



The Tobacco Control Resource Center for Wisconsin (TCRCW) has been in existence since 2001. The TCRCW consists of a physical resource center housed with the Wisconsin Clearinghouse for Prevention Resources and an online resource center located at tobwis.org

When the resource center was established a variety of strategies were used to determine content. These strategies included:

- Researched the services/resources provided by credible national and statewide organizations including: CDC, NCI, ALA, ACS, TFK and ANR.
- Identified and contacted successful resource centers which had clearinghouses, 800 numbers, and web sites.
- Developed a protocol for reviewing and acquiring materials that involved identifying resources from established resource centers and credible national and state organizations and then selecting materials based on cost, availability, and quality.
- Conducted a survey/focus group process to identify the most appropriate tobacco prevention materials for populations with disproportionate burden. Participants included – African Americans, Asian Americans, Hispanics, and Native Americans.
- Conducted a qualitative survey via telephone to determine what resources would be most relevant to local coalitions.

Strategies used to determine how to best organize content:

- Used the existing infrastructure of its parent organization, the Wisconsin Clearinghouse to develop the free materials center and lending library.
- Information about “lessons learned” was gathered from successful resource centers which had clearinghouses, 800 numbers, and web sites.

How resources are organized

Resources are organized by subject content such as policy, second hand smoke, youth, etc. This breaks them into manageable categories. One draw back: there is overlap and this can lead to confusion. The Lending Library Resources are also organized by format: video, book or curriculum.

Online

The primary purpose of the web site is to be a one-stop source of information on tobacco control for advocates that is accessible 24/7. Tobwis.org has 13 primary sections with information on resources, calendar of events, free materials, coalition contacts, tools for coalitions, research and data, and more.