

# Strategies to Promote Resources

**Resources:** The people, coalition cohesiveness, ability to organize the grassroots, money, time, equipment, and space dedicated to smoke-free policy development including those willing and able to lobby.

<b>Build an Effective Coalition</b>
Engage traditional partners (e.g., health organizations, hospitals, clinicians) in forming or extending existing coalition
Ask coalition members to find more friends--look for nontraditional partners (e.g., faith community, small business owners)
Develop and revisit short and long-term coalition goals so members see progress
Train coalition on team building, ability to manage conflict, media relations, and evidence-based SHS policies and strategies to promote policy
Train coalition in the local policymaking process and advocacy vs. lobbying
Identify, recruit and train coalition members who can engage in political lobbying
<b>Promote Effective Use of Media</b>
Identify a few key champions within the local community who have personal stories and are willing to share their experiences with the media
Identify and train key media spokespersons for the campaign
<b>Partner to Seek Resources</b>
Approach local education/health partners to provide resources
Approach national/state partners – American Lung Association, American Heart Association, American Cancer Society - to provide resources and assist
Assess existing regional efforts/goals of the voluntary health groups for possible collaborations
Identify and reach to new community groups with basic SHS messages
Encourage school, community and other groups to get involved in the education campaign
Identify, network and educate key community members not yet involved
<b>Seek Funding and Collaborations</b>
Engage in fundraising and development to obtain needed resources.
Write proposals to support evidence-based assessments and strategies, and/or analyses of outcomes (e.g. air quality or economics pre/post, adherence studies)
Find other resources including volunteers, funding sources, meeting space
Maintain comprehensive databases (e.g. complaints, violations, court actions)
Track outcome data to use for future grant requests, as well as for sustaining and/or strengthening the policy
<b>Engage Policymakers</b>
Work with legislative champions to identify primary enforcement agency
Ask political lobbying team to develop rapport with and educate policymakers

*For more information, contact the Kentucky Center for Smoke-free Policy, University of Kentucky College of Nursing, 859-323-4587 or [www.kcsp.uky.edu](http://www.kcsp.uky.edu).*