

## Effective coalition building Training workshop brief

### **Purpose of the Workshop:**

The aim of the workshop is to equip each participant with knowledge and skills to foster collaboration enabling them to work closely together for effective tobacco control through bringing to the group their specific expertise and diversity.

The purpose of the workshop is to assist the tobacco control advocate and public health professionals to identify the skills required for collaborative work as collaboration among individual allies and allied groups is among the most important elements of effective advocacy while also being the most difficult as it is subject to all the difficulties of human interaction.

To help overcome these difficulties, collaborating groups often need to create formal rules to govern their collaboration. The course shall aim to equip the participants to identify the challenges associated with the formation of coalitions and develop skills to work together.

The workshop is best delivered to a mix of individuals and organizations working on tobacco control over three days in order to address in sufficient detail the specific and diverse strategic issues attached in the formation and sustainability of coalitions.

The workshop content is based on:

- Best practices and lessons learned from the successful formation and development of coalitions in tobacco control
- Evidence of both, civil society working together as coalitions for tobacco control, and inter-agency collaboration coupled with government-civil society partnerships to achieve effective tobacco control.
- The usage of coalitions in all the components of WHO's MPOWER package

Participants in the workshop will learn how to:

- Develop, structurally organize and sustain a coalition based on evidence and best practice
- Identify the resources and support required to run these coalitions (technical, human and financial)
- Respond and counter opposition through skilled debate and strategic action

### **Workshop outcomes:**

- A strategic plan developed by participants, to initiate coalition development in their own settings taking into account the country's specific situation, needs and goals
- Enhanced understanding and collaboration between participants and organisations on the skill set required to run these coalitions in a sustainable manner

### **Workshop content and length:**

The workshop is composed of ten sessions addressing various content themes and aspects of coalition development and best practices from existing resources.

When all ten sessions are used, the overall workshop duration is three days.

- Day one: knowledge presentations, combined with discussions, a skill-building exercise, and the introduction to identifying basic parameters for coalition building
- Day two: facilitated strategy development in mixed groups, combined with a skill-building exercise
- Day three: fine-tuning the action plans, discussing tangible next steps for participants when they return to their countries, and a final skill-building exercise that allows participants to practice "selling" their strategy to others in their country

**Target Audience:**

- Government representatives, particularly decision makers and regulators responsible for planning and implementation of tobacco control policies
- Representatives of civil society wishing to work on the field of tobacco control and belonging to diverse backgrounds

**Number of participants:**

It is recommended that the workshop is to be conducted with a maximum of 16 participants.

**Faculty:**

It is recommended that the workshop is to be delivered by a combination of international and in-country expert faculty.

**Teaching methods:**

The teaching is a combination of presentations, group work, role plays and facilitated discussions.