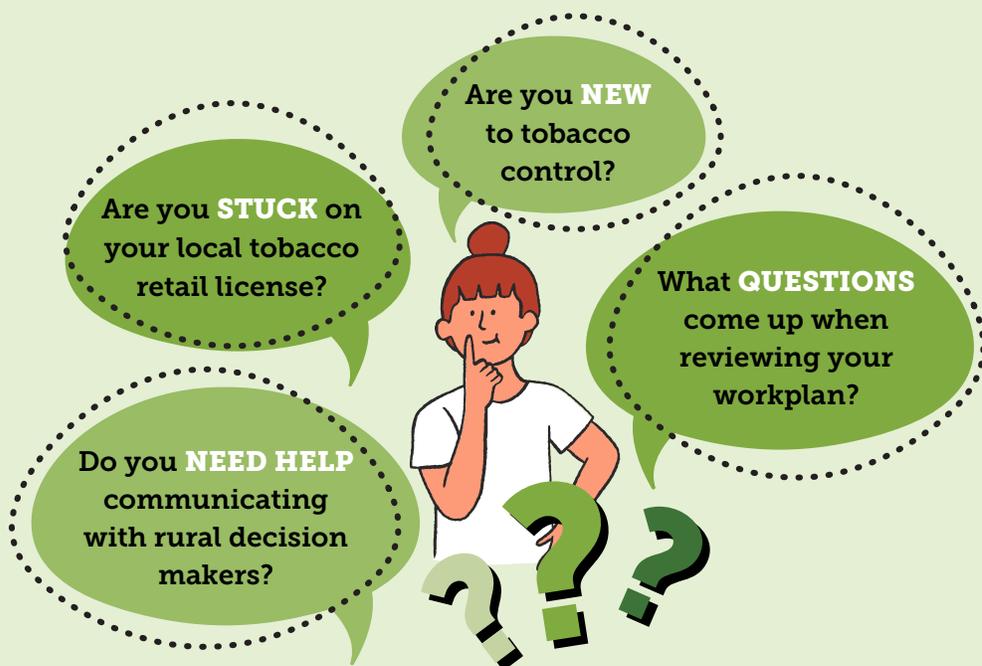


RISE Technical Assistance Guidelines



RISE (Rural Initiatives Strengthening Equity) the Rural Statewide Priority Population Coordinating Center provides technical assistance to California Tobacco Control funded projects working in rural areas on policy objectives and activities. If you are a part of a project funded by the California Tobacco Control Program (CTCP), reach out to us as you begin your policy activities and utilize our website for resources.

» [Click here to learn more about RISE](#)

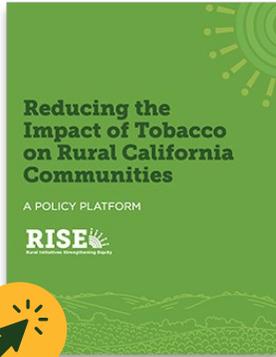
Technical Assistance Examples:

RISE has helped other projects in the following areas:*

Strategizing	Coalition Support	Communication
<ul style="list-style-type: none">» Guidance on completing the Midwest Academy Strategy Chart (MASC)» Developing a policy campaign timeline» Brainstorming potential policy champions in your community» Connecting projects to other TA providers	<ul style="list-style-type: none">» Presentations to your coalition» Identifying non-traditional partners and members» Brainstorming goals and activities for coalition members	<ul style="list-style-type: none">» Letters of support» Assisting with the creation of messages that resonate with rural audiences» Communication plan support

**This categorized list is a reference and is not exhaustive. RISE staff carefully review all requests for technical assistance, and provide support where possible!*

RISE Website Resources:



» **Policy Platform:**
Reducing the Impact
of Tobacco on Rural
Communities

[Click to download](#)



» **Communication Guide:**
Framing Tobacco
Control Policy for Rural
Decision-Makers

[Click to download](#)



» **Tobacco 101 Fact Card:**
Big Tobacco has targeted
rural communities for
decades

[Click to download](#)



How to
ask RISE
for help!



**Submit a Technical
Assistance Form online**

For more information and resources
related to Technical Assistance, visit
www.ca-rise.org and fill out the RISE
Technical Assistance Form



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