

# BUILDING A MOVEMENT FOR TOBACCO CONTROL

The Praxis Project

# What is a movement?

- People believe they HAVE to do something to make a difference
- Decentralized, inspired
- Many can and do contribute without “belonging”
- Articulate values
- Many act without compensation
- Shapes public conversation

# Are we a movement?

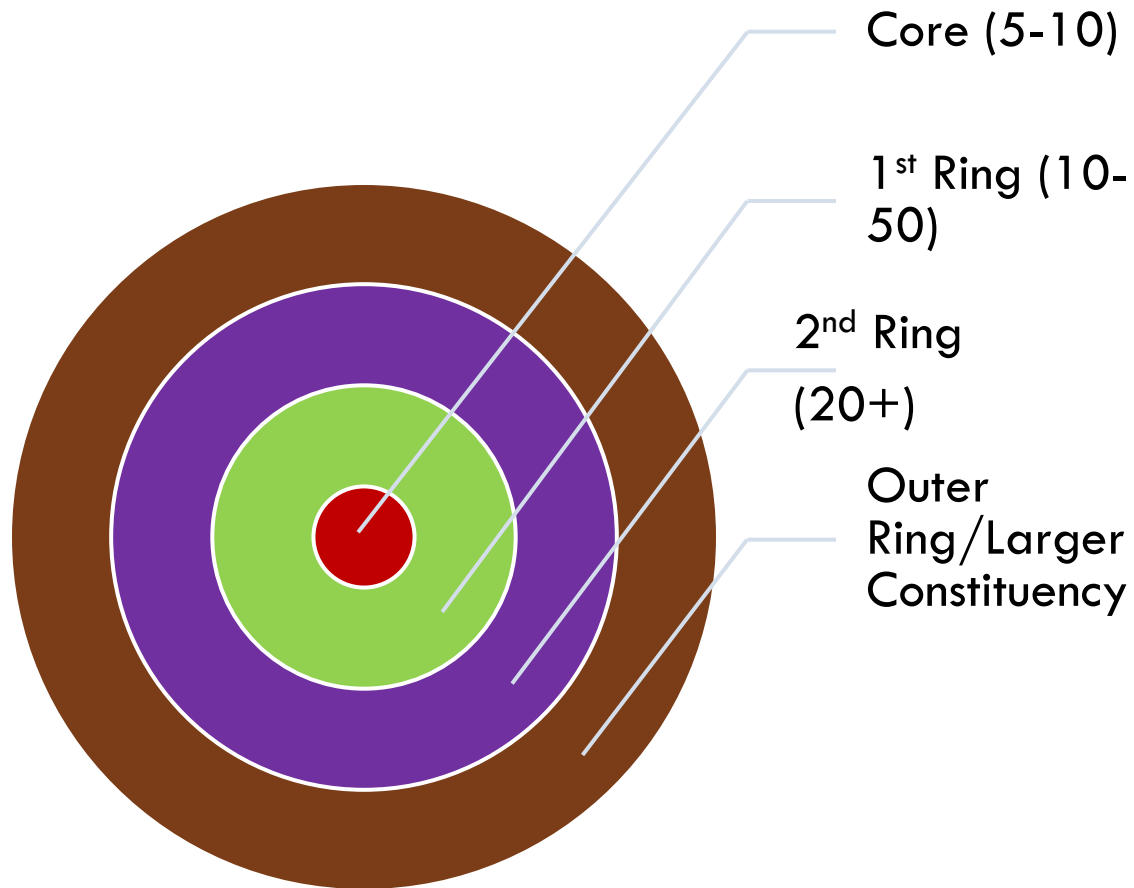
What do you think?

# How do we get there?

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- What are the burning issues? (Discuss)
- How do they connect with our issues?
- Who cares?
- Who should care?
- How do we make the connections?

# Appreciating the whole

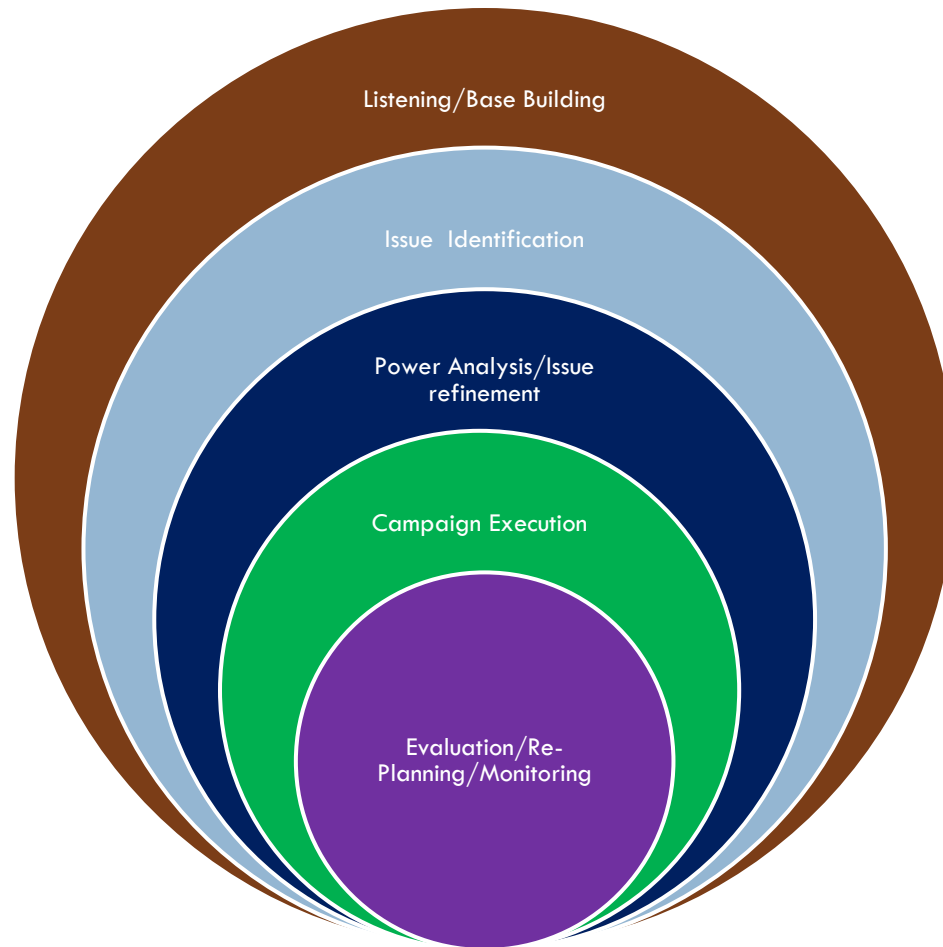


# Mapping Our Assets



- What are we trying to do?
- Who do we know/What do we bring that can help move this work?
- What will it take to mobilize these assets?

# Working along the continuum

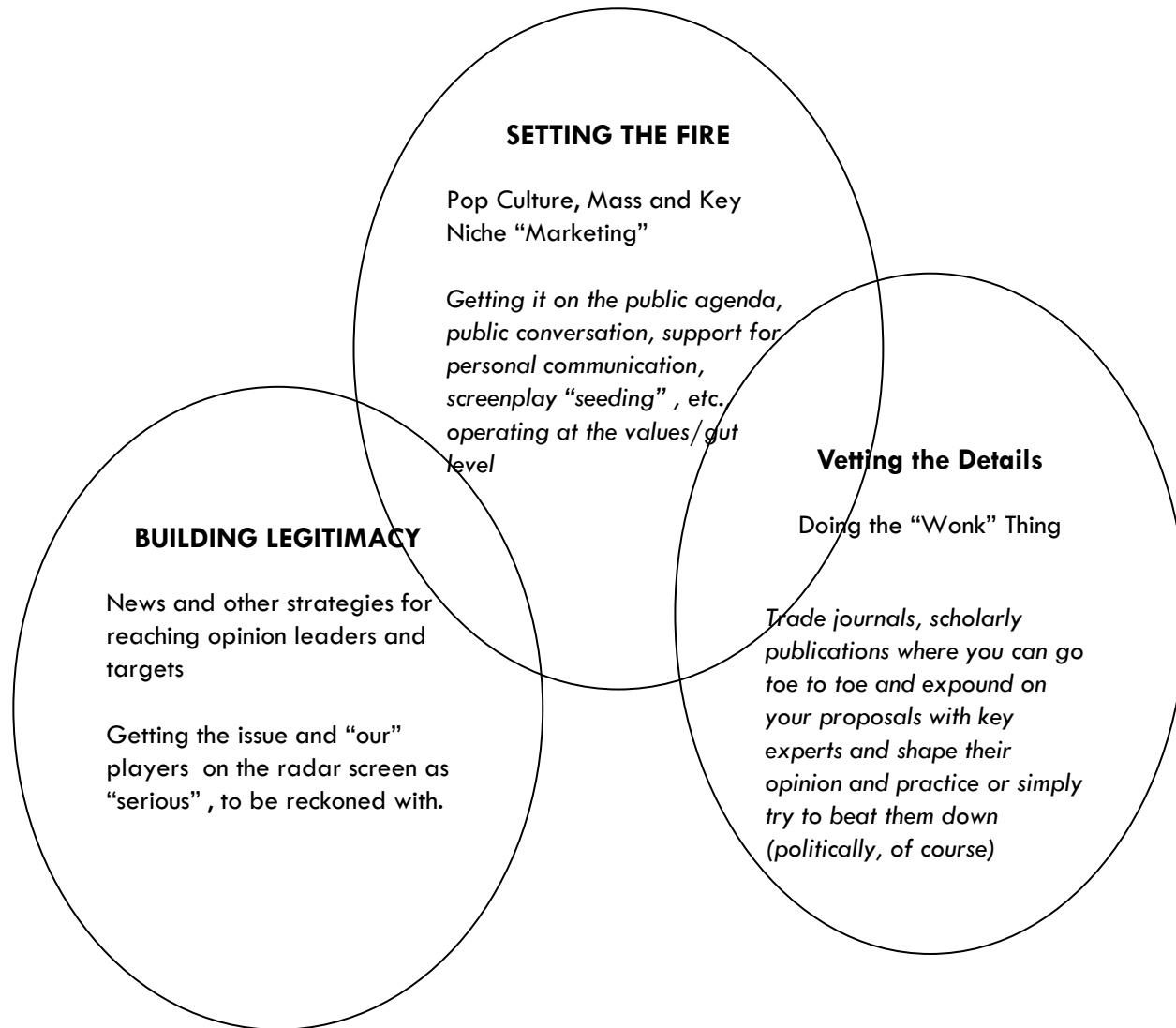




# reflection

Where are we along the continuum?

# Getting Ideas on the Public Agenda



# Communicating values

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- What are the shared values around advancing tobacco control policy?
- Are there cultural and other popular values that we need to consider?

# Principles of Effective Messaging

- Affective
- Effective
- In policy: names the target
- To the point

The slide features a decorative header with a solid orange rectangle on the left and a solid blue rectangle on the right. The text "Thank you!" is centered within the blue rectangle.

Thank you!

Visit the site to learn more about training and funding opportunities. Residential trainings on communications, organizing and policy advocacy are in January, March and May 2009.

**The Praxis Project [www.thepraxisproject.org](http://www.thepraxisproject.org)**