

# YOUTH ADVOCACY AGAINST TOBACCO

The Midwest Academy  
Strategies Guide



## The Midwest Academy Strategies Chart

The strategies chart was developed by The Midwest Academy, a national training institute committed to advancing the struggle for social, economic, and racial justice. The chart provides a focal point for a group campaign planning process. It poses the necessary questions in a logical order and moves people through the planning process step by step. Acting as a road map, the chart is a living document that can be completed in multiple sessions and can be adjusted along the campaign journey.



## Utilizing the Chart in Youth Advocacy Against Tobacco



The goal is for tribal youth to utilize the chart as an organizational foundation to amplify, and center their voices. The chart acts as a tool for youth to educate and empower peers to advocate against the use of commercial tobacco. Furthermore, this chart is aimed to support in understanding how to engage with, mobilize leaders, and other advocates within their communities.

## Breaking down the Midwest Strategies Chart

Below is a list of key vocabulary that is used within the chart when discussing strategy. A great exercise to do is looking at a blank strategy chart and practice filling it in with these terms in the correct spaces.

### Issue

**The specific solution to a problem.**

Example: Restrict proximity of tobacco retailers to schools and other youth-oriented areas

### Target

**The person with the power to give you what you want.**

Example: Tribal Council members

### Constituents

**People and/or organizations that agree with your issue and want to win the issue for the very same reasons you do. Their self-interest is the same as yours. Often, they represent the same group of people you are working with (e.g. youth).**

Example: Tribal youth council, Youth Advocacy Groups, Clubs at school

## Allies

**People and/or organizations that agree with your issue but for reasons that are different. Their self interest is different from yours, but they want the same thing as you.**

Example: Tribal Casino Employees

## Opponents

**People and/or organizations that are not on your side of an issue and who stand to lose something if you win your issue.**

Example: Tobacco Retailers

## Tactic

**The actions you take to pressure the target into making the decision you want them to make in order to win your issue. Tactics should be within the experience and comfort level of your group, and out of the experience of the target.**

Examples: Young people testifying at Tribal Council meetings, petitions, rally outside CityHall

## Long-term goal

**This is the long term goal of your efforts. When working with youth, we frame this as something the group can accomplish in over one year.**

Example: Reduce commercial tobacco use

## Intermediate goal

**This is the goal of your campaign. You should choose something that can be accomplished during one school year.**

Example: Ban marketing/ ad placement targeting native communities

## Short-term goal

**This is a first step that your group can take to get to your intermediate goal. It may be a quick victory that the group can win, or it may be something your group has to do before working on the intermediate goal.**

Example: Conduct community walk around of neighborhood stores & publish results

# STRATEGY CHART GUIDE

Priority Issue				
GOALS	RESOURCES	CONSTITUENTS, ALLIES & OPPONENTS	DECISION-MAKER	TACTICS
<p><b>Long-Term Goal</b> What is your long term goal?</p> <p><b>Intermediate Goal</b> What you are seeking to achieve in this campaign</p> <p><b>Short-Term Goal</b> Short term victories on your way to the intermediate goal.</p>	<p><b>What We Want to Get Out of This</b> What organizational gains do we want from this campaign (more people, more leaders, other?)</p> <p><b>What We Have</b> What resources, people, money, info, other do you have to carry out the campaign?</p> <p><b>What We Need</b></p>	<p><b>Constituents</b> Who are the people – organized or not –on your side of the issue who share your self interest &amp; will benefit if you win?</p> <p><b>Allies</b> Who are the people and organizations who can align with your issue for reasons that may differ from your own?</p> <p><b>Opponents</b> Who are the people and organizations who oppose you and who will lose if you win? What will they do to oppose you? How strong are they?</p>	<p><b>Primary Target</b> Who has the power to give you what you want? What power do you have over them?</p> <p><b>Secondary Target:</b> Who has the power to influence your primary target? What power do you have over them?</p>	<p>What are the steps you can take to influence your target?</p> <p><b>Partial List of Tactics</b></p> <ul style="list-style-type: none"> <li>• Community walk-around</li> <li>• Media advocacy</li> <li>• Community presentations</li> <li>• Letter writing campaigns</li> <li>• Speaking/Performing at public hearings</li> <li>• Meetings with tribal officials</li> <li>• Postcard/letter campaigns</li> <li>• Rallies, pickets, letters to the editor.</li> </ul>

# SAMPLE STRATEGY CHART GUIDE

## Priority Issue: Eliminate tribal youth access to commercial tobacco

GOALS	RESOURCES	CONSTITUENTS, ALLIES & OPPONENTS	DECISION-MAKER	TACTICS
<p><b>Long-Term Goal</b> Reduce smoking prevalence among tribal youth</p> <p><b>Intermediate Goal</b> Raise community awareness regarding cigarette use among youth</p> <p><b>Short-Term Goal</b> Map all tobacco retailers near schools, parks, and playgrounds.</p>	<p><b>What We Want to Get Out of This</b> Youth Council Support Community support Media access</p> <p>Education around what tobacco does to the body</p> <p><b>What We Need</b> Increase community partners Increase community mapping Regular meeting location Supplies for Snacks/Food Support with transportation</p>	<p><b>Constituents</b> Other youth, parents, community groups, local anti-tobacco coalition</p> <p><b>Allies</b> Neighborhood Associations, American Lung Association, American Cancer Society, Police department</p> <p><b>Opponents</b> Tobacco retailers, Tobacco Industry, Merchants</p>	<p><b>Primary Target</b> Tribal Council Members</p> <p><b>Secondary Target:</b> Non-profit public health community</p>	<ul style="list-style-type: none"> <li>Organize community map of where tobacco retailers are near areas that youth are around</li> <li>Presentations to community groups</li> <li>Educate tribal officials</li> <li>Explore what other youth councils/ tribes and nations are doing</li> <li>Media advocacy</li> <li>Letter-writing campaign</li> </ul>

# SAMPLE STRATEGY CHART GUIDE

<b>Priority Issue:</b>				
<b>GOALS</b>	<b>RESOURCES</b>	<b>CONSTITUENTS, ALLIES &amp; OPPONENTS</b>	<b>DECISION-MAKER</b>	<b>TACTICS</b>
<b>Long-Term Goal</b>	<b>What We Want to Get Out of This</b>	<b>Constituents</b>	<b>Primary Target</b>	
<b>Intermediate Goal</b>		<b>Allies</b>	<b>Secondary Target:</b>	
<b>Short-Term Goal</b>		<b>Opponents</b>		
	<b>What We Need</b>			