

## Advice for Tobacco Policy Work

The following are compiled tips and advice from those who have advocated for tobacco policies at college campuses. We hope this wisdom will be useful in your advocacy.

- Be patient. Policy change takes time, and there will inevitably be unforeseen delays and challenges along the way.
- Build relationships. It pays to network on campus and in the community. Attend events, go to luncheons, volunteer for committees—anything that will help you get to know other staff, faculty and students on campus.
- Do your homework. Take the time to educate yourself, your task force and your student leaders on the issues at hand. Know your talking points forward and backward.
- Use your collective creativity. Think of innovative and fun ways to get your message out to the campus. Students and other task force members may have tremendous ideas just waiting to emerge.
- Partner with the locals. Your local health agency can be a tremendous asset when advocating for stronger tobacco control policy. Be sure to utilize their expertise.
- Discuss your deal-breakers. If your task force is not completely satisfied with a proposed policy, talk about it. What are the items that *must* appear in a final policy? Which ones are negotiable?
- Celebrate and acknowledge positive changes and the people who contribute. Since the change process can take time, it is vital to keep the team motivated.
- Expect turnover. Volunteers and task force members will come and go; therefore, be proactive in recruiting by conducting outreach and promoting the task force.
- Do not be afraid to ask for help. There are many resources available and be sure to use them.
- Share what you learn. Other campuses will be going through the same process, and they would like to hear examples. Tell BACCHUS about your policy change process, submit your program for an award, and/or present at conferences.