

# TCN Member Packet

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Key Resources and Information  
from the Tobacco Control Network





## Acknowledgments

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# Table of Contents

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Message from the Chair.....	04
Who We Are and What We Do .....	05
2024-2025 TCN Executive Committee Roster .....	07
2022-2025 TCN Strategic Map.....	11
Getting the Most from the TCN Website .....	12
CDC Consortium of National Networks.....	14
Tobacco Control Resources for Returns on Investments (ROIs) .....	15
TCN Executive Committee Roles and Responsibilities.....	17

# Message from the Chair

Greetings from Kentucky!

My name is Ellen Cartmell and I am the Chair of the TCN Executive Committee, serving alongside the other Officers and Representatives elected by TCN members. I am also the Supervisor of the Health Promotions Section with the Kentucky Department of Public Health and am so pleased to serve as TCN Chair for the 2024-2025 term. In doing so, I aim to do my very best to represent the collective voice of state and territorial tobacco control staff nationwide.

TCN has established a robust and strategic agenda that represents initiatives thoughtfully developed by you and your peers that we believe will contribute to advancing our tobacco control efforts.

The Tobacco Control Network (TCN) gives you an opportunity to:

- **Network** with your colleagues, learn about national happenings, and share policy and programming strategies. You don't have to reinvent the wheel.
- **Have a voice** with the National Tobacco Control Program and with other national tobacco control organizations. The Network often serves as an adviser to CDC on National Tobacco Control Program issues and as a resource for national partners on state needs and perspectives.
- **Keep informed** with tools like our newsletter and website.

As you encounter change, challenges and opportunities, the TCN is here to facilitate learning from each other, provide support to state tobacco control programs, and to strengthen our network and our voice in public health. I look forward to connecting with you through the TCN!

Thank you for the important work you do every day. Please don't hesitate to reach out and let us know how we can support you in your work!

Sincerely,

Ellen Cartmell  
TCN Chair, 2024-2025



# Who We Are and What We Do

## WHO WE ARE

The Tobacco Control Network (TCN) is comprised of the tobacco control program managers and additional tobacco control staff from the health department of each U.S. state, territory, and the District of Columbia. This wide representation allows the TCN to access a wealth of expertise and experience from across the country.

Formed in 1994, the network's primary function was to facilitate information sharing between the NCI-funded ASSIST program, the CDC-funded IMPACT program, and other national partners. With the creation of the National Tobacco Control program in 1999, in which CDC provided funding to all state health departments for tobacco control programs, the network reorganized with a focus on raising the primacy of tobacco control in all state health agencies and fostering collaboration and communication among state programs.

TCN's activities are led by executive committee members elected annually in the fall of each year. Each executive committee serves from Oct. 1 to Sept. 30 of the following calendar year and provides leadership and governance to TCN by setting the strategic direction of TCN for that term, and meeting monthly to respond to the latest needs and challenges in state and territorial tobacco control.



## WHAT WE DO

The mission of TCN is to improve the public's health by providing education and state-based expertise to tobacco prevention and control at the state and national levels. TCN achieves this mission and adds value to the national conversation on tobacco cessation and control, by providing resources and collaboration opportunities to its core audience of state and territorial tobacco control programs and the partners they work with.

TCN-branded resources include comprehensive written reports, webinars, podcasts, and factsheets, as well as a semimonthly newsletter and a regularly updated jobs listing page. The Help Your Peers question-and-answer feature, the TCN Forum, and the TCN Emerging Issues Workgroup represent opportunities to collaborate with state and territorial peers on the latest challenges in tobacco control. More information on all of these resources and opportunities to participate are available in this member packet and on the TCN website.



## Support from ASTHO

The Association of State and Territorial Health Officials (ASTHO) provides staff support to the TCN. ASTHO is the national nonprofit association representing the state and territorial public health agencies of the United States, the U.S. Territories, and the District of Columbia. ASTHO members, the chief health officials of these jurisdictions, are dedicated to formulating and influencing sound public health policy and to ensuring excellence in state-based public health practice.

ASTHO staff are available to answer any questions on the TCN and its resources. Feel free to get in touch with us at [tcn@astho.org](mailto:tcn@astho.org).

# 2024-2025 TCN Executive Committee Roster

More information on the executive committee, including brief biographies of current executive committee members are available on the Officers tab of the TCN website.

## EXECUTIVE COMMITTEE OFFICERS



### Chair

Ellen Cartmell  
Section Supervisor, Health Promotions  
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### Chair-Elect

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### Past Chair

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### Communications Chair

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## EXECUTIVE COMMITTEE OFFICERS, CONTINUED



### **Policy Officer**

Ronald Davis  
Policy Section Manager, State and Community  
Interventions  
Bureau of Tobacco Free Florida  
Florida Department of Health  
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### **Membership Engagement Officer**

Christina Thill  
State Tobacco Policy Planner  
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### **Healthy Communities Engagement Officer**

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### **Funders Alliance Representative**

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Director of Marketing  
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Phone: 804-225-3624





## REGIONAL REPRESENTATIVES

### Northeastern Region Co-Representatives

(CT, DE, ME, MD, MA, NH, NJ, NY, PA, RI, VT, DC)



**Barbara Fickel**

Program Manager

Division of Tobacco Prevention and Control  
Pennsylvania Department of Health

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**Rachel Cohen**

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Massachusetts Tobacco Cessation and Prevention Program

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### Southeastern Region Co-Representatives

(AL, AR, FL, GA, KY, LA, MS, MO, NC, Puerto Rico, SC,  
TN, TX, U.S. Virgin Islands, VA, WV)



**Robert Ostbye**

Statewide Policy Coordinator

Bureau of Tobacco Free Florida

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**Liz Johnson**

Director, Tobacco Use Prevention & Control Program

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## REGIONAL REPRESENTATIVES, CONTINUED

### Midwestern Region Co-Representatives

(IL, IN, IA, KS, ND, MI, MN, NE, OH, OK, SD, WI)



**Keri Schneider**

Tobacco Prevention and Treatment Unit Supervisor  
Wisconsin Tobacco Prevention and Control Section

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Tobacco Program Director  
South Dakota Department of Health

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### Western Region Co-Representative

(AK, American Samoa, AZ, CA, CO, Federated States of Micronesia, Guam, HI, ID, Mariana Islands, Marshall Islands, MT, NM, NV, OR, Palau, UT, WA, WY)



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Phone: 360-790-8574

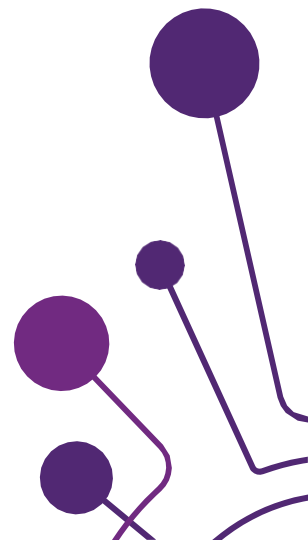


**Sarah Wylie**

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# 2022-2025 TCN Strategic Map

The TCN Strategic Map will help the TCN achieve its mission to improve the public’s health by providing education and state-based expertise in tobacco prevention and control at the state, territorial, and national levels. The three highlighted “tracks of work” represent specific focus areas for the 2022-2023 term and help position the TCN Executive Committee to recognize and address the most immediate needs in the national tobacco control landscape. The TCN Strategic Map can also be viewed on the About Us tab of the TCN website.

## The Tobacco Control Network Strategic Map 2022 - 2025

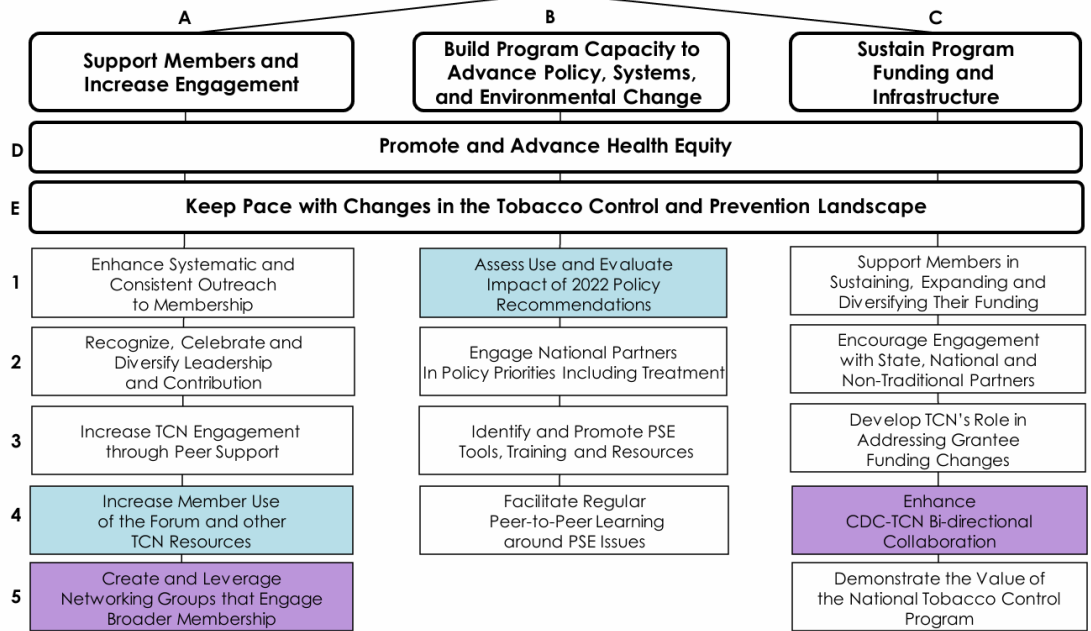
Updated  
07-11-24

### 2023-2024 Executive Committee Tracks of Work

Member Support  
and Engagement

Member Collaboration  
around Policy  
Including Treatment

Strengthen Commercial Tobacco Prevention and Control Leadership, Expertise and Capacity



# Getting the Most from the TCN Website

TCN Website:  
[www.tobaccocontrolnetwork.org](http://www.tobaccocontrolnetwork.org)

## TCN RESOURCES

The Resources tab of the TCN website contains an ever-increasing array of TCN resources designed specifically for an audience of state and territorial tobacco control program managers and their staff. This webpage includes the following:

- **TCN Virtual Series:** TCN convenes virtual series on a variety of tobacco control topics, such as the five-part deskside briefing series on emerging topics, the three-part member engagement series led by TCN members, the three-part workforce development series on tobacco industry tactics at the retail setting, and the three-part preemption series convened in collaboration with Public Health Law Center.
- **TCN Tobacco Policy Scans:** Three series of tobacco policy scans offer a snapshot of state-level tobacco control policies relating to topics such as flavored tobacco products, tobacco retail licensing, preventing youth exposure to tobacco advertising, and others.
- **TCN Videos:** Three how-to videos are currently available that walk program managers and other visitors through the resources available on the TCN Policy Recommendations document, the password-protected TCN Forum, and the interactive state policy map. Other videos include narrated presentations and a pair of e-cigarette microlearning videos featuring Dr. Brian King from CDC/OSH.
- **TCN State Success Stories:** This series of success stories explores how state and territorial health departments and partner organizations have achieved tremendous tobacco control successes at the state and local levels.
- **State Tobacco Control Program Success Story Template:** This tool helps state and territorial tobacco control programs convey program value to congressional leaders. A user guide describes how to use the template, which includes sections for state-specific information so that the tool can be tailored to the state and program.
- **TCN Podcast Series:** Five TCN-moderated podcasts briefly explore a number of emerging topics in state and territorial tobacco control, including ROIs, Tobacco 21, and the emerging science of e-cigarette use.

## INTERACTIVE TCN POLICY RECOMMENDATIONS GUIDE

The 2016 TCN Policy Recommendations aim to prepare the TCN membership to meet the evolving demands of the tobacco control landscape, and can be used to help shape effective tobacco control programs. View the online interactive document and explore its many features, including callout boxes throughout the document that provide links to more information, and feature the opportunity to highlight state and territorial success stories. More information on how to use the interactive TCN Policy Recommendations, along with a printable and shareable PDF, can be found online in the Resources tab.

## **MEMBER DIRECTORY**

The TCN Member Directory is regularly updated to ensure staff and program manager listings are as accurate as possible for every state and territory. Utilize the directory to collaborate with tobacco control peers across the country. If the information listed with your state is not up to date, please reach out to [tcn@astho.org](mailto:tcn@astho.org). An executive committee member directory is also available in the Officers tab.

## **HELP YOUR PEERS**

TCN continues to manage the Help Your Peers (HYP) collaboration feature, in which TCN members and national partners have the opportunity to pose a tobacco control question to the full TCN membership and receive an organized compilation document detailing all responses in approximately two weeks. The valuable insights provided by TCN members who respond to circulated HYP emails are what make this possible! To initiate an HYP request, complete the recently updated request form on the HYP tab of the TCN website. TCN members have the option to request the responses for any HYP question by emailing [tcn@astho.org](mailto:tcn@astho.org). A HYP archive is also available in the password-protected TCN Forum.

## **JOB POSTINGS**

TCN maintains a list of active job opportunities relating to tobacco control in the Job Postings tab. While state health department openings often constitute the majority of listings, all professional opportunities relating to tobacco control are eligible for inclusion. To list a job opportunity on this section of the TCN website, reach out to [tcn@astho.org](mailto:tcn@astho.org).

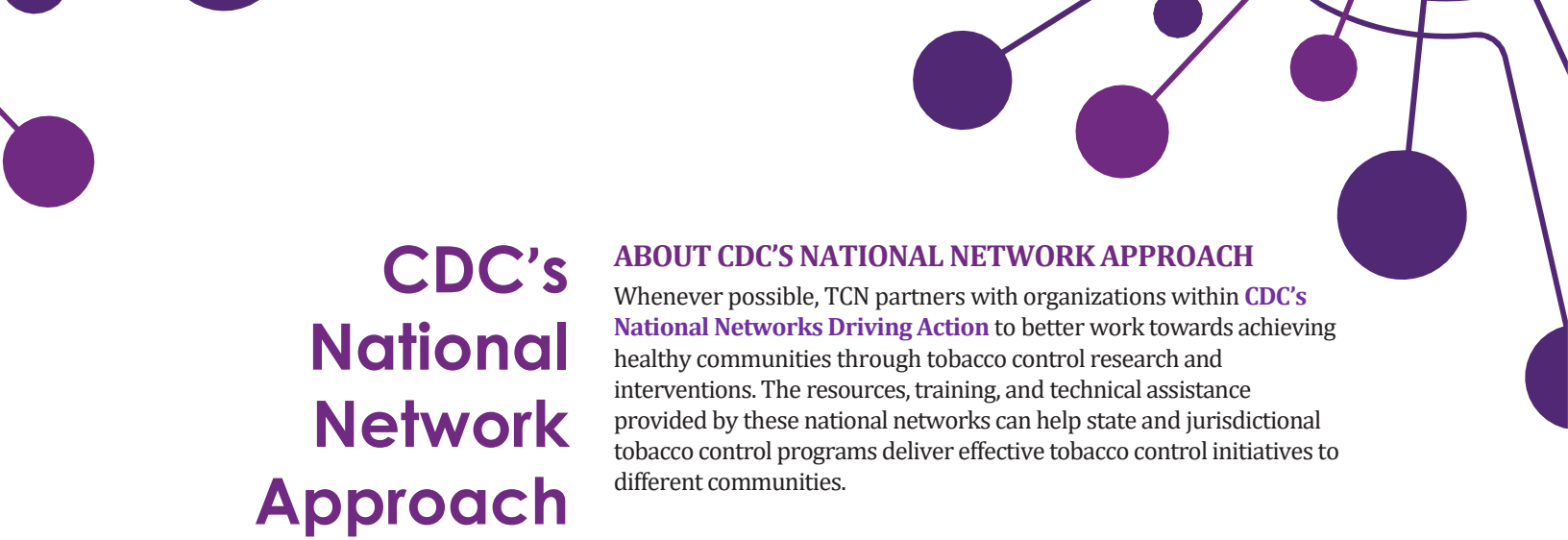
## **TCN NEWS**

TCN News is a semimonthly newsletter published on the second and fourth Wednesday of each month. Delivered directly to your inbox and available on the News tab of the TCN website, this newsletter provides updates from national tobacco control partners, state and national level tobacco control news, and tobacco research. Each newsletter also includes updated listings on tobacco control webinars and events, job listings, and funding opportunities. TCN News regularly features HYP reminders, updates on new TCN resources, and other special features. All tobacco control partners who would like to receive TCN News and other correspondence from the TCN (such as HYP announcements and resource updates) can subscribe to the TCN mailing list by reaching out to [tcn@astho.org](mailto:tcn@astho.org).

## **INTERACTIVE STATE TOBACCO POLICY MAP**

The TCN Interactive State Tobacco Policy Map allows visitors to select any number of tobacco prevention and control policies (such as cigarette taxes higher than the national average, Tobacco 21, smoke-free restaurants and bars, e-cigarette restrictions, and others) and see which states and territories have and have not passed all of the selected policies. This map also allows users to get a better idea of the national policy landscape by seeing which states have passed a number of tobacco control policies, instead of considering one policy at a time.

**Any questions about the above resources can be directed to [tcn@astho.org](mailto:tcn@astho.org).**



# CDC's National Network Approach

## ABOUT CDC'S NATIONAL NETWORK APPROACH

Whenever possible, TCN partners with organizations within **CDC's National Networks Driving Action** to better work towards achieving healthy communities through tobacco control research and interventions. The resources, training, and technical assistance provided by these national networks can help state and jurisdictional tobacco control programs deliver effective tobacco control initiatives to different communities.

# Tobacco Control Resources for Returns on Investment (ROIs)

Communicating the economic value and impact of specific tobacco control programs and initiatives at the state and territorial level continues to be an important endeavor, especially as states and territories face uncertainty about tobacco control funding. See below for calculators, factsheets, state casestudies, and other resources that can help state and territorial health departments conduct ROIs that demonstrate the impact of their tobacco control initiatives. Such efforts can help tobacco control programs and their partners demonstrate the vitality of funding tobacco control initiatives at the state and territorial level.

## GENERAL ROI RESOURCES

The following resources and calculation tools from TCN, ASTHO, and other national tobacco control partners can help states, territories, and other tobacco stakeholders make an economic case in favor of tobacco control and cessation program funding.

**Calculating and Leveraging ROIs in Tobacco Control: TCN Podcast Series (TCN)** – This TCN podcast overviews how to conduct ROIs in tobacco control and prevention, explores available resources for state and territorial tobacco control programs, and discusses the role ROIs can have in conveying the cost effectiveness of tobacco programs and initiatives.

- **Podcast recording**
- **Podcast slides**

**Factsheets: State Tobacco Prevention Programs (Campaign for Tobacco-Free Kids)** – Campaign for Tobacco-Free Kids has organized a list of several factsheets that help make the case for tobacco control. These factsheets are organized into two sections, “Prevention Programs: Key Elements and Funding Sources” and “Tobacco Prevention Programs Save Lives and Money.”

**Best Practices for Comprehensive Tobacco Control Programs – 2014 (CDC)** – This CDC evidence-based guide is designed to help states establish effective tobacco control programs. Of particular relevance in this guide is Section C, “Recommended Funding Levels, by State,” which includes state-specific information on state tobacco funding information and CDC recommendations.

**Tobacco Cessation (Centers for Medicare and Medicaid Services)** – This page makes the case that investing in tobacco cessation initiatives is cost-effective. An ROI case study from Massachusetts is featured, which found an ROI of \$2.12 saved for every \$1 invested after three years.

**Public-Private Partnership Initiative Resource Center (North American Quitline Consortium)** – This quitline-specific webpage lists a number of factsheets and other resources, including ROI templates, a research article, and a state ROI factsheet on general tobacco control.

## STATE-SPECIFIC ROI RESOURCES

These state-based examples provide additional tobacco ROI information, and represent case studies that states can use to create new factsheets and resources that communicate the economic value of tobacco control initiatives using state-specific data and ROI calculations.

**A Closer Look at Tobacco Use and Health Value (Health Policy Institute of Ohio)** – This brief explores the relationships between tobacco use, population health, and health spending in Ohio, and makes the case that evidence-based tobacco control measures would reduce spending and close health disparities in Ohio.

**Calculating the Return on Investment: Employee Tobacco Cessation Coverage Utilizing Telephone Counseling and Medication (QuitlineNC)** – This brief report provides employers and other tobacco control stakeholders a tool that provides a quick estimate on the cost savings and ROI of a state tobacco quitline.



# TCN Executive Committee Roles and Responsibilities

## ALL

Tobacco Control Network (TCN) Officers will serve a term of one year, coinciding with the start and end of the fiscal year (October 1-September 30). Officers will comprise the TCN Executive Committee along with the Regional Representatives and participate in monthly Executive Committee teleconferences held on the third Tuesday of each month from 3-4 p.m. ET.

## CHAIR

The Chair of the Network shall preside over the meetings of the Network and the Executive Committee. The Chair serves as the volunteer leader and spokesperson for the Network. S/he assures that the Executive Committee fulfills its responsibilities for governance and partners with staff to achieve the mission of the organization. The Chair assumes office at the turn of the fiscal year and serves for a one-year term. The Chair succeeds to the office of Immediate Past-Chair upon the expiration of the term as Chair.

## CHAIR-ELECT

The Chair-Elect serves to provide future continuity of programs, goals, objectives and strategic direction of the Network. The Chair-Elect will preside in the absence of the Chair or as requested. The Chair-Elect assumes office at the turn of the fiscal year and serves for a one-year term. The Chair-Elect succeeds to the Office of Chair upon the expiration of the Chair's term of office. The Chair-Elect shall have served on the Executive Committee for at least one prior year term. The year as Chair-Elect is a year to be mentored by the Chair and Past Chair and serves as a learning period.

## IMMEDIATE PAST-CHAIR

The Immediate Past-Chair serves to ensure historical continuity of programs, goals, objectives and strategic direction of the Network and to mentor the

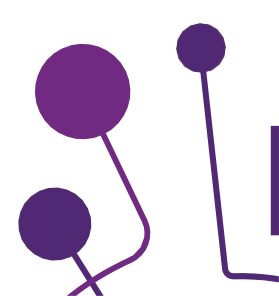
Chair and Chair-Elect. The Immediate Past-Chair If, during this time period, the Immediate Past-Chair changes state positions, retires, or leaves state employment, they may continue to serve in this capacity provided that they are a member in good standing (regular or general) and are not engaged in endeavors inconsistent with the organization's mission as determined by the Executive Committee in its sole discretion.

## COMMUNICATIONS OFFICER

The Communications Officer shall work with the Network Coordinating Organization to ensure that each Network Newsletter has strong content that educates and informs Network members and national partners; to review Network minutes taken after any virtual or in-person Executive Committee meeting before distribution to the Executive Committee; to represent Network on CDC/OSH monthly conference calls, or appoint regular or ad-hoc designees as needed; and to keep the Executive Committee aware of opportunities to collaborate online. The Communications Officer will also fulfill any additional communication needs with the broader Network membership. The Communications Officer assumes office at the turn of the fiscal year and serves for a two-year term.

## POLICY OFFICER

The Policy Officer shall preside over the meetings of the Policy Committee and shall make recommendations to the Executive Committee regarding appropriate policy actions. The Policy Officer serves as the policy spokesperson for the Network. The Policy Officer takes office at the turn of the fiscal year and serves for two years. Upon expiration of the Policy Officer's term of office, the Policy Officer shall continue to serve as a member of the Policy Committee for a minimum of one year so long as the individual remains on staff with a state tobacco control program.



## REGIONAL REPRESENTATIVES

There will be as many as eight (8) Regional Representatives, up to two from each of four regional groups. Regional groups will be defined as follows:

**Northeastern:** Connecticut, Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, and Washington, D.C.

**Western:** Alaska, American Samoa, Arizona, California, Colorado, Federated States of Micronesia, Guam, Hawaii, Idaho, Mariana Islands, Marshall Islands, Montana, New Mexico, Nevada, Oregon, Palau, Utah, Washington, and Wyoming.

**Midwestern:** Illinois, Indiana, Iowa, Kansas, North Dakota, Michigan, Minnesota, Nebraska, Ohio, Oklahoma, South Dakota, and Wisconsin.

**Southeastern:** Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, Puerto Rico, South Carolina, Tennessee, Texas, U.S. Virgin Islands, Virginia, and West Virginia.

The Regional Representatives assume office at the turn of the fiscal year and serve for a two-year term. A candidate for election as a Regional Representative must have served as a general or regular Network member for at least one year.

## FUNDERS ALLIANCE REPRESENTATIVE

There will be one representative from the Funders Alliance for State-Based Tobacco Control. The Funders Alliance Representative will assume office at the turn of the fiscal year and serve for a one-year term. A candidate for election as a Funders Alliance Representative must have served as a general or regular TCN member for at least one year. The role of the Funders Alliance Representative is to provide a regionalized forum to improve interstate information sharing, networking, and collaboration; identify state challenges and needs that can be addressed by the TCN; and convey TCN news. Funders Alliance Representative serve as members of the TCN Executive Committee and participate in monthly executive committee conference calls held on the second Tuesday of each month from 3-4 p.m. ET.

## MEMBER ENGAGEMENT OFFICER

The Member Engagement Officer shall assist in the ongoing operation of the TCN Peer Mentor Program, be involved in the planning of in-person member events (e.g., at NCTOH), support the onboarding of new members to the Executive Committee, and be involved in the drafting and dissemination of any TCN member surveys. This Officer will serve on the Regional Representatives Workgroup to stay apprised of the challenges that TCN members are bringing to the Executive Committee. The Member Engagement Officer and the Health Equity Engagement Officer shall work together to recruit and retain diverse representation in both the Executive Committee and the Network as a whole. The Member Engagement Officer assumes office at the turn of the fiscal year and serves for a two-year term. To be elected to this role, the Officer must have at least one year of experience in another Executive Committee role.

## HEALTHY COMMUNITIES ENGAGEMENT OFFICER

The Healthy Communities Engagement Officer shall play a leadership role in building partnerships with national partner organizations, including CDC-funded organizations working in tobacco prevention and control with underserved populations. The Healthy Communities Engagement Officer shall be a participant of the Policy Workgroup and the Emerging Issues Workgroup to ensure the integration of health equity principles in the functions of those workgroups. This Officer will also work to ensure the integration of health equity principles and diversity of perspective in the internal planning functions of the Executive Committee. The Member Engagement Officer and the Healthy Communities Engagement Officer shall work together to recruit and retain diverse representation in both the Executive Committee and the Network as a whole. The Healthy Communities Engagement Officer assumes office at the turn of the fiscal year and serves for a two-year term.

