

2016 Education Resources Tips for Use

The tips below can help guide your use of the education packet and customizable template during stakeholder meetings and when communicating with media, posting to social media, or conducting other sustainability activities.

The education packet can be used to:

- Educate stakeholders, coalition, and community members.
- Provide as a hand out at community events.
- Recruit new coalition members and partners.

Supplemental resources that might be helpful to review:

- [OTP Toolkit](#)
- [Health Equity Toolkit](#)
- [Educational Advocacy Toolkit](#)

The customizable template can be used to incorporate local context to supplement the education packet's statewide data. The information you summarize in the template can be expanded upon by you and your coalition members during your meetings.

Paint a picture of tobacco's impact on your community.

- Reference county data from the [Burden of Tobacco Report](#).
- Illustrate local disparities and discuss products in your community.
 - Give examples of products that are being marketed to the community.

Are young people attracted to certain products? Are stores selling? Share examples about how tobacco advertising targets specific populations. Talk about where you've seen products displayed. Provide pictures if possible.

Discuss your efforts in the community.

- Share some of your accomplishments.
 - Discuss the innovative partnerships or programs you have developed.
 - Give examples of local presentations you have given.
- Discuss your outreach to populations disproportionately impacted by the burden of tobacco.
 - Share examples of collaborations with mental health and AODA facilities.
 - Highlight local First Breath efforts.
 - Share what youth prevention looks like in your community.

Story prompts to inspire personal stories from your volunteers:

- What is special or concerning about tobacco use or impact in your community?
- How is/could your MJC/Network address the problem?
- What is a local success that you're proud of?

How to Set Up Informational Meetings

Key Steps & Tips

- Call the office and ask for a 15-30 minute meeting.
- Be ready to propose a location (coffee shop, library, office of a coalition member or volunteer).
- Plan to have at least 1-2 volunteers attend.
- Contact advocacy partners (ACS, ALA, AHA). They may also have local volunteers who can attend the meeting.
- Assign volunteer roles (lead spokesperson, note taker) and talking points ahead of time.
- Use this as a general meeting outline:
 - Introductions
 - Brief MJC/Network description
 - Current efforts (i.e., education resources)
 - Questions
 - Wrap up
- After the meeting:
 - Hold volunteer debrief and review notes.
 - Send thank you note and any requested follow up.

Other considerations

- Make sure the individuals attending your meeting are reflective of the community and populations disproportionately impacted by the burden of tobacco.
- Is it the right level of detail for the audience?
- Is there time to adequately address any supplemental material?