

Wisconsin Tobacco Prevention and Control Program (TPCP) Ethnic and Poverty Networks

Role of the Ethnic and Poverty Networks

Eliminating tobacco-related disparities is a priority for the TPCP. The Centers for Disease Control (CDC) has identified eliminating tobacco-related disparities among population groups as a major goal and an essential core element of a comprehensive statewide tobacco control program.

The TPCP's disparities efforts are guided by *Bringing Everyone Along, a Strategic Plan to Eliminate Tobacco-Related Disparities in Wisconsin*. An integral part of the strategic plan is to provide continued support for five networks (African American, Asian American, Hispanic/Latino, Native American and Poverty) to reduce tobacco-related health disparities, death and disease caused by tobacco use and abuse.

Supporting well-organized networks offer essential assets to Wisconsin's efforts including the following:

- Coordination of local efforts linked to TPCP's disparities strategic plan and state goals
- Development of local leadership within priority populations
- Implementation of best practices and promising approaches to change social norms and enhance policy development
- Implementation of culturally appropriate tobacco control strategies and activities
- Evaluation and monitoring of program outcomes

Definition of a tobacco control network

A tobacco control ethnic or poverty network is defined as a formally organized group of individuals and organizations who represents communities experiencing tobacco-related health disparities, shares information and collaborates with local and statewide tobacco control programs.

Functions of a tobacco control network

Networks engage in community actions to support tobacco prevention and control local and statewide policy goals and to promote health equity with a specific focus on communities of color and people living in poverty through the following functions:

- Development and maintenance of a network structure to support its organization growth
- Education of community members to stimulate and build support for policy initiatives
- Mobilization and engagement of adults, youth and organizations in priority population communities to implement or strengthen local and statewide tobacco-related policies, including training and advocacy utilizing high-impact strategies
- Education of local and statewide policy makers to increase awareness of tobacco-related health disparities, 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
- Promotion, implementation and monitoring of the *Bringing Everyone Along A Strategic Plan to Eliminate Tobacco-Related Health Disparities in Wisconsin*

Wisconsin Tobacco Prevention and Control Program (TPCP) Ethnic and Poverty Networks

- Recommendation of strategies and activities aimed at addressing the root causes of disparities
- Documentation and evaluation of local activities and outcomes to assure successful achievement of tobacco control priorities and goals

Structural components of a tobacco control network

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

- Regular organized network meetings (in-person, teleconference, webinar, etc.)
- Written operating principles
- Recruitment, orientation and maintenance of network membership that may include organizational memorandums of understanding and member roles and responsibilities
- Routine communication methods both internal and external to promote the network and tobacco control in the area the network serves
- Training opportunities and skill building for network members
- Sustainability efforts including grant seeking and identification of multiple sources of funding
- Recognition and celebration of network and member successes and achievements