

The background of the slide features a repeating pattern of stylized, light gray flowers. Each flower has five petals and a central star-like shape. The flowers are arranged in a grid-like pattern, with some overlapping.

# **Talk Story: Sharing Strategies for Sustainable Change**

## **Community Policy and Organizing Strategies**

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# Overview

- Be Prepared for?
- Why Do It?
- Trust and Commitment
- Identify Partners
- Identify Resources
- Making the issue relevant
- Customize Campaign
- My Story

**Be Prepared For?**



**An Interesting Ride!!!**

**This is why!**



# Trust and Commitment

- Credibility
- Volunteer
- Attend Meetings/Function
- Involvement Prior, During and After

# Identify Partners



# Identify Partners

- Pacific Islander Festival Association



PIFA BOD's, PHd



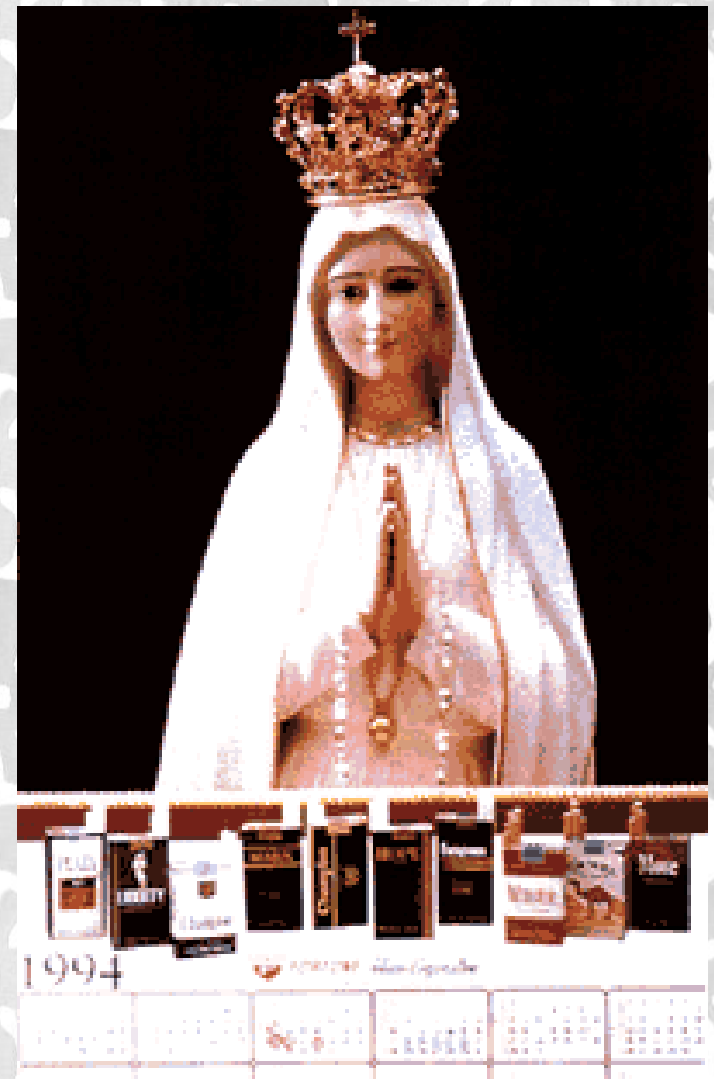
# Identify Resources



**AMERICAN HEART  
ASSOCIATION**

# Making the issue relevant

- Industry targeting



# Customize Campaigns

- Identify activities they already do
- Identify activities they would like to do
- Match up where Resources to activities



# Church Fans - Front

**PUIPUIA  
TATOU  
FANAU**



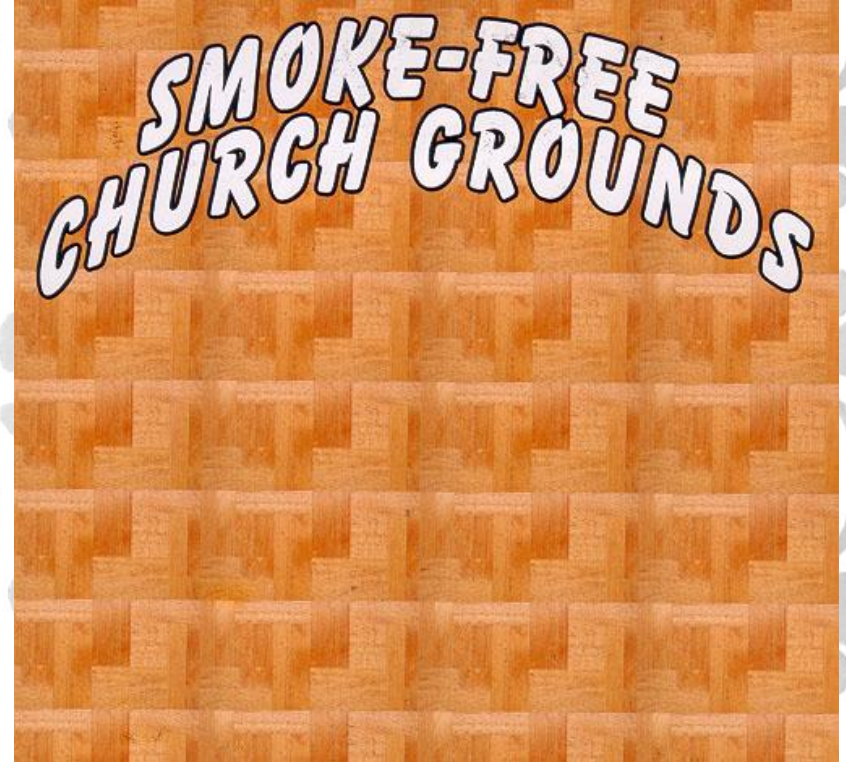
Funded by the Tobacco Tax Health Protection Act of 1988-Proposition 99, under grant #00-91584 with the California Department of Health Services, Tobacco Control Section

**PROTECT  
OUR  
YOUTH**



Funded by the Tobacco Tax Health Protection Act of 1988-Proposition 99, under grant #00-91584 with the California Department of Health Services, Tobacco Control Section

# Church Fans - Back



# Under Utilized Resource



# Final Outcomes

- Tobacco education
- Ads in program book
- PIFA a smoke free event
- Booth applications
- Adopted Policy!!!
- Partnering with other agencies



# PIFA Booth Application

- **10. PIFA POLICIES AND GUIDELINES:**
- PIFA reserves the right to approve or deny any booth application for any reason.
- PIFA reserves the right to refuse or remove any inappropriate
- **No solicitation of tobacco or alcohol products is allowed. Violators will be expelled immediately. Alcohol sales and/or consumption of alcohol in booth area are strictly prohibited and will be enforced by police and security.**
- Failure to comply with **ANY of the festival rules may result in loss of current festival**
- participation privileges, the forfeiture of fees paid for the current event, and/or any future festival participation privileges.
- **THIS IS AN ALCOHOL & TOBACCO FREE EVENT – ABSOLUTELY NO ALCOHOLIC**
- **CONSUMPTION ON PREMISES DURING THIS EVENT! ANY PERSON FOUND**
- **IN VIOLATION WILL BE REMOVED. PIFA, SECURITY AS WELL AS THE SAN**
- **DIEGO POLICE DEPARTMENT WILL ENFORCE THIS**

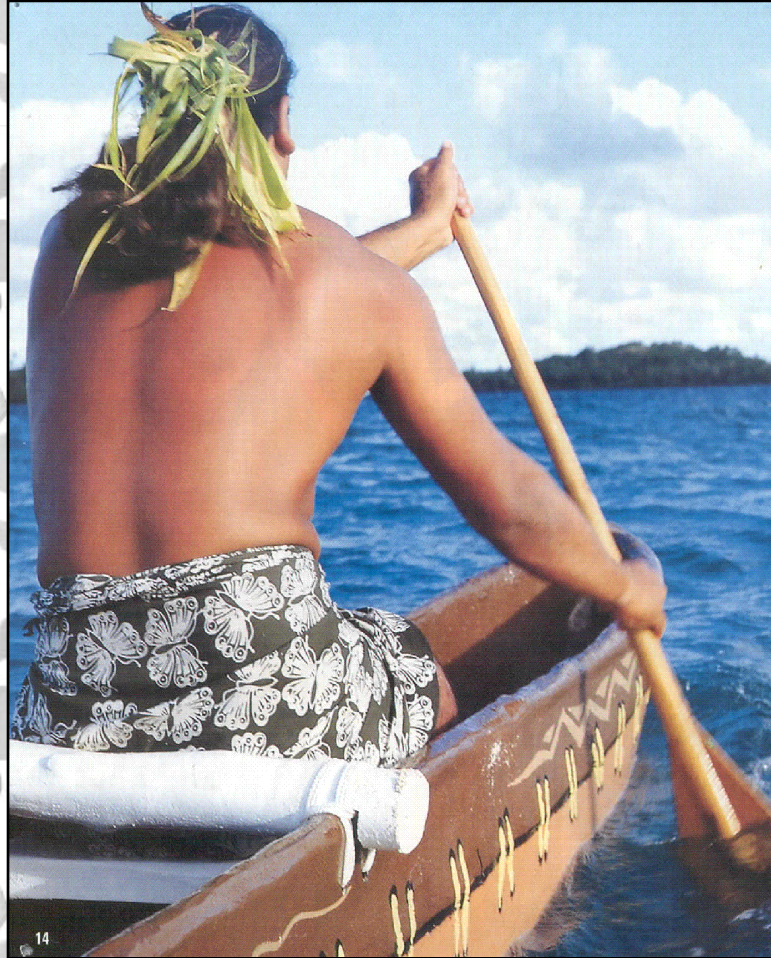
# Lessons Learned

- Be Patient
- Identify Allies in the Community & Resources available
- Be Nosey
- Understand/Be aware of politics
- Utilize Elders Wisdom
- Utilize Youth Assets

# Proverbs

- **"I erensia, lina'la', espiritu-ta"** *Our heritage gives life to our spirit [Chamoru]*
- **"Potopoto 'aniu mui"** *The Wisdom of a young coconut [Tongan]*
- **"An billinlin koba koman lometo"** *A few drops can make a vast Ocean [Marshallese]*
- **"O le auala o Ali'i, o le Tautua"** *The Pathway of becoming a chief is to serve [Samoan]*
- **MOST OF ALL...**

# Stay The Course...



# Be a part of the Story!!!

“If you are not at  
the TABLE...then  
you are on the  
MENU”

