Getting Your Message Heard: Mobilizing the Community for Smokefree Air

March 22, 2011

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ANRF AMERICAN NONSMOKERS' RIGHTS FOUNDATION

- Materials, including maps and lists
- Daily news clip service
- Model policy language
- Database runs per request
- Training and phone TA
- Strategic planning
- Examples and referrals
- www.no-smoke.org
- Liz Williams 510-841-3032

Agenda

- Why policy and system change?
  - Why focus on smokefree air?
  - The science of secondhand smoke
- CT Laws: A Reminder/overview
- CT Advocacy Resources
- Advocacy vs. Lobbying
- Community Mobilization: How?
- Take Home and First Next Steps

Policy and Systems Change

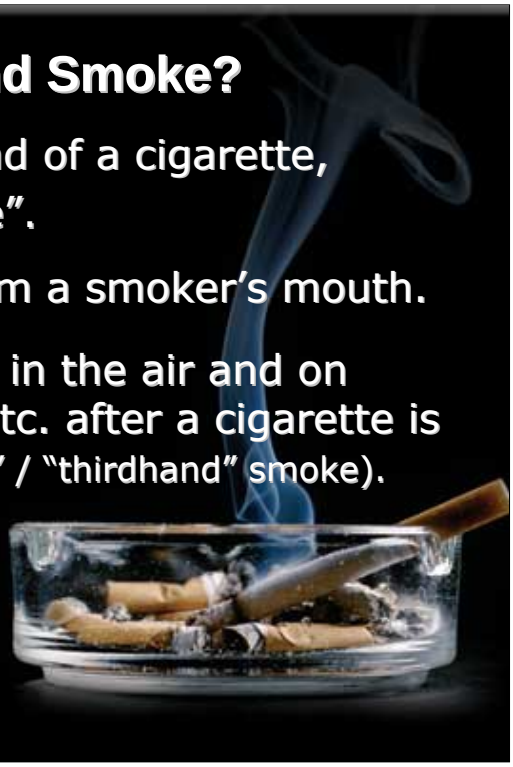
- Population-based health policy
- Beyond individual behavior change
- Changing social norms and behavior by changing the environment

Secondhand Smoke: The Dirty Truth

And Why We Care…

What is Secondhand Smoke?

- Smoke from the end of a cigarette, "sidestream smoke".
- Smoke exhaled from a smoker's mouth.
- Smoke that lingers in the air and on clothing, textiles, etc. after a cigarette is smoked ("off-gassed" / "thirdhand" smoke).



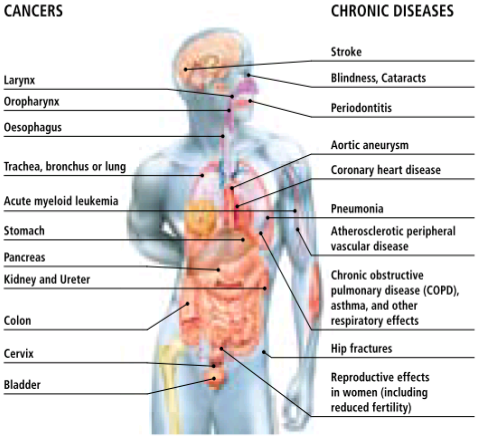
Secondhand smoke contains nearly

5,000 chemical compounds,

over *50 cancer causing substances*.

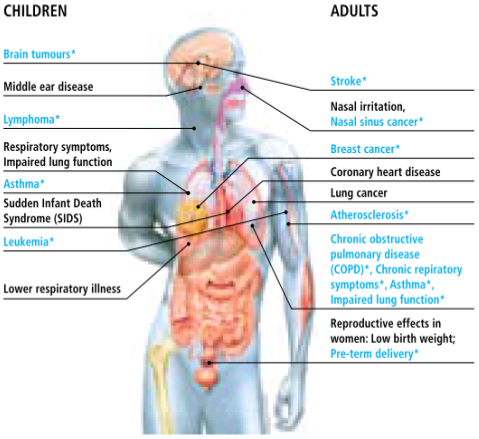
All together, secondhand
smoke causes an estimated
53,000 premature deaths
every year in this country.

DISEASES CAUSED BY SMOKING



Source: U.S. Department of Health and Human Services. *The health consequences of smoking: a report of the Surgeon General*. Atlanta, U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2004 (http://www.cdc.gov/tobacco/data_statistics/sgr/sgr_2004/chapters.htm, accessed 5 December 2007).

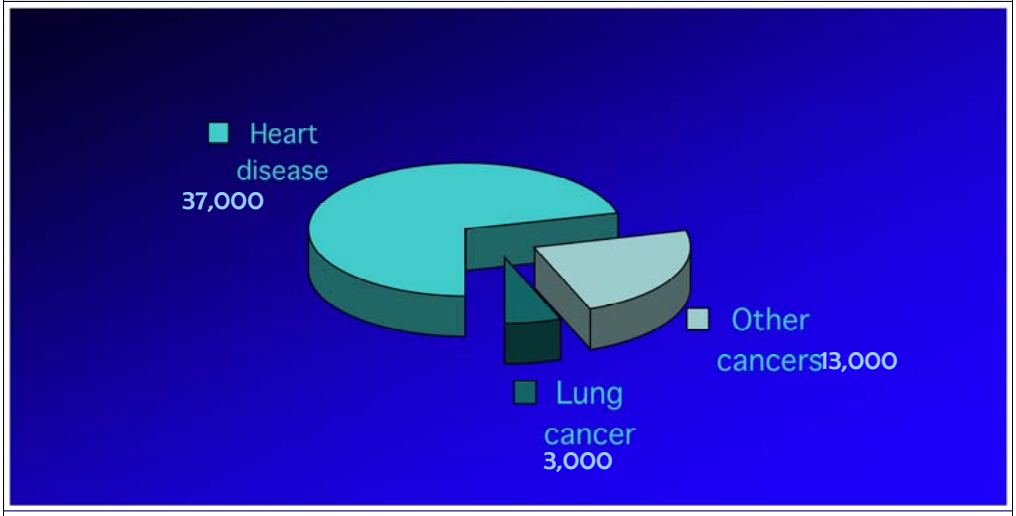
DISEASES CAUSED BY SECOND-HAND SMOKE



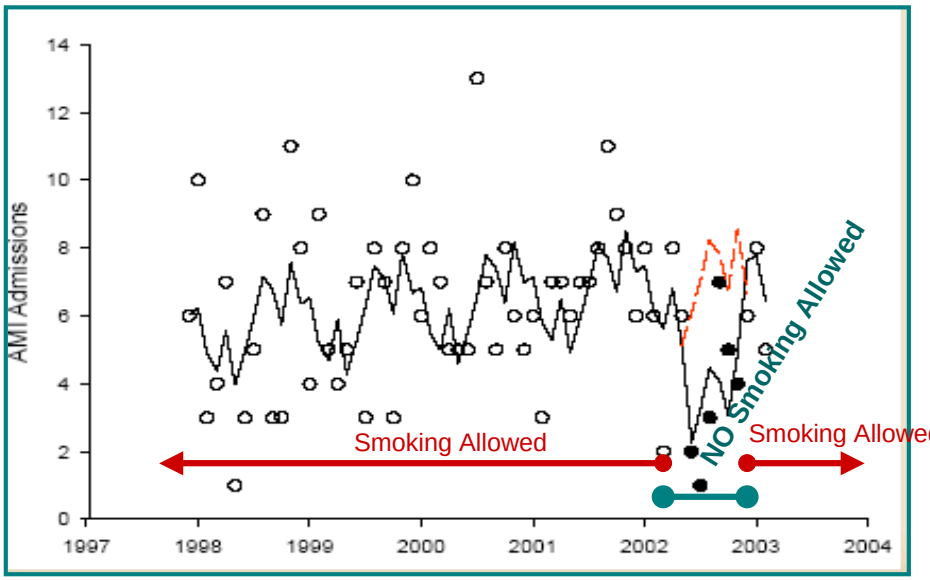
* Evidence of causation: suggestive
Evidence of causation: sufficient

Source: U.S. Department of Health and Human Services. *The health consequences of involuntary exposure to tobacco smoke: a report of the Surgeon General*. Atlanta, U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, Coordinating Center for Health Promotion, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2006 (http://www.surgeongeneral.gov/library/secondhandsmoke/report/fullreport.pdf, accessed 5 December 2007).

Annual Deaths Due to Secondhand Smoke

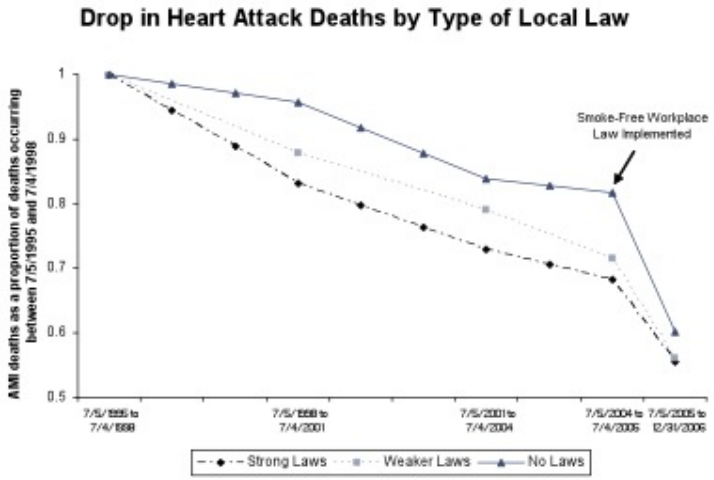


Helena Montana Heart Study, 2002

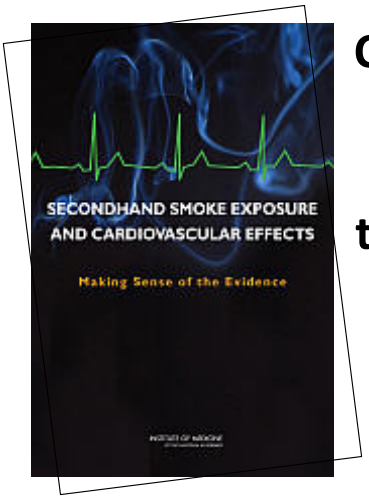


In Helena, Montana: Significant fall of –4.0+1.2 AMI admissions per month while smokefree ordinance was in effect. In layperson's terms: *40% decrease in heart attack* patient admissions.

Mass. Heart Study 2006



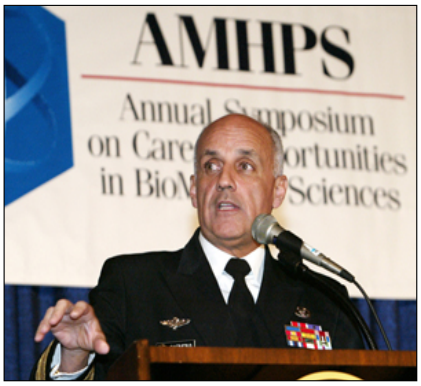
Institute of Medicine (2009)



Clean air laws, in fact, have done more to reduce consumption than any intervention other than price increases for cigarettes.

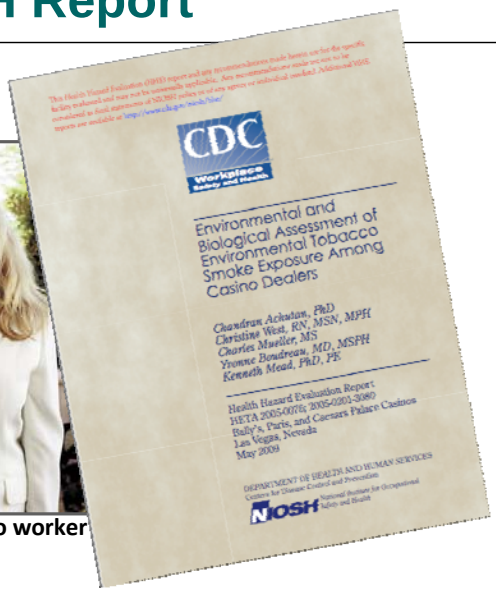
2006 Surgeon General's Report

- There is no risk-free level of exposure to secondhand smoke.
- Ventilation of the air cannot eliminate all the health risks caused by exposure to secondhand smoke.



2009 NIOSH Report

Terrie Price, former casino worker



CDC

Workplace Safety and Health

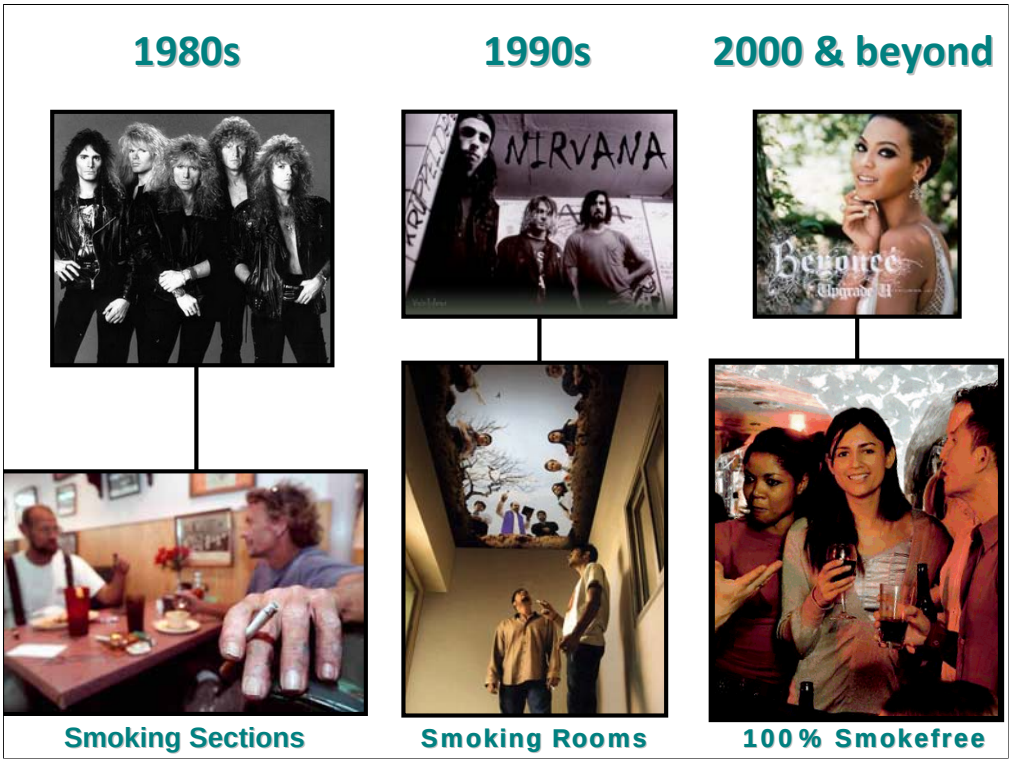
Environmental and Biological Assessment of Environmental Tobacco Smoke Exposure Among Casino Dealers

Chandran Achutan, PhD
Christina West, RN, MSN, MPH
Charles Mueller, MS
Yvonne Boudreau, MD, MSPH
Kenneth Mead, PhD, PE

Health Hazard Evaluation Report
HETA 2005-0076; 2005-0203-3080
Bally's, Paris, and Caesars Palace Casinos
Las Vegas, Nevada
May 2009

DEPARTMENT OF HEALTH AND HUMAN SERVICES
Centers for Disease Control and Prevention

NIOSH National Institute for Occupational Safety and Health


1980s
1990s
2000 & beyond
NIRVANA
Beyoncé
Smoking Sections
Smoking Rooms
100% Smokefree

Smokefree laws ***SAVE LIVES***

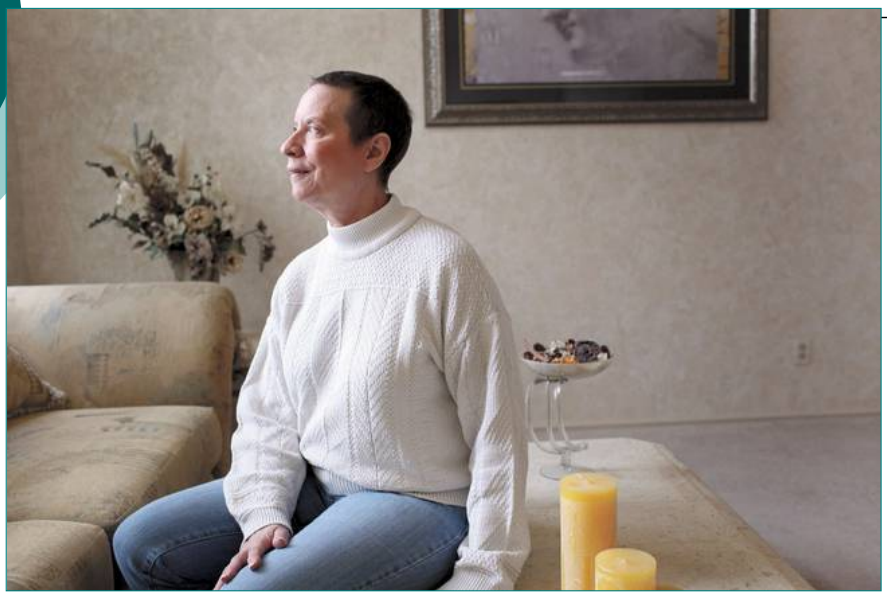
- With such clear science, compelling evidence, abundant examples, and strong public support, why is ***anyone still unprotected***?

- ***It's about more than the health facts.***

Cheryl Rose, *Casino Worker*

"…was diagnosed with Stage 4 lung cancer in June 2008. She had never smoked, and there was no history of cancer in her family. Doctors told Rose what she had suspected. Her cancer likely resulted from years of inhaling smoke at work — in casinos." *(from Las Vegas Sun Reporter Liz Benston, Feb 14, 2010.*

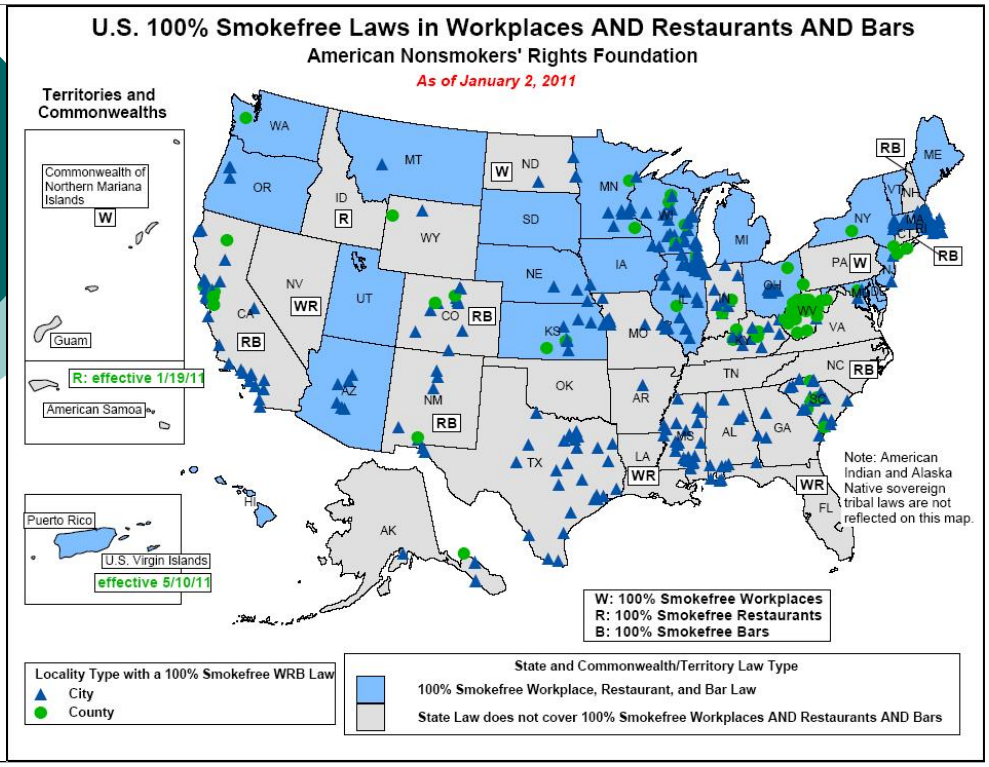
Cheryl died April 20, 2010



Second-hand smoke
crusader fought...
TO HER
LAST
BREATH
HEATHER CROWE, DEAD AT 61: P.3

“The only person who likes change is a wet baby”

-Mark Twain


U.S. 100% Smokefree Laws in Workplaces AND Restaurants AND Bars
American Nonsmokers' Rights Foundation
As of January 2, 2011
Territories and Commonwealths
Commonwealth of Northern Mariana Islands
W
Guam
R: effective 1/19/11
American Samoa
Puerto Rico
U.S. Virgin Islands
effective 5/10/11
WA
OR
CA
NV
WR
ID
R
MT
WY
UT
AZ
CO
RB
NM
RB
ND
W
SD
NE
KS
OK
TX
MN
IA
MO
AR
LA
WR
WI
IL
MI
IN
OH
KY
TN
MS
AL
GA
FL
WR
SC
NC
RB
VA
WV
PA
W
NY
VT
NH
ME
RB
MA
CT
RB
NJ
MD
DE
AK
HI
Note: American Indian and Alaska Native sovereign tribal laws are not reflected on this map.
W: 100% Smokefree Workplaces
R: 100% Smokefree Restaurants
B: 100% Smokefree Bars
Locality Type with a 100% Smokefree WRB Law
City
County
State and Commonwealth/Territory Law Type
100% Smokefree Workplace, Restaurant, and Bar Law
State Law does not cover 100% Smokefree Workplaces AND Restaurants AND Bars

Current CT Laws

- Smoke Free law passed in 2003
  - Preemptive
  - Exemptions include small businesses with 5 or fewer employees
  - According to Small Business Association, 35,000 firms with 1-4 employees. **74,000 CT employees at risk because law does not cover them!**
  - And: businesses with > 5 employees can have a "separately ventilated smoking room"

Closing CT Gaps – Smokefree Disparities

- **Who is still unprotected indoors?**
  - Small business employees
  - Private club employees
  - Casino employees (tribal sovereignty)
  - Hookah bar employees

- **After indoor areas are smokefree**
  - Outdoor workspaces and commercial zones
  - Restaurant/Bar patios
  - Multi-unit housing
  - School/College/Hospital Campuses
  - Parks/beaches

So…why not just strengthen the law?

Preemption

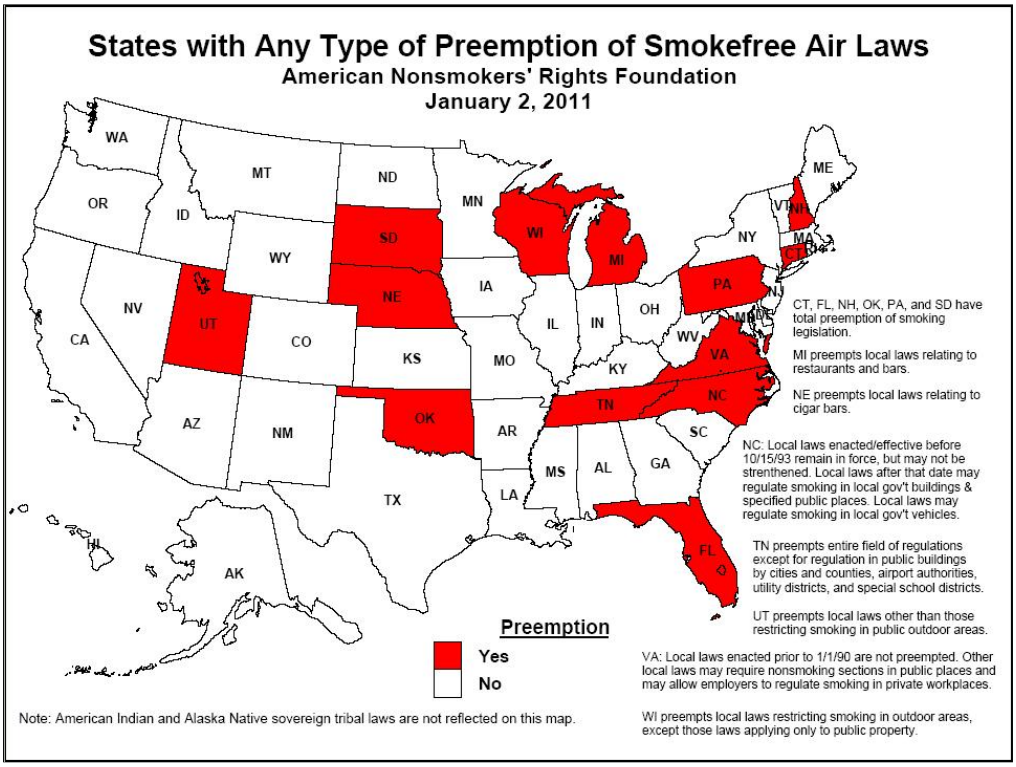
In the Industry's Words…

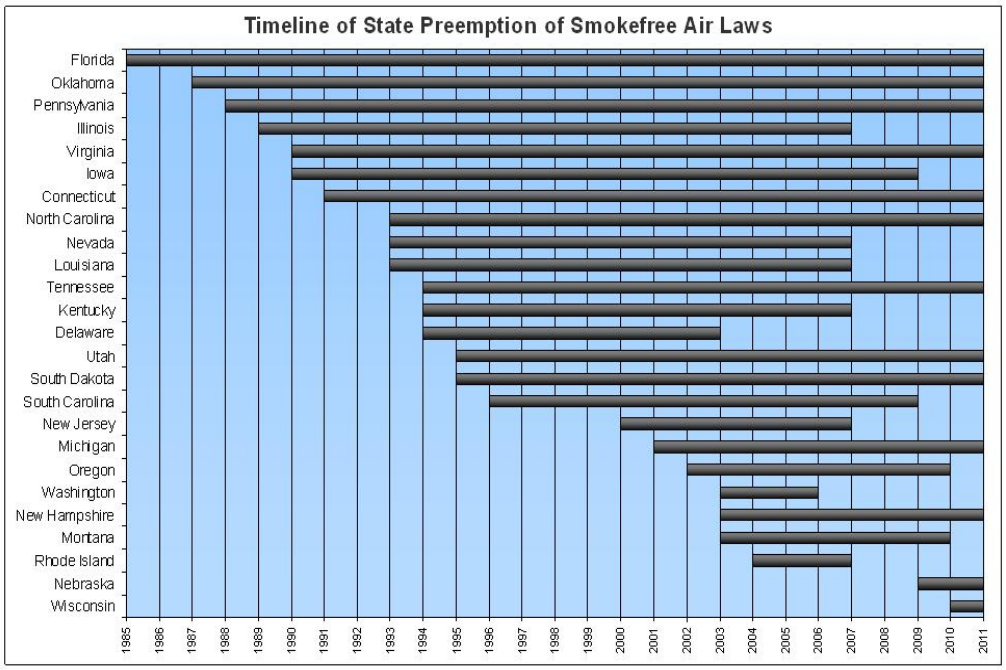
"Our top priority in fighting the proliferation of smoking bans and restrictions can be summed up in two words: 'accommodation' and 'preemption.'"

--- ***Ellen Merlo, Philip Morris internal document, Bates No.: 2040236685/6706, 1994***

Preemption: A NATIONAL strategy, not just a Connecticut oddity

- 1985 – FL
- 1987 – OK
- 1988 – PA
- 1989 – IL
- 1990 – VA, IA
- **1993 – CT**
- 1993 – NC, LA, NV
- 1994 – TN, DE
- 1995 – SD, UT
- 1996 – SC
- 1999 – NV
- 2000 – NJ
- 2001 – MI
- 2001- OR
- WA, NH
- **Delaware 2003**
- **IA, LA, IL, NJ, SC, RI, NV, NC…**
- **But new forms now**


States with Any Type of Preemption of Smokefree Air Laws
American Nonsmokers' Rights Foundation
January 2, 2011
WA
OR
CA
NV
ID
MT
WY
UT
AZ
CO
NM
ND
SD
NE
KS
OK
TX
MN
IA
MO
AR
LA
WI
IL
MI
IN
OH
KY
TN
MS
AL
GA
FL
SC
NC
VA
WV
PA
NY
VT
NH
ME
MA
RI
CT
NJ
DE
MD
HI
AK
Preemption
Yes
No
CT, FL, NH, OK, PA, and SD have total preemption of smoking legislation.
MI preempts local laws relating to restaurants and bars.
NE preempts local laws relating to cigar bars.
NC: Local laws enacted/effective before 10/15/93 remain in force, but may not be strenthened. Local laws after that date may regulate smoking in local gov't buildings & specified public places. Local laws may regulate smoking in local gov't vehicles.
TN preempts entire field of regulations except for regulation in public buildings by cities and counties, airport authorities, utility districts, and special school districts.
UT preempts local laws other than those restricting smoking in public outdoor areas.
VA: Local laws enacted prior to 1/1/90 are not preempted. Other local laws may require nonsmoking sections in public places and may allow employers to regulate smoking in private workplaces.
WI preempts local laws restricting smoking in outdoor areas, except those laws applying only to public property.
Note: American Indian and Alaska Native sovereign tribal laws are not reflected on this map.


Timeline of State Preemption of Smokefree Air Laws
Florida
Oklahoma
Pennsylvania
Illinois
Virginia
Iowa
Connecticut
North Carolina
Nevada
Louisiana
Tennessee
Kentucky
Delaware
Utah
South Dakota
South Carolina
New Jersey
Michigan
Oregon
Washington
New Hampshire
Montana
Rhode Island
Nebraska
Wisconsin
1985
1986
1987
1988
1989
1990
1991
1992
1993
1994
1995
1996
1997
1998
1999
2000
2001
2002
2003
2004
2005
2006
2007
2008
2009
2010
2011

Other Barriers to Progress…

- Strengthening partial statewide laws is always hard – even more so with smoking rooms.
- ***17 year average!***

Current Bills in CT

- SB 415 - An Act Concerning State Oversight of Hookah Lounge
- HB 6550 (Raised) - An Act Concerning Medicaid Coverage For Smoking Cessation Treatment
- SB 948 - An Act concerning smoking in workplaces
- SB 884 - An Act Prohibiting Smoking In Private Clubs
- HB 5502 - An Act Prohibiting Smoking In Motor Vehicles With Minor Children

Restoring Local Control Strategies

- Resolutions from municipalities
- Innovative organizing (Smokefree Music, etc)
- Integration with other local healthy community efforts
- Work with Mayors
- League of Cities and towns

Advocacy Resources in CT

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Bryte Johnson
State Director of Government Relations and Advocacy
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CT Director, Health Promotion and Public Policy
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Pat Checko, Laura Cordes
MATCH Coalition
PJChecko@comcast.net

(860) 221-8888

Kevin O'Flaherty
Campaign for Tobacco-Free Kids Northeast Regional Director
646-919-0469 kevin@tfk.org www.tobaccofreekids.org

Guiding Principles

- Build a strong grassroots base
- Importance of broad-based community support
- Include expert advisors
- Review Fundamentals

Advocacy vs. Lobbying

Winning campaigns need both!!

What is Advocacy?

ADVOCACY

Education ⟷ Lobbying

37

What is Lobbying?

In order to be defined as lobbying, the action must involve legislation or a specific legislative proposal

Direct Lobbying

The action is direct lobbying if:

- You are in contact with a legislator or legislative staff member;
- You refer to specific legislation or legislative proposal;

AND

- You express a view on the legislation

Grassroots Lobbying

- **The action is grassroots lobbying if:**
- You communicate with the general public

•You express a view about specific legislation or legislative proposal;

AND

•You include a call to action (direct or indirect)

Grassroots: Call to Action

Direct:

- Tell public to contact their legislator(s)
- Provide mechanism to contact legislator
- Provide telephone number or address of legislator(s)

Grassroots: Call to Action

Indirect:

- List the names of legislators voting on a particular bill
- List the names of those legislators opposed or undecided

Advocacy Messages:

Protect Our Children from Toxic Secondhand Smoke

Dear [Decision Maker],

I am writing to ask you to co-sponsor HB 5502, An Act Prohibiting Smoking in Motor Vehicles with Minor Children. This important piece of legislation will protect children from the dangers of secondhand smoke exposure in cars and reduce their risk of developing diseases later in life as a result of this exposure….

HB 5502 is an important piece of legislation and I urge you to sign on as a co-sponsor and let the members of the Transportation Committee know about your support for the bill.

Talking Points: Winning Messages

Top Smokefree Message

Everyone has the right to breathe clean air in workplaces and public places because secondhand smoke causes heart disease, and cancer and other serious health hazards.

REMEMBER…

Return the debate to **your messages**

Economics

Business Rights

Personal Choice

Personal Liberty

Health

&

The Right to Breathe!

Building Power:
Moving Beyond the Science

- Pressure vs. Persuasion
- 80-20 rule
- What will make the difference?

Organizing A Solid Foundation

Grassroots Power = Pressure

- Pressure comes from:
  - Public/Constituents
  - Grasstops/Opinion Leaders
  - Groups/Organizations
  - Media
  - "Deep" Organizing and Communications
- Policy Champions
- Good Information
- Clear Goals

Get the Right People Involved

Who makes up a Smokefree Coalition?

Tobacco Industry Power

- They have resources ($$$)
- They forge and sustain alliances (retailers, alcohol, gaming)
- They are unrelenting
- They are innovative
- They are strategic
- They know their enemy

Translation to Power:

- *They have resources* = Fundraising
- *They forge and sustain alliances* = Coalition-Building and Maintenance
- *They are unrelenting* = Grassroots
- *They are innovative* = Media Advocacy
- *They are strategic* = Decision-Maker Advocacy
- *They know their enemy* = Opposition Research

Thanks to M+R Strategic Services - Lori Fresina for Advocacy Power Prism

Plan before you act

Build Meaningful Coalitions

- Compliment Efforts
- Tell Your Story
  - Humanize the issue - no "MEGO"
- Ask For Advice

  Listen to suggestions.

  They will either tell you where to go…

  or offer to help you!

- Seek partners
- Build a reciprocal network
- Listen; ask partner organizations how to be supportive
- Seek integrated messaging opportunities
- Respect differences

Building Meaningful Coalitions:
Making Your Issue Relevant

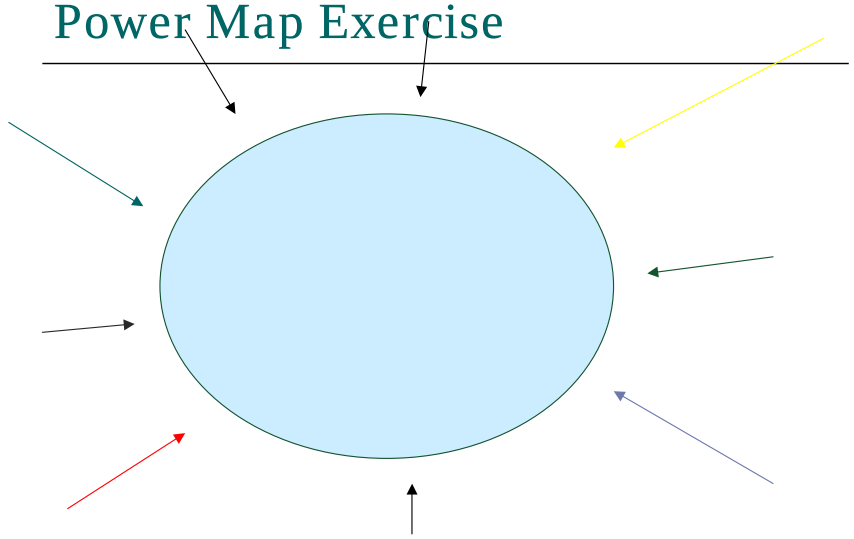
- Different community segments may respond to different messages
- "Translate" your message to resonate, inspire, and move to action
- This is your motivating vehicle

An *ideal* and powerful network should represent the diverse segments of your community

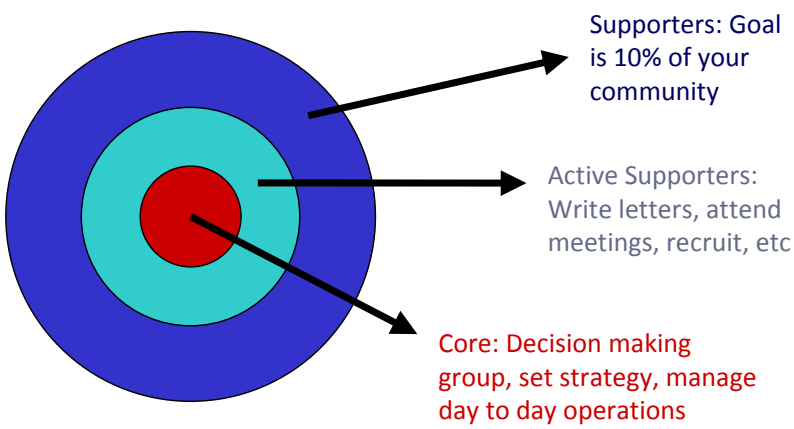
organizations representing:

- Exposed workers
- Communities of color
- LGBT
- Low income
- Faith-based
- Students and youth
- Families
- Small businesses
- Professional Associations
- Neighborhood Assns
- Political Action Groups
- Environmental Groups
- Opinion Leaders
- Voluntary Partner Orgs

Power Map Exercise



Building Meaningful Coalitions:
A solid foundation



Be realistic about resources

- Know what is needed
  - Does your network have *active* partners?
  - Enough funding and in-kind support?
  - Partners willing to step forward?
- Consider worst case scenarios

Our Job is to Move People

"If you want to move people, it has to be toward a vision that's positive for them, that taps important values, that gets them something that they desire, and it has to be presented in a compelling way that they feel inspired to follow."

--Martin Luther King, Jr.

The Good News…

- Many states have faced similar challenges with preemption, but eventually found success.
- There is bi-partisan voter support for smokefree air and local control.
- CT ***will*** eventually strengthen its smokefree protections and restore local control.

First Next Steps!

- 1. First I will…
- 2. Next..
- 3. And then..

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