



Adopting and Marketing the Strategic Plan: Instructions

Tasks:

1. Discuss individuals/organizations that need to know about the Tobacco Prevention Strategic Plan for Specific Populations.
2. Complete the following chart:
 - a. List three organizations or individuals whose buy-in is critical to the success of the strategic plan (e.g., state health officer, politician, specific population group, specific organization or coalition, etc.).
 - b. Briefly explain why they were selected and why their buy-in is critical.
 - c. List the best approach/tactic to reach them, e.g., formal presentation, one-on-one, annual conference; etc.
 - d. List the materials that should be utilized/provided, e.g. executive summary, press kit, powerpoint summary presentation, etc.
 - e. Who would be the best messenger to reach this person/organization?

Individual(s)/Organization	Why selected? Why is their buy-in critical?	What is the best approach/tactic to reach them?	What material should be provided? What might be the KEY MESSAGE?	Who might be the messenger?
Example: Local coalitions	Grassroots buy-in essential. They know their communities best.	Presentation at coalition meeting.	Executive summary; "prepared" presentation. <u>Key message:</u> Something can and is being done and you can be involved	Workgroup member from that geographic area.



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