# Our Strategic Plan (2020-2025)

## Our Vision:
*Elimination of commercial tobacco use and tobacco-related diseases and improved health and well-being of all Californians.*

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<th>Support communities most vulnerable to tobacco-related health disparities by providing them and our partner organizations with real time, relevant, and actionable research findings to promote health equity and reduce negative impacts of tobacco in all California communities.</th>
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### What We Do:
*Transform tobacco taxes into cutting edge research to reduce commercial tobacco use and tobacco-related diseases while strengthening and informing the California tobacco control community for the benefit of our diverse populations.*

- **Advance research** to drive treatment
- **Support the development of Implementation Research Strategies** to overcome barriers to applying effective research findings for the care of all Californians
- **Identify and address gaps** in New Tobacco Product Research that are barriers to system change
- **Fund research** that supports the California Endgame goal of eliminating use of all tobacco products by 2035

- **Partner with key stakeholders** to develop effective programmatic strategies for integrating scientific evidence into California’s comprehensive tobacco control activities.
- **Fund interdisciplinary, multi-investigator research initiatives** that address key barriers to systems change and key issues in tobacco control.
- **Incorporate community needs and concerns** when developing funding strategies that aim to eliminate tobacco-related health disparities and/or promote health equity for all Californians.
- **Provide training opportunities that diversify the pipeline and expand the workforce.**

- **Foster bidirectional communication** between TRDRP staff, grantees, and representatives from the communities that are impacted by TRDRP research and tobacco control policies.

- **Develop culturally-specific and sensitive communication expertise within TRDRP and among TRDRP stakeholders**

- **Use collective impact strategies to enhance key partnerships and work in concert towards shared goals**

- **Evaluate processes and build improvements that can increase efficiency across TRDRP and RGPO.**

- **Continuously support the development of the TRDRP team**