



Curriculum for TC Champions Network Managers

Our brand-new training for Tobacco Control Champions Network Managers will start on April 2 and run through July.

The course is broken into three different parts. First, we will work with you to identify potential TC champions, then we will work with you to conduct outreach, and then once the champions have signed up, to organize them to take collective actions.

First Lesson: Identifying Champions

This lesson will focus on helping grantees think through all of the different ways you can find advocates that are active on social media and prioritize them based on their ability to support/influence the policy process.

- Topic #1: Who can be an TC champion?
- Topic #2: Mapping existing organizational and coalition relationships
- Topic #3: Identifying who is already engaging with your content online
- Topic #4: Strategies for locating potential advocates through social listening
- Topic #5: Power mapping: How can your champions influence the policy process

After the conclusion of the first lesson we will officially launch a brand-new web portal where you and your champion networks can access resources.

Second Lesson: Recruiting Champions

This lesson will focus on preparing you for the actual outreach to potential champions as you start to reach out to them and ask them to join the program.

- Topic #6: How to reach out to potential champions
- Topic #7: Vetting potential advocates

After you have built a champion network, all trainees will participate in a global action for World No Tobacco Day on May 31.

Third Lesson: Managing Champions Network

This lesson will focus on helping you put together a strategic plan for how to leverage your influencer network to take actions that support your policy advocacy campaign.

- Topic #1: How to leverage influencers to support strategic campaign activities
- Topic #2: Creative ideas to leverage influencer support
- Topic #3: How to use the website to manage influencers/communicate with them
- Topic #4: How to use other digital channels to organize potential advocates:
 - What's App/FB Groups
 - Email/SMS
- Topic #5: Measuring success of activities

