

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.*

Serve as the **leader** in cutting-edge tobacco research by identifying and advancing **unique funding strategies that will drive systems change.**

Utilize **collaborative and interdisciplinary approaches** to address key programmatic and research needs for effective and **innovative** tobacco control policy making.

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.

Strive for **excellence** in the stewardship of **grants** and grantmaking operations by leveraging key partnerships, evaluating and improving processes and procedures, enabling staff development.

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.*

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

*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.*

*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*

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.*