

# Growing Public Advocacy and Partnership

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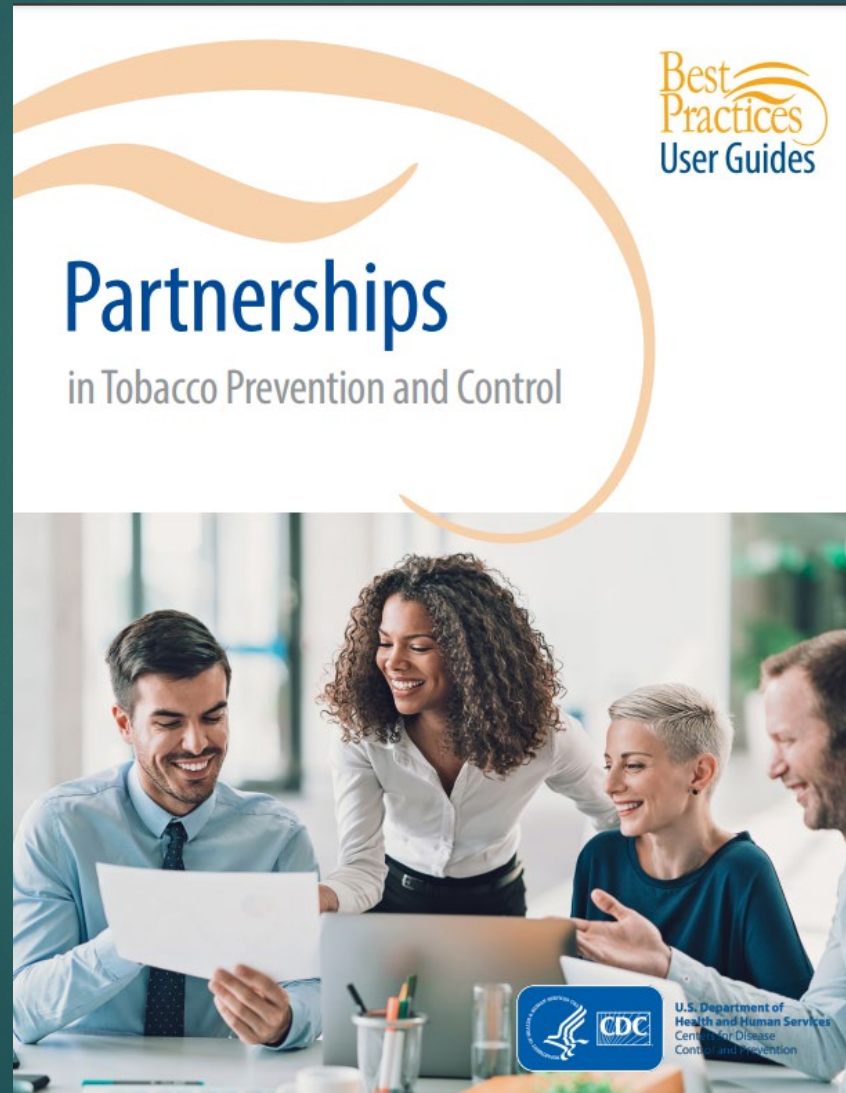
# Beginning a Trend in W. Montana



# The saga continues



# And here's the theory



# I met the restaurateurs!



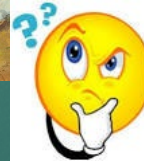
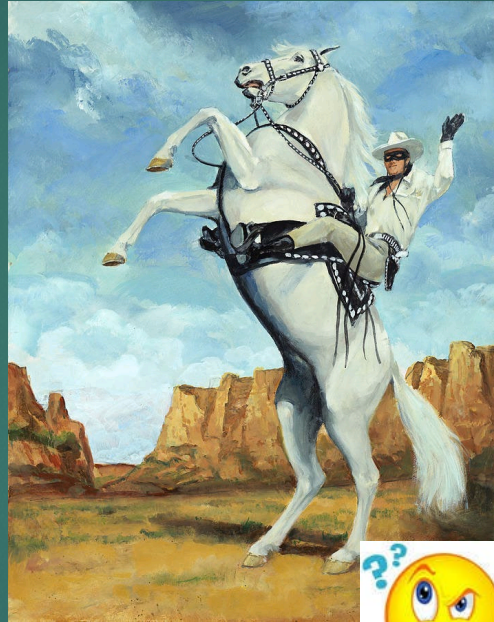
# I enjoined teens as advocates



But our local representative  
voted “no” after telling the  
teens “yes!”



Is this you?





# Can you do it alone?

- ▶ The aim of a local program is to involve the community at large, and not just the people in the contracting health department!
- ▶ During COVID, we may have felt limited, but our work thrives and succeeds in concert with community appreciation and input.

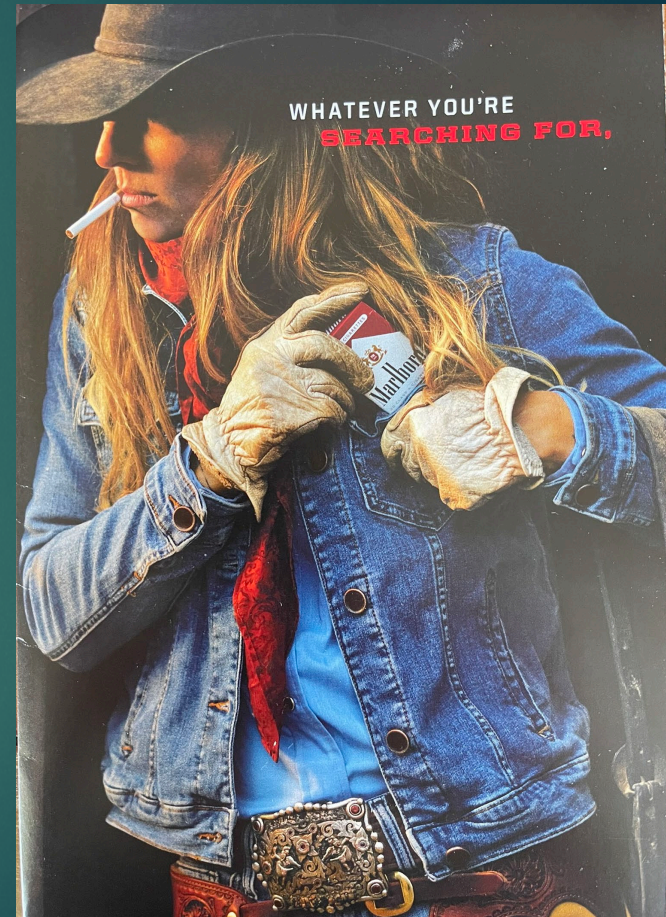


# Meet the Community

Be a talker! Tell everyone you know about the seedy side of commercial tobacco and nicotine promotion.

Be present in public forums, County Commission or Tribal meetings, and events. Discover community support.

Discuss the work with newspapers, radio, and television --**even** when not contracting services! Editors and writers are interested and want to know who the local experts are!



# Knit your human resources together!

- ▶ Name drop and learn the connections. Continue to broaden community knowledge and voice.
- ▶ Before and during a legislative session, we'll want our community supporters to do what WE can't. They can educate about proposed policies without violating lobbying rules.
- ▶ They can and do build community support which may lead to more citizen concern about tobacco policy.



# In Larger Communities

- ▶ Your regular contacts may include larger organizations or employers with different members involved. Consider the breadth of the organization when sharing informational materials.
- ▶ Recognize and vary the vulnerable populations that can be represented by organizations! Partner with these groups throughout the year and in Days of Action. While we won't always know the individuals of each population, a representative agency may speak on their behalf.

# Larger Communities

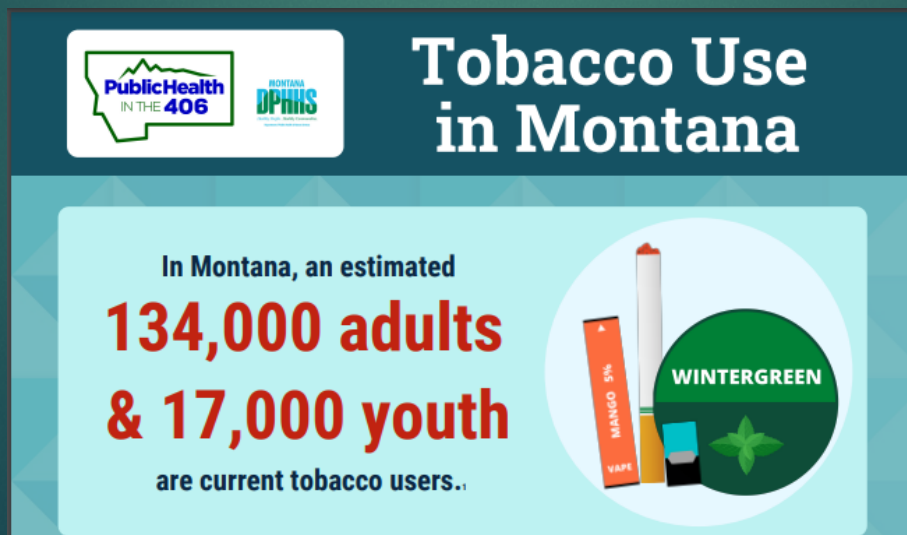
- ▶ Meetings, forums, and events will aid in discussing important issues and upcoming actions.
- ▶ Find members who are willing to serve by emailing or telephoning about meetings or legislative actions. Consider weekly emails!
- ▶ Encourage organizations to share tobacco-related news with their other partnered contacts. Our information and interests can create a snowball effect of gathering more people than we actually get to meet.

# Rural groups?

- ▶ Rural groups may be too spread out to join in meetings; often, the TES is the person who makes repeat connections and broadens the reach.
- ▶ Engage the natural leaders in your community to organize email alerts about legislative actions as they may impact tobacco policy.
- ▶ Consider Zoom meetings to share events.
- ▶ Help them know who the local decision-makers are and how they can get in touch.

# Informational Resources

- ▶ Share MTUPP fact sheets or infographics via email or presentation
- ▶ Prepared Letters to the Editor (LTEs) are useful for community members to complete and submit to the newspaper. Community members' names on these letters are more helpful than the name of the TES; the neighbors want to see other neighbors' support.




**Public Health**  
IN THE 406

MONTANA  
DPHHS

## Tobacco Use in Montana

In Montana, an estimated  
**134,000 adults**  
& **17,000 youth**  
are current tobacco users..



MANGO 5%  
VAPE

WINTERGREEN

# reACT and other Youth Groups

- ▶ Young people are fantastic program supporters
- ▶ Besides having a ton of energy, they are likely to have networks of their own, technical skills and talents, and less inhibition about public presentation.
- ▶ Incorporate youth coalitions and schools into your adult groups when possible – and provide them all the information you would adult groups – because whether voting age or not – they speak and educate voters!





# Social Media

- ▶ MTUPP and reACT provide media throughout the year.
  - ▶ Be sure that social media is reaching your supporters and partners.
  - ▶ Ask them to do something such as Share, Like, or Comment.
  - ▶ Include content that encourages users to participate in conversations, such as quizzes, questions, or challenges.
  - ▶ Cross-promote other channels by including links to Twitter, Facebook, or YouTube.

# Activities

- ▶ Expect turnover; Collect contacts and emails and offer to share news and opportunities with them.
- ▶ Coalition Member Gap Analysis – pg 38 of CDC guide
- ▶ [Social Network Analysis](#)
- ▶ Newspaper sleuthing – Scour your local newspapers to learn about the movers and shakers in your area. Send them a letter of introduction and invite them to get involved with your program and opportunities.

# Bibliography

CDC, [Partnerships in Tobacco Prevention and Control](#)

Online resource, accessed Sept 13, 2022.

# Questions?

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