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

A. Improve the Effectiveness of S/T Tobacco Prevention and Control
   - Implement Strategies that Advance Health Equity
   - Foster Support for TCN Policy Recommendations

B. Establish a National Voice for S/T Tobacco Control Programs
   - Develop Relationships with National Partners & Stakeholders
   - Establish a Peer-to-Peer Mentoring Model

C. Engage Members in the Future of TCN
   - Demonstrate the Value and Contributions of TCN
   - Represent S/T in Responding to Public Comment Requests

D. Secure Sustainable Funding
   - Increase Funding for Health Equity
   - Identify Channels to Express Support for State and Federal Funding

Year Two Tracks of Work:

Track 1: Engage members in the future of TCN

1. Foster Support for TCN Policy Recommendations

Track 2: Support tobacco funding with national partners

2. Create Opportunities for Sharing Success “How-To’s”

Track 3: Keep pace with environmental changes

3. Develop Relationships with National Partners & Stakeholders

4. Disseminate the Policy Recommendations Nationally

5. Enhance Communication Channels

Overarching principle: Incorporate health equity throughout the work of TCN

E. Strengthen the Connections Between Tobacco Control Practice and Research

Updated & Approved 12/1/17
Central Challenge
The Tobacco Control Network
Strategic Map 2019 - 2022

Central Challenge

A
Strategic Priority

B
Strategic Priority

C
Strategic Priority

D
Strategic Priority

Adopted
9/17/19
The Tobacco Control Network
Strategic Map 2019 - 2022

Strengthen Tobacco Control & Prevention Leadership Expertise & Capacity

Central Challenge

Adopted 9/17/19
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

Strategic Priorities

Adopted 9/17/19
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

Cross-cutting Strategic Priorities

Adopted 9/17/19
The Tobacco Control Network
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Strategic Objectives

Adopted 9/17/19
The Tobacco Control Network
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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

Adopted 9/17/19
The Tobacco Control Network
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Refine Membership Criteria
Enhance Systematic & Consistent Outreach to Membership
Promote Membership Through National Partnerships
Implement a Formal Mentoring Program
Update Policy Recommendations
Expand Strategic Alignment with National Partners
Enhance Curation & Promotion of Tools & Resources
Facilitate Regular Peer-to-Peer Learning

Adopted 9/17/19
The Tobacco Control Network
Strategic Map 2019 - 2022

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Keep Pace with Changes in the Tobacco Control & Prevention Landscape

- Recognize & Celebrate Leadership & Contribution
- Refine Membership Criteria
- Update Policy Recommendations
- Diversify & Expand Funding

- Amplify Unique Role in Policy Recommendation & Application
- Enhance Systematic & Consistent Outreach to Membership
- Expand Strategic Alignment with National Partners
- Establish Infrastructure-Focused Partnerships with National Organizations

- Ensure Brand Stewardship
- Position TCN Leadership in Crucial Policy Discussions
- Promote Membership Through National Partnerships
- Utilize Case Studies to Increase Understanding of Adverse Funding Actions

- Improve Technological Collaboration Capabilities
- Strengthen Executive Leadership Capabilities
- Improve Technological Collaboration Capabilities
- Strengthen Executive Leadership Capabilities

Adopted 9/17/19

The Tobacco Control Network 25th Anniversary
The Tobacco Control Network
Strategic Map 2019 - 2022

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The Tobacco Control Network 25th Anniversary
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