

Introducing the 2019-2022 TCN Strategic Map

The **2019-2022 TCN Strategic Map** serves two main purposes. First, it allows TCN to publicly communicate the Network's unique mission and strategic objectives, allowing for better understanding of the value that TCN adds to state and territorial tobacco control programs. Second, having a strategic map aids the TCN Executive Committee in establishing key priorities in a manner consistent with the Network's overall long-term vision. This brief discusses three key elements of the Strategic Map and how they reflect the priorities of TCN in its support of state and territorial tobacco control programs for the next three years.

Strategic Priorities

The TCN Strategic Map includes four strategic priorities: Distinguish TCN's Leadership Role," "Increase Membership Engagement," "Strengthen Program Capacity to Accelerate Policy Impact," and "Ensure Funding & Infrastructure Sustainability." Broadly speaking, these strategic priorities describe how TCN will achieve its central challenge of strengthening tobacco control and prevention leadership expertise and capacity during the next three years. The individual strategic objectives underneath each strategic priority spell out more specifically what needs to be accomplished to achieve each strategic priority.

Cross-Cutting Priorities

For the first time, the current TCN Strategic Map includes two cross-cutting priorities, "Promote & Advance Health Equity" and "Keep Pace with Changes in the Tobacco Control & Prevention Landscape." These appear above the individual strategic objectives to represent that these priorities provide the lens through which all work on the strategic plan will be defined. No plan to implement other strategic objectives will be considered complete unless it includes emphasis on these cross-cutting priorities, thus making these objectives essential to addressing the central challenge identified at the top of the strategic map.

Tracks of Work

The TCN Executive Committee identified three key areas of emphasis for the first twelve months of the strategic map's implementation. These areas, called tracks of work because the prioritized objectives have been grouped together in terms of the work required to complete them, are "Policy Impact," "Member Engagement," and "Align National Partnerships." The strategic objectives captured by these three tracks of work will receive special focus from the Executive Committee during its 2019-2020 term. Future Executive Committee slates may, at their discretion, establish new tracks of work as the Network's priorities and challenges evolve.

The 2019-2022 TCN Strategic Map is available on the About Us tab of the TCN website. Any questions or offers to volunteer to address these strategic priorities can be sent to tcn@astho.org.