

Tobacco Control Network (TCN) Strategic Map: 2013-2016

Mission

To improve the public's health by providing education and state-based expertise for tobacco prevention and control at the state/territory and national levels

Desired Outcome

Funded, robust tobacco prevention and control programs exist in every state, territory and CDC/OSH-funded tribe in order to increase evidence-based tobacco prevention and control policies, programs and media that contribute to: 1) reducing the uptake and use of tobacco products; and 2) achieving health equity.

Strategic Priority #1

Sustain Population-Based Tobacco Prevention and Control in States, Territories, and CDC/OSH-Funded Tribes

Define the elements and characteristics of a sustainable tobacco prevention and control program.

Make the use of effective sustainability messages a priority within tobacco prevention and control programs.

Plan for sustainability.

Develop and deliver training that focuses on the core competencies of tobacco prevention and control.

Strategic Priority #2
Enhance TCN Membership

Provide rapid response to new, emerging issues and information.

Implement the new communication plan to describe TCN's niche.

Enhance membership involvement.

Enhance state staff program management training.

Expand and enhance the TCN peer-to-peer support provided to states, territories and CDC/OSH-funded tribes.

Strategic Priority #3

Foster Advancement of the TCN Policy Platform

Integrate the TCN Policy Platform into the policy agendas of state and national organizations to promote collective action that supports widespread adoption and implementation of core strategies and advances work on promising practice policy strategies.

Identify the readiness for change and the stage of policy change programs are in related to the TCN Policy Platform and use this to inform the development of technical assistance and support to states, territories, and CDC/OSH funded tribes.

Support implementation of the TCN policy platform among federal programs and national organizations that impact state tobacco prevention and control programs.

Strategic Priority #4

Enhance Communication and Foster Alignment with External Partners

Provide advice to federal agencies on how to enhance work with the states.

Identify mechanisms to engage and work with the National Networks.

Solicit support for/alignment on sustainability strategy with the Funders' Alliance for state-based tobacco prevention and control programs and national partners.

Strengthen national partnerships by ensuring TCN serves as a liaison regarding issues of concern to states, territories, and CDC-funded tribes.

Encourage states to keep evidence-based tobacco use prevention, cessation, and control on the forefront for funding.

Cross-Cutting Priorities

Achieve Health Equity • Enhance Training and Educational Opportunities