



**Faith United Against Tobacco**



## **Alliance for a Healthy South**

### **Campaign Goals and Operating Guidelines**

#### **Who:**

This regional campaign is initiated by a collaboration of the American Cancer Society Cancer Action Network, American Cancer Society, Community Catalyst, Campaign for Tobacco Free Kids, Faith United against Tobacco and Families USA.

#### **Campaign Goals:**

- To win state tobacco tax increases in southeastern states in order to protect and expand health access reduce youth smoking, and increase funding for tobacco prevention and cessation programs to levels recommended by the Centers for Disease Control and Prevention
- To foster stronger ongoing collaboration among consumer health access advocates and tobacco control and public health advocates to improve the health status in each state
- To create synergy and increased visibility by coordinating efforts across states

#### **Operating Principles:**

- Collaboration across constituencies will contribute to strong campaigns
- Each state must design its specific policy agenda and campaign strategy
- Effective campaigns will require resources. There is a commitment to seek the necessary resources, acknowledging that consumer health organizations have limited financial resources. Fundraising strategies will not interfere with funding for core operations of collaborating partners
- Regional support will focus on those areas in which coordination or economies of scale make sense, such as common research, message development, national or regional fundraising, coalition building, and any other needs specifically identified by the state campaigns

#### **National Organization Roles**

*American Cancer Society Cancer Action Network*

- Provide policy and strategic expertise on health access, coverage and tobacco control
- Share public opinion research results to assist in campaign development

#### *American Cancer Society*

- Provide policy and strategic expertise on health access, coverage and tobacco control
- Share public opinion research results to assist in campaign development
- Provide staff resources as determined by the appropriate ACS Division

#### *Campaign for Tobacco Free Kids*

- Share public opinion research results to assist campaign development
- Provide policy and strategic expertise on tobacco control
- Provide financial resources to specific state campaigns based on an assessment of strategic opportunities

#### *Community Catalyst*

- Provide policy expertise, including regional and state specific reports, fact sheets, and web content on health access, coverage, and Medicaid
- Provide consultation and tools on campaign development and coalition-building

#### *Families USA*

- Provide policy expertise on Medicaid, health coverage and access; information about what's happening on Medicaid and health coverage nationally and in other states; state-specific reports and fact sheets
- Provide assistance with messaging, legislative and media strategy

The Campaign for Tobacco Free Kids, Community Catalyst, and the American Cancer Society Cancer Action Network will each provide field staff support to state-based campaigns. Field support will focus on campaign development; building and maintaining strong collaboration among the state organizations; and providing strategic campaign consultation.

All three organizations will coordinate their efforts through regularly scheduled calls and meetings and through regular communication among field staff on state-specific developments.

### **Regional Coordination and Identity – Operational Strategies**

- Monthly calls among national collaborators to coordinate efforts and develop regional approach including messages
- When requested, calls with all states with tobacco control and health access advocates to share developments on all campaign elements
- Regular tracking of policy and political developments in states – for internal and external purposes (media, policymakers, etc)