



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



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advancing
health
equity **etr.**