

GETTING STARTED
Ordinance Development Planning Form
August 2004

Enacting a local smokefree indoor air law is the best way to protect people from secondhand smoke exposure. Local ordinance campaigns educate the community about the health effects of secondhand smoke, and laws passed at the local level have high rates of compliance because community members were involved in the process and understand why the law was enacted.

A successful campaign effort requires a great deal of planning and organization. The public needs to be educated about the health dangers of secondhand smoke and their right to breathe smokefree air in all workplaces and other indoor public places. The coalition should work together with the local health department and other allies to strategize for the campaign; educate the public, business owners, and local lawmakers; become well-versed with the local lawmaking process; plan ahead for implementing and enforcing the ordinance; and divide up the responsibilities associated with a smokefree air campaign.

The following questions can help you determine whether your coalition and your community are ready for a local smokefree air campaign, and identify areas for discussion and improvement. After you complete this form, please contact ANR at 510-841-3032 to discuss your findings and questions. ANR has been involved with thousands of smokefree indoor air campaigns since 1976, so we have the experience to help you plan for success.

 COMMUNITY INFORMATION

Coalition: _____

Community: _____

Contact: _____

Phone: _____ Fax: _____

Email: _____

 QUICK INVENTORY

1. Does your community already have a tobacco control ordinance/regulation on the books?

 Yes No⇒ **If No, go to Question 11.**

2. Who adopted the local law?

 City/Town Council Referenda County Board of Supervisors Ballot Initiative Board of Health Other: _____

3. When was/were the law(s) adopted? _____

4. What are the provisions of the law? Check all that apply.

- | | |
|--|--|
| <input type="checkbox"/> Municipal Buildings | <input type="checkbox"/> Restaurants |
| <input type="checkbox"/> Public Places | <input type="checkbox"/> Freestanding Bars |
| <input type="checkbox"/> Private Workplaces | <input type="checkbox"/> Other: _____ |

5. What, if any, are exemptions to the law? Check all that apply.

- | | |
|---|--|
| <input type="checkbox"/> Private Workplaces | <input type="checkbox"/> Separately Enclosed Smoking Rooms |
| <input type="checkbox"/> Restaurants | <input type="checkbox"/> Separately Ventilated Areas |
| <input type="checkbox"/> Freestanding Bars | <input type="checkbox"/> Smoking Sign Requirements |
| <input type="checkbox"/> Bar Areas of Restaurants | <input type="checkbox"/> Other Exemption: _____ |

6. What agency enforces the law? Check all that apply.

- | | |
|--|---|
| <input type="checkbox"/> Health Department | <input type="checkbox"/> Board of Health |
| <input type="checkbox"/> Law Enforcement | <input type="checkbox"/> City Administrator |
| <input type="checkbox"/> Other: _____ | |

7. What geographical area does the law cover? (e.g. If the law was passed by the county, does it cover only unincorporated areas or incorporated cities and towns as well?)

8. Has there ever been a public opinion poll done in your community regarding secondhand smoke?

- Yes No

⇒ **If Yes:**

9. When was the poll conducted?

10. Use the chart below to record the results of the most recent poll.

	% Strongly Favor	Likely % Favor	Likely % Oppose	% Strongly Oppose
Municipal Buildings				
Public Places				
Private Workplaces				
Restaurants				
Bars				
Casinos				
Bingo/billiards				
Other				

COALITION ISSUES

“It’s not about the will to win. It’s about the will to build the capacity to win.” -Mike Kuntz, ALA-KY

11. Do you have a local smokefree air coalition in your community?

- Yes No

Note: “Coalition” can be defined in many ways, including partnerships, alliances, networks, etc.

12. What health organizations, health agencies, health networks, and health experts are currently represented on the coalition?

_____	_____
_____	_____
_____	_____

13. What other local organizations and individuals are represented on the coalition?

- | | | |
|--|--|--|
| <input type="checkbox"/> Political insiders | <input type="checkbox"/> Ethnic networks/organizations | <input type="checkbox"/> Civic organizations |
| <input type="checkbox"/> Dedicated volunteers | <input type="checkbox"/> Community-based organizations | <input type="checkbox"/> Hospitality workers |
| <input type="checkbox"/> Business owners | <input type="checkbox"/> Faith-based organizations (churches, etc) | <input type="checkbox"/> Youth Coalition |
| <input type="checkbox"/> Philanthropic organizations | <input type="checkbox"/> Environmental organizations | <input type="checkbox"/> Local unions |
| <input type="checkbox"/> Other: _____ | _____ | _____ |
| _____ | _____ | _____ |

14. What additional individuals or organizations do you still need to build relationships with in order to have meaningful inclusion with more segments of your community?

_____	_____
_____	_____
_____	_____

⇒ **For advice** on how to assess and diversify your coalition, please refer to The Praxis Project’s document “Building Diverse Community Based Coalitions,” available on their website at http://www.thepraxisproject.org/tools/Coalition_Building_2pdf.pdf or call 202-234-5921 for a copy.

15. Does your coalition have a written public education and campaign plan?

- Yes No

⇒ **If Yes:**

16. Which groups were a part of the planning process to date?

_____	_____
_____	_____
_____	_____

17. Which groups have not been part of the planning process to date?

18. Does your coalition's outreach efforts include an emphasis on meaningful partnerships in planning or is it just to "sign on"?

19. What challenges do you face?

20. Does your coalition have a database of grassroots supporters?

Yes No

⇒ **If Yes:**

21. How many individuals are in the database? _____

22. How many people are in your community? _____

23. What percentage of the community's population does your database represent? _____

Please note that a rule of thumb for success is to have 10% of your community's population in your database as having self-selected that they support this issue.

24. What mechanisms does your coalition use to communicate with your grassroots supporters?

Mailing List Email Listserves
 Phone Tree Mass Fax
 Other: _____

25. A large group of grassroots supporters is essential to your efforts to pass and implement a smokefree air law. What are some steps you can take to increase your grassroots contacts?

26. Who serves as staff coordinator to organize coalition activities?

27. How are key decisions made regarding your timeline, planning, activities, etc?

28. Does the coalition have prior experience running a policy campaign?

- Yes
- No

29. Do individual members of the coalition have prior experience running a policy campaign?

- Yes
- No

30. If yes, please list person and campaign:

31. Is the coalition the “right” vehicle for the effort or should a specific campaign committee be set up?

32. A good coalition also needs good spokespeople and messengers. Does your coalition have members who can speak persuasively on relevant issues such as:

- | | |
|--|--|
| <input type="checkbox"/> Workers in smokefree hospitality venues | <input type="checkbox"/> Members of medical community |
| <input type="checkbox"/> Survivors/victims of secondhand smoke | <input type="checkbox"/> Members of business community |
| <input type="checkbox"/> Legal issues | <input type="checkbox"/> Science of secondhand smoke |
| <input type="checkbox"/> Economic impact | <input type="checkbox"/> Other: _____ |

33. If yes, please list those individuals, their area of expertise, and whether they have had spokesperson training on this issue:

Individuals	Area of Expertise	Spokesperson Training?

34. Has the coalition come to consensus on policy goals and deal-breakers? See “Fundamentals of Clean Indoor Air Policy” for lessons learned and pitfalls to avoid. *The document is available on the ANR website at http://www.no-smoke.org/CIA_Fundamentals.pdf or call 510-841-3032 for a copy.*

- Yes
- No

COMMUNITY OUTREACH AND EDUCATION

Before talking about the “what” of an ordinance, we must educate about the “why.”

35. What steps can your coalition take to gather data to build a case in support of smokefree air in your community (i.e. demonstrate the scope of the problem and support for the solution)?

36. Has your coalition ever undertaken an attempt to educate the public, business community or elected officials about secondhand smoke and/or an ordinance?

- Yes No

37. If yes, please describe the activities and the audience, or attach copies of the educational materials.

38. What types of organizations do you believe you need to positively impact in your community in order to pass an ordinance, and how will you reach out to them?

<u>Organizations</u>	<u>Ideas for connecting with them</u>
<input type="checkbox"/> Restaurant owners/managers	_____
<input type="checkbox"/> Business leaders (other than restaurants)	_____
<input type="checkbox"/> Other community leaders	_____
<input type="checkbox"/> Elected officials	_____
<input type="checkbox"/> Non-elected public officials	_____
<input type="checkbox"/> Local media	_____
<input type="checkbox"/> Unions	_____
<input type="checkbox"/> Other: _____	_____
<input type="checkbox"/> Don't know	_____

39. What other steps can your coalition take to educate and garner general public support?

40. Who are the key business leaders and organizations that the coalition needs to reach?

41. From what groups do you expect to have the strongest opposition?

42. What steps can the coalition take to neutralize or reduce the effects of legitimate opposition (i.e., opposition not funded or organized by the tobacco industry) in the community?

Please refer to “What to Expect from the Tobacco Industry” for more information. The document is available on the ANR website at <http://www.no-smoke.org/expect.pdf> or call 510-841-3032 for a copy.

43. What steps can the coalition take to track/identify opposition generated and supported by the tobacco industry (i.e. industry funding of local hospitality or front groups)?

44. What background information about the tobacco industry should the coalition have?

45. What economic impact information should the coalition have?

OUTREACH TO LOCAL OFFICIALS—MAKING IT EASY TO SAY “YES!”

46. How well does your coalition understand the principles and practices of the local legislative bodies capable of acting on tobacco-related issues in your community? (e.g. City Council, County Board of Supervisors, Health Board)

- Very Moderately Not very

47. What steps can the coalition take to gather more information about the decision-making process and the disposition of the members of the legislative body on health and tobacco issues?

48. Does the county have a history of collaboration or competition with the cities?

Collaboration Competition

49. Does the Health Board have the authority to adopt health regulations related to tobacco?

Yes No

50. Does your coalition have good working relationships with any city council or county commission members?

⇒ If so, please list:

Name: _____ Name: _____

Ward/district: _____ Ward/district: _____

51. Does your coalition have good working relationships with staffers for city council or county commission?

⇒ If so, please list:

Name: _____ Name: _____

Title: _____ Title: _____

52. What steps can you take to forge more or better relationships with staff (e.g., Attorney, Manager, Clerk)?

53. Have you “taken the pulse” of individual policy makers to see how they feel about smokefree air?

Yes No

⇒ If so, what is their current stance on the issue?

54. What steps can the coalition take to identify and select a potential legislative sponsor for the model ordinance? (e.g, who is likely to believe in nonsmokers’ rights, who is influential with fellow policy makers?)

55. What is the largest number of people that have ever turned out for a City Council/County Commission meeting in your community?

Number of People: _____ Issue: _____

56. What is the largest number of contact that elected officials have ever received on an issue?

	Number of People	Issue
Letters to the Editor		
Phone Calls		
Emails		
Other		

Smokefree advocates are seeking to change the status quo rather than just maintain it, so we have to out-organize the tobacco companies and their PR firms. In order to overcome all the industry’s dirty tricks, we typically need to demonstrate more public support than has ever been seen on any issue in the community.

There is also “The Rule of Halves” to consider. If you need 200 people to show up to a meeting, then you need 400 people who commit to attending, and need to invite 800 people who previously said they would be willing to attend a meeting, etc.

Many ordinance campaigns involve 6-20 hearings, so this is one of the reasons why we need a broad and deep database of supporters, so that we can continue to mobilize support rather than peak too early.

Remember that public opinion is not the same as a coalition’s capacity to affect policy change.

OUTREACH TO THE MEDIA

TRADITIONAL:

57. Identify the key media outlets for your community, and the reporter most likely to cover stories related to a smokefree air ordinance.

Media Outlet	Type of Media (TV, radio, print)	Reporter’s Name	Supportive of Issue?	Lead time to place an ad?	Specialty (e.g. health, business, editorial)

58. What steps can the coalition take to establish relationships with reporters and editorial boards for the media outlets in your community?

NON-TRADITIONAL:

59. Identify the non-traditional media in your community and ways to connect with them, including organizational newsletters, listserves, church bulletins, hospital bulletins, payroll stuffers, etc.

These are important, low-cost communication channels that should not be ignored.

Name of Medium	Type of Media	Contact Person	Supportive of Issue?	Lead time to place an ad or article?

TECHNICAL ASSISTANCE SUPPORT

60. Please indicate any issues for which you anticipate needing support.

- | | |
|---|--|
| <input type="checkbox"/> Polling | <input type="checkbox"/> Public education planning/materials |
| <input type="checkbox"/> Advocacy/Spokesperson Training | <input type="checkbox"/> Paid Media (ads/PSAs) |
| <input type="checkbox"/> Drafting ordinance language | <input type="checkbox"/> Coalition Structure |
| <input type="checkbox"/> Tobacco industry interference | <input type="checkbox"/> Other: _____ |

[TS-11]