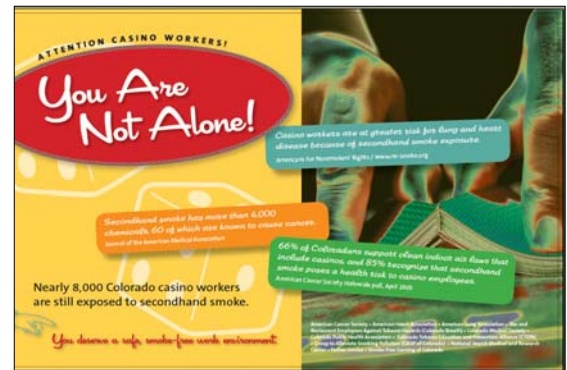


Connecticut and Atlantic City, the UAW is taking a leading role. Are your casinos unionized and, if so, what are their top issues? See [“Smokefree Air is a Union Issue”](#) for more union outreach strategies.

- **Legal challenges:** A number of gaming employees sick and tired of their smoke-filled environment are filing lawsuits. In taking legal action, these employees are taking a public stance on the smokefree issue. When the cases involve casinos, they tend to attract earned media. If you read about a legal challenge due to secondhand smoke exposure in the workplace, reach out to the attorney and the employee(s) to let them know about your coalition and encourage them to be potential spokespersons and coalition members.
- **Paid media:** Print, radio, bus shelters, billboards, and online ads on casino employee and card dealer blogs and chat rooms, are great venues to post information on secondhand smoke exposure. Explain the benefits of working in a smokefree environment and increase the visibility of the coalition. As with all other forms of education and promotion, include coalition contact information and the website so people can get more information, allowing casino employees to “opt in” to become more involved. Several casinos distribute a free gaming magazine to patrons and employees. Since it is free, one copy may get multiple readers. Advertising in these periodicals tends to be costly, but is also effective. To determine if such a magazine exists, take a trip around the gaming floor and/or ask a gaming employee.
- **Lists from State Department of Revenue:** Do casino employees in your area have to file with the state’s revenue services? If so, you may purchase these lists for a fee. Do a Google search with terms like “[STATE NAME] department of revenue” “gaming” and “employees.” In Colorado, advocates accessed the contact information of 3,400 employees and mailed them information on the dangers of secondhand smoke exposure, reassuring them that [“You Are Not Alone.”](#) (See below or link.)



OTHER TIPS

Do your homework! Familiarize yourself with the industry.

- What types of gaming are in your community and in the state?
- Are gaming establishments in your community part of a franchise that has smokefree casinos elsewhere?
- Are there casinos in surrounding communities (competition)? Tribal casinos?
- Are there legislative plans for gaming expansion within the state or surrounding states?
- Depending on the magnitude of gaming in your community, the gaming establishment could be a substantial employer within the community. Thus, a significant section on the workforce is being exposed to secondhand smoke. Keep this in mind.
- Campaign contributions: who has friends in elected office? What elected officials are beholden to the casinos? Who are not?
- Learn about your local or state gaming commission. What information does their website or other research provide?
- If you are working on a smokefree tribal-casino campaign, what is the decision-making structure within the Nation? The tribal council? Does the tribe manage the casino or has it outsourced management to a third party company? If so, which one, and what other casinos do they manage?

Call ANR for more information or to share some of your successful outreach activities at (510) 841-3032 or email us at anr@no-smoke.org.