

## Communities of Practice Industry Influence

### Topic:

Articulating community values to counter alcohol, tobacco, marijuana and sugar drink industry influence

### What is a Community of Practice:

A series of 4 support calls over June – July 2018, intended to build capacity, awareness and leadership among grantees and HPCDP staff about different industry tactics within local communities.

Communities of Practice support our shared learning with the purpose of advancing the adoption and implementation of priorities across the state. They are not ongoing groups but provide a forum for sharing information, best practices, lessons learned and data on a particular focus area. Communities of Practice are learning labs where we work together to develop a shared understanding of challenges and priorities.

### Goals of this Community of Practice:

- To advance individual and shared knowledge and expertise.
- To create a learning environment (for training – mentoring – sharing) for grantees and staff.
- To communicate with and among grantees in more depth related to industry tactics.
- To build alignment for specific strategic priorities.
- To discuss and share evidence-based practices related to the topic area.
- To support grantees, as individuals and as a group, in moving the dial on high-value policy change initiatives and activities.
- To ensure that health equity, strategic partnerships and other PHD and HPCDP priorities are integrated into local/state policy.

### Objectives of this Community of Practice:

- To develop skills to recognize industry tactics and motivators.
- To develop coordinator capacity to speak with confidence about various industry approaches with an attention to the social justice impacts and targeting of specific communities.
- To develop capacity to react to threats including mobilization of community advocates and community members most at risk.

### Who is invited to participate?

- Regional Health Equity Coalition (RHEC) grantees
- Tobacco Prevention and Education program (TPEP) grantees
- Tribal TPEP grantees
- Alcohol and Other Drug Prevention and Education Grantees (ADPEP) grantees
- Strategic Prevention Framework Partnerships for Success (SPF-PFS) grantees
- Health Promotion and Chronic Disease Prevention policy specialists, health promotion specialists

Interested individuals are encouraged to participate in teams with other grantees in their region, including Counties, RHECs or Tribes. Participation will be limited to 16 individuals to foster a productive learning opportunity. Priority will be given to teams applying together. We will make every effort to identify Community of Practice session times based on selected participants' schedules.

Interested?

Please email the requested information to [Jennifer Diallo](#) by May 22, 2018

**Name(s):**

**Community/County/Tribe:**

**Statement of Interest (brief 2-4 sentences) addressing the following questions:**

1. **Why are you interested in participating?**
2. **How will this be relevant to your work?**
3. **What are you hoping to gain and what do you hope to share? (optional)**

[Questions? Contact:](#)

**Jennifer Diallo, M.Ed.**

Community Liaison & Workforce Capacity Coordinator

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