

Mobilization: Work in Progress:

Now that you've had a moment to reflect—let's learn how to mobilize around "Taking Down Tobacco." The following three steps are a good starting place in allowing you to reflect on how you can use your leadership skills to successfully mobilize your peers or community members around the issue of "Taking Down Tobacco."

Step 1: Examine the issue. (Why are you mobilizing around "Taking Down Tobacco"?)

Example: Perhaps you feel strongly about health and the body, and being a part of this effort allows you to dive deeper into being a part of the solution.

1. As a successful leader, you'll be making active decisions that influence others. These may be things that influence others to think differently, act differently, or support causes that can lead to positive and meaningful change

1A. Name your WHY. (WHY are you mobilizing around this issue? Why is it important to you? What do you want to achieve?):

Step 2: Identify the community members or peers whom you believe may also feel strongly about the issue. Mobilization requires bringing this group of people with shared beliefs together to achieve your goal. (Who is ready and in your corner to mobilize?)

Example: If I want to begin the fight against tobacco at my school, I might first want to ensure there is drug/alcohol/tobacco education as a part of my school curriculum.

2. As a successful leader, you'll need to be a connector of people. Whom from your community will you mobilize around this issue? Why do you feel this is the right group to mobilize?

Step 3: Develop an action plan and a timeline with your community of peers.

Example: My school reviews the drug/alcohol/tobacco curriculum every year—this might be an opportunity to mobilize my peers to ensure the curriculum is up to date and relatable.

3. As a leader, in order to successfully lead and mobilize others in this effort, you'll need to have a plan of action. What would be the first two action items of your plan to "Take Down Tobacco"?

