

**CALIFORNIA TOBACCO
ENDGAME CENTER FOR
ORGANIZING AND ENGAGEMENT**

A project of the American Heart Association®

Building & Maintaining Effective Coalitions

October 22nd, 2020

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Tobacco Endgame Center for Organizing & Engagement

Serving the community organizing and engagement needs of California's tobacco control community.



Technical Assistance

One-on-one/group consultation
Coalition Development &
Strategy
Media Advocacy



Resources

Organizing Toolkit
Campaign Playbook
Materials Translation
Training



Community Organizing & Engagement

Media Advocacy
Affinity Calls
Webinars



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Agenda

Fundamentals of Organizing

Learning Objectives

The Vision

Coalition Rules of the Road

Community Coalitions

Key Elements of Healthy Community Coalitions

Conclusion and Discussion



Learning Objectives



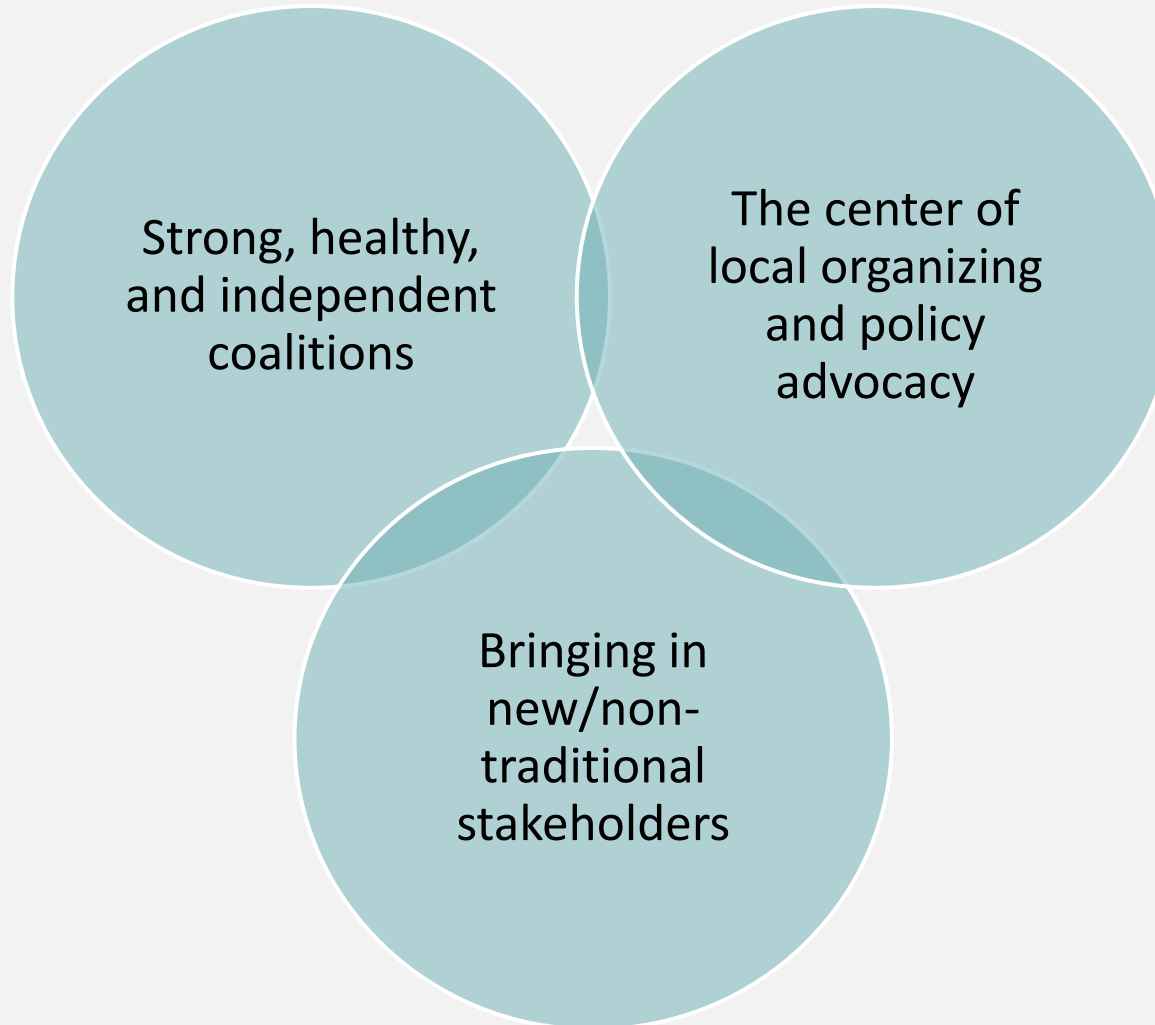
Understand the
Requirements &
Expectations of
Coalitions

Learn Key Elements of
Healthy Coalitions

Understand the
Advantages of
Community Coalitions



The Vision



Coalition Rules of the Road

Policy Manual Requirements

- Membership that includes priority populations and traditional/non-traditional
- Operating Rules & Procedures
- Community Based Coalition Chair(s)
- Membership Recruitment Process

CTCP Expectations

LLA's are the backbone of the coalitions.

- Foster collaboration and engage in grassroots communities' activities.
- Lead on diversity in recruitment and non-traditional recruitment
- Build capacity for the long haul

DO SOMETHING

Emails matter. Send yours in 3 clicks.

The tobacco industry targets kids with flavors. Reaching out to your mayor can make a difference. Enter your name, choose your city, and we'll direct your email to your city's mayor.

I'm Living in

Dear Mayor

After the recent vaping illness outbreak that hospitalized so many young people, I was relieved to hear about the FDA policy restricting flavored vaping products. Then I learned about the huge loophole that still lets the tobacco industry keep thousands of flavors, including menthol, on the market. Now I'm

Funded projects, individuals, and organizations with lobbying restrictions can educate and advocate for non-specific change.

Community Coalitions

Community + Goals = Community Coalitions

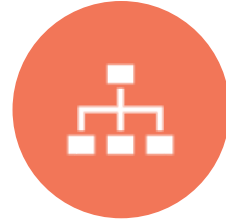
Community Coalitions are a specific type of coalition defined as a group of organizations representing **diversity**, factions, and constituencies within the community who agree to **work together** to achieve a **common goal**.

What qualities in your coalition make it feel like a community?

Please respond in the chat box to “everyone.”



Key Elements of Healthy Community Coalitions



Structure &
Rules



Agreed Upon
Goals



Healthy
Membership



Community
Engagement



Maintaining
the Coalition



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Structure & Rules

The Coalition's
Name, Purpose,
& Mission

Leadership
Roles &
Responsibilities

Membership
Roles &
Responsibilities

Rapid Decision-
Making Process

Standing Voting
for Decision-
Making &
Elections

Standing
Committees



Agreed Upon Goals



Healthy Membership

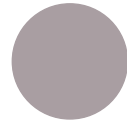


Healthy Membership

Organizations that are:



Representative of the diversity of the community



A mix of Traditional and Non-Traditional



Able to bring in resources



Self-Interest



What is a “Non-Traditional” Member?

Traditional

Organizations that work or have a stake in tobacco control issues.

LLA/Health Departments

CTCP Grantees

Alcohol & Drug programs

Education [including Tobacco Use Prevention Education (TUPE)]

Hospitals, Clinics and Health care Providers

Social Service Organizations

Voluntary Health or Tobacco Control Organizations

Other Tobacco Control Funded Agencies

Non-traditional

Groups that are not contracted to an agenda/objective to advance the tobacco control and endgame agenda.

Business and Community Organizations

Environmental Organizations

Faith Representation

Labor and Union Organizations

Law Enforcement

Media and Communications-related Agencies

Military and Veteran Organizations

Worksite/Employee



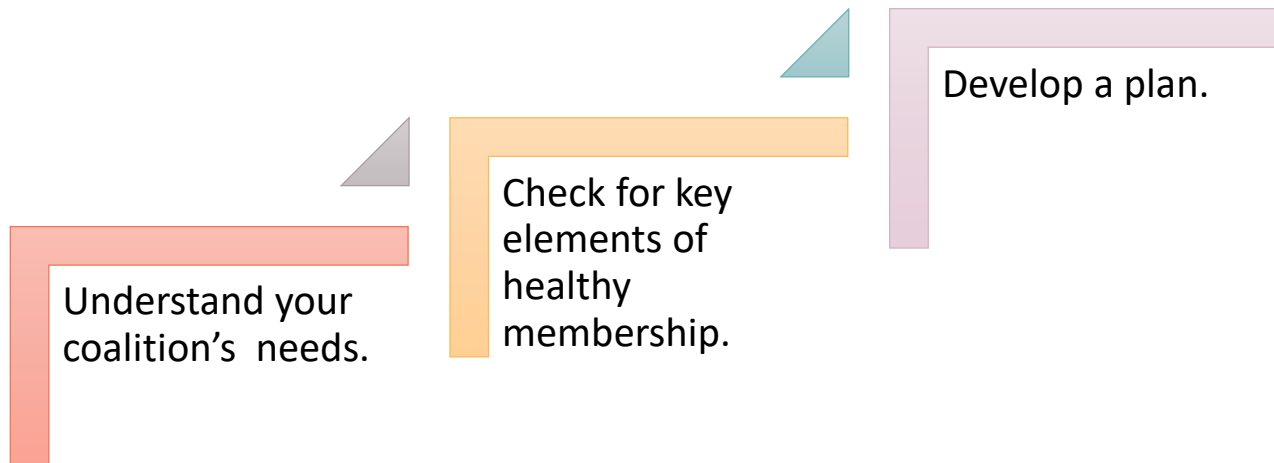
Advantages of Community Coalitions

-  Representative of the Community
-  Advocacy Capacity
-  Independent Voice
-  Greater Policy Impact



How do You Get the Right Coalition Members?

Steps for Getting the Right Coalition Members



How to Understand Your Coalition

- Resources your Coalition Needs
- Connected to the Decision Maker
- Skills Needed by the Coalition
- Counter the Opposition
- Vested Interest



Why do We Get Involved in Coalitions?

Individuals

(Self Interest)

- Common interest
- Networking opportunities
- Learn new skills

Organizations

(Self Interest)

- Common interest
- Build power
- Public relations



Community Engagement



Virtual World of Engagement

Online Meetings - Interaction

- <https://jeopardylabs.com/>
- Breakout groups
- <https://trello.com/en-US>
- <https://padlet.com/>
- Annotation

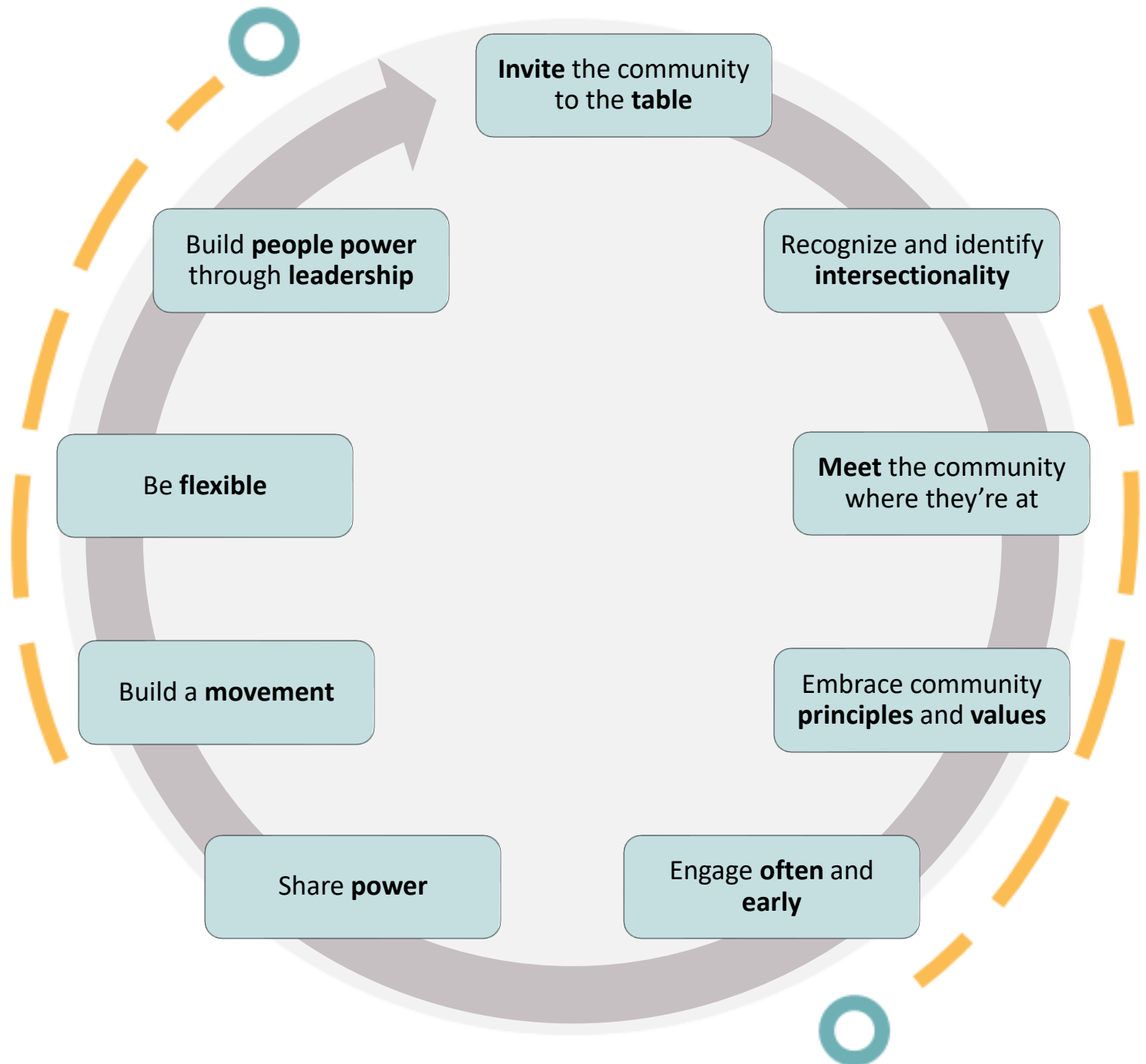
Texting

Phone calls

Social Media



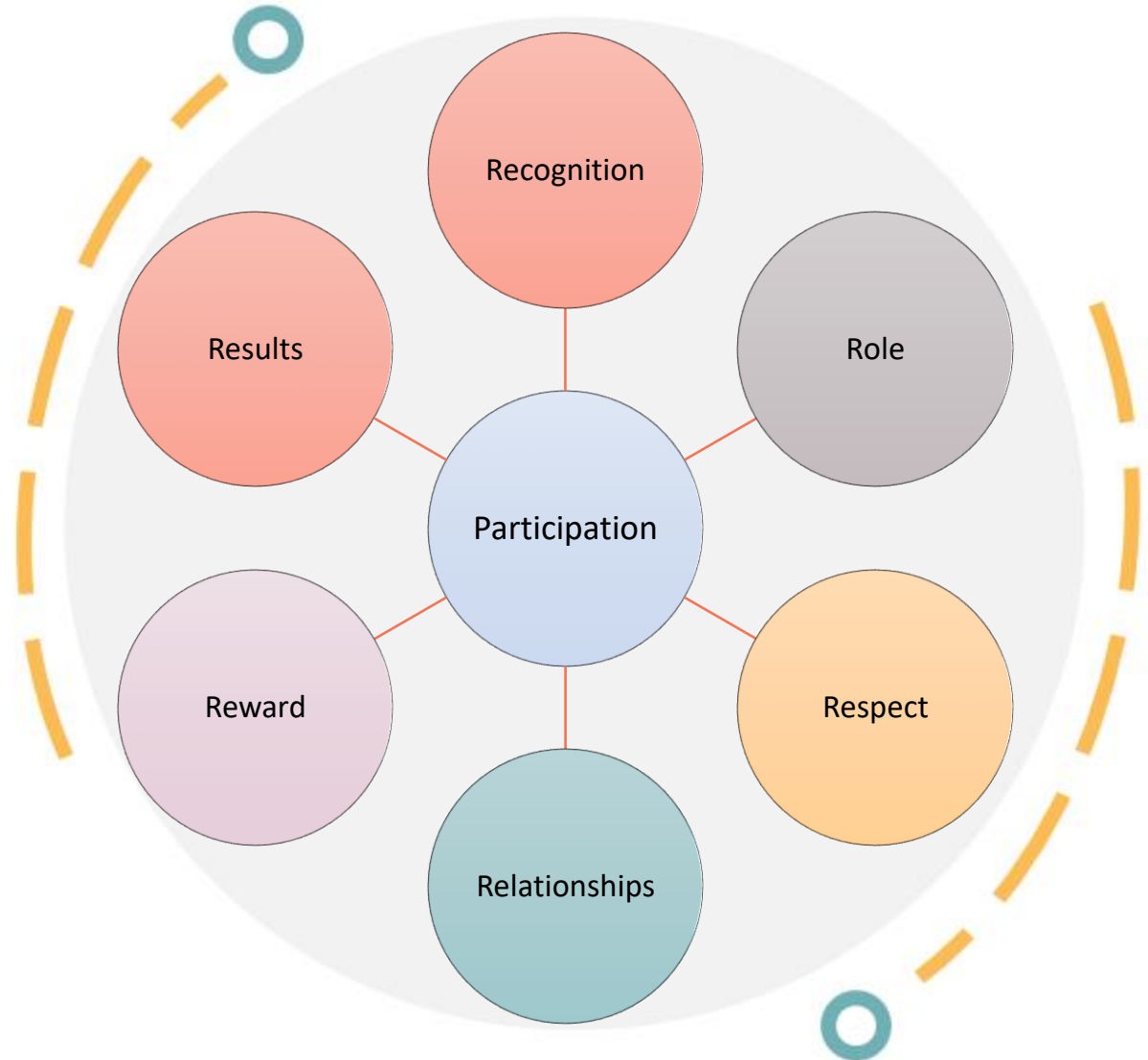
Community Engagement Grows Diversity



Maintaining Your Coalition



6 R's of Participation





Keyways to Maintain Community Coalitions

- Continue to engage your members
- Never stop recruiting new people
- Provide new skill building opportunities
- Make sure your coalition is up to date with the needs of the community

Reward of Membership is ***greater*** than Cost



Conclusion



Vision of Long Lasting, Self-Sustaining Coalitions to Work Towards Endgame

Recruitment & Retention is a Continuous Process Towards Community Engagement & Relationship Building

The Power of Community-Based Coalitions & How They Advance your Campaign



Discussion



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OrganizingToEndTobacco.org

California Department of Public Health

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Community Organizing & Engagement Training Series

The California Tobacco Endgame Center for Organizing and Engagement training series will cover topics such as the importance of community organizing, coalition building, and outreach and recruitment of new/non-traditional stakeholders and priority populations. These webinars will train to the organizing tools and strategies necessary to build community support and wage effective tobacco control and endgame campaigns in your community. During these training webinars, The Center will provide in-depth training of community organizing tools such as the Midwest Academy Strategy Chart, the Decision Maker Matrix, Circles of Influence, and others. Join in to learn and expand your knowledge about the ever-evolving world of tobacco control and endgame organizing.

Subsequent webinars in this series require additional registration. Please see schedule below. Registration links can be found in Partners and OTIS.*

Topic: Midwest Academy Strategy Chart

When: 11/19/2020 @ 1:00 PM

Topic: Key Tools: Decision Maker Matrix and Circles of Influence

When: 12/03/2020 @ 1:00 PM

If you do not have access please email info.center@organizingtoendtobacco.org

Please take the Webinar Feedback Survey for today's presentation! Link is in chat box.

<https://www.surveymonkey.com/r/EndgameCenterTraining>.