



MIDWEST ACADEMY STRATEGY CHART: FACILITATOR OVERVIEW

This Facilitator Overview is designed for those who will be leading a Midwest Academy Strategy Chart (MASC) session with their organization or coalition. Building a MASC is a process that is best facilitated by a key coalition leader or staff person. Someone who can move the group efficiently and thoroughly through each section of the MASC and who can bring out the best ideas and information.

The amount of time required to complete a MASC will depend on how much prep work has been done ahead of time and the availability and time constraints of the group. Some groups can complete a MASC in two hours, and some might need two days.

The Overview is a good first step in planning the MASC session and for more detailed training resources and technical assistance, visit www.organizingtoendtobacco.org

WHO SHOULD ATTEND A MASC SESSION?

The attendees should be committed supporters of advancing tobacco control in the community. This is no time to educate or persuade those around the table about the value of the tobacco policy efforts being engaged. The coalition, trusted key community leaders, and organizations engaged in improving the health of the community should be invited. Invite community members that are most impacted by commercial tobacco disparities. It is important to create an environment with diverse voices and experiences on the issue. Avoid inviting decision makers who the coalition may be trying to influence; an early tip-off to the wrong decision maker could unravel the work of the campaign.

KEY DOCUMENTS TO BE COMPLETED BEFORE MASC SESSION

- ▶ Policy Record Review (including the Decision Maker Matrix)
- ▶ Key Informant Interviews
- ▶ Media Activity Record

Information gathered from these documents will be used to determine the intermediate goal, organizational resources, and decision makers. Share this MASC draft with the group.

If you are building a MASC with Tribal communities, visit the Tribal Community Coordinating Center at www.ca-tccc.org

FACILITATION GUIDANCE

Be Inclusive

- Do a nonwork related icebreaker to help participants feel welcomed and to stimulate relationship building.
- Express that all ideas are valid, even a unique idea can spark a discussion that leads to a good solution or conversation.
- Encourage participation by delegating tasks during a meeting. Ask participants to be a note taker, timekeeper, or co-facilitate.
- Create a set of ground rules to make sure everyone feels safe and protected.

Be Focused

- Indicate what key decisions, tasks, or next steps need to be accomplished during the MASC session.
- Ask open-ended questions instead of yes/no questions and practice active listening.
- Keep conversations relevant to the MASC session. If the group goes on a tangent, respectfully bring the conversation back to the topic at hand.
- Use a “parking lot” to capture ideas that may not be relevant during the MASC session but could be discussed at a different time.
- The MASC is a living document so keeping the MASC updated is a continuous process.



ORGANIZING YOUR SESSION

Preparing for the MASC session:

- Schedule 2-4 hours for the MASC session.
- Send email reminders to the group.
- Book a meeting room that is accessible and can accommodate the size of your group or schedule a zoom meeting for an online session.
- Provide snacks, refreshments, markers, flip charts, large print-outs of the MASC for in person sessions.
- Share the draft MASC with the participants, in advance if possible.
- Participants will need a laptop or tablet to participate.
- Provide a map of the Council or Supervisor districts.

Good Luck with Your MASC Building Session!

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