

SE2

# Communications TA 101

January 29, 2018



# Agenda



- ◆ Introductions
- ◆ TA Ecosystem
- ◆ How to Use Communications to Support Your Work
- ◆ Campaigns and Materials
- ◆ Getting Support
- ◆ Questions



# Introductions

# Introduce yourself!

Name

Community

Familiarity with communications

#1 thing you hope to get from this session





# TA Ecosystem

# TA Ecosystem

## The STEPP Technical Assistance (TA) Ecosystem

Harnessing the Power of All to Advance Population Health



STEPP TA Ecosystem  
Impact of A35 Funding

## Impact of A35 Funding: Here's How It Works



1

STEPP receives federal funding (CDC, FDA) and state tobacco tax revenue (A35).



2

STEPP provides A35 funds to local public health agencies (grantees) to conduct education and outreach in their communities and statewide partners / TA providers to support them in their work.



3

Grantees educate and support community mobilization efforts that facilitate and promote local policy and environmental change. Statewide partners support grantees and execute mass media prevention / cessation campaigns.



4

Coloradans are exposed to prevention / cessation messages, have access to cessation resources, and live in communities that prevent youth access to tobacco and limit exposure to secondhand smoke.



5

Environmental and systems changes and mass media campaigns help to drive quit attempts by smokers and prevent youth from starting to use tobacco products.



6

Individual behavior changes reduce tobacco prevalence in Colorado, leading to improved population health.

# TA Ecosystem

**STATEWIDE PARTNERS PROVIDE TECHNICAL ASSISTANCE AND CAPACITY BUILDING FOR GRANTEES IN THE FOLLOWING SUBJECT AREAS:**

<b>TYPE OF TA / SPECIALTY</b>	<b>STATEWIDE PARTNER / TA PROVIDER</b>
Cessation & Health Systems Change	Behavioral Health & Wellness Program, University of Colorado
Tobacco Retail License, Municipal Policy, Organizational Policy & Legal Technical Assistance	Center for Public Health Practice, Colorado School of Public Health
Program Evaluation & Quarterly Progress Reports	Community Epidemiology & Program Evaluation Group
Smoke-free Multi-unit Housing Policy	Denver Health & Hospital Authority
Tobacco Free Schools Policy	RMC Health
Templated Media Campaigns & Communications to Support Policy	SE2 Communications





# How to Use Communications to Support Your Work



# During the Policy Process

## Understanding Your Audiences

- **Primary audiences**
  - Local decision and policymakers
- **Secondary audiences**
  - Key community stakeholders
  - *Not the general public*

# During the Policy Process

## Four Areas of Communication

- Earned Media
- Owned Media
- Paid Media
- Community Outreach

# Earned Media

Examples of earned media activities including pitching stories to local media, writing letters to the editor, placing op-eds, radio/television interviews, etc.

“Earned” because you *earn* the coverage.

# Paid Media

Paid media, or advertising, can reach large audiences or target a specific group, and the costs depend on the platform and reach.

Paid media can occur on many different types of platforms including TV, radio, print (e.g., newspapers, magazines), outdoor (e.g., billboards, bus shelters), digital and social ads.

“Paid” because it is *paid advertising*.



# Owned Media

Owned media consists of all the communications channels that you control, including your website and social media profiles (e.g., Facebook, Twitter) and newsletters.

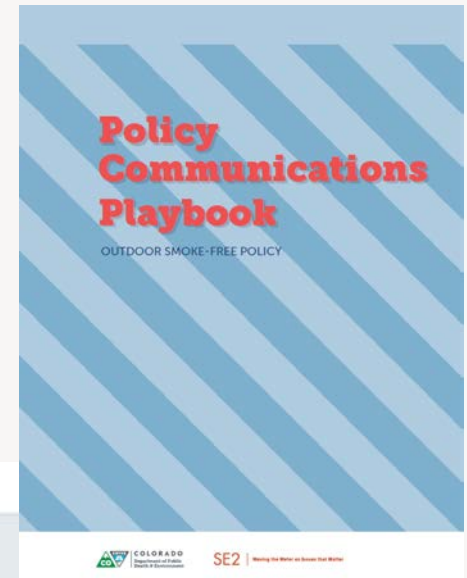
“Owned” because *you have the control*.

# Community Outreach

Community outreach is when you engage members of your community and make connections to gain advocates.

# Policy Communications Playbook

This playbook walks you through a **streamlined policy continuum**, highlighting where and how you **plug in communications efforts** to accomplish your policy goal.



## Policy Framework Key

Research Problem and Engage Strategic Partners	Investigate and Analyze Policy Solution	Advocate and Mobilize Community and Supporters
Assess Decision Maker Support and Propose Policy	Prepare for Implementation and Enforcement	Implement and Monitor Enforcement/Compliance

# Policy Communications Toolkit

## What's in the Toolkit:

- Key Audiences
- Key Messages
- Sample Op-ed
- Sample Press Release
- Story Ideas for Pitching to the Media
- FAQs

## Frequently Asked Questions

### Q: Why should local communities expand smoke-free protections to outdoor areas?

Even outside, exposure to secondhand smoke, vapor and discarded butts negatively impacts the health of people nearby. Scientific studies have proven **very serious negative health effects** when someone is in close proximity to a smoker while outdoors.<sup>1</sup> In fact, to completely avoid exposure to secondhand smoke, a person may have to move as far as 25 feet from the smoker.<sup>2</sup> Making outdoor public places smoke-free is an important step in creating healthy environments.

In addition, expanding smoke-free environments **encourages people who smoke to smoke less or even quit**, and helps **prevent youth from smoking**.<sup>3</sup> When youth see adults smoking in public places, they have an increased risk of copying the behavior themselves, which may lead to a life of addiction.<sup>4</sup>

Finally, establishing smoke-free outdoor public places **helps reduce litter and its effects on the environment**. Cigarette litter pollutes the environment, harms wildlife and increases the risk for fires. The 2002 Snaking Fire was started by cigarettes and caused an estimated \$2.6 million of damage, threatened hundreds of homes and burned 2,312 acres.<sup>5</sup>

### The Problem (Detailed Messages)

- 1 Smoking in outdoor public places produces significant cigarette litter, which pollutes the environment, harms wildlife and increases the risk for fires.
  - a Cigarette butts are the most commonly littered item in the United States.<sup>1</sup> This particular litter lasts for years and allows more than 4,000 chemicals to seep into the soil and water supply.<sup>2</sup>
  - b Discarded cigarette butts pollute our land and water, potentially killing fish and other wildlife.
  - c Smoking in outdoor public areas increases the risk of devastating fires.
    - Preventable fires, such as the 2002 Snaking Fire, are often started by cigarettes. The Snaking Fire caused an estimated \$2.6 million of damage, threatened hundreds of homes and burned 2,312 acres.<sup>3</sup>
- 2 Even outside, exposure to secondhand smoke, vapor and discarded butts in public places negatively impacts the health of those in the surrounding area.
  - a Studies suggest that typical outdoor dining or drinking areas of bars and restaurants with no smoke-free policy can lead to elevated levels of secondhand smoke exposure for both workers and patrons.<sup>4</sup>
  - b Studies show outdoor secondhand smoke levels can be equal to or greater than indoor secondhand smoke when smoking is occurring at close distances (<0.5m).<sup>5</sup>
  - c To completely avoid exposing others to secondhand smoke in an outdoor area, a person who is smoking may have to move as far as 25 feet from others.<sup>6</sup>
  - d Discarded cigarette butts lying in places such as parks can be picked up and swallowed by children.
    - Ingestion of discarded cigarette butts found in public parks and recreation areas can lead to choking, burns, nicotine poisoning, vomiting, irregular heartbeat and seizures.<sup>7</sup>

1 Tilson, E.C., McIndie, C.M., Lipkus, C.M., Catalano, R.F. (2004). Testing the Interaction between Parent-Child Relationship Factors and Parent Smoking to Predict Youth Smoking. *J. Adolescent Health*, 35(3), 182-189.

2 Staughner, E., Genberg, R.M., Watanabe, K., Rudolph, J., Stransky, C., Novotny, T.E. (2011). Toxicity of Cigarette Butts, and their Chemical Components, to Marine and Freshwater Fish. *Tobacco Control*, 20, 475-479.

3 The Denver Channel. (2002, May 8). *Teens Charged in Snaking Fire, Felony Arson Charges Among Counts*. Retrieved from <http://www.thedenverchannel.com/news/deens-charged-in-snaking-fire>

4 Licht, A. (2013). Secondhand Smoke Exposure Levels in Outdoor Hospitality Venues: A Qualitative and Quantitative Review of the Research Literature. *Tobacco Control*, 2013, 22:172-179.

5 Klepeis NE, Ott WR, Switzer P (2007) Real-time Measurement of Outdoor Tobacco Smoke Particles. *Journal of Air Waste Manag Assoc*. 2007; 57 (5): 522-34

6 Repace, J. L. (2008). Benefits of Smoke Free Regulations in Outdoor Settings: Beaches, Golf Courses, Parks, Patios, and in Motor Vehicles. *William Mitchell Law Review*, 34(4), 1621-1638.

7 Centers for Disease Control and Prevention (1997, Feb. 14). Ingestion of Cigarettes and Cigarette Butts by Children-Rhode Island, January 1994-July 1996. *Morbidity & Mortality Weekly Report*, 46(06), 125-128.



# Policy Communications Toolkit



## Sample Op-Ed

### Note to Grantees

The following is a template op-ed (also known as a guest column) for your organization to modify and place in your local newspaper. The op-ed can be revised and signed by a community member who has an interest in protecting the public from secondhand smoke. This could include a health advocate, medical professional, parent or policymaker.

You are encouraged to tailor the op-ed to reflect who is signing it and his/her role in the community. For example:

- A parent may want to note how his/her child has been exposed to secondhand smoke or cigarette butts at a playground or park.
- A physician may want to go into more detail about the negative health effects of secondhand smoke exposure.

When you are finished tailoring the op-ed, it should total about 500-700 words. (You may have to delete some information to stay within that word count). Often your local newspaper will offer specific guidelines and parameters, which you should follow carefully.

The person who signs the op-ed should submit it to your local newspaper. If you need information on how to submit the op-ed, contact SE2 at [TA@se2communications.com](mailto:TA@se2communications.com).

### Colorado Smoke-Free Law Only Doing Half the Job

A statewide clean indoor air law enacted over 10 years ago marked a great success in protecting Coloradans' health. But the protections -- which focused on prohibiting smoking in indoor public places and building entryways -- still left many exposed to the harmful dangers of secondhand smoke when they are outside.

The U.S. Surgeon General has said there is no risk-free level of exposure to secondhand smoke -- whether indoors or outside. To completely avoid exposure to secondhand smoke in an outdoor area, you may need to be as far as 25 feet from the smoker.<sup>1</sup> As [community] residents enjoy more outdoor time during the warmer months, this is a reality we must face. Outdoor public places in our community such as [community events, downtown pedestrian areas, patios, parks and playgrounds] continue to allow smoking. This means [residents of our town] may still face the risks of secondhand smoke exposure, including strokes, lung cancer and even death.

Smoking in outdoor public places also produces significant cigarette litter, which pollutes the environment, harms wildlife and increases the fire risk. In fact, cigarette butts are the most commonly littered non-biodegradable item in the United States.

- This litter lasts for years and allows chemicals to seep into the soil and water supply.
- They can be picked up and swallowed by children, leading to choking, burns, nicotine poisoning, vomiting, irregular heartbeats and seizures.
- The 2002 Snaking Fire in Bailey, which caused an estimated \$2.6 million in damage and burned 2,312 acres, was traced to outdoor smoking.

In addition, when youth see adults smoking in public places, they may be more likely to copy the behavior, potentially leading to lifetimes of tobacco addiction. Smoke-free laws have been proven effective at preventing young adults from smoking.

But what about vaping, the use of e-cigarettes and other electronic smoking devices? Despite claims to the contrary, the vapor these products produce is not harmless.

In fact, it contains cancer-causing agents, heavy metals and ultrafine particulates. Failure to regulate the public use of new and emerging products, such as e-cigarettes, jeopardizes the health of current and future generations.

That's why a growing number of Colorado communities are committing to cleaning their air by prohibiting vaping where smoking is banned.

For these reasons, we need to consider expanding the smoke-free protections in our community. We know that policies that prohibit smoking in work and public places can have significant positive impacts on public health. Additionally, smoke-free policies can help current smokers quit.

The good news is that outdoor smoke-free restrictions with appropriate signage are typically self-enforcing. In other words, most smokers politely refrain from smoking when they are aware of the law and smoke-free areas are well marked.

Expanding these protections is the healthy thing to do for [community] and something our residents and visitors will appreciate. In fact, 57.3 percent of Coloradans are in favor of banning smoking in outdoor areas.<sup>2</sup>

The Colorado Clean Indoor Air Act was a bold step to protect Coloradans from secondhand smoke, but there is more work to do to protect our community's health.

<sup>1</sup> <http://www.repace.com/pdf/outdoorair.pdf>

<sup>2</sup> [https://www.colorado.gov/pacific/sites/default/files/PW\\_A35\\_Tobacco-Adult-Use-and-Exposure-report.pdf](https://www.colorado.gov/pacific/sites/default/files/PW_A35_Tobacco-Adult-Use-and-Exposure-report.pdf)

# Policy Communications Campaigns

## Smoke-Free Workplace



**PARTIALLY PROTECTED.  
COMPLETELY EXPOSED.**

**WHEN IT COMES TO PROTECTING YOUR EMPLOYEES,  
HALFWAY ISN'T GOOD ENOUGH.**

Current laws make most indoor workplaces smoke-free. Yet many workers are still exposed to the dangers of secondhand smoke on the job. Even small amounts of tobacco smoke can be dangerous. Chronic exposure can cause heart disease and lung cancer.

Protect your employees with a smoke-free workplace policy.

This advertisement features a woman wearing a yellow hard hat and an orange safety vest over a blue denim shirt. She is holding a clipboard and a pen. A red banner with white text reads "PARTIALLY PROTECTED. COMPLETELY EXPOSED." Below the banner, there is a section with the heading "WHEN IT COMES TO PROTECTING YOUR EMPLOYEES, HALFWAY ISN'T GOOD ENOUGH." followed by a paragraph of text and a small circular logo with a cigarette and a slash.

# Policy Communications Campaigns

**ONE NEEDS A LICENSE.  
ONE DOESN'T.**




**A LICENSE TO SELL EGGS HERE HELP KEEP PEOPLE SAFE.**  
A license to sell tobacco products would do the same.  
Let's unscramble outdated thinking.  
**Licensing just makes sense for our kids and our communities.**

Logo goes here

(Insert Call to Action here, insert Call to Action here, insert Call to Action here, insert Call to Action here, insert Call to Action here.)

## Retailer Licensing

**RETAILERS NEED A LICENSE TO SELL MEAT HERE BUT NOT TOBACCO. SURPRISED?**

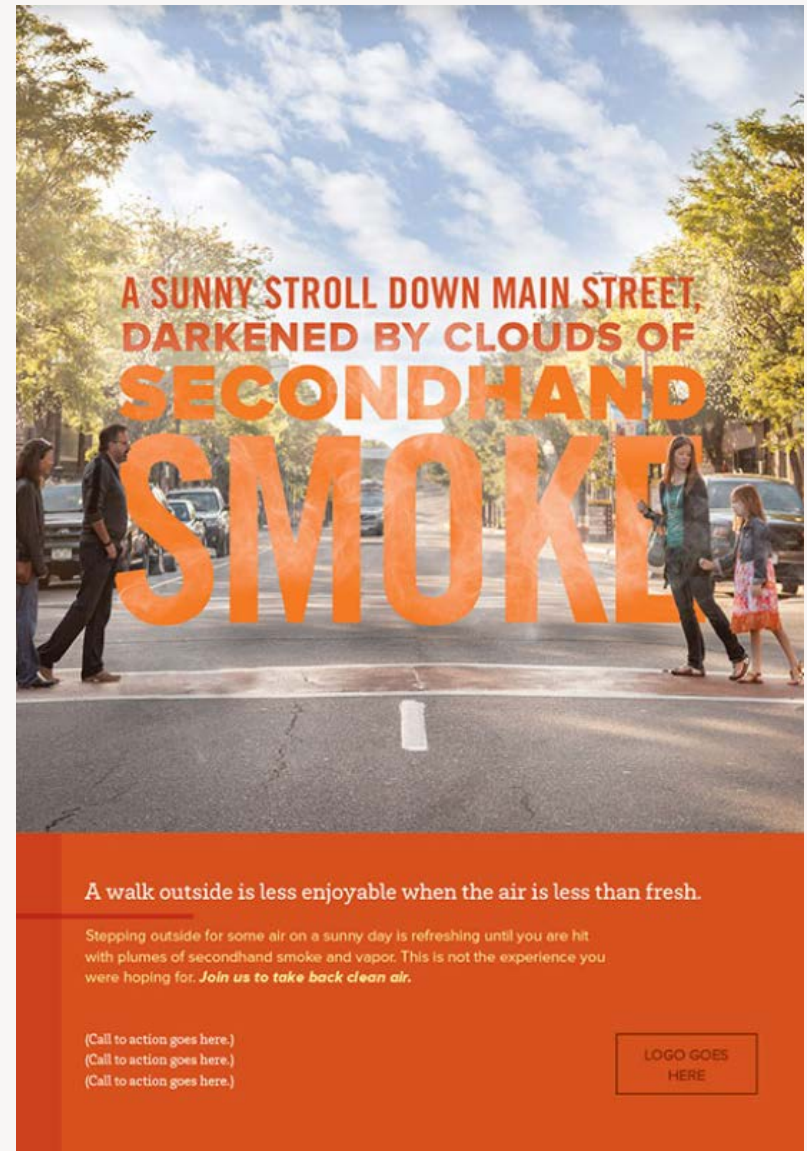


Licensing just makes sense for our kids and our communities.



# Policy Communications Campaigns

## Outdoor Smoke-Free





# Policy Communications Playbook

## Four Policy Playbooks:

- Retailer Licensing – currently available
- Outdoor Smoke-Free – currently available
- Multiunit Housing Implementation – in development
- Indoor Smoke-Free – TBD

# Ongoing Tobacco Communications

## Supporting Work in the Key Areas of:

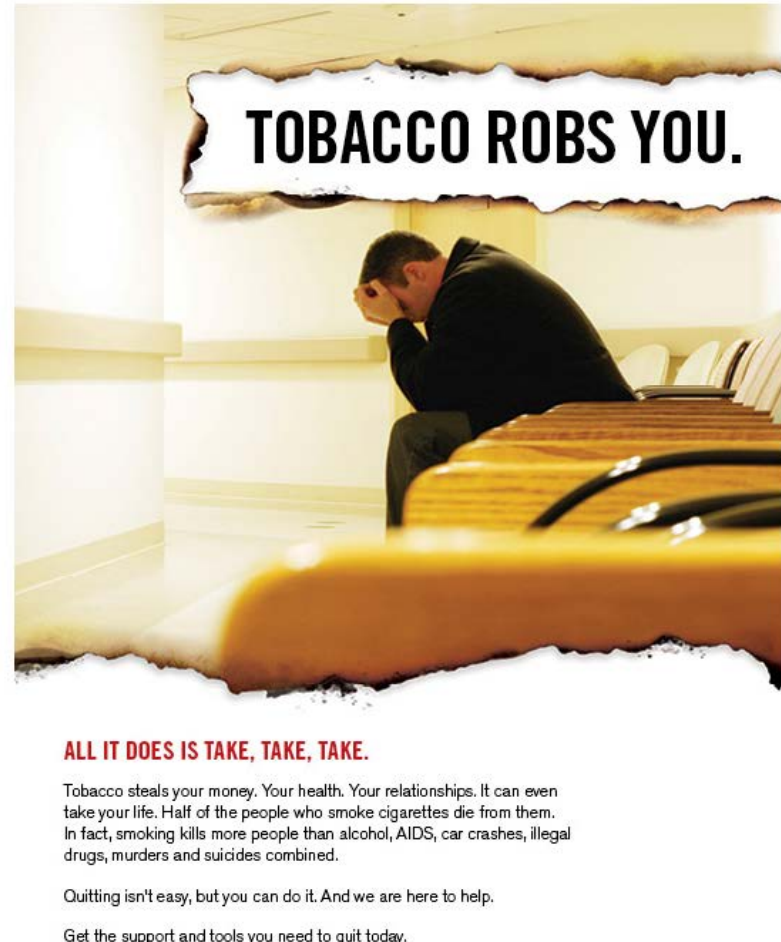
- Cessation
- Prevention
- Secondhand Smoke
- Vaping Prevention/Cessation

# Campaigns and Materials

# Campaigns Available



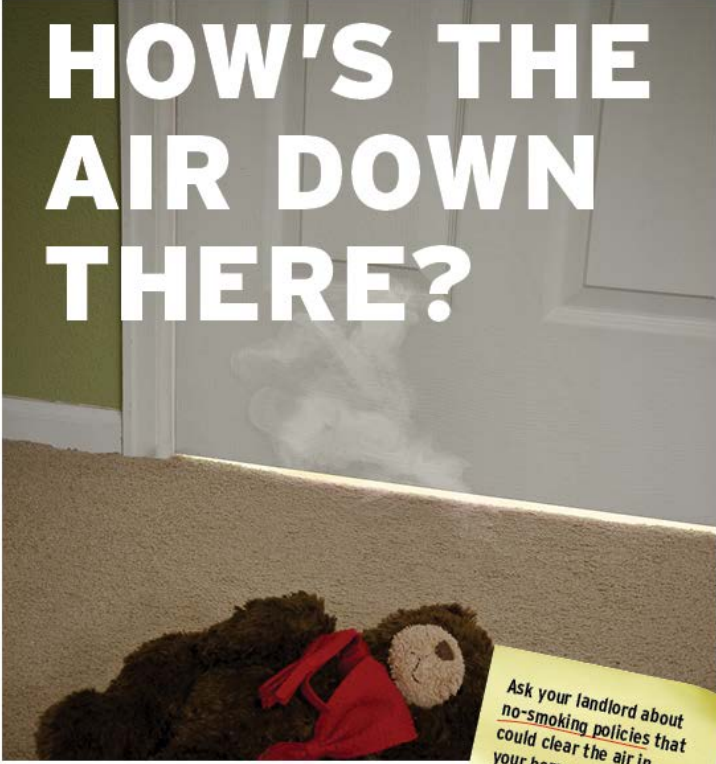
Day I Quit



Tobacco Robs You



# Campaigns Available



## HOW'S THE AIR DOWN THERE?

Ask your landlord about no-smoking policies that could clear the air in your home.

**CONSIDER THIS:**

Up to 50% of the air in apartment buildings may be recirculated throughout the entire building. If your neighbors smoke, it could be dangerous for you and your children. Exposure to secondhand smoke can cause ear infections and more frequent and severe asthma attacks in children. It can even cause Sudden Infant Death Syndrome.

Your Logo Here

How's the Air Down There



## HE'S GOT HIS DADDY'S LAUGH

## ...AND MOMMY'S SMOKER'S COUGH

**WHEN YOU SMOKE, THEY SMOKE. PLAIN AND SIMPLE.**

Secondhand smoke hurts the people you love the most. It causes serious illness including lung cancer, heart disease and stroke. It can even cause death.

Never light up in your home, your car or anywhere near your kids. And don't let friends or other family members smoke around them either. The U.S. Surgeon General says, "There is no safe level of exposure to secondhand smoke."

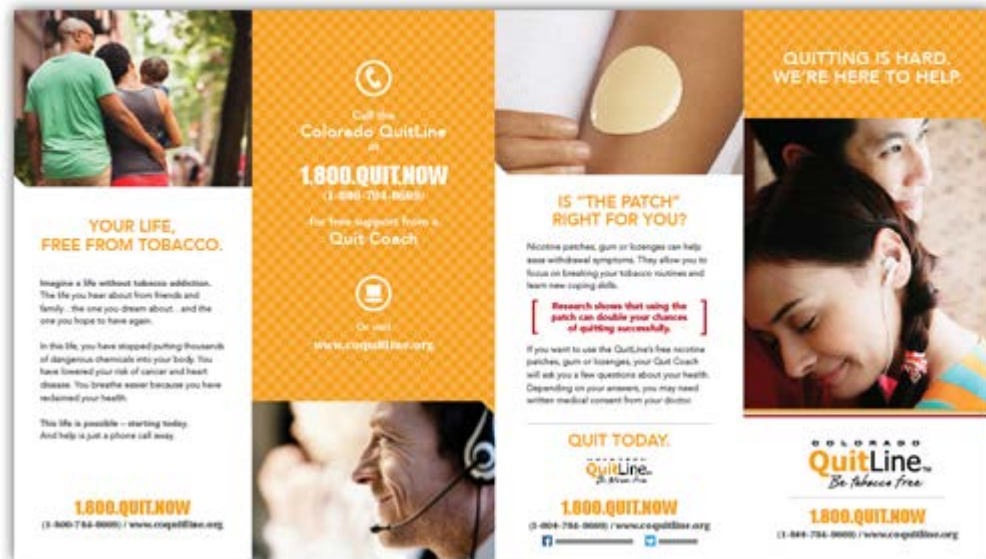
We know that you care about protecting your family. So take it outside.

And when you're ready to quit smoking, (INSERT CALL TO ACTION HERE).

LOGO HERE

Inherited Traits

# Campaigns Available



**YOUR LIFE, FREE FROM TOBACCO.**

Imagine a life without tobacco addiction. The life you hear about from friends and family... the one you dream about... and the one you hope to have again.

In this life, you have stopped putting thousands of dangerous chemicals into your body. You have lowered your risk of cancer and heart disease. You breathe easier because you have reclaimed your health.

This life is possible -- starting today. And help is just a phone call away.

**1.800.QUIT.NOW**  
(1-800-734-0000) | [www.coquitline.org](http://www.coquitline.org)

Call the Colorado QuitLine at  
**1.800.QUIT.NOW**  
(1-800-734-0000)

for free support from a Quit Coach.

Or visit  
[www.coquitline.org](http://www.coquitline.org)

**QUITTING IS HARD. WE'RE HERE TO HELP.**

**IS "THE PATCH" RIGHT FOR YOU?**

Nicotine patches, gum or lozenges can help ease withdrawal symptoms. They allow you to focus on breaking your tobacco routines and learn new coping skills.

**Research shows that using the patch can double your chances of quitting successfully.**

If you want to use the QuitLine's free nicotine patches, gum or lozenges, your Quit Coach will ask you a few questions about your health. Depending on your answers, you may need written medical consent from your doctor.

**QUIT TODAY.**

**QuitLine.**  
*Be Tobacco Free.*

**1.800.QUIT.NOW**  
(1-800-734-0000) | [www.coquitline.org](http://www.coquitline.org)

**1.800.QUIT.NOW**  
(1-800-734-0000) | [www.coquitline.org](http://www.coquitline.org)

QuitLine



**CIGARETTES KILL HALF THE PEOPLE WHO SMOKE THEM.**



**THAT'S 1,200 PEOPLE EVERY SINGLE DAY.**

In fact, smoking kills more people than alcohol, AIDS, car accidents, illegal drugs, murders and suicides combined. Cigarettes are dirty and deadly.

**DON'T LET THEM BURN YOU, TOO.**

Smoking Kills



# Campaigns Available



Kiss of Death



Real Killers

# Campaigns Available



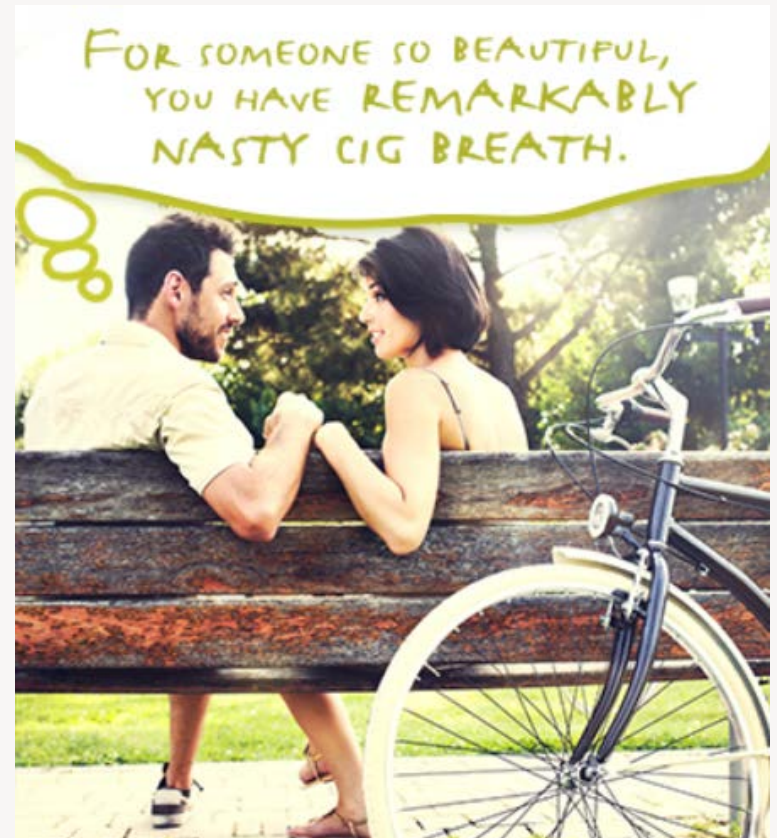
Totally Nasty



Even Nastier



# Campaigns Available

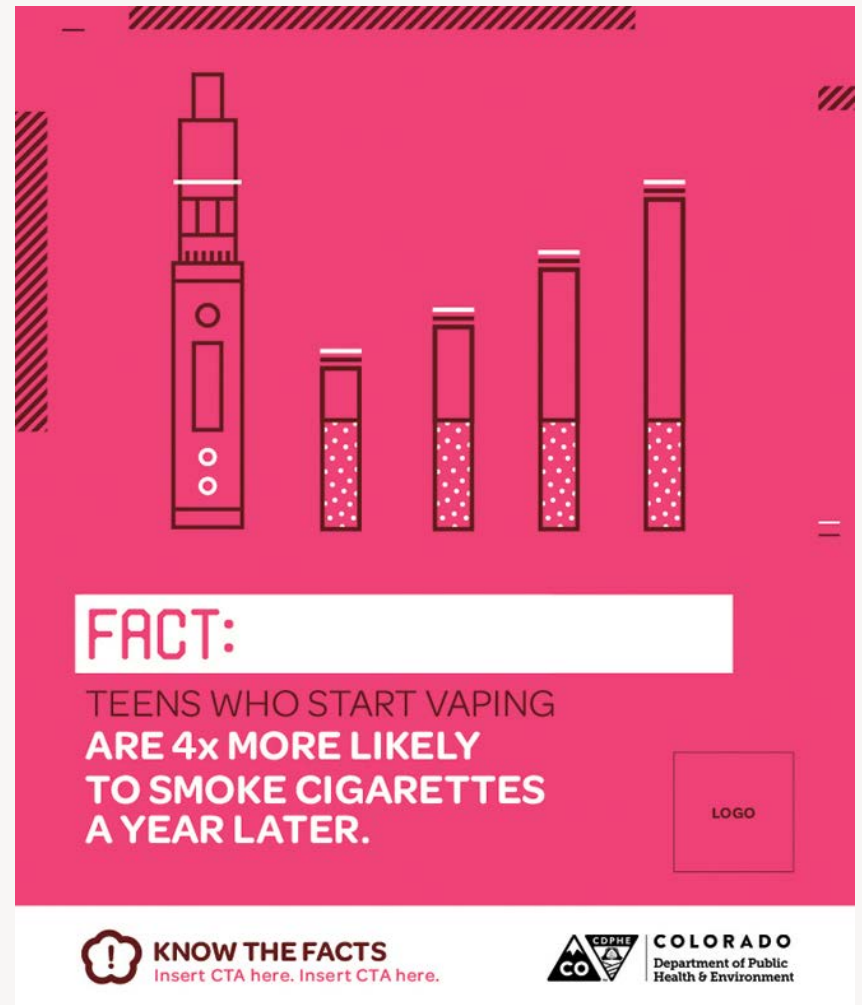


Enough With The Puff

# Campaigns Available



LGBT

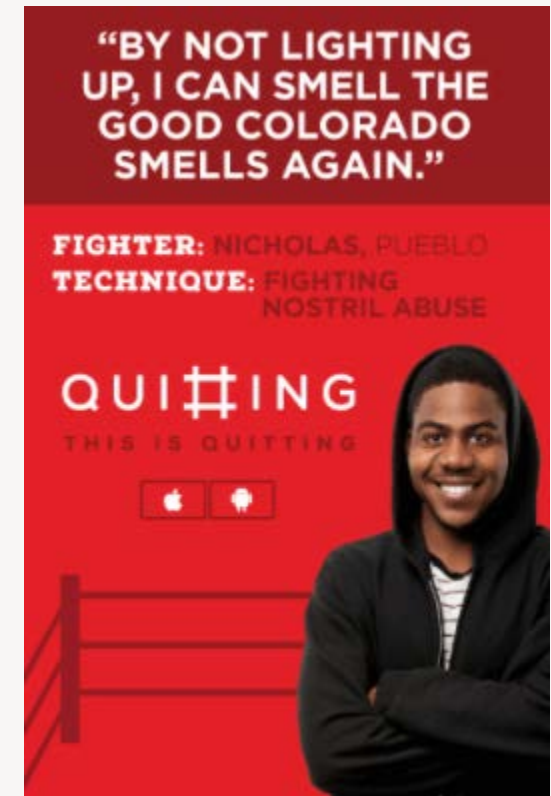


Vaping

# Campaigns Available\*



This is Quitting  
\*Digital + social only





# Materials Available

## Campaign Materials Inventory

Size	Color	Bleed	Customizable
Half-Page print ad 5x6	Color + B&W	Yes	Yes
Full-page print ad 5x10	Color + B&W	Yes	Yes
5x7 postcard	Color - double side	Yes	Yes
8.5x11 flyer	Color	No	Yes
13x19 poster	Color	Yes	Yes
24x36 poster	Color	No	Yes
Movie theatre ad 1920x1080	Color	N/A	Yes
Digital ads: 728x90, 320x50, 300x600, 160x600, 336x280, 300x250	Color	N/A	No
8.5x11 fact sheets	Color	No	No

Swag materials, like stickers, magnets, etc. and social media graphics are also available

# Where to Find Them

## Print/Swag

- [COHealthResources.org](http://COHealthResources.org)

## Digital/Social

- [Grantee Google Drive](#)

# Persona Videos

the spanish-dominant  
hispanic tobacco user



## Audiences:

- Low-SES
- STW YA
  - “Deniers” – Stoic
  - “Deniers” – Thrill-seeking Socializer
- Youth
- Hispanic
- LGBT









# Grantee Google Site

Online portal for grantee resources (new site launching Feb. 2018)



# Grantee Google Drive

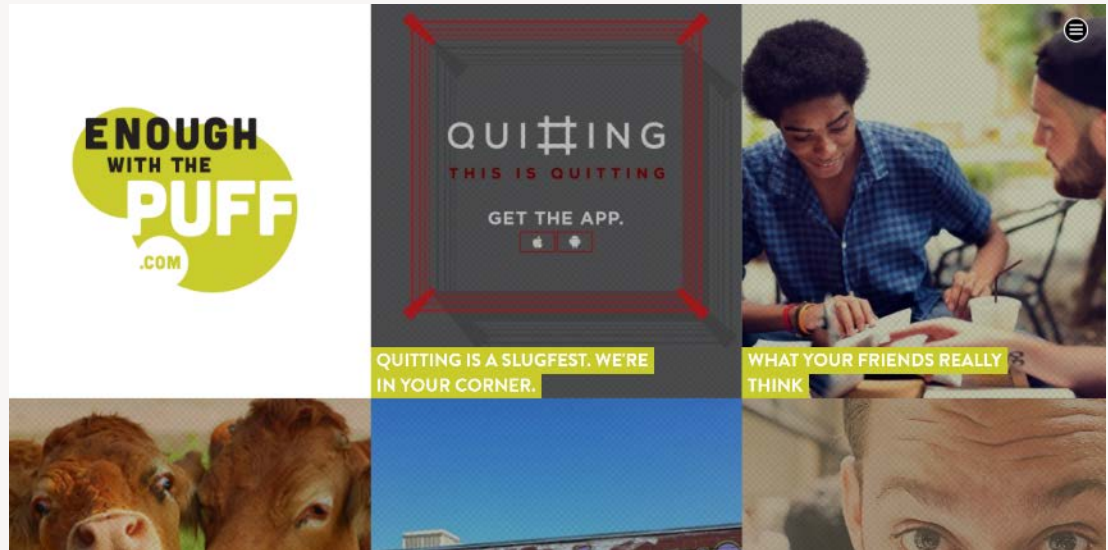
## Online portal for grantee resources

Shared with me > A35 Grantee Tools 			
Name	Owner	Last opened by me	↓
 Digital and Social Media Materials	Alison Reidmohr - CDPHE	Nov 16, 2017	
 Technical Assistance Videos	Abigail Kesner - CDPHE	Nov 8, 2017	
 Smoking Cessation Pocket Cards	Heather Link-Bergman - CDPHE	Nov 8, 2017	
 Regional HKCS Reports	Abigail Kesner - CDPHE	Nov 8, 2017	
 Burden Series Fact Sheets	Abigail Kesner - CDPHE	Nov 8, 2017	
 GASO	Abigail Kesner - CDPHE	Nov 8, 2017	
 Smoking Cessation Posters	Heather Link-Bergman - CDPHE	Nov 8, 2017	

# Websites

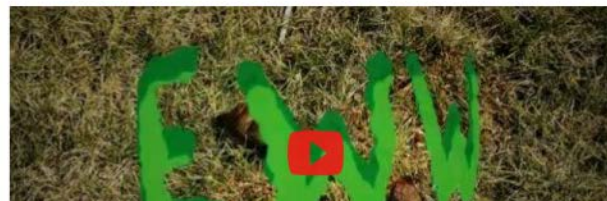
Straight-to-Work Young Adult

[EnoughWithThePuff.com](http://EnoughWithThePuff.com)



Youth

[TobaccosNasty.com](http://TobaccosNasty.com)



Low-SES Adults / Askable

Adults / Grantee Portal

[TobaccoFreeCO.org](http://TobaccoFreeCO.org)

# What's in the Pipeline

## **Additional Templated Campaigns Coming**

- Youth campaign Do You (limited digital materials now available on the Grantee Google Drive)
- Low-SES adult cessation campaign
- Parent/askable adult vape campaign

## **Current Statewide Media Buys**

- Youth: Do You, Vape
- Young Adults: Vape, This is Quitting, Real Killers





# Getting Support

# How Alison Can Support You

- Ongoing guidance
- Connecting with other grantees and resources
- Submitting a media plan

# How SE2 Can Support You

- **Ongoing communications support with earned media, owned media, paid media and community outreach**
  - Reviewing press releases
  - Reviewing presentation decks
  - Brainstorming pitch ideas
  - Determining the best campaigns for media buys
  - Developing a list of potential community partners
- **One-on-one strategic communications TA sessions**
- **Follow-up phone calls/emails**



# Resources

# Resources

- [COHealthResources.org](http://COHealthResources.org) (printed materials)
- [Grantee Google Drive](#) (digital campaign materials, research, and persona videos)
- [Grantee Google Site](#) (Media plan template; statewide campaign flight plans, and more)
- [The Power of All book](#) (overview of *most* campaigns available to you)
- SE2 + STEPP Tobacco Communications Specialist
  - Alison: [alison.reidmohr@state.co.us](mailto:alison.reidmohr@state.co.us)
  - SE2: [TA@se2communications.com](mailto:TA@se2communications.com)

# Thank you.

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(303) 892-9100 | [SE2COMMUNICATIONS.COM](https://se2communications.com)

