

COMMUNITIES OF EXCELLENCE *PLUS*

a fresh approach to building tobacco control capacity

What is Communities of Excellence Plus?

A *Community of Excellence* is a community where no tobacco use is the norm.

Communities of Excellence Plus (CX Plus) is a comprehensive three-phase program that focuses on developing communities of excellence by building strong programs at the local level. The CX Plus program prepares tobacco control programs to maximize the strength of resources available by assuring that communities have the skills to assess, plan, and implement effective tobacco control efforts based on best and promising practices. The program helps participants plan concrete steps to develop and implement effective tobacco control interventions.

CX Plus provides local tobacco control advocates with the tools, techniques and support to:

- Articulate the components of a local level comprehensive tobacco control program
- Discuss the basics of effective programming at the local level
- Describe the necessary elements of a comprehensive tobacco control approach
- Assess their local tobacco control efforts in relation to a "Community of Excellence"
- Develop an action plan to strengthen local tobacco control efforts

Contact TTAC about training opportunities via
[Online Training Information Request Form](#)
email: ttac@sph.emory.edu or phone: (404) 712-8474

CX Plus promotes a team approach that builds capacity both within local coalitions and across statewide programs. The goal of the program is to have state and local tobacco control programs develop new ideas and ways of working, reenergize their efforts, and engage in a process of continuous improvement. TTAC's CX Plus provides a customized, proven approach to assisting organizations in launching new tobacco control programs and in revitalizing mature programs.



How Communities of Excellence Plus Work?

Incorporating a community's past tobacco control experience, political climate, and its plans and hopes for the future, CX Plus engages communities in a three-phased approach to strengthen and advance their efforts.

Why participate in Communities of Excellence Plus?

CX Plus meets communities where they are in developing a comprehensive tobacco control program and provides timely information and expertise tailored to a community's needs. Local tobacco control workers have the experience and passion to lead tobacco control efforts in their communities. Take advantage of this valuable chance to obtain information, seize opportunities, and get the support necessary to keep local tobacco control efforts thriving now and in the future.

Phase One: Site Visit and Assessment

During this phase, the TTAC team works with state and local participants to prepare the field.

- Participants learn about the CX Plus process, including identifying the scope and direction of their efforts and coordinating logistics like recruitment and participation.
- An assessment is completed to determine where participants are and the information obtained is used to help shape and guide the process.

Phase Two: Academy of Excellence

In Phase Two, coalition and organization leaders from across the state come together as a team to develop a strategy to strengthen local tobacco control efforts.

- Participants capitalize on a rare opportunity to work together to achieve a key program indicator, with the advantage of collectively addressing issues like collaboration, diversity and inclusivity, strategic planning, and developing a viable action plan.
- Onsite facilitators engage participants in a tailored process involving interactive learning exercises and reflection to develop a specific and viable action plan.

Phase Three: Targeted Technical Assistance

Unique to CX Plus, participants enjoy ongoing technical assistance.

- In partnership with state and local partners, TTAC provides targeted technical assistance to participating communities in support of the action plan finalized in Phase Two. This assistance may take various forms, including booster sessions or conference calls.