**COMMUNICATIONS APPROVAL**

Implementing your communications plan will require buy-in from leadership in your program and local public health agency. This is especially true for earned media strategies such as press releases and story pitches, and it may also be applicable if you need permissions to post on your organization’s website or social media page.

The brief checklist below confirms that you have the support you need to implement your communications plan.

**If you do not have the required approvals, garnering those approvals and building internal support for communications activities is required for Tiers 1 through 3.**

**Funding Tiers 1-3:** Establish an approval process for external communications activities from your Public Information Officer or County Health Administrator. This process should describe how the program shares timely, accurate, and proactive tobacco prevention and cessation information, news, and program updates. It should also include staff roles and responsibilities.

Please indicate the approval of your leadership team for your communications process by completing the signature box below.

**Leadership Commitment**

By signing below, I agree to support the communications plan for my local TPEP program.

|  |  |  |
| --- | --- | --- |
|  |  |  |
| *Printed Name and Title* | *Signature* | *Date* |