

Attachment 2: Coalition Recruitment exercise

Building (your county) Clean Indoor Air Coalition

Your campaign to make (your county) Commission ban smoking in public places and work places has made good progress. The proposed regulation has been introduced and is coming to a vote in the Health Committee in about two weeks. It is now necessary to broaden the coalition in order to get more support in key commission districts.

Assignment:

You are a committee of (your county) Clean Indoor Air Coalition that is assessing potential coalition partners. You are to discuss the organizations on the following list and plan how to recruit the organizations based on the questions below.

The four groups are:

1. The United Auto Workers- Region 1 (County) and Region 1-A (City). In addition to autoworkers, the UAW includes casino workers, Blue Cross/Shield workers, librarians, university clerical workers, and many others.
2. The (your county) Interdenominational Alliance, an alliance of clergy.
3. The state's AARP, the state's largest senior citizen organization.
4. The county American Cancer Society, normally a part of the coalition, but not as active as it could be.

Questions to keep in mind when recruiting organizations:

1. Why would the organization be interested in joining (your county) Clean Indoor Air Coalition and be supportive of the clean indoor air regulation.
2. What might prevent the organization from joining the Coalition?
3. What resources would the organization bring to the Coalition?
4. What liabilities might the organization bring to the Coalition?
5. Who in the organization would you approach? Who from the Coalition should make the contact?