



CTFK's Digital Advocacy Center is thrilled to offer three upcoming training and support opportunities to support your country advocacy campaigns:

**Tobacco Control Champions Network** - Designed to help organizations build and expand their influencer networks to deepen their impact on policy advocacy and outcome.

**Training Offering:**

- Access to TCChampions.org website tools to recruit and manage key campaign ambassadors
- Access to 3 Courses for Guided Learning on:
  - Identifying Champions
  - Recruiting Champions
  - Managing Champions on TCChampions.org
- New Sample Action Toolkits to Customize for your Champions on Specific Tobacco Issue areas (Tax, Smoke-Free and TAPS)

**Who it's for:** Organizations who are looking to build and mobilize their influencer networks to achieve a specific policy campaign goal.

**Commitment:** To build a successful grasstops program, a commitment of 10 hours a month over the course of 6 months is recommended.

**Social Accelerator:** The Social Accelerator program is designed to drive high levels of mobilization on social media and direct-action platforms. This program is limited by application only as organizations receive initial advertising funds, support with paid advertising strategies, technical support on setting up and managing campaigns and ongoing tracking and data analysis.

**Training Offering:**

- Training on paid advertising strategies
- Ongoing tracking and data analytics
- Technical support

**Who it's for:** Organizations who have an allocated budget for digital ads.

**Tax Training:** In April/May, we're going to be launching a tax training for organizations to be able to develop and share effective campaigns strategies, tactics and content. Topics of discussion include youth mobilization, industry callout, mobilizing new key champion voices, and connecting tobacco tax to recovery and COVID-19.

Training Offering:

- PDF presentation of customized training materials with relevant examples as well as references to best-practices, relevant tools or other resources
- Live webinar to review key themes and facilitate Q&A/knowledge share among trainees,
- Webinar recording to be distributed to participants for future reference.
- Exercises for participants to be able to directly apply course knowledge to their work and campaign objective
- Written feedback on exercises to help trainees cement learnings and advance their campaign work

**Who it's for:** Organizations in countries working on tobacco tax policy initiatives.

**Commitment:** 10-hour monthly commitment over the course of 3 months is recommended.