



# SPEAKERS BUREAU ESSENTIALS: A QUICK GUIDE FOR TOBACCO CONTROL ADVOCATES



## PURPOSE OF THE SPEAKERS BUREAU

The Speakers Bureau is designed to raise awareness about tobacco control efforts by equipping advocates and professionals with the tools needed to deliver impactful presentations. It focuses on community education, policy change, and mobilizing public support for tobacco endgame initiatives.



## TARGET AUDIENCES

- **Community Groups:** Educating local organizations and the general public on the harmful effects of tobacco use.
- **Policymakers:** Engaging decision-makers to support tobacco control legislation.
- **Youth and Educators:** Raising awareness among younger generations and educational institutions.



## KEY OBJECTIVES

- **Build Capacity:** Train speakers to effectively communicate tobacco-related issues.
- **Increase Awareness:** Provide communities with information on tobacco prevention, control, and cessation.
- **Drive Policy Change:** Advocate for local and statewide policies that reduce tobacco use.



## PRESENTATION PREPARATION

- **Know Your Audience:** Tailor presentations to the specific needs and interests of your audience (e.g., health impacts for educators, policy solutions for lawmakers).
- **Use Reliable Data:** Incorporate up-to-date statistics and research from credible sources such as the CDC, WHO, or state health departments.
- **Include Personal Stories:** Personal testimonies make a greater emotional impact and can help humanize the tobacco crisis.



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## BEST PRACTICES FOR PRESENTING

- **Be Engaging:** Use visuals, videos, and interactive elements to maintain audience interest.
- **Stay Focused:** Stick to the core message and avoid overloading with too much information.
- **Provide Actionable Steps:** End presentations with clear steps the audience can take (e.g., supporting policy initiatives, accessing cessation resources).



## EVALUATION AND FEEDBACK

After presentations, gather feedback to measure impact and improve future talks. This includes assessing audience understanding, engagement, and any actions taken post-presentation.



## OUR RESOURCES AND SUPPORT

- **Speaker's Bureau Toolkit:** A guide with tips and facts to help you prepare effective talks.
- **Speaker Request Form:** Request a speaker to learn more about tobacco control.
- **Speaker Registration Form:** Sign up to join the Speakers Bureau and start giving talks.
- **Speaker Evaluation Form:** Gather feedback after your presentation to improve.
- **Spokesperson Training:** Learn how to confidently present and engage your audience.
- **Endgame 101 Training :** Understand the big-picture strategy to eliminate tobacco.

## IMPORTANT CONTACTS AND NETWORKS

The toolkit provides a list of relevant contacts within local tobacco control programs, as well as national organizations that can support your efforts.