



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.

