The Tobacco Control Network
Strategic Map 2019 - 2022

**Strengthen Tobacco Control & Prevention Leadership Expertise & Capacity**

**A**
- Distinguish TCN’s Leadership Role

**B**
- Increase Membership Engagement

**C**
- Strengthen Program Capacity to Accelerate Policy Impact

**D**
- Ensure Funding & Infrastructure Sustainability

**E**
Promote & Advance Health Equity

**F**
Keep Pace with Changes in the Tobacco Control & Prevention Landscape

1. Recognize & Celebrate Leadership & Contribution
2. Amplify Unique Role in Policy Recommendation & Application
3. Position TCN Leadership in Crucial Policy Discussions
4. Ensure Brand Stewardship
5. Improve Technological Collaboration Capabilities
6. Strengthen Executive Leadership Capabilities

Diversify & Expand Funding
- Establish Infrastructure-Focused Partnerships with National Organizations
- Utilize Case Studies to Increase Understanding of Adverse Funding Actions

- Update Policy Recommendations
- Expand Strategic Alignment with National Partners
- Enhance Curation & Promotion of Tools & Resources
- Facilitate Regular Peer-to-Peer Learning

- Refine Membership Criteria
- Enhance Systematic & Consistent Outreach to Membership
- Promote Membership Through National Partnerships
- Implement a Formal Mentoring Program
- Strengthen Executive Leadership Capabilities

2019-2020 Tracks of Work
- Policy Impact
- Member Engagement
- Align National Partnerships

**Final Map Implemented 9/17/19**