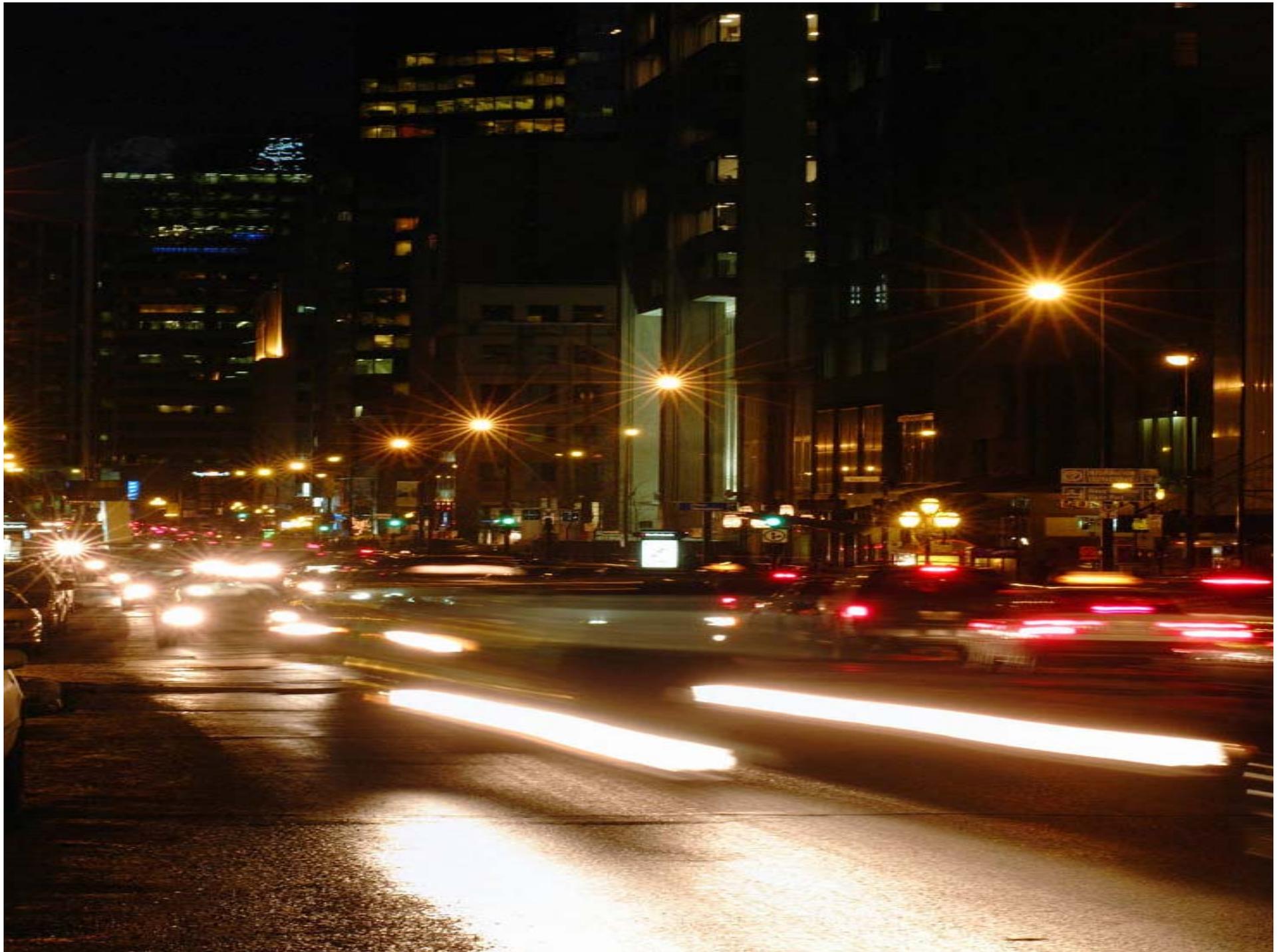


Expectations

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Arkansas Department of Health

Tobacco Prevention and Cessation Program



Expectations: A Two Way Street



Objectives:

- Recognize the importance of collaboration
- Be acquainted with what statewide campaign/events will run during 2012
- Be familiar with available campaign resources.
- Supply sample activities that can be implemented during TPCP campaigns
- How to report collaboration/advocacy activities
- Understand Expectation is a two way street

Who You are as Coalition? What is
your Coalition Mission and
Purpose?

Tobacco Prevention and Cessation Coalition's Mission and Purpose

- **Definition:** A temporary alliance or union between groups, factions, or parties, especially for some specific purpose.
- **Sample Mission:** The mission of the Central Oklahoma Tobacco Use Prevention Coalition is to educate, empower and provide resources to the citizens of Oklahoma County to support and promote policy change to ensure a tobacco free environment in Oklahoma County.

Sample Coalition's Purpose

- Raise awareness of the dangers of tobacco use and secondhand smoke exposure
- To expose the deceptive marketing tactics of the tobacco industry
- Change policy at the local and state level to help make Oklahoma County a healthier place to live

Framework for Comprehensive Tobacco Control

- Tobacco control programs that includes prevention and cessation
- Environmental restrictions on secondhand smoke
- Increased price through tobacco taxes



TPCP Ongoing Expectations

- Active collaboration and support of TPCP statewide tobacco educational campaigns for policy changes and implementation.
- Special statewide projects as directed.

Expected Collaboration for FY 2012:

- **Smoke-free Cars for Healthy Arkansas Kids Campaign**
- **Let's Clear the Air Campaign and Sustainability: recruitment and education of grassroots tops.**
- **Operation Store Front**

Campaign Advocacy/Collaboration Reports

Information that we need will include:

- **Coalition's name**
- **Specific activities implemented**
- **Campaign materials used and how they were used**
- **Participation in webinars**
- **Recommendations**

Smoke-free Cars for Healthy Arkansas Kids Media Campaign

To assist with your community educational efforts, we have the following resources available:

- Letter of Support
 - PPP
 - Talking point
 - Fact cards
 - Press release template
 - Letter to the editor
 - Editorial
 - Print ads
- Citation card
 - Posters
 - Activity sheet

Smoke-free Cars for Healthy Kids Campaign

Sub-grantee Sample activities(grassroots)

- 1. Educate the public and law enforcement agencies.**
 - Send letter of support to Legislator Percy Malone and Rep. Fred Allen
 - Educate law enforcement agents (Fact cards, cheat-sheets)
 - Educate the public (PPP, fact cards, posters):
Look for opportunities to educate to groups.

Smoke-free Cars for Healthy Kids Campaign

Sub-grantee Sample activities(grassroots)

- Work with child care, early education centers /Head Start to educate staff and parents (PPP, poster, and activity pack)
- Place radio ads (if budget allows)
- Send letters to the editor/news release
- Work with business to place poster at waiting rooms areas (doctor's offices, clinics, daycare centers, WIC offices, elementary, middle and high schools, colleges and universities, etc.)
- Promote the law at local events.

Smoke-free Cars for Healthy Kids Campaign Sub-grantee Collaboration (grassroots)

2. Participate at the CTFA press conference on the implementation date on July 27, 2011 (coalitions in central Arkansas).
3. Participate at the Smoke-free Cars Webinars and share experiences. Webinar dates are:
 - Friday, August 19
 - Friday, September 23 and
 - Friday, October 28, 2011
4. Campaign collaboration report will be due on :
January 16, 2012

Let's Clear the Air

**Everyone Deserve to Breath Clean,
safe Indoor Air**

Background

- As of March 2010, **24 states**, the District of Columbia, and Puerto Rico had enacted comprehensive smoke-free laws that prohibit smoking in workplaces, restaurants and bars and most other public places.
- 100 million American in **26 states** are still unprotected by comprehensive laws including those in the state of Arkansas.
- Population disproportionately affected include those in blue collar jobs, hospitality workers, such as bar and casino employees, and individuals with lower socioeconomic status.

In Arkansas, exposure to secondhand smoke still occurs at:

- Bars and restaurants that exclude those under the age of 21;
- Workplaces with fewer than three employees
- Hotel/motels with 25 or fewer guest rooms.

2010 SHS Survey in Arkansas Adults

- Over 80% of Arkansas adults believe that restaurants and bars would be healthier for employees if they are all smoke-free.
- Over 80% of Arkansas adults believe that restaurants and bars would be healthier for customers if they are all smoke-free.
- **Over 90% of Arkansas adults believe that all employees should be protected from secondhand smoke in their workplace. Even the majority of people who smoke are supportive.**
- **Over 80% of Arkansas adults would support a state law banning smoking in all indoor workplaces including bars and restaurants.**
- 43% of Arkansans, who have visited a bar during the last 30 days, have been exposed to secondhand smoke inside the bars.

2011 Let's Clear the Air Campaign

- Let's Clear the Air campaign ran from February 1st, to April 30, 2011.
- Purpose: Increase public awareness of the health consequences of secondhand smoke (SHS) exposure and promote the benefits of 100% smoke-free environments.
- Campaign portrayed stories from a bartender, musician and waitress impacted by SHS in their workplace.
- Four campaign webinars were held to coordinate efforts, provide technical assistance and share experiences about the campaign. *Advocacy reports were requested to coalitions.*

2012 TPCP Let's Clear the Air Educational Media & grassroots Campaign

- Television (3 TV ads):
- Radio (3 radio spots)
- **Earned Media (August 24 Media Training)**
- Online Advertising
- Social Media
- Print Materials
- **Grassroots Educational Campaign**

This material are still available at: www.cleartheairarkansas.com

Let's Clear the Air

Grassroots Educational Campaign

Building organizational power in your coalition/community :

Recruiting and Educating Grassroots Tops

- **Assess coalition memberships gaps**
- **Identify and outreach to community groups of all kinds:** recruitment of individuals activist, local organization such as local health, faith-based, colleges, include also city councils, county judges, chamber of commerce, rotary clubs, Kiwanis clubs, etc.
- **Build relationships and educate leadership** (grassroots tops) and their members on the topic.

Faith Community: Coalition's Dream

Four (4) critical reasons to involve the faith-based community:

- Faith leaders have moral authority (good messengers)
- The faith community represent the “grassroots”
- The media love stories of the faith community
- Faith groups bring diversity to the movement

Let's Clear the Air

Grassroots Educational Campaign

- Use earned media to keep the SF message out (once a month is ideal).
- Attend the *Media Training* on August 24, 2011.
- Attend advocacy trainings: *DeMarco Factor* on October 24 and the regional trainings.

Let's Clear the Air

Grassroots Educational Campaign

- Assess capacity such as outreach, media, research data, and technical support needed and how can be obtained—obtain resources.
- Participate at rallies, press conferences and public forums, (there will be 5 around the state) promoting coalition successes and messages about sustainability or the importance of 100% smoke-free environments

Coalition Collaboration Report

Campaign Advocacy/Collaboration
Reports submission on:

- January 16, 2012
- June 18, 2012

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Questions?

What do you expect from
TPCP?