

WORKFORCE DEVELOPMENT AND THE TCN STRATEGIC MAP



Workforce Development

- ASTHO research has identified five different topic areas of public health workforce development:
 - 1) Systems and strategic thinking
 - 2) Develop vision for a healthy community
 - 3) Effective communication
 - 4) Budgeting and financial management
 - 5) Change management



Workforce Development

- This presentation will define each of these workforce development areas and demonstrate how they align with TCN's Strategic Map priorities
- The current TCN Strategic Map has guided the priorities of the TCN Executive Committee since the fall of 2016



Tobacco Control Network Strategic Map: 2016-2019

Mission: To improve the public's health by providing education and state-based expertise to tobacco prevention and control at the state, territory and national levels

Strengthen the Relevance and Sustainability of the Tobacco Control Movement

Updated & Approved
12/1/17

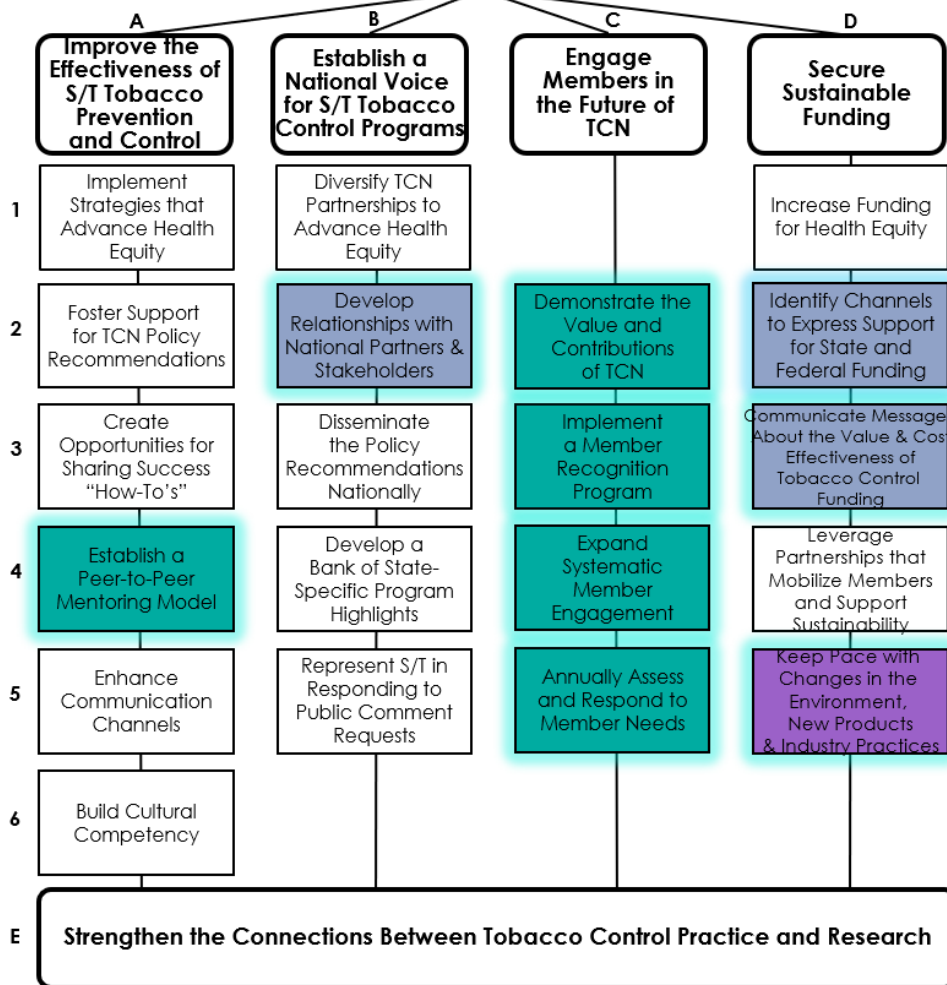
Year Two Tracks of Work:

Track 1:
Engage members in the future of TCN

Track 2:
Support tobacco funding with national partners

Track 3:
Keep pace with environmental changes

Overarching principle:
Incorporate health equity throughout the work of TCN



Systems and Strategic Thinking

- Includes skills associated with understanding, explaining, and assessing relationships between organizations in the interrelated system that influences population health
- Encompasses cross-cutting leadership, change management, and collaboration/community engagement



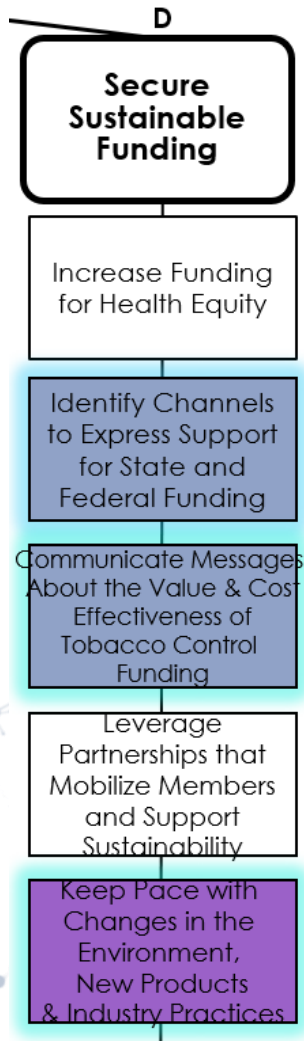
Systems and Strategic Thinking



The importance of providing leadership and maintaining diverse partnerships in informing systems-level strategies is very much recognized in the TCN Strategic Map.

Example: Tobacco control programs can work with tobacco retailers to encourage voluntary display of tobacco cessation messaging.

Systems and Strategic Thinking



Advocating for tobacco control funding and sustainability in collaboration with national partners ensures the viability of comprehensive tobacco control programs.

Example: TCN signed onto ASTHO's **22 by 22 campaign** to express public support for increased CDC funding.

Develop Vision for a Healthy Community

- Includes skills associated with working individually and with partners to engage community members in building and sustaining healthy communities



Develop Vision for a Healthy Community

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**Establish a
National Voice
for S/T Tobacco
Control Programs**

Diversify TCN
Partnerships to
Advance Health
Equity

Develop
Relationships with
National Partners &
Stakeholders

Disseminate
the Policy
Recommendations
Nationally

Develop a
Bank of State-
Specific Program
Highlights

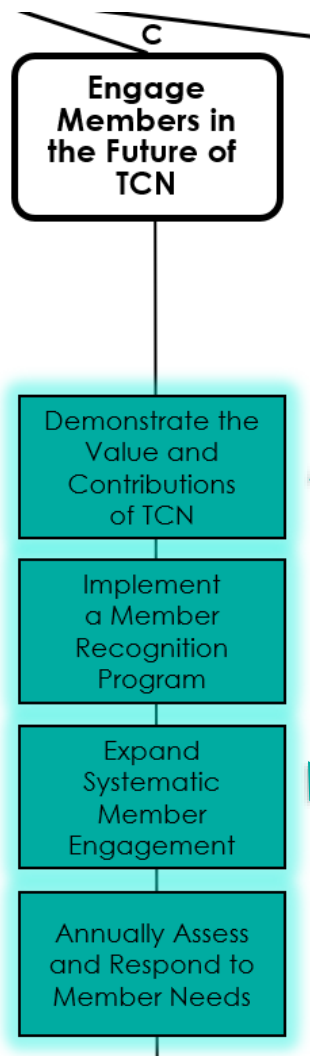
Represent S/T in
Responding to
Public Comment
Requests

Reaching diverse partners is recognized as key to the broad prioritization of tobacco control.

Example: Many state tobacco control programs support youth tobacco coalitions that engage in public advocacy and education in favor of tobacco-free policies.



Develop Vision for a Healthy Community



TCN directly supports tobacco control community stakeholders by inviting them to subscribe to the TCN mailing list and reference TCN resources.

Community level tobacco control stakeholders can reach out to tcn@astho.org to get subscribed to the TCN mailing list.

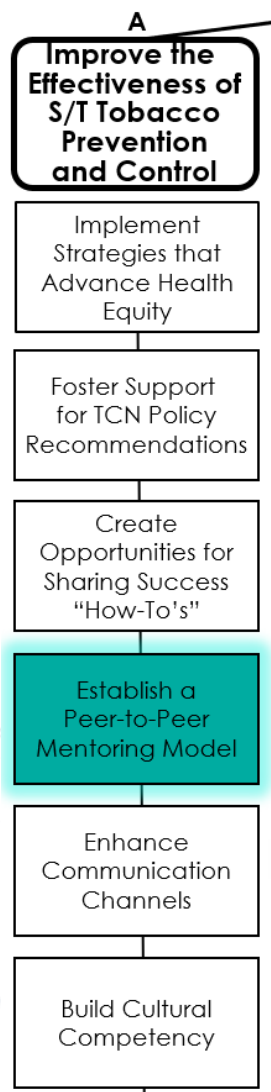


Effective Communication

- Includes skills associated with relating public health information in a way that allows audiences and populations to make sound health decisions



Effective Communication

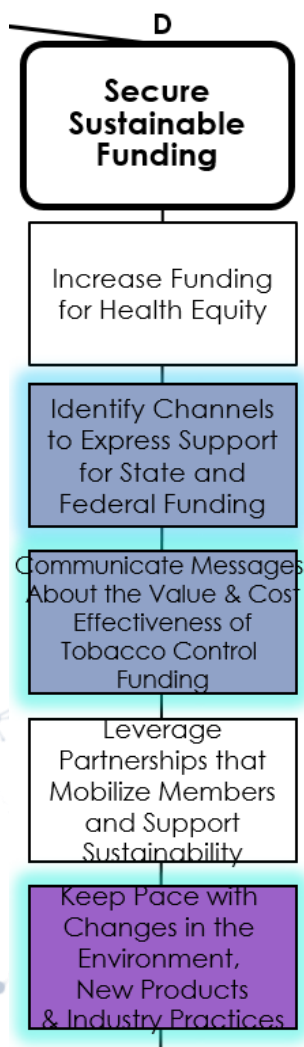


TCN provides avenues for tobacco control programs to communicate the importance and effectiveness of tobacco control.

Example: The twice-monthly **TCN News** contains research, news, and other updates tailored specifically for the TCN's state and territorial tobacco control audience.



Effective Communication



Securing funding and ensuring a sustainable tobacco control movement is predicated upon strong communication with different stakeholders.

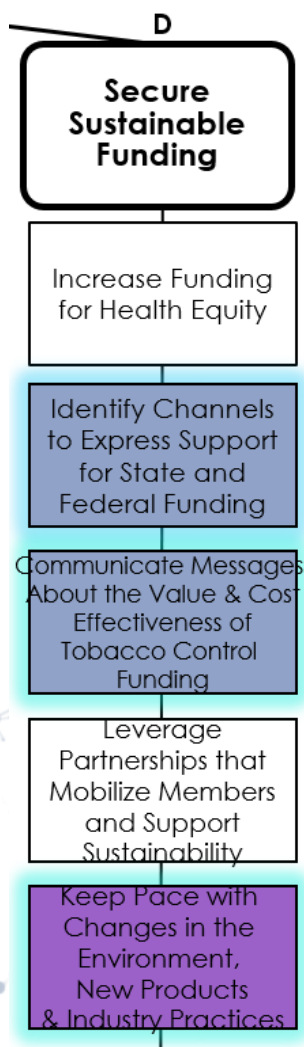
Example: TCN communicates directly with CDC funders to use tobacco control program funding in a cost-effective manner.

Budgeting and Financial Management

- Includes skills associated with creating, managing, and justifying sustainable funding models for programs and services
- Encompasses the use of financial analysis and resource management to inform sound decisionmaking



Budgeting and Financial Management



Strong tobacco control program funding is a key TCN priority that empowers state and territorial tobacco control programs to implement effective, evidence-based tobacco control interventions.

Example: The TCN [state success story template](#) and [user guide](#) help health agencies communicate with legislators about the importance of tobacco control funding.

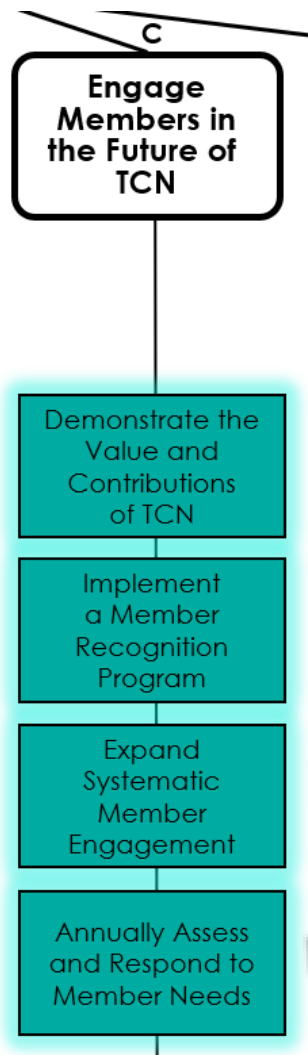


Change Management

- Includes skills associated with anticipating and managing internal and external changes to the public health agency, or the environment in which the health agency operates



Change Management

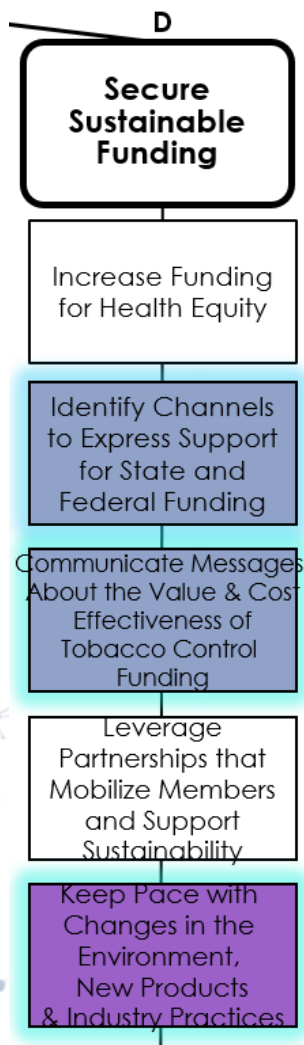


By improving member engagement and surveying program managers annually, TCN tracks the emerging needs of state and territorial tobacco control.

Examples: The [TCN Policy Recommendations](#) and the interactive [TCN Policy Map](#) were both developed in response to the needs of TCN members.



Change Management



Staying apprised of new products and industry tactics is a key TCN priority that keeps health agencies well-prepared to face new challenges.

Examples: TCN's three-part workforce development virtual series and the TCN Help Your Peers feature keep members informed of new products and industry methods.



For More Information

- See the [TCN Strategic Map](#) on the TCN website's [About Us](#) tab
- Visit ASTHO's [public health workforce development](#) website
- Visit the TCN [Resources tab](#) for TCN's three-part workforce development series on tobacco industry tactics

