

Getting Started
Ordinance Development Planning Form

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 smokefree air coalition works 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.**
⇒ **If Yes, answer the questions below:**

2. Who adopted the local law?

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

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

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

- | | |
|--|--|
| <input type="checkbox"/> Cigar/Hookah Bars | <input type="checkbox"/> Municipal Buildings |
| <input type="checkbox"/> E-cigarettes | <input type="checkbox"/> Private Workplaces |
| <input type="checkbox"/> Entrances to buildings | <input type="checkbox"/> Public Places |
| <input type="checkbox"/> Freestanding Bars | <input type="checkbox"/> Outdoor Spaces (parks, beaches, patios, etc.) |
| <input type="checkbox"/> Gaming Venues | <input type="checkbox"/> Restaurants |
| <input type="checkbox"/> Hotels/Motels | <input type="checkbox"/> Tobacco Shops |
| <input type="checkbox"/> Membership Clubs (Elks, VFW...) | <input type="checkbox"/> Other: _____ |

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

- | | |
|--|--|
| <input type="checkbox"/> Bar Areas of Restaurants | <input type="checkbox"/> Private Workplaces |
| <input type="checkbox"/> Cigar/Hookah Bars | <input type="checkbox"/> Public Places |
| <input type="checkbox"/> E-cigarettes | <input type="checkbox"/> Restaurants |
| <input type="checkbox"/> Freestanding Bars | <input type="checkbox"/> Separately Enclosed Smoking Rooms |
| <input type="checkbox"/> Gaming Venues | <input type="checkbox"/> Separately Ventilated Areas |
| <input type="checkbox"/> Hotels/Motels | <input type="checkbox"/> Smoking Sign Requirements |
| <input type="checkbox"/> Membership Clubs | <input type="checkbox"/> Tobacco Shops |
| <input type="checkbox"/> Other Exemption(s): _____ | |

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

- | | |
|---|--|
| <input type="checkbox"/> Board of Health | <input type="checkbox"/> Health Department |
| <input type="checkbox"/> City Administrator | <input type="checkbox"/> Law Enforcement |
| <input type="checkbox"/> Fire Department | <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. Are there any other policies in your community, such as tobacco-free hospitals, schools, businesses, multi-unit housing, and outdoor spaces? If so, list here:

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

- Yes No Unknown

⇒ **If Yes:**

10. When was the poll conducted? Please list other details of the poll such as was the poll conducted of "likely voters"? What was the margin of error? Did the poll oversample certain areas? Did you have a balance of demographic characteristics from respondents?

3. 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?

Tip: 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/Campaign-Development-Organizing>

4. Does your coalition have a written public education, earned a paid media plan, and campaign plan?
 Yes No

⇒ **If Yes:**

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

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

7. Is there an effort for outreach to include an emphasis on meaningful partnerships in planning or is it just to "sign on"?

8. What challenges does the coalition face within a smokefree air policy campaign?

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

Yes No

⇒ **If Yes:**

10. How many individuals are in the database? _____

11. How many people are in your community? _____

12. 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.

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

- | | |
|--|---|
| <input type="checkbox"/> Blog(s) | <input type="checkbox"/> Mailing List |
| <input type="checkbox"/> Coalition Newsletters | <input type="checkbox"/> Phone Tree |
| <input type="checkbox"/> Coalition Website | <input type="checkbox"/> Social Media (Facebook, Twitter, etc.) |
| <input type="checkbox"/> Email List Serves | <input type="checkbox"/> Text |
| <input type="checkbox"/> Other: _____ | |
-

14. 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?

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

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

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

- Yes No

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

- Yes No

19. If yes, please list person and campaign:

_____	_____
_____	_____
_____	_____

20. Do your coalition members receive training on secondhand smoke campaigns?

- Yes No

21. Is the coalition the right vehicle for the effort, or should a specific campaign committee be set up?

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

23. 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?

24. Has the coalition come to consensus on policy goals and deal-breakers?

Yes

No

Tip: Visit the ANR website at <http://no-smoke.org/goingsmokefree.php?id=499> and see “Determining Your Dealbreakers” and other companion documents on the “Drafting Your Law” page for lessons learned and pitfalls to avoid.

COMMUNITY OUTREACH AND EDUCATION

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

1. 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)?

2. 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

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

4. If no, in what ways can you think of to build public support and educate the community about secondhand smoke and the need for a 100% smokefree ordinance?

5. Who are the key business leaders, community “thought leaders”, and organizations that the coalition needs to reach?

OPPOSITION:

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

2. 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?

Tip: Please refer to "What to Expect from the Tobacco Industry" for more information. The document is available on the ANR website at <http://no-smoke.org/pdf/whattoexpect.pdf>

3. 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)?

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

5. What economic impact information should the coalition have?

ORDINANCE LANGUAGE:

ANR's model ordinance for 100% smokefree workplaces and public places has been used by hundreds of cities and numerous states. The purpose of the model ordinance is to provide fair and sound language that clearly states the intent and specific points of smokefree policy, fosters clear implementation and enforcement, stands up to legal challenges, and achieves the health goal of protecting people from secondhand smoke.

1. Downloaded and reviewed ANR's model ordinance language, available at:

<http://www.no-smoke.org/pdf/modelordinance.pdf>

Yes, I have downloaded this.

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

1. 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

2. 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 (such as attending council meetings, meeting with each council member...)?

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

- Collaboration Competition

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

- Yes No

5. 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: _____

Name: _____ Name: _____

Ward/district: _____ Ward/district: _____

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

⇒ **If so, please list:**

Name: _____ Name: _____

Title: _____ Title: _____

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

8. 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?

The fundamental nature of community organizing is making it easy for a policy maker to say “yes” to 100% smokefree protections. As advocates, making that happen is our job. We are the ones asking for a change and for the public and businesses to operate differently. Therefore, the burden is on us to make it easy for decision makers to say yes. We want to identify proven techniques in an organized campaign to build public power, persuasion and pressure for our issue.

9. Has the coalition ever brainstormed ways to convince individual council members to support a 100% smokefree ordinance? Has the coalition brainstormed activities that demonstrate local public power? (We can show power by strategically displaying names and numbers, by getting positive editorials and news media coverage, through convening a rally, town hall meeting, or demonstration, and by holding a set of strategic events that mobilize supporters over multiple weeks and months. We also can present decision makers with news clips highlighting these events and post the news clips in online newsletters, web sites and action alerts.)

Yes

No

List ideas here:

10. 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 are influential with fellow policy makers?)

11. 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: _____

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

	Number of People	Issue
Emails		
Letters to the Editor		
Phone Calls		
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 EARNED MEDIA:

1. 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)

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

SOCIAL MEDIA:

1. Are you connected via social media to all of your coalition partners and community partners (connected to their Facebook pages, know their Twitter handle, and linked via other social media avenues)?

- Yes No

2. Are you connected via social media (Facebook, Twitter, other) to all your supportive policy makers, and supportive local media outlets?

- Yes No

3. Are you connected via social media to your National Partners and Coalitions in other states or communities?

- Yes No

NON-TRADITIONAL EARNED MEDIA:

1. Identify the non-traditional media in your community and ways to connect with them. Examples include organizational newsletters, email list-serves, social media, church bulletins, hospital bulletins, 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?

Tip: It is important to not only know the appropriate contact person but to also practice engaging these unique communication channels on a regular basis.

TECHNICAL ASSISTANCE SUPPORT

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

- | | |
|---|--|
| <ul style="list-style-type: none"> <input type="checkbox"/> Advocacy/Spokesperson Training <input type="checkbox"/> Drafting ordinance language <input type="checkbox"/> Coalition Structure <input type="checkbox"/> Paid Media (ads/PSAs) | <ul style="list-style-type: none"> <input type="checkbox"/> Polling <input type="checkbox"/> Public education planning/materials <input type="checkbox"/> Tobacco industry interference <input type="checkbox"/> Other: _____ _____ _____ _____ |
|---|--|