



REACHING THE TOBACCO ENDGAME

TIPS FOR ENGAGING NON-TRADITIONAL ORGANIZATIONS

What Is A “Non-Traditional” Organization?

When we use the term “non-traditional” organization in California’s tobacco-free movement, we are typically referring to any entity that does not receive funding from Proposition 99 and 56 tobacco taxes through the California Tobacco Control Program (CTCP). Examples of these “non-traditional” organizations are shown alongside those that could be characterized as “traditional.”



TRADITIONAL ORGANIZATIONS

- LLA/Health Departments
- CTCP Grantees
- Alcohol and Drug Programs
- Education [Including Tobacco Use Prevention Education (TUPE) Programs]
- Hospitals, Clinics, and Health Care Providers
- Social Service Organizations
- Voluntary Health or Tobacco Control Organizations
- Other Tobacco Control Funded Agencies

NON-TRADITIONAL ORGANIZATIONS

- Art, Music, Culture
- Government
- Community Planning, Safety, and Service
- Early Childhood Development
- Environmental
- Economic Development
- Faith Based
- Health and Healthcare
- Housing
- Labor Unions
- Nutrition/Food
- Schools
- Social Justice/Human Rights
- Youth Development/Leadership Member Recruitment

Why Are Non-Traditional Organizations Are Important for the Tobacco-Free Movement?

The vast majority of Californians have been impacted by tobacco, whether through a family member, friend, or work colleague. Therefore, most people who work or volunteer for a non-traditional organizations also have a connection to this issue.

Many of non-traditional organization types listed above have a mission that focuses on creating healthier communities in some shape or form, and while some may have considered addressing tobacco to achieve healthier, tobacco-free communities, some others may have never contemplated it. Which is why coalitions can show them how joining the tobacco-free movement could have benefits for their work while improving the community.

Inviting new voices into the coalition will foster new perspectives, ideas, and strategies that can open up

new pathways to community engagement and help local coalitions and campaigns to succeed. Non-traditional organizations not only bring new ideas but could also bring new resources and community connections. For example, some membership organizations have supporter lists that could be texted or emailed in order to inform and engage them in local tobacco policy campaigns. Because non-traditional organizations do not receive state tobacco control funding, they are not prohibited from lobbying, which is asking elected officials to take action on specific policies before the city council or county board of supervisors. These lobbying resources can be extremely helpful in some tobacco policy campaigns.



Why Would Non-Traditional Organizations Want to Work with Your Coalition or Campaign?

It will really depend on the non-traditional organization, their goals and mission. But, generally, the tobacco-free movement works on local campaigns and activities to improve public health and the livability of our communities. The members and allies of these non-traditional organizations live in the same communities, so they would benefit from improvements to public health as well. For example, local environmental groups would be interested/concerned that the chemicals and micro-plastics in cigarette filters and the heavy metals in electronic smoking device batteries are toxic pollutants contaminating water and soil. So, these environmental groups could be engaged in coalition efforts to reduce smoking and vaping as a way to clean up the local environment.



Determine Which Non-Traditional Organizations or Stakeholders to Recruit

1. Assess the coalition/campaign needs

Hold a brainstorming session with the coalition about which non-traditional community stakeholders or organizations could help the coalition or a specific campaign. Think about the coalition's priorities and the policy campaigns that will be engaged. What are the groups not at the table that might also be interested or impacted by the work, issues. For example, if the coalition is working on smokefree multi-unit housing campaign, think about local affordable housing, tenant, or advocacy groups for the houseless. How about legal aid agencies or low-income advocacy groups that work to place tenants into housing?

2. Do the proposed non-traditional organizations "make sense?"

The organizations identified in the brainstorming exercise should all be ones that "make sense" for the coalition or campaign. Are their mission and goals in line with the coalition? If not, it would be a mistake to pursue them. Instead of trying to bring as many organizations into the fold as possible, look to organizations that have a stake in the issues, work and campaigns.

3. Expand/Build Equity

Place a priority on recruiting organizations that represent communities targeted by the Tobacco Industry and that are most impacted by disease and death. A diverse coalition or campaign membership should go beyond traditional health, education, and social service organizations.

Relationship Building and Reciprocity

Remember, the process of asking an organization to get involved with the coalition and its issues is all about relationship building. As in any new relationship, it's critical to establish a level of trust and mutual respect before asking a non-traditional organization to get involved. Once a new non-traditional organization has joined the coalition or campaign, be prepared to show up for this new partner when they need you. This idea of reciprocity is critical when recruiting organizations to join your coalition.



KEY STEPS FOR RECRUITING



Step 9: Ask Again if they were not able to commit initially.

Step 8: Thank them for the meeting

Step 7: Make an Ask. An ask can include what you can do for someone else, not always what people can do for you. Follow-Up.

Step 6: Make sure to specifically ask how the organization thinks your campaign can help with their other priorities and be clear about the level of involvement and commitment you are expecting from them.

Step 5: Be prepared to explain why you think the organization you're meeting with would be a good fit in your coalition.

Step 4: Learn their "why" and share your "why" with them. Learn about the individual, what are their values, self-interests, and what motivates their involvement with the organization.

Step 3: Hold the Meeting

Step 2: Research the organization that the individual represents

Step One: Set up a One-on-One Recruitment Meeting (see video modeling a successful one-on-one meeting at our website One-On-One Meetings - [Tobacco Endgame Center for Organizing & Engagement \(organizingtoendtobacco.org\)](https://www.organizingtoendtobacco.org))