



# TRIBAL COMMUNITY COORDINATING CENTER

— A PROJECT OF ETR

**Please join us in advocating for equity  
by addressing the impact of commercial tobacco on  
health disparities in California Tribal communities!**

**The Center focuses on:**

- » Engaging California Tribes and people to assess their readiness to work in tobacco control.
- » Establishing a coordinating center of tobacco control learning, communication, and policy activities among Tribal communities, organizations and agencies as well as AI-serving organizations and agencies.
- » Providing training and skill development to build the capacity of tribal leaders, emerging leaders, and champions in the tobacco education arena.
- » Developing and disseminating a policy platform that identifies policy and system change priorities for preventing and reducing tobacco use among California's AI population.
- » Creating paid media for California Tribal Communities and American Indian media outlets including radio, print, out-of-home, closed circuit health channels, and digital media in collaboration with the statewide tobacco media campaign.

*Providing culturally appropriate  
guidance and assistance to California  
Indian Tribes to access and implement  
tobacco related programs*

**We believe the success of the TCCC is dependent  
on the vibrant guidance and input of our Tribal  
Advisory Council (TAC).**

TAC members provide guidance on program activities:

- » Review the results of the TA needs assessment to determine priorities
- » Guide selection of Leadership Development Program participants
- » Guide development of Leadership Development Program Curriculum
- » Guide selection of educational topics for the Annual Learning Institutes
- » Contribute to development of the AI Policy Platform and the Dissemination Plan
- » Develop Policy Platform and Dissemination Plan Rating Checklist
- » Review AI tobacco control information and education message materials
- » Review educational materials developed for AI funded projects
- » Review TCCC website design
- » Contribute to the TCCC newsletter

## CONTACT

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advancing  
health  
equity **etr.**