

Campus Tobacco Policy Strategic Planning

Are you having a hard time moving from tobacco policy development theory to action? Does your campus tobacco task force feel frustrated that they cannot get buy-in to pass a tobacco free policy? Are there other campuses in your state that are experiencing the same frustration? Have you already been through the “Campus Tobacco Policy Development Training”? If you answered, “yes” to any of these questions, this policy strategic planning session will help your campus. With the assistance of BACCHUS staff, you will walk away from this full-day workshop with a three-year strategic plan that is individualized for your campus. The BACCHUS staff will cover the importance of strategic planning, provide model strategic plans to work from, and provide individualized technical assistance to develop a strategic plan that will best work for all campuses in attendance.

Learning Objectives

At the completion of this training, participants will be able to:

- Identify the elements that are causing frustration/stalling policy initiatives.
- Brainstorm creative methods for addressing concerns from the campus community.
- Develop a strategy for restarting or continuing momentum for policy development.
- Establish tobacco policy goals for the coming months and years.
- Develop a strategic plan to pass strengthened tobacco policy.

Fee

Our fee for a one-day training for one campus is \$1,800 and includes the travel costs of one trainer (airfare, ground transportation, hotel, meals). For multi-campus/statewide trainings, our fee is \$2,500, plus travel costs. In both cases, if attendance exceeds 40 people, a second trainer will be included for an additional cost. Please contact us for details.

Program

Policy initiatives can be challenging, sometimes aggravating processes, particularly for those who have not conducted them before. Though it is tempting to vent our frustrations, constructive reevaluation is needed to move the process forward. This session works to do just that. Participants will work together in creative ways to assess the current policy status and develop a strategic plan for the future. Diverse representation from your campus task force/policy group is recommended in order to provide the needed depth of ideas.

Here is an outline of the training:

- Identifying challenges and potential problems
- What is strategic planning and why is it important?
- Developing strategies and tools for maintaining momentum
- Reenergizing the tobacco task force
- Creating SMART goals for the future
- Elements of a strategic plan
- Writing a clear, executable strategic plan
- Developing a plan
- Evaluating your work

Book a Training

Interested in bringing a BACCHUS trainer to campus? Contact Ann Quinn-Zobeck at:
303-871-0901 or ann@bacchusnetwork.org