



Get 'er Done

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You are the “Saving Lives Team”

1. Support Your Team Members
2. Practice Working As A Team
3. Practice Makes Winning Possible
4. Build a Winning Team
5. Celebrate
6. Create Hero Opportunities

Key Elements for Sustainability

External Influences

State Environment

- Public Support
- Governor Support
- Legislature Support
- Political Champions
- Organized Opposition
- State Financial Climate

Community Awareness & Capacity

- Visibility & Acceptance
- Community Participation
- Community Assessment
- Public Relations & Marketing
- Grassroots Organization



Internal Influences

Program Structure & Administration

- Fiscal Monitoring
- Fiscal Policies
- Partner Involvement
- Strategic Planning
- Staffing

Funding Stability & Planning

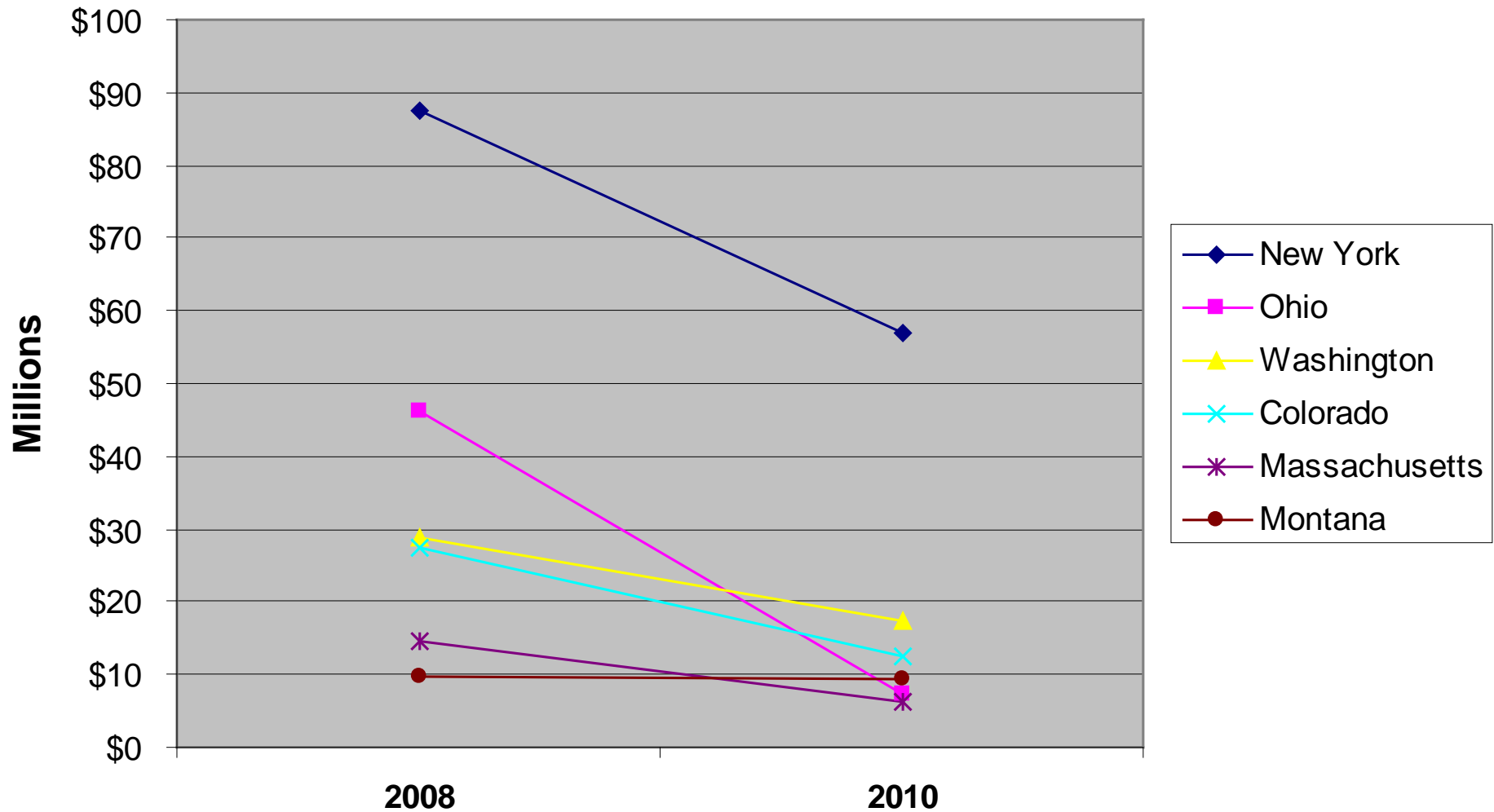
- Funding Stability
- Planning
- Fiscal Diversity
- Capacity

Program Surveillance & Evaluation

- Planning
- Implementation
- Use



State Tobacco Funding



Six Lessons from Other States

- Strong and Experienced Leadership
- Broad and Deep Organizational and Community Ties
- Coordination of Efforts
- Strategic Use of Surveillance and Evaluation Data
- Active Dissemination of Information about Program Successes
- Policy Maker Champions

Lesson 3: Coordination of Efforts

- Varied Groups Work Together on Common Purposes
- Consistent Messages
- Targeted Written Materials

Lesson 6: Policy Maker Champions

- The More Powerful the Champion,
the Greater the Chance of Success
- Legislative Champions
- Local Decision Makers and People of
Influence