

Policy Change Through Coalition Involvement, Grass Roots and Media

Jill Thompson

Policy Manager

Oregon Tobacco Prevention and Education
Program

Coalitions

- A **coalition** is an alliance among organizations, during which they cooperate in **joint action**, each in their own self-interest
- Coalitions are usually temporary
- Coalitions achieve their work through collaboration

Composition of a Coalition

- Individuals/organizations who have a stake in the outcome
 - Can be convened by any one organization
 - Convener must recognize the (political) value of diversity
- Individuals/organizations who can influence policy outcomes

Coalition Development and Management

Be prepared to lead the coalition

If you are not ready to lead a coalition, don't start
one

Characteristics of good coalitions:

- Focused
- Diverse
- (Policy) Goal oriented
- Action oriented
- Efficient (shared workload)

Coalition Development and Management

25/25/50

- 25% in coalition meetings
- 50% on developing coalitions partnerships (networking, meeting one-on-one, lobbying individual coalition members)
- 25% logistics and reporting

Community Engagement

- Grass Tops
- Grass Roots

Media

Paid Media

- Ads, direct mail, billboards, etc

Earned media

- Press releases
- Press events
- Opinion editorials
- Letters to the editor
- Newsletters
- Websites



Jill Thompson

Policy Manager

Tobacco Prevention and Education Program

Oregon Public Health Division

971-673-1038

Jill.thompson@state.or.us