

5 Phases -- Tobacco Policy Campaign Timeline

A timeline is a key tool for showing where campaign activities fall over the life of the campaign, whatever that time period may be. This timeline utilizes the 5 Phases of Effective Policy Campaigns as its framework, showing major activities associated with each phase. As a campaign can take twists and turns, it will be necessary to review and revise the timeline as necessary to capture new information and activities. A campaign timeline is a key tool to plan and guide the activities of the campaign over the life of the campaign, whatever that time period may be.



California Tobacco Endgame Center for Organizing and Engagement A Project of the American Heart Association

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