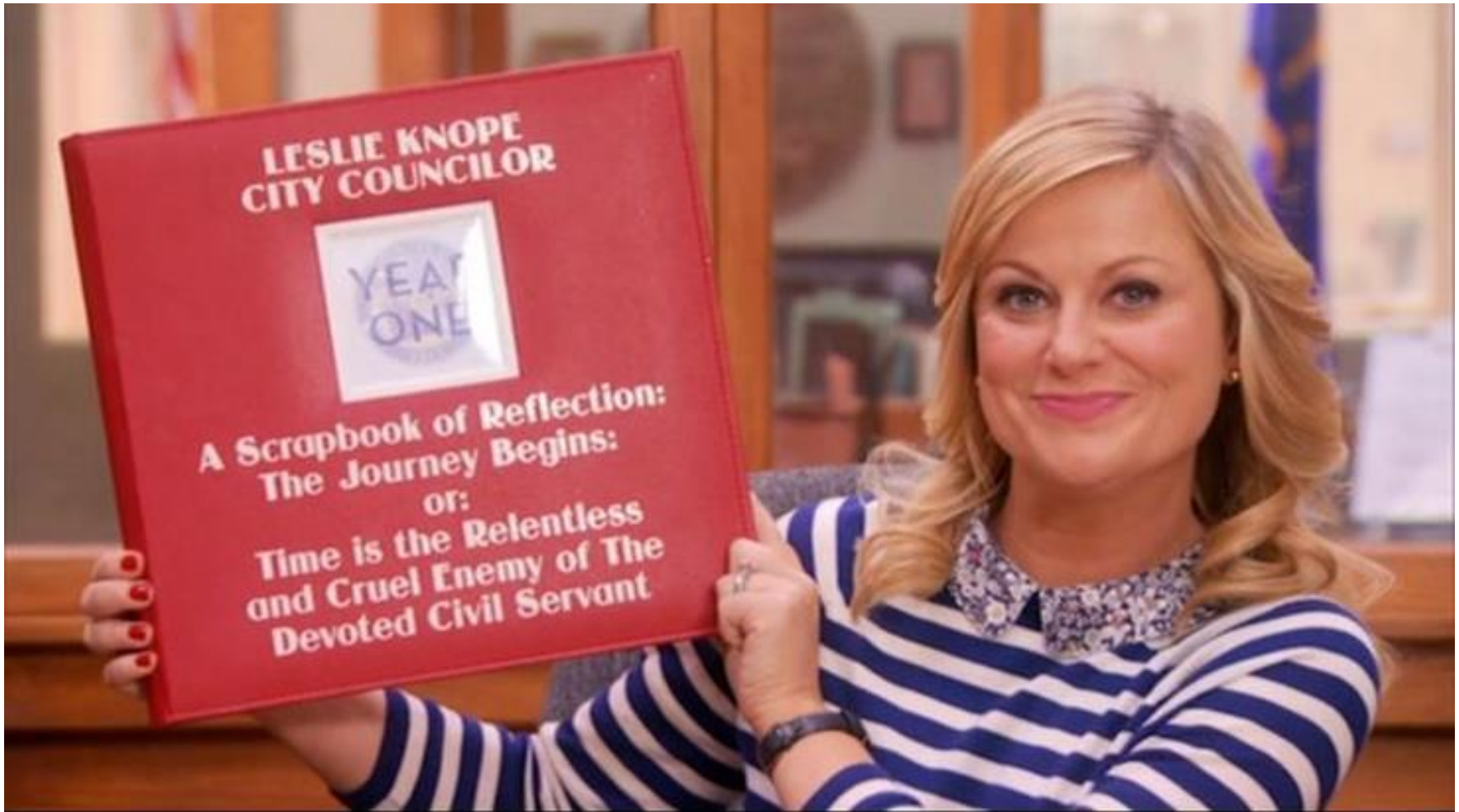
Track implementation.



Develop success stories.



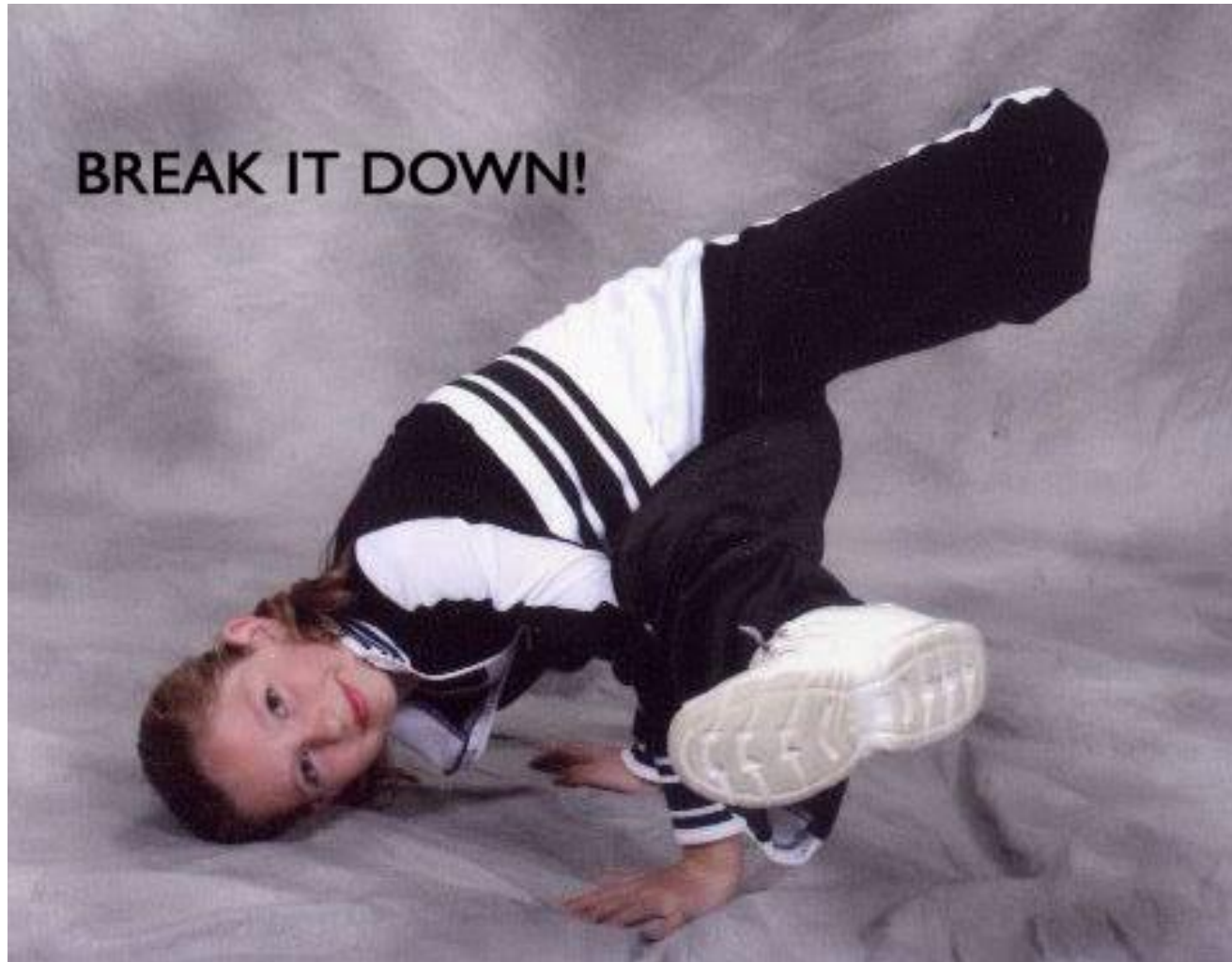
Archive earned media.



Track community meeting participant summaries and evaluation sheets.



Debrief.



Questions/comments?

Thank you!

TOBACCO
FREE RHODE
ISLAND

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