

# TCN 2019-2022 Strategic Map



# Purposes of TCN's Strategic Map

- Publicly communicate TCN's unique mission and strategic objectives
- Aid the TCN Executive Committee in establishing key priorities in a manner consistent with the Network's overall vision



# 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

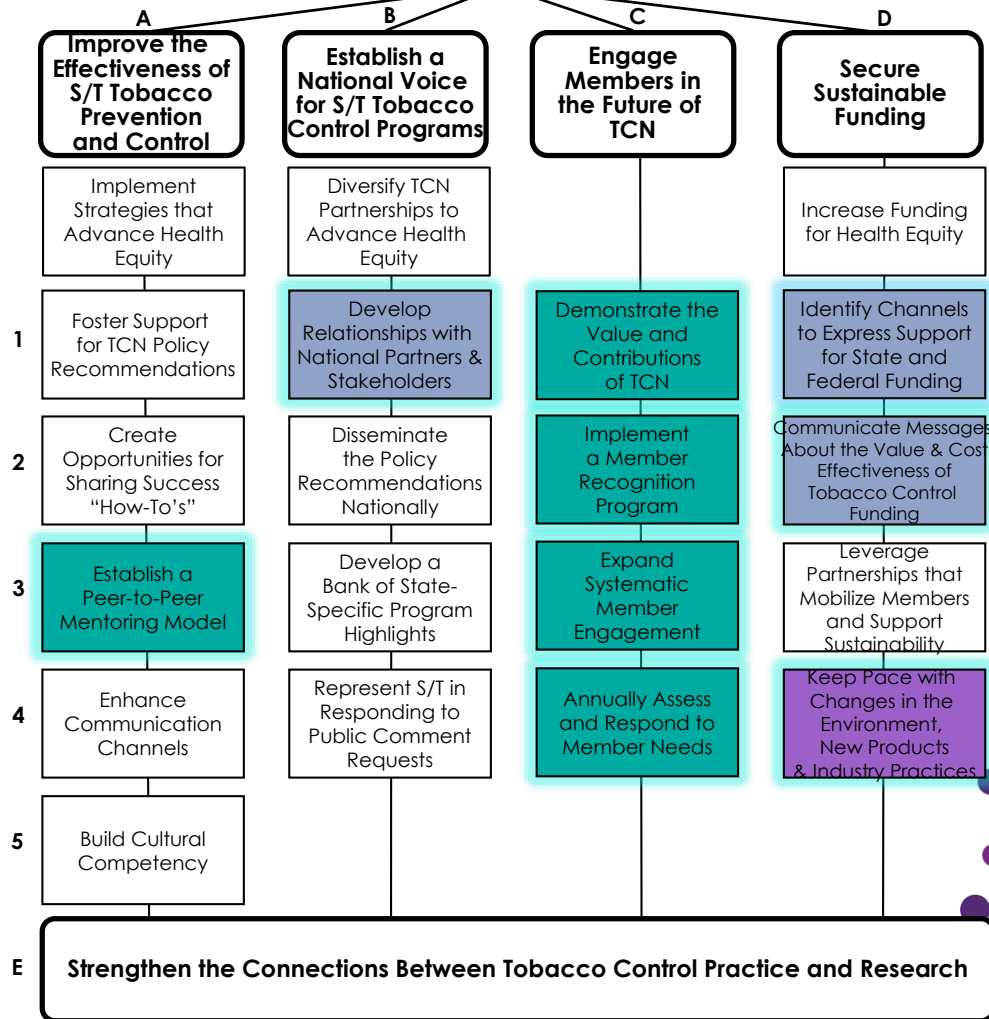
## Year Two Tracks of Work:

**Track 1:**  
Engage members in the future of TCN

**Track 2:**  
Support tobacco funding with national partners

**Track 3:**  
Keep pace with environmental changes

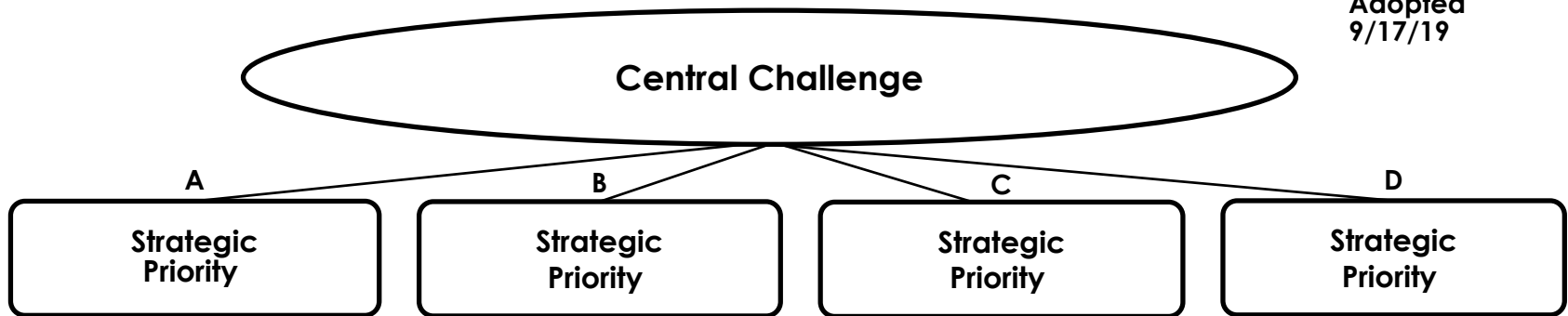
**Overarching principle:**  
Incorporate health equity throughout the work of TCN



**Central Challenge**

# The Tobacco Control Network Strategic Map 2019 - 2022

Adopted  
9/17/19

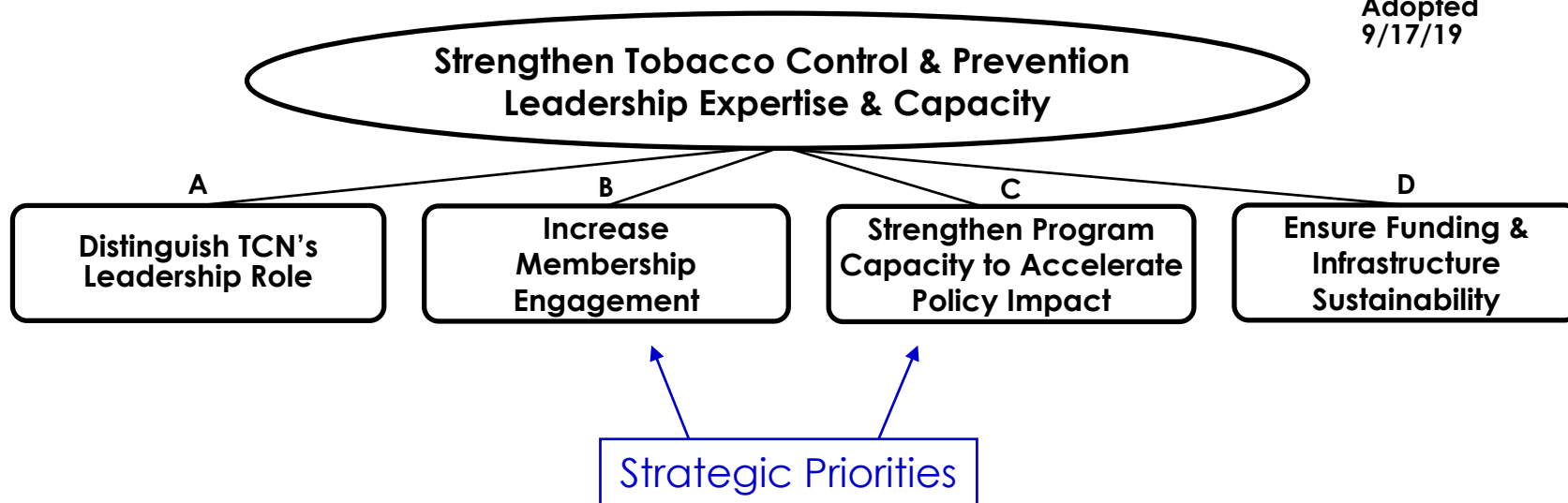


**Strengthen Tobacco Control & Prevention  
Leadership Expertise & Capacity**

Central  
Challenge

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Adopted  
9/17/19



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**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**

**Cross-cutting  
Strategic Priorities**





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

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

**Strategic  
Objectives**

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## Strengthen Tobacco Control & Prevention Leadership Expertise & Capacity

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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



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## Strengthen Tobacco Control & Prevention Leadership Expertise & Capacity

A

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**Ensure Funding &  
Infrastructure  
Sustainability**

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**Promote & Advance Health Equity**

F

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

1

Recognize & Celebrate  
Leadership & Contribution

Refine  
Membership Criteria

2

Amplify Unique Role in  
Policy Recommendation  
& Application

Enhance Systematic &  
Consistent Outreach  
to Membership

3

Position TCN  
Leadership in Crucial  
Policy Discussions

Promote Membership  
Through National  
Partnerships

4

Ensure Brand  
Stewardship

Implement a Formal  
Mentoring Program

5

Improve Technological  
Collaboration  
Capabilities

6

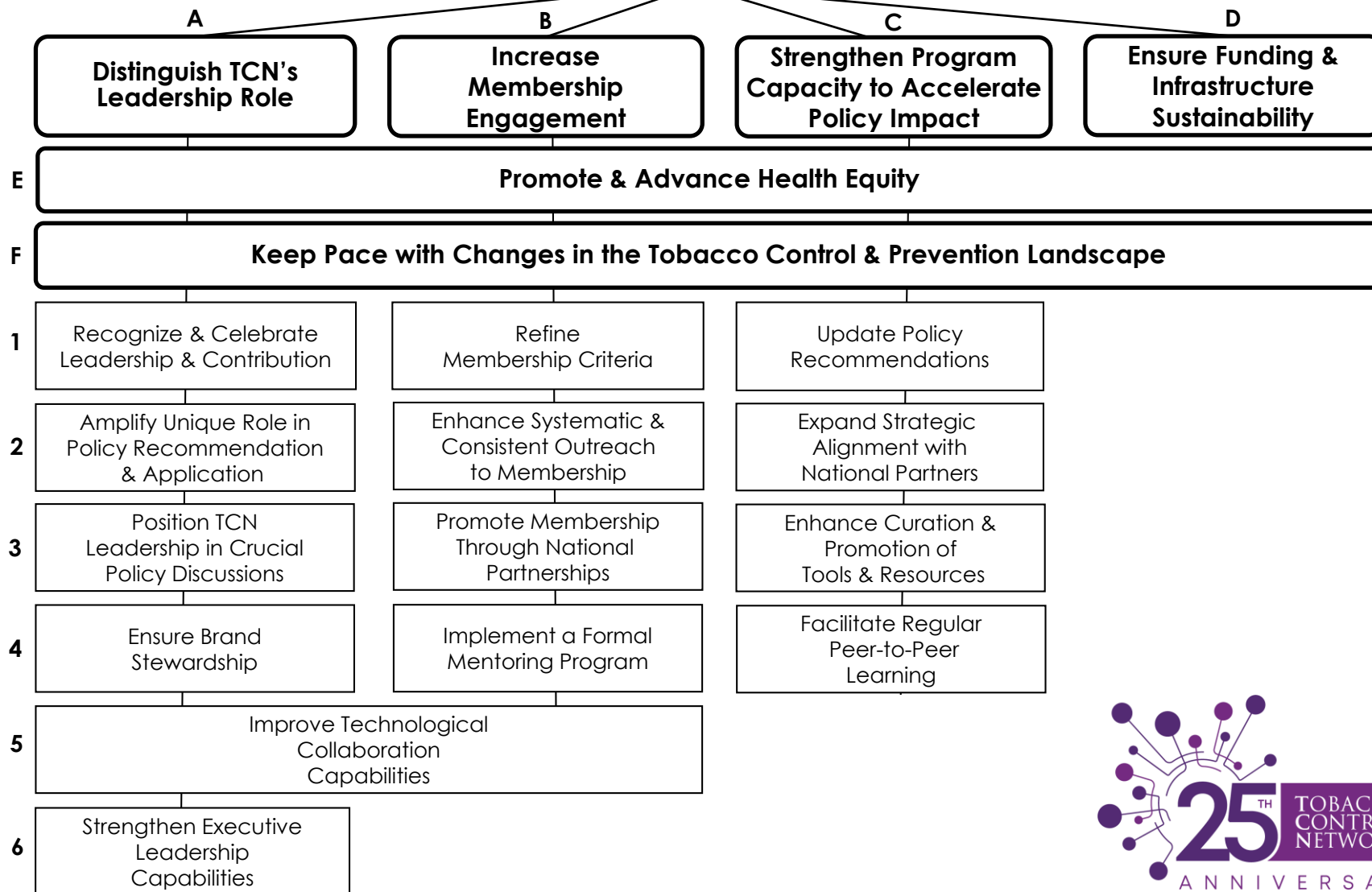
Strengthen Executive  
Leadership  
Capabilities



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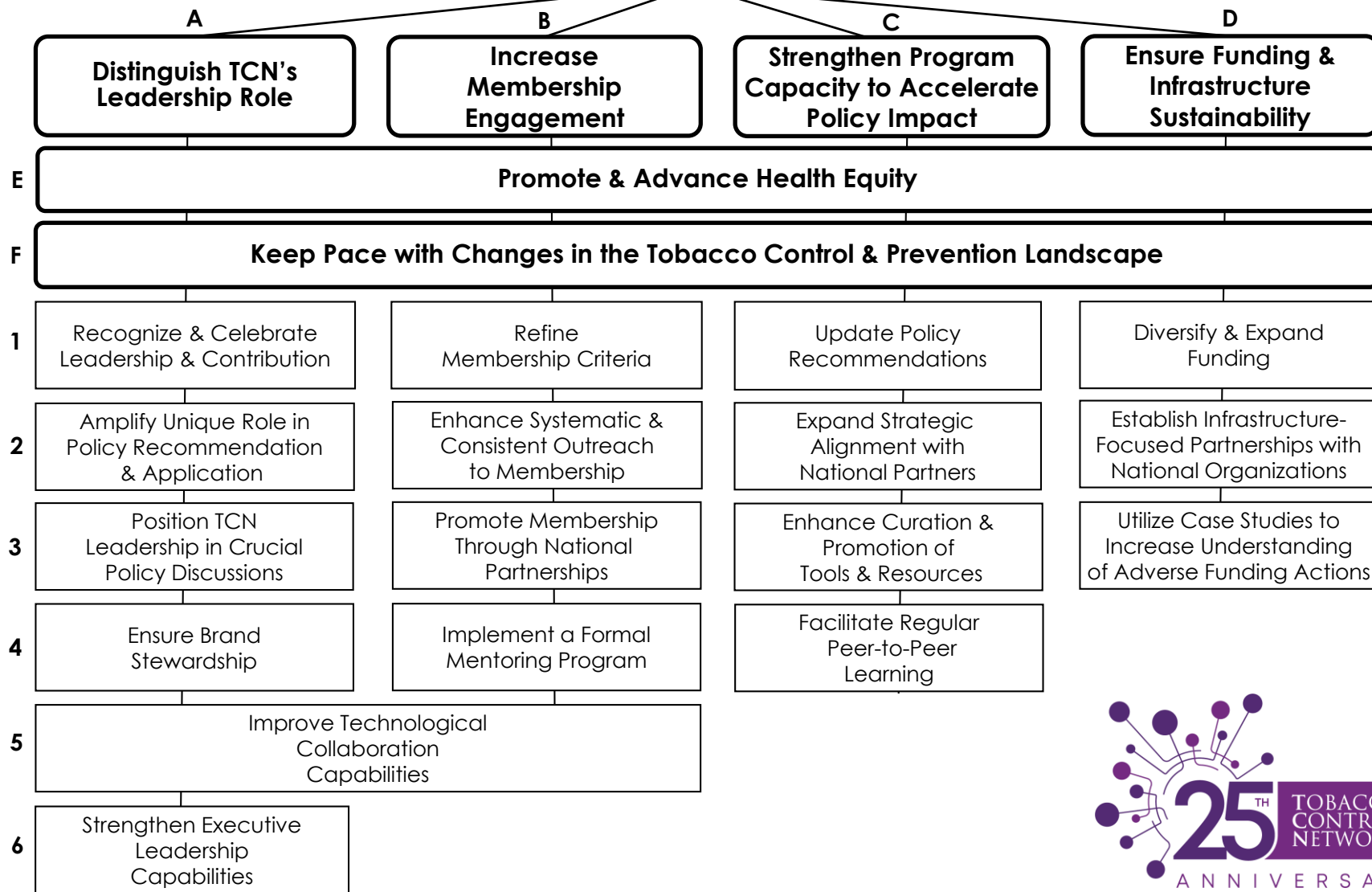
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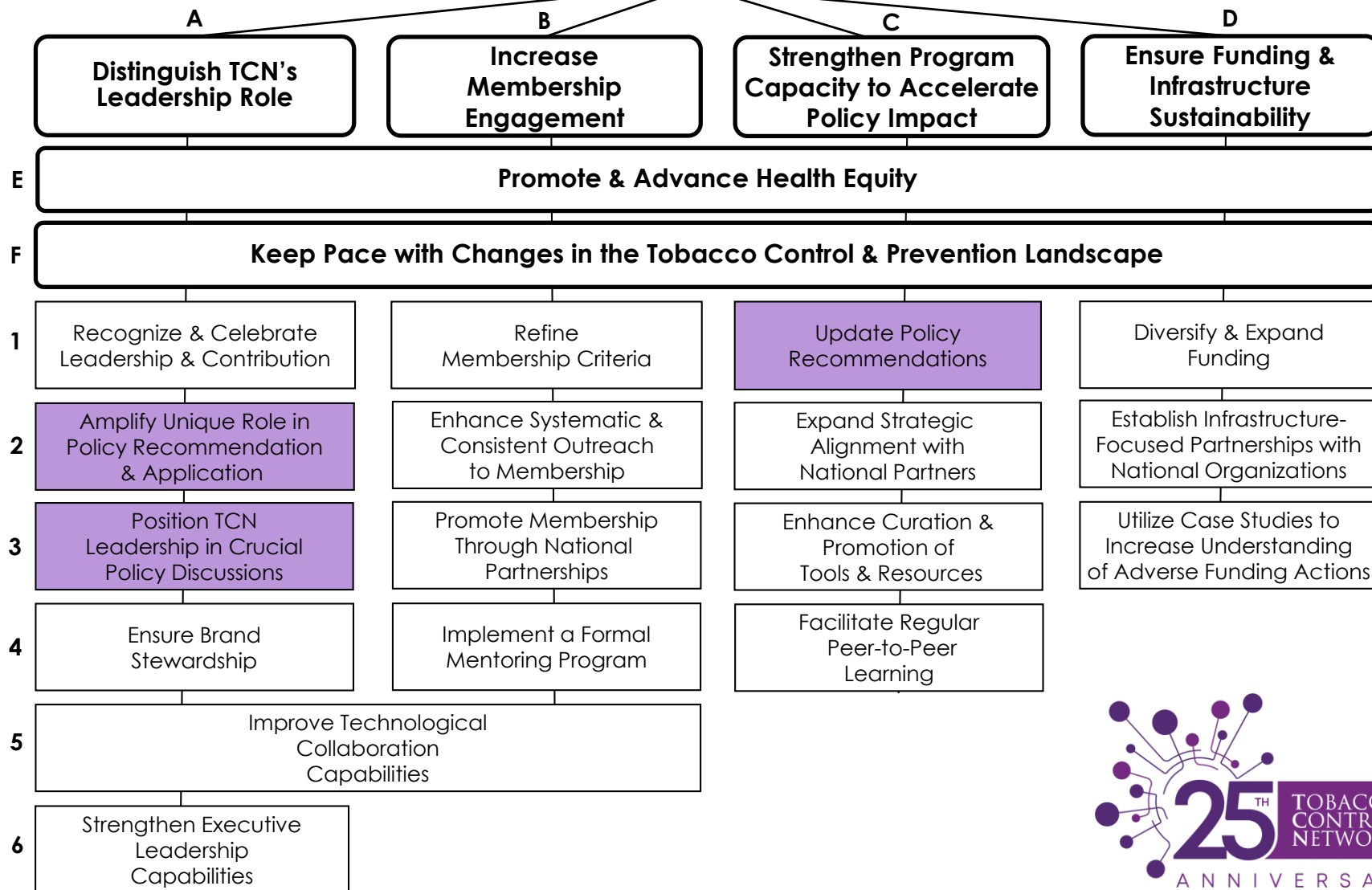
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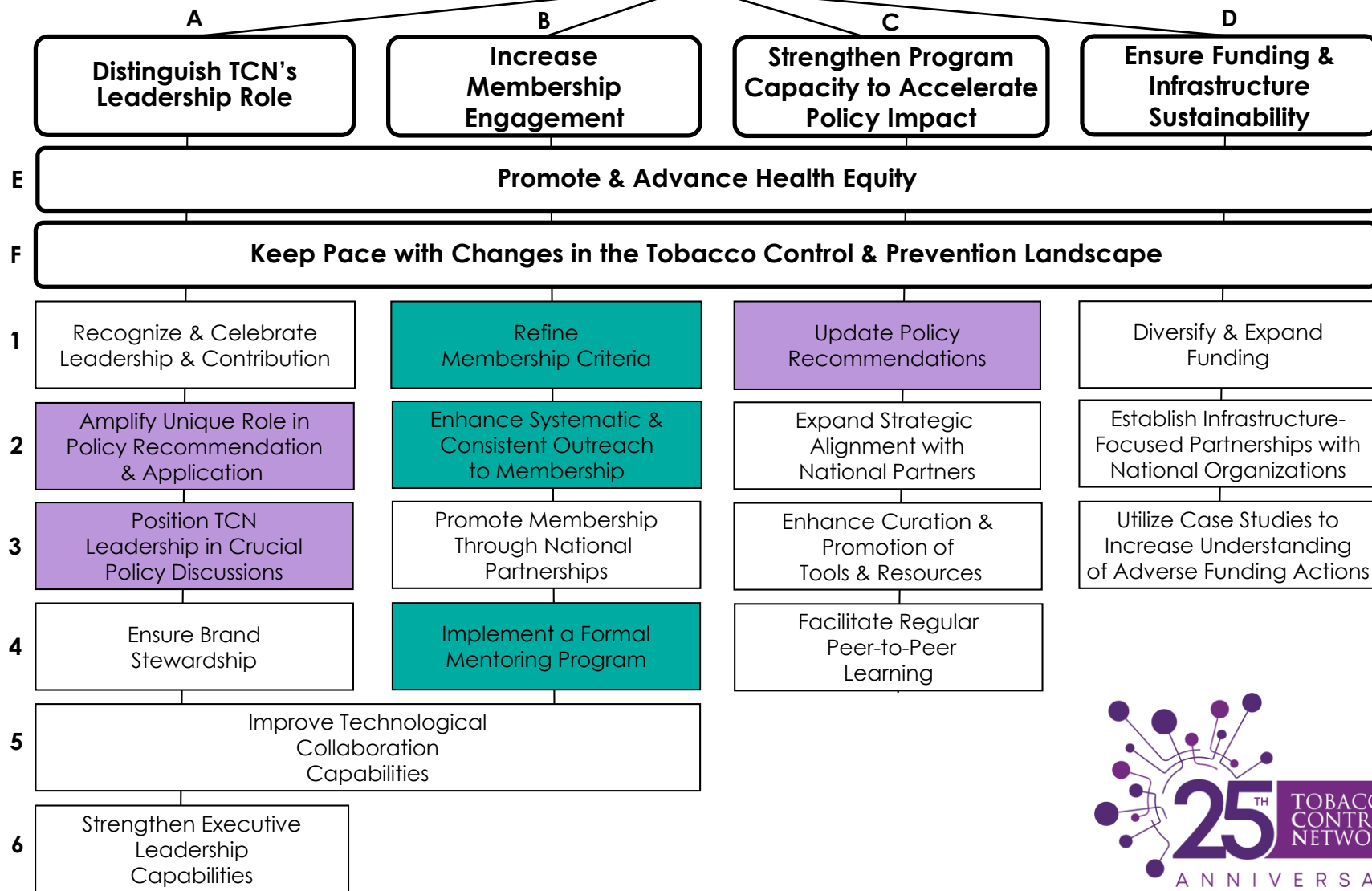
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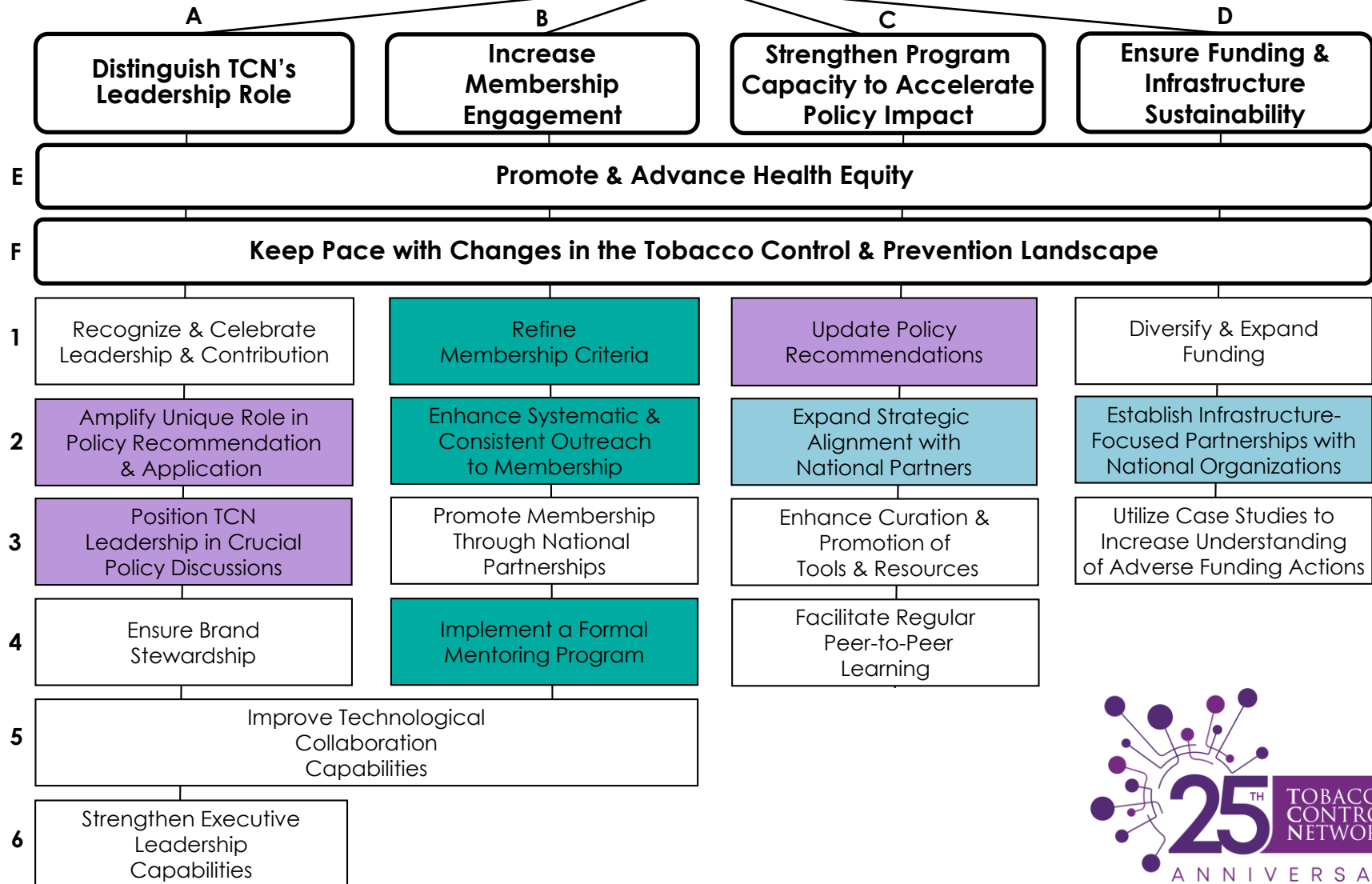
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## Strengthen Tobacco Control & Prevention Leadership Expertise & Capacity





# What We've Done

- Presented this map during the Sept. 12 OSH NTCP TA webinar
- Invited feedback from TCN members
- Voted to finalize the map as an Executive Committee



# Long Term Next Steps

- Reference the map in establishing priorities of the 2019-2020 Executive Committee
- Consider establishing new tracks of work for future Executive Committee terms

