Wisconsin Tobacco Prevention and Control Program (TPCP)
Multi-Jurisdictional Local Tobacco Control Coalitions

Role of the Coalition

The TPCP values local tobacco control coalitions as an essential component of its efforts to reduce the death and disease caused by tobacco use and exposure. Supporting MJCs that are well-organized offers essential assets to Wisconsin's efforts including the following:

- o Coordination of local efforts linked to state goals
- o Implementation of best practices for policy development
- o Development of local leadership
- o Evaluation and monitoring of program outcomes

Definition of a multi-jurisdictional local tobacco control coalition

A multi-jurisdictional local tobacco control coalition is defined as a formally organized group of individuals and organizations who represents multiple jurisdictions to implement effective tobacco prevention and control policy interventions. A single regional MJC is not allowable.

A key outcome for MJCs is the adoption and implementation of local and statewide tobacco prevention and control policies in Wisconsin. MJCs strategically implement policy interventions in one community or county at a time rather than throughout the entire multi-jurisdictional area. This strategic implementation will maximize community and program resources while building a collective and collaborative effort within the MJC area.

Rationale for multi-jurisdictional local tobacco control coalitions

MJCs capitalize on the benefits of collaboration, share a common vision and mission and maximize limited resources to enhance successful initiatives. Local communities are better able to tap into resources, such as funding, people and power from all jurisdictions to build grassroots awareness and activities across geographic areas.

Functions of a multi-jurisdictional local tobacco control coalition

A MJC engages in community actions to support tobacco prevention and control local and statewide policy goals through the following key functions:

- Development and maintenance of a coalition infrastructure to support its organization and growth within the multi-jurisdictional area
- Education of community members to stimulate and build support for policy initiatives
- Mobilization and engagement of adults, youth and organizations in high-impact strategies and activities
- Education of local and statewide policy makers to increase the visibility of local and statewide program successes, build support for program priorities and increase knowledge of evidence-based strategies
- Implementation of earned media strategies to support and maintain local and statewide tobacco control efforts
- Documentation and evaluation of local activities and outcomes to assure successful achievement of tobacco control priorities and goals

<u>Structural components of a multi-jurisdictional local tobacco control coalition</u>

The structure of a MJC is the framework that defines its organization and operational procedures. As each coalition is unique to its multi-jurisdictional area, the structure should be tailored to the specific cultural and community characteristics. The following structural components are recommended:

- <u>Defined governance and coalition leadership</u> that may include a steering or executive committee and a coalition chairperson
- <u>Regular organized coalition meetings</u>, either in-person or via teleconferences
- <u>Organization of committees, task forces or work groups</u> to accomplish coalition objectives and initiatives
- <u>Written operating principles</u>
- <u>Recruitment, orientation and maintenance</u> of coalition membership that may include job descriptions, statements of support and member roles and responsibilities
- <u>Routine communication methods</u> both internal and external to promote the coalition and tobacco control in the multi-jurisdictional areas served
- <u>Training opportunities and skill-building</u> for members
- <u>Sustainability</u> efforts including grant seeking and identification of multiple sources of funding
- <u>Recognition and celebration</u> of coalition and member successes and achievements