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Background

1) History & Epidemiology & International Scope of the Problem

- ☒ *Tobacco & African American: Then & Now* booklet from California
- ☒ ☒ Stats You Need to Know (3 Fact Sheets)
- ☒ *Thangata*: Video on International tobacco trade

2) Tobacco Industry Tactics

- ☒ ☒ Tobacco Tactics: Selected Industry Documents targeting the Black Community
- ☒ ☒ Industry Funding: Article on *Smoking with the Enemy*
- ☒ ☒ Uptown: Case study of successful African American fight against “Uptown” cigarettes

3) Resources

- ☒ ☒ Internet ACTivism -- Internet Resources/Links page

Understanding the Policy Process on Campus

4) Policy Recommendations

- ☒ ☒ ACS_Standards (American Cancer Society Standards for Tobacco Free Campus)
- ☒ ☒ ACS_FAQ (American Cancer Society Frequently Asked Questions Campus Policy)
- ☒ ☒ NCCU Model Policy Example (Policy proposed by student coalition SCAT)
- ☒ ☒ NCCU Sample Policy Notices (2 student documents: Dorm_Contract and Dorm_Flyer)

5) Policy Change Process

- ☒ ☒ Spectrum of Prevention (Prevention Institute publication focusing on injury prevention)
- ☒ ☒ Campus Bureaucracy (Model of policy implementation on campus)
- ☒ ☒ URI (University of Rhode Island Campus Smoke Free Case Study)

Making Policy Change on Your Campus

6) Planning for Policy Change

- ☒ ☒ Overview Strategic Planning (from Community Toolbox)
- ☒ Creating Change: Developing Objectives, Selecting Strategies & Action Planning
- ☒ ☒ Action Planning Template
- ☒ ☒ Nine Questions (Nine questions to guide strategy, with template to answer your own)
- ☒ ☒ Vision and Mission Statement (Sample from NCCU SCAT coalition)
- ☒ ☒ Objectives (Sample from NCCU SCAT coalition)

7) Educating for Policy Change

- ☒ ☒ Opportunities for Education/Action on Policy Change through Campus Events
- ☒ ☒ SCAT Brochure (includes petition)
- ☒ ☒ Ads (3 sample paid advertisements published in Campus newspaper)

8) Advocating for Policy Change (see Media Advocacy for additional examples)

- ☒ ☒ Student Testimonies (3 students: Shonda Corbett, Anthony Brow, Cornell Wright)
- ☒ ☒ Dean Memo (NCCU Memo to the Dean on policy request 3/15/04)
- ☒ ☒ Support letter template (Letter of support sent to campus groups to sign in support)

Assessment

9) Planning Your Assessment

- ☒ ☒ Planning Templates for Surveys, Key Informant Interviews & Observations
- ☒ ☒ IRB (sample documents from NCCU campus assessment application)
- ☒ ☒ Release Form (NCCU form used when taking photos)

Assessment (continued)

10) How To Tips

- ☰ 📄 Tips for Conducting Surveys & Interviews
- ☰ 📄 Survey Instructions (Script used for NCCU campus surveys)

11) Survey/Observation Instruments from NCCU

- ☰ 📄 Key Informant Interview (Sample from 2002 Campaign)
- ☰ 📄 Campus Observation Forms (Samples from 2002 Campaign)
- ☰ 📄 Operation Storefront (Sample from 2002 Campaign)
- ☰ 📄 Campus Survey (Sample from 2002 Campaign)

12) Analyzing and Using Results

- ☰ 📄 Data Analysis Tips
- ☰ 📄 NCCU Results (Summaries of each type of data collected)
- ☰ 📄 Assessment report

Media Advocacy

13) Working With the Press

- ☰ 📄 Media Guide from Americans for Nonsmoker Rights (ANR)
- ☰ 📄 Media Insider Etiquette (Tips for working with the media & giving a good interview)
- ☰ 📄 Talking Points: Sample NCCU facts for coalition members speaking with press

14) Paid Media

- ☰ 📄 Paid Public Service Announcement (PSA) for NCCU event in Echo campus paper
- ☰ 📄 Ads (3 sample paid advertisements published in Campus newspaper)

15) Earned Media

- ☰ 📄 Op-Eds (2 files of published opinions in NCCU and 1 in East Carolina campus news)
- ☰ 📄 Press Release Worksheet (Worksheet and templates for creating press releases)
- ☰ 📄 Earned Media (3 files: 2 NCCU Echo campus news stories and one TV story in Durham)

Designing a Tobacco Policy Course

16) Course Materials

- ☰ 📄 Syllabus1: Assessment & Analysis of Tobacco Policy (1 semester course)
- ☰ 📄 Syllabus2: Advocacy for Tobacco Policy Change (1 semester course)
- ☰ 📄 Syllabus_Combined: Above 2 syllabi in a combined 1 semester course
- ☰ 📄 Interactive Exercises (5 tried & true examples used in class)

Developing and Sustaining Student Involvement

17) Working with/Involving Students

- ☰ 📄 Resources for Coalition Building
- ☰ 📄 Student Tips (Thoughts on Success from Student Intern Cornell Wright)
- ☰ 📄 Volunteers: Tips for Recruiting and Retaining Volunteers

18) Student Action

- ☰ 📄 Student Testimonies (3 students: Shonda Corbett, Anthony Brow, Cornell Wright)
- ☰ 📄 KOOLMIXX Alert (Example of national campaign involving students)

Additional resources

- 📄 CD-ROM of Toolkit Contents
- 📄 CD-ROM “Basics of Tobacco Control” (Tobacco Technical Assistance Consortium)
- ☰ 📄 Kick Butts Day Kit