

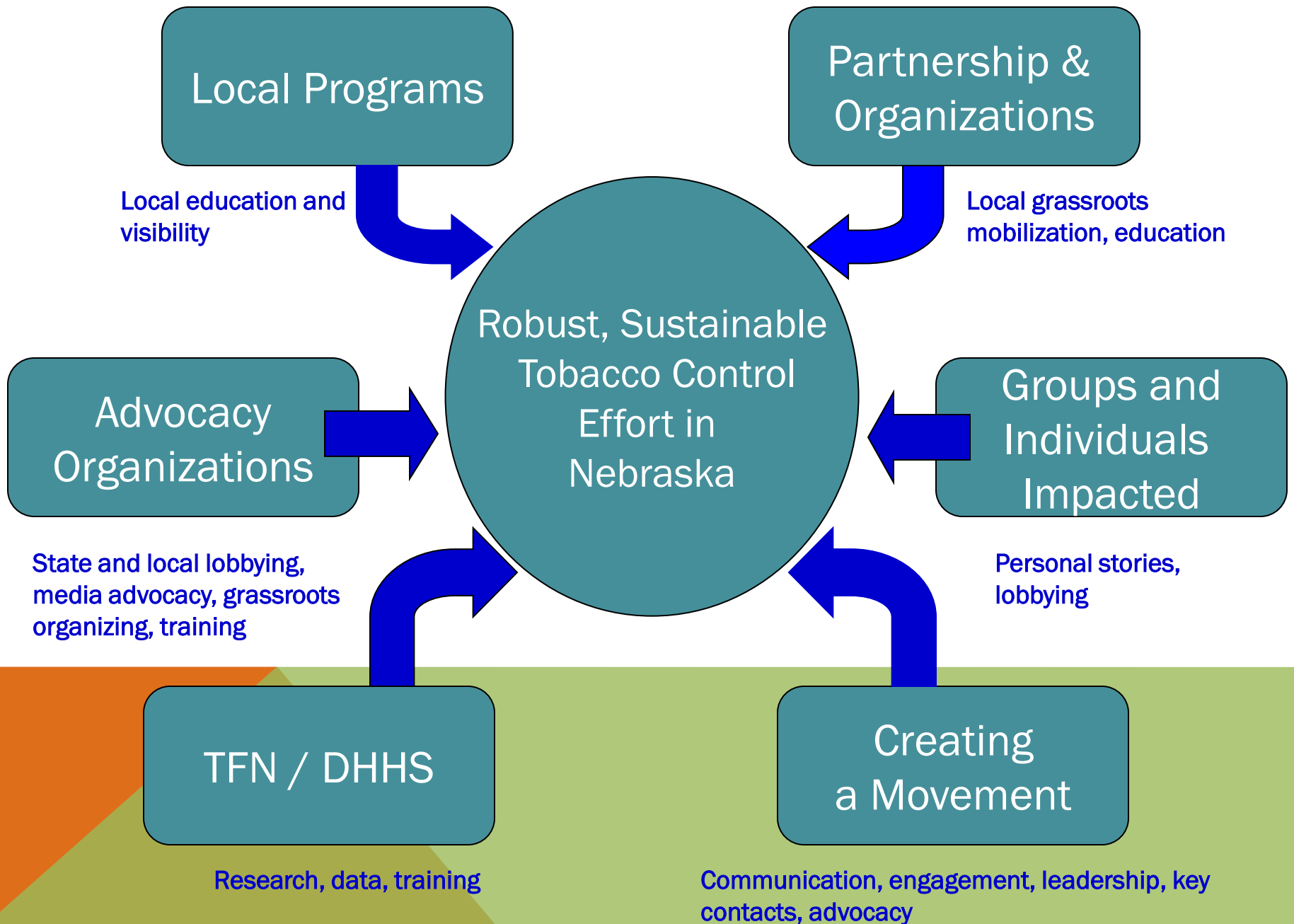
# **PARTNERING TO SUSTAIN NEBRASKA'S TOBACCO CONTROL PROGRAM**

CINDY JEFFREY

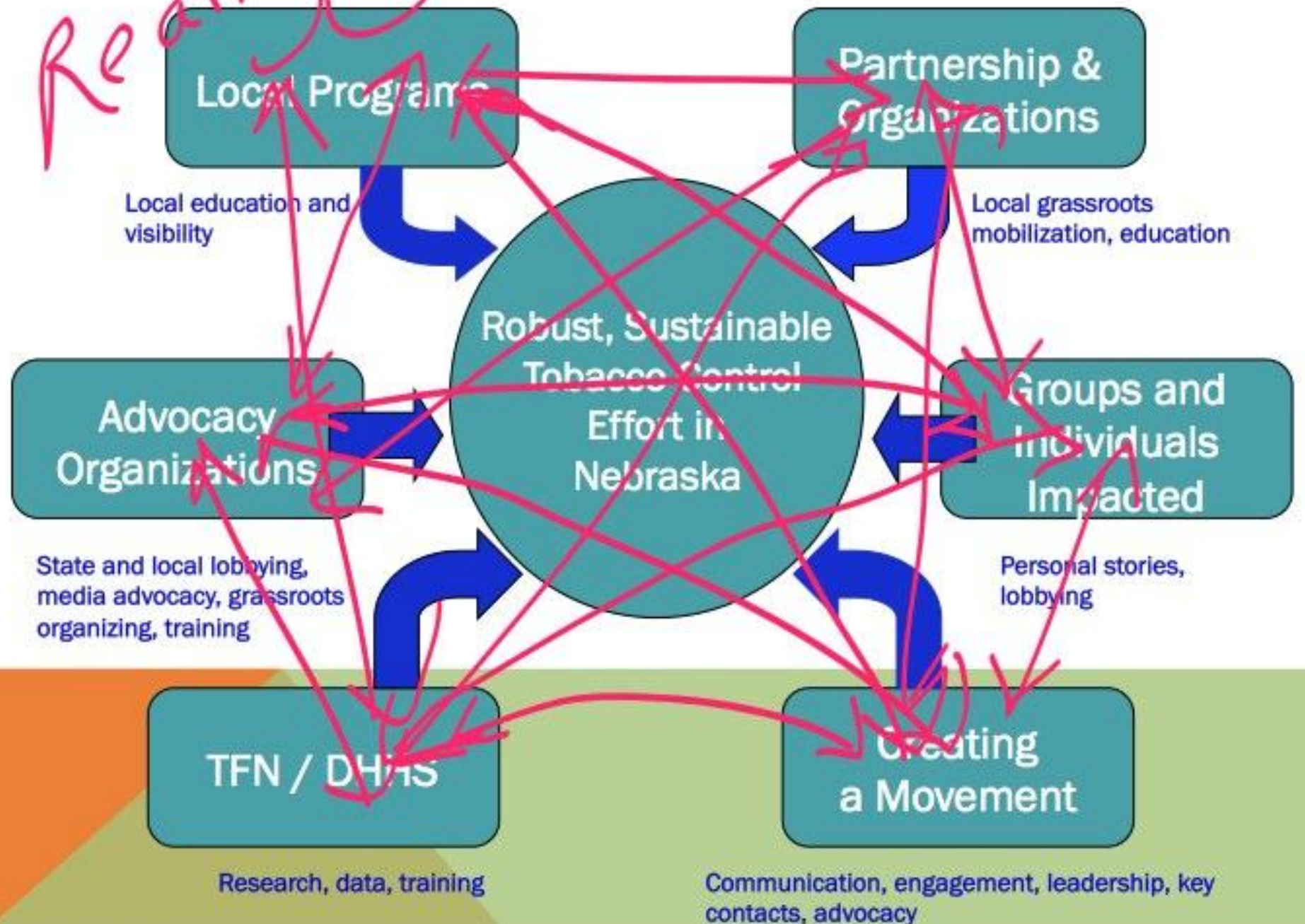
HEALTH EDUCATION INC.

JEFF SOUKUP

TOBACCO FREE NEBRASKA



*Reality*



# HEALTH DEPARTMENT ROLE

## Data Dissemination

- Data and Trends, News Releases

Requiring Grantees to Submit a Plan for Engagement in Communication Activities

Maintaining Open Lines of Communication with Tobacco Control Community



# GRANTEE / CONTRACTOR ROLE

Engaging the Media

Mobilizing Community Champions and Local Spokespeople

Communicating with Legislators

- Meetings and materials

Partnering with Advocates



# ADVOCATES' ROLE

Collaboratively Developing and Disseminating Key Messages

Taking the Lead in Analyzing the Policy Environment

Legislative Ask: Direct and Grassroots Lobbying

Maintaining Open Lines of Communication with Tobacco Control Community



# EXAMPLES

RFP Requirements for Grantees to Communicate About Their Efforts

Story Collection Requirement

Creating a Movement

Webinar Series

Ongoing Communication



# Paving the Way for a Healthier Nebraska: Reducing Tobacco Use in Nebraska 101 A Webinar Series



Each year, 2,200 Nebraska kids become daily smokers. Coincidentally, 2,200 is also the number of lives claimed by smoking-related diseases in Nebraska each year.

What's the true toll of tobacco on Nebraska? What's being done, and what *can* be done to reduce that toll?

You're invited to a webinar series that will explore the answers to these questions, and to join the effort for a healthier Nebraska.

## Who should attend?

Nebraskans elected and appointed to serve as decision makers: professionals seeking to reduce tobacco use in

# FIVE CONVERSATIONS LEGISLATORS WANT TO HAVE

Real-life stories  
that personalize  
the issue

*Not lobbying*

Your visibility and  
momentum as a  
group

*Not lobbying*

General local  
statistics

*Not lobbying*

How state &  
fed money is  
being spent in  
the district

*Not lobbying*

What specific  
legislative  
action would  
make you  
happy

*Lobbying!!*

NEBRASKA  
LEGISLATURE

**Runs on a two-year cycle**

**Alternates between 60-day  
and 90-day sessions**

**One house legislature**

CAM CALENDAR

**September through June**  
Regular conference calls

**Fall**  
In person retreat

**Fall**  
Local “report” events

**Quarterly**  
Short “tag-on” meetings

**November through March**  
Webinar trainings

**January through June**  
Advocacy day and advocacy  
activities

# LESSONS LEARNED

Commitment to Collaboration is Essential

Communication is Key

Relationships Take Ongoing Maintenance

Advocacy and Program Both Are Stronger With Collaboration



# QUESTIONS?

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