

**WI Tobacco Prevention and Control Program (TPCP)  
Multi-Jurisdictional Coalitions (MJC)  
Fact Sheet for Schools**

**What are they?**

A multi-jurisdictional coalition is a formally organized group of individuals and organizations who represent multiple local health department jurisdictions and/or counties and involves multiple community sectors, including public and private schools, to implement effective tobacco prevention and control best practices.

**How do they work?**

MJCs capitalize on the benefits of collaboration, share a common vision and mission and maximize limited resources to enhance successful initiatives. Local communities are better able to tap into resources, such as funding, people and power from all jurisdictions, to build local awareness and activities across geographic areas.

**What do they do?**

MJCs strategically implement best practice strategies in one community or county at a time rather than throughout the entire multi-jurisdictional area. This strategic implementation maximizes community and program resources while building a collective and collaborative effort within the MJC area. They provide:

- Development and maintenance of a coalition infrastructure
- Education of community and school members
- Mobilization and engagement of adults, youth and organizations
- Education of local and statewide policy makers
- Implementation of earned media strategies
- Documentation and evaluation

**How schools can help MJCs?**

Collaborate in the implementation of effective tobacco prevention and control policy interventions  
Promote tobacco prevention because it's important and less expensive than treatment  
Leverage the fact that school staff and administration work directly with youth to help educate on and influence around tobacco prevention

**How can schools get involved?**

Contact the MJC Coordinator in your area (see MJC Map at: <http://www.tobwis.org/find-resources#!/tags=MJC>)  
Ask about the youth tobacco prevention or FACT program in your area  
Request an (OTP) Other Tobacco Products training for staff  
Implement a N-O-T cessation program at your school