

Policy Communications Playbook

OUTDOOR SMOKE-FREE POLICY



COLORADO
Department of Public
Health & Environment

SE2

Moving the Meter on Issues that Matter



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How to Use Strategic Marketing and Communications to Pass Policy



Leveraging the Power of All to Pass Policy and Keep Colorado Healthy

Introduction & Purpose

The tools and resources provided by the Amendment 35 technical assistance team are meant to help you create a movement in your community, with the ultimate goal of passing policies that protect people from tobacco use and exposure to secondhand smoke. From media outreach to paid advertising materials, we've developed everything you need to communicate your message and build support for policy change in your community.

This Communications Policy Playbook is intended to provide guidance on how to utilize all of the communications tools at your disposal including the creative campaigns available through COHealthResources.org and the outreach materials available in the policy toolkits created for each policy area.

We understand that passing policy can be a lengthy and, at times, frustrating process. We also know that no one knows your community better than YOU. Our hope is that by providing these resources we make your job just a little easier, allowing you to focus on cultivating the relationships in your community that will support your policy efforts.

By all of us working together to pass policies throughout the state, we can continue to drive down the rate of tobacco use in Colorado and protect generations of Coloradans. That's the Power of All.

LET'S GET STARTED!

Guide to Outdoor Smoke-Free Policy: Reducing Secondhand Smoke in Outdoor Public Places



In this Outdoor Smoke-Free Policy Playbook, we outline the process organizations and community coalitions should follow to pass an outdoor smoke-free policy that limits the use of tobacco and/or vaping products in outdoor public places. We also identify the communication tactics and materials available for you to use each step of the way.

It's important to remember that your key audience for passing policy is policymakers. In most communities, this refers to members of your city council or board of county commissioners.

In addition, you will need to communicate to other audiences that influence policymakers. These include local business leaders, community members/voters, and elected or appointed officials such as the mayor, city manager and city attorney. We talk more about these stakeholders later in this Communications Policy Playbook.





The Policy Communications Process

Meaningful and effective policy change can only happen when residents, businesses and elected officials are aware of the problem you're trying to fix and understand your proposed solution for fixing it. Upon that foundation, you can build support to pass a policy measure.

The following process will help you take the right steps to be able to successfully implement policy in your community.



Policy Framework Key



The steps for communicating about policy align with the University of Colorado School of Public Health's tobacco policy framework as noted within each step. Throughout this guide we outline each step and provide recommendations for communications materials you can use to support your efforts.

Research Problem and Engage Strategic Partners & Investigate and Analyze Policy Solution

Step 1

Assess Community Readiness

The key to success in implementing an effective tobacco policy campaign begins with understanding the tobacco-related burdens or problems and then selecting policy strategies that will address these problems. The tobacco policy framework begins with researching the problem in your community and engaging strategic partners. Specifically:

- Conduct a problem assessment.
- Establish a strategic taskforce/coalition/partnership.
- Use data (local, regional and state) to describe the problem.
- Review, and analyze local policies/ordinances to identify needs.

Use the information you gather to determine whether people in your community understand that there is a problem (exposure to secondhand smoke outdoors is detrimental to health) and your proposed solution (enacting a smoke-free policy). Policy communication efforts should take into account the attitudes and opinions of key audiences - particularly those of decision makers - to ensure the most effective messaging during the education process.

This guide is designed to help you think about the channels and messages you can use to educate the community and the communications resources you'll need at each stage of the policy process. Support is available from the following:

- For policy questions: The School of Public Health tobacco technical assistance team.
- For contract, big picture and referral to resources: Your STEPP Point of Contact.
- For public communication support: The communications technical assistance team at SE2 or the STEPP Tobacco Communication Specialist.

Note to Grantees

Taking the time to do this discovery work will pay dividends in the long run.

Once you've assessed the landscape, and have made the decision to move forward to introduce an outdoor smoke-free policy, two significant processes need to begin.

One, you need to begin work with your city council champion, city manager or city attorney to draft the outdoor smoke-free policy you will introduce for your community. STEPP has provided a model policy, which is available at http://bit.ly/CDPHE_SFOModelPolicy. Be sure to reach out to your policy technical assistance provider as you begin to develop the policy for your community.

Two, you need to educate your community about the problem of outdoor exposure to secondhand smoke and the solution provided by an outdoor smoke-free policy. Use the information you've collected that underscores the extent of the problem in your community (i.e., number/percent of residents who are bothered by secondhand smoke in outdoor public places, the health risks of exposure to secondhand smoke) and weave that information into your communications and outreach through the following suggested activities:



EARNED MEDIA (E.G., NEWSPAPERS, RADIO, TV STORIES):¹

Pitch a story to your local newspaper sharing the survey results and/or local data. Later in this document you will find story ideas for pitching. Reach out to your TA provider at SE2 if you need tips on pitching stories to reporters.

Work with your coalition to draft editorials or letters to the editor about the dangers of outdoor exposure to secondhand smoke. A sample op-ed can be found in the Outdoor Smoke-Free Toolkit on the grantee Google Drive. Consider having an influential community member, such as the police chief, sheriff or business owner, sign and submit the op-ed to your local paper.

¹ Earned media can help to spread your message to the community through a targeted and trusted source. Examples of earned media activities including pitching stories to local media, writing letters to the editor, placing op-eds, radio/television interviews, etc.

Step 2

Educate the Community



OWNED MEDIA (E.G., YOUR WEBSITE OR SOCIAL MEDIA CHANNELS):²

Update your website and social media platforms to include messages illustrating the problem of outdoor exposure to secondhand smoke and benefits of an outdoor smoke-free policy. Messages can be found in the Outdoor Smoke-Free Toolkit on the grantee Google Drive.

Use social media graphics from the “Your Favorite Things” outdoor smoke-free campaign on your social media platforms to educate your community about the problem of outdoor exposure to secondhand smoke and the lack of policies protecting residents from it. Create calls-to-action that direct the public to your website where they can learn more about the problem in your community. Social media graphics can be found on the grantee Google Drive.

Place sponsored social media posts or ads to spread awareness of the problem/solution to a broader audience. Be sure to reach out to SE2 or the STEPP Tobacco Communications Specialist if you need help placing sponsored social media posts.



PAID MEDIA (E.G., ADVERTISING):³

Place a paid ad in the newspaper, online, on the radio or in local publications/places (such as bus shelters, radio, local tourist brochures, etc.) that educates the community about problems with outdoor exposure to secondhand smoke and benefits of an outdoor smoke-free policy. Ads from the “Your Favorite Things” campaign can be found in the online fulfillment center at COHealthResources.org. If you need ads in a different format/size than is available on this website, please reach out to SE2. Remember to fill out a communication plan, available on the grantee Google site, and submit to the STEPP Communication Specialist.



COMMUNITY OUTREACH:⁴

Place ads or articles in community newsletters.

Use materials from the Outdoor Smoke-Free Toolkit, including the fact sheets, FAQs and/or infographics, to educate community members about the issues. The toolkit is located on the grantee Google Drive.

² Owned media consists of all the online communications channels that you control, including your website and social media profiles (e.g., Facebook, Twitter).

³ Paid media, or advertising, is an extremely useful way to reach your audience. It can be targeted and still diverse, but it can also be costly. Paid media can occur on many different types of platforms including TV, radio, print, outdoor (e.g., billboards, bus shelters), digital and social ads.

⁴ Community outreach is when you engage members of your community and make connections to gain advocates.

Step 3

Build Support

Now that you have educated people on the problem of secondhand smoke exposure, you must grow a group of supporters in your local community and create momentum to enact policy change. This can take many months, with the policy moving through the process on a parallel track. That legislative process can include city council work sessions or hearings, which provide opportunities for you to highlight community support for the new policy proposal. Consider the following activities:

- Develop a list of local businesses and individual supporters (be sure to ask ahead of time to use their name in your outreach) and provide that to your council.
- Identify people who can testify before council, being sure to weave problem and solution messages into their testimony. (Messages can be found on the grantee Google Drive.) It's important that presentations to council focus not just on the health benefits of preventing tobacco use. They need to focus not just on the health benefits of reducing secondhand smoke exposure. Consider having each person testify about a different issue so you get all your messages out there.
- Have supporters show up to city council meetings to show their support. If you have a youth coalition, be sure to invite them to show their support for the measure.
- Identify third-party allies who can support your efforts such as business owners, employees, parents, law enforcement, physicians and influential community members. Use them to speak out and support your education efforts through editorials, letters to editor, community meetings and phone calls/letters to policymakers.
- Lastly, provide support to policymakers who are endorsing your policy initiative. Remember that they are going out on a limb to back a policy that may not be received positively by some community businesses. Make sure they have the information they need for council work sessions and that they know they have the support of your coalition. If they are criticized publicly or in the media, generate additional support from your allies on their behalf.



PUBLIC POLICY PASSES HERE

Step 4

Monitor Implementation and Evaluate the Impact

Again, the policy process can be long and, at times frustrating. But the work and wait is worth it once your policy passes.

Keep in mind, however, that communication doesn't end when the policy passes your local council. You need to stay involved and stay active to ensure it is implemented smoothly, with minimal disruption to local businesses. You also need to monitor and evaluate the impact of the policy months or even years after it passes, continuing to communicate its benefits to the community. Suggested activities for this phase:

- Show your support for city council members who passed the policy. Consider thanking them in an ad in your local newspaper.
- Provide businesses and, if needed, local law enforcement officials support in implementing the new policy by educating the public about the policy and communicating implementation successes through earned or social media. Let them know you appreciate their efforts as they implement the new policy.
- Share the results of the implementation with local media and on your website and social media platforms to keep the public engaged and aware of your community's progress. Promote success stories related to the new policy's implementation.
- Do follow-up research to show how the new policy is working to reduce outdoor exposure to secondhand smoke. Share those results with your local media.

What's also important is to find ways to keep your local coalition engaged in the months or years following the policy. Remember: Policies can be undone, sometimes even more easily than when they are passed in the first place. Be sure you have a strong, diverse coalition there to show support for local outdoor smoke-free policies – today, tomorrow and in the years to come!

If you have any questions about how to use this Communications Policy Playbook, contact SE2, STEPP's communications technical assistance provider, TA@se2communications.com.

Communications Toolkit



Reaching the Right People with the Right Messages

Key Audiences

There are a few key audiences that should be considered when working on passing outdoor smoke-free policies. Different messages will resonate with different audiences. As such, it is crucial that you consider the specific audience with which you are communicating. Key audiences for retailer licensing include the following:

Primary audience: Local decision and policy makers including city council members or county commissioners, city staff and law enforcement.

Secondary audiences: Key community stakeholders. To determine your key community stakeholders, conduct a Stakeholder Analysis (tool found on the Grantee Google website) with coalition members.



Key Messages

These key messages are designed to help you communicate about (a) the problem of outdoor exposure to secondhand smoke and (b) the solution of outdoor smoke-free policies. **These messages are for internal use by local health agency staff and key coalition members only. For the most up-to-date messages, visit: bit.ly/CDPHE_Digital.**

About Key Messages

Key messages should serve as the foundation for all of your communications. They tell the audience the facts about your issue and articulate why it should matter to them.

Key messages are the essence of the points you need to make, supported by evidence and illustrated with examples. They are not narrative copy for brochures, websites, and the like. Rather, they should be woven into your outreach materials, advertising, presentations and personal conversations whenever possible. Incorporating local information and data will make these messages even stronger and more relevant to key decision makers in your community.

You should refer to this document throughout the entire policy campaign process as you educate people about the problem and build support for the solution – implementing an outdoor smoke-free policy. These messages should be used to create talking points, fact sheets, website copy and other informational/educational items. **Please note: This document is not a fact sheet and should not be disseminated to the public or policymakers. There is a fact sheet, FAQs and other resources that you can disseminate in the Outdoor Smoke-Free toolkit.**

In addition to using these messages in your outreach materials, you should refer to them when training local coalition/spokespeople or talking to local community leaders or groups.

If you have any questions about how to use these messages, contact SE2, the STEPP communications technical assistance team, TA@se2communications.com.

The Problem (Overview Messages)

- 1** Smoking in outdoor public places produces significant cigarette litter, which pollutes the environment, harms wildlife and increases the risk for fires.
- 2** Even outside, exposure to secondhand smoke and vapor in public places negatively impacts the health of those in the surrounding area.
- 3** When youth see adults smoking in public places, they may be more likely to copy the behavior themselves, which could lead to a life of addiction.
- 4** Most local smoke-free laws are out of date and do not prohibit the use of electronic smoking devices in outdoor public places, exposing the public to harmful chemicals.



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.¹ This particular litter lasts for years and allows more than 4,000 chemicals to seep into the soil and water supply.²

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.³

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.⁴

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).⁵

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.⁶

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.⁷

1 Tilson, E.C., McBride, 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 Slaughter, E., Gersberg, 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*, i25-i29.

3 The Denver Channel. (2002, May 8). Teens Charged in Snaking Fire. Felony Arson Charges Among Counts. Retrieved from <http://www.thedenverchannel.com/news/teens-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, 20*(13), 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; May; 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.

3

When youth see adults smoking in public places, they may be more likely to copy the behavior themselves, which could lead to a life of addiction.⁸

a

Studies have found that smoke-free laws and state tobacco control programs are effective when trying to prevent young adults from smoking.⁹

4

Most local smoke-free laws are out of date and do not prohibit the use of electronic smoking devices in outdoor public places, exposing the public to harmful chemicals.

a

Prohibiting the use of e-cigarettes and electronic smoking devices where conventional cigarettes are banned sends the message to our youth that tobacco use of any kind is unsafe.

b

Vapor from e-cigarettes is NOT harmless “water vapor” and is not as safe as clean air.¹⁰

c

A growing number of Colorado communities are making clean air the standard by prohibiting the use of electronic smoking devices in settings where smoking is banned, such as outdoor public place, including Arvada, Breckenridge, Boulder, Brighton, Fort Collins, Golden, Littleton and Wheat Ridge.

8 Fraley, J.D., Todd, D., et.al. (March 2014). Smoke-Free Parks: A comprehensive review of the policy considerations underlying state and municipal smoke-free parks laws. Respiratory Health Association. Tobacco White Paper Series. Retrieved from http://www.lungchicago.org/site/files/487/148613/490314/698196/RHA_Tobacco_White_Paper_-_Parks.pdf

9 Farelly, M.C. et. al. (2014) Are Tobacco Control Policies Effective in Reducing Young Adult Smoking? Journal of Adolescent Health. 54(4): 481-6.

10 Centers for Disease Control and Prevention, Office on Smoking and Health. (2016). Electronic Nicotine Delivery Systems: Key Facts. [Fact Sheet]. Retrieved from: <https://www.cdc.gov/tobacco/stateandcommunity/pdfs/ends-key-facts2015-508tagged.pdf>

The Solution (Overview Messages)

- 1** Laws establishing smoke-free outdoor public places help reduce litter and its effects on the environment.
- 2** Smoke-free environments encourage people who smoke to smoke less or even quit.¹¹
- 3** Passing smoke-free laws in outdoor public places is an important step in creating healthy outdoor environments.
- 4** Outdoor smoke-free laws and the use of appropriate signage are generally self-enforcing, meaning that people follow the law.¹²



¹¹ Neighmond, P. (2007, Oct. 25). Smoking Bans Help People Quit, Research Shows. National Public Radio. Retrieved from www.npr.org/templates/story/story.php?storyId=15610995

¹² Nagle, A.L., et al. (1996). Smoking on Hospital Grounds and the Impact of Outdoor Smoke-Free Zones. *Tobacco Control* 5(3), 199-204.

The Solution (Detailed Messages)

1

Laws establishing smoke-free outdoor public places help reduce litter and its effects on the environment. With a smoke-free policy, tobacco product litter won't blight outdoor recreational areas and inadvertently pollute waterways.

a

Campuses with 100% tobacco-free policies have significantly less tobacco product litter than campuses with no outdoor restrictions.¹³

b

Reducing litter caused by tobacco products keeps outdoor recreation areas clean and protects our waterways from pollution.

2

Smoke-free environments encourage people who smoke to smoke less or even quit.¹⁴

a

Smoke-free policies have been proven to increase the number of tobacco users that quit and reduce the number of cigarettes smoked among the people who continue to smoke.¹⁵

b

Studies consistently show that youth and young adults who live in communities with strong smoke-free protections are less likely to smoke than adolescents who live in communities with weaker protections.¹⁶

3

Passing smoke-free laws in outdoor public places is an important step in creating healthy outdoor environments.

a

According to the CDC, secondhand smoke harms children and adults and the only way to fully protect nonsmokers is to eliminate smoking in homes, worksites and public places.¹⁷

b

Scientific studies show that when in close proximity to active smoking, there can be high enough levels of chemicals and particulate matter to negatively effects one's health even while outdoors.¹⁸

13 Lee, J.G.L., Ranny, L.M., Goldstein, A.O. (2013). Cigarette Butts near Building Entrances: What is the Impact of Smoke Free College Campus Policies? *Tobacco Control*, 22, 107-112.

14 Ibid

15 Guide to Community Preventive Services. Tobacco Use and Secondhand Smoke Exposure: Smoke-Free Policies. Page updated January 30, 2017 accessed at <https://www.thecommunityguide.org/findings/tobacco-use-and-secondhand-smoke-exposure-smoke-free-policies>

16 International Agency for Research on Cancer, World Health Organization. (2009). Evaluating the Effectiveness of Smoke Free Policies. *IARC Handbooks of Cancer Prevention*, Vol. 13. Retrieved from <http://www.iarc.fr/en/publications/pdfs-online/prev/handbook13/index.php>

17 U.S. Department of Health and Human Services. *The Health Consequences of Smoking: 50 Years of Progress. A Report of the Surgeon General*. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2014. Printed with corrections, January 2014.

18 Klepeis, N.E., Ott, W.R., Switzer, P. (2004). Real-time Monitoring of Outdoor Environmental Tobacco Smoke Concentrations: A Pilot Study. Technical Report, Department of Statistics, Stanford University. Retrieved from http://exposurescience.org/pub/reports/Outdoor_ETS_Final.pdf

The Solution (Detailed Messages) - Cont.

3

Outdoor smoke-free laws and the use of appropriate signage are generally self-enforcing, meaning that people follow the law.

- a** The majority of smokers politely refrain from smoking in smoke-free areas when they are aware of the law and when smoke-free areas are well-marked.¹⁹
- b** Compliance with the Colorado Clean Indoor Air in all parts of Colorado was high following the implementation of law and has remained high.
- c** Smoke-free outdoor public place laws do not prohibit people from using tobacco products – they simply prohibit its use in outdoor public places and protect others.

¹⁹ Americans for Nonsmokers Rights. Implementation of Smoke-free Policies. Last Updated August 22, 2016. Retrieved from <http://www.no-smoke.org/goingsmokefree.php>





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.

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.¹ 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.²

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.

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

2 https://www.colorado.gov/pacific/sites/default/files/PW_A35_Tobacco-Adult-Use-and-Exposure-report.pdf



Sample Press Release



Note to Grantees

This is a template press release that you can use when your community passes an outdoor smoke-free policy. This can be found on the grantee Google Drive. If you have questions or need assistance, contact SE2, STEPP's communications technical assistance provider, TA@se2communications.com.

[INSERT YOUR COALITION'S LOGO HERE]

FOR IMMEDIATE RELEASE

Contact: (Your name and organization)

Phone: (Your phone number)

Email: (Your email address)

(Date of release)

(Community) Passes Measure Expanding Smoke-Free Protections

[City/town/county name] -- The [city/town/county name] [City Council/Town Council/Board of County Commissioners/Board of Trustees] on [date] approved a measure broadening smoke-free protections in the community.

The measure, to [short summary of what new measure does].

This is the [number] local community in Colorado to pass an expansion of existing statewide smoke-free protections. The new protections go into effect on [effective date].

Additional provisions of the local measure include [more detail on measure].

In 2006, smoking was prohibited in most indoor public areas, including restaurants, bars and many other workplaces. However, the law exempts some workplaces, such as cigar bars and hookah lounges, and outdoor spaces, such as restaurant patios, parks, and playgrounds.

According to the U.S. Surgeon General, there is no safe amount of secondhand smoke. Those exposed can suffer significant health-related consequences, including heart disease and lung cancer.

Making outdoor places smoke-free also reduces litter and its effects on the environment and encourages people who smoke to smoke less or even quit.

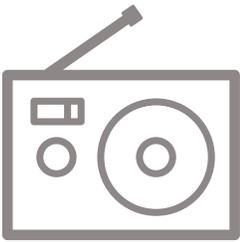
"Policies that reduce exposure to secondhand smoke are crucial to protecting the health of all Coloradans," said [full name, title, organization]. "When communities expand smoke-free protections, they take a big step forward for the health of their residents."

More than half of Colorado residents support smoke-free laws, saying they make going out more enjoyable.¹ 75 percent of Coloradans reported that Colorado's smoke-free law makes their life better on a daily basis.²

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1 https://www.colorado.gov/pacific/sites/default/files/PW_A35_Tobacco-Adult-Use-and-Exposure-report.pdf

2 Special Data Run. Attitudes towards tobacco control policies, TABS adult survey 2012.



Story Ideas for Pitching to the Media



General Tips:

- Media outlets such as local newspapers and television and radio stations with news departments are always looking for interesting new angles for their reports.
- While news reports sometimes are based on formal media releases or press conferences, often stories come from less formal communications, such as submitted story ideas (also known as “pitches”).
- These story ideas might come via a phone call or an email. Sometimes media outlets have specific forms on their websites to solicit news tips.
- Pitches about smoke-free policies may be interesting to the media because they impact virtually everybody in the community. They also may be potentially controversial, which – for better or worse – makes these issues appealing to the media.
- If you don’t know whom to contact at a media outlet, you might try searching on the outlet’s website for past stories on similar topics, such as issues related to health or local government, and see who the reporter was.
- Focus on the local angles: how this issue impacts local people and places and how you can highlight local supporters. National facts, trends and research may be useful background to share with the media, but it doesn’t provide a compelling local hook.
- Warm months provide a timely hook for outdoor smoke-free stories as people increasingly visit restaurant patios and outdoor places.



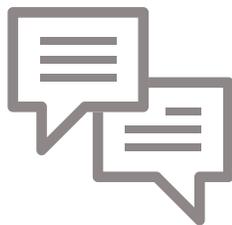
Story Angles:

IF YOU ARE SEEKING TO EXPAND SMOKE-FREE PROTECTIONS TO RESTAURANT PATIOS, CONSIDER:

- How are restaurant employees impacted by exposure to secondhand smoke? (While customers may inhale secondhand smoke for an hour or two, employees may be exposed most days.) Is there a restaurant employee who is impacted by exposure to secondhand smoke and have you confirmed she or he would be willing to talk to the media?
- Is there a restaurant owner who supports expanding smoke-free protections? (If you don't identify one, the reporter may find restaurant owners who oppose these policies.)
- Can you find someone who limits visits to local establishments that allow smoking on their patios because of the risk of secondhand smoke exposure and would visit more if these restaurants were completely smoke-free?
- Is there someone in the community who developed lung cancer or another tobacco-related illness that he/she blames on exposure to secondhand smoke (because he/she didn't smoke)?
- Is there a local health expert – a medical professional or public health expert – who can speak to the research on the dangers of being exposed to secondhand smoke, including in outdoor places?

IF YOU ARE SEEKING TO EXPAND SMOKE-FREE PROTECTIONS TO PARKS AND OTHER PUBLIC PLACES, CONSIDER:

- Can you explain how this policy would specifically protect the health of children? Because children are especially vulnerable, the public and policymakers tend to be focused on how to limit risks they face.
- Can you identify a parent whose child has been exposed to secondhand smoke or cigarette butts while at a playground or park – or is at least concerned about that risk? Do you know a parent whose child participates in outdoor recreation programs and is bothered by the possibility of smoking nearby?
- Is there a local organization that advocates for parks and open spaces and supports making them smoke-free?
- Can you illustrate how cigarette butts litter parks or other public places in your community? Can you take photos of this litter or point out places where this is a problem?
- Is there a local health expert – a medical professional or public health expert – who can speak to the research on the dangers of being exposed to secondhand smoke, including in outdoor places?



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.¹ In fact, to completely avoid exposure to secondhand smoke, a person may have to move as far as 25 feet from the smoker.² 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**.³ 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.⁴

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.⁵

1 Klepeis NE, Ott WR, Switzer P (2004) "Real-time Monitoring of Outdoor Environmental Tobacco Smoke Concentrations: A Pilot Study." Technical Report, Department of Statistics, Stanford University.

2 <http://www.repace.com/pdf/outdoorair.pdf>

3 Evaluating the effectiveness of smoke free policies. International Agency for Research on Cancer, Lyon, 2009 (IARC Handbooks of Cancer Prevention, Tobacco Control, Vol. 13. <http://www.iarc.fr/en/publications/pdfs-online/prev/handbook13/index.php>; Campaign for Tobacco-free Kids, 2011.

4 Fraley JD, Todd D., et.al. Smoke-Free Parks: A comprehensive review of the policy considerations underlying state and municipal smoke-free parks laws. Respiratory Health Association. Tobacco White Paper Series. March 2014.

5 Teens Charged in Snaking Fire. Felony Arson Charges Among Counts. <http://www.thedenverchannel.com/news/teens-charged-in-snaking-fire>



Q: Do local communities also need to prohibit vaping in outdoor public places?

Yes. Electronic smoking devices can expose bystanders to harmful vapor and its dangerous chemicals.⁶

In addition, youth are vaping at alarming rates. While youth cigarette consumption has declined in recent years, the number of youth vaping has increased dramatically – jeopardizing progress.⁷ Prohibiting vaping where conventional cigarettes are banned clarifies to youth that both smoking and vaping are unsafe.

A growing number of Colorado communities are prohibiting the use of electronic smoking devices where smoking is banned. These include Arvada, Avon, Boulder, Breckenridge, Brighton, Buena Vista, Canon City, Dillon, Durango, Eagle County, Edgewater, Evans, Fort Collins, Golden, Greenwood Village, Greeley, Lakewood, Littleton, Louisville, Snowmass Village, Steamboat Springs, Timnath, and Wheat Ridge.

Q: Do people really want local smoke-free protections to extend to outdoor areas?

Yes. 53 percent of Coloradans support banning smoking in outdoor public places and 69 percent support prohibiting smoking on outdoor restaurant dining patios.⁸

Q: Is it difficult to enforce outdoor smoke-free policies?

No. Outdoor smoke-free restrictions that include appropriate signage and community education are generally self-enforcing, meaning that people follow the law.

6 Schripp, T. et. al. Does e-cigarette consumption cause passive vaping? *Indoor Air* 2013; 23:25-31

7 Healthy Kids Colorado Survey. (2015). Retrieved October 2016 from <http://www.ucdenver.edu/academics/colleges/PublicHealth/community/CEPEG/UnifYouth/Pages/HealthyKidsSurvey.aspx>

8 https://www.colorado.gov/pacific/sites/default/files/PW_A35_Tobacco-Adult-Use-and-Exposure-report.pdf



**A NIGHT OF INSPIRED MUSIC
UNDER A STARRY SKY, AND A WARM BLANKET OF
SECONDHAND
SMOKE**

Campaign:

**Your Favorite
Things**

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

These materials are available at COHealthResources.org and bit.ly/CDPHE_Digital

CAMPAIGN: YOUR FAVORITE THINGS

COMPLETE SERIES OF CAMPAIGN DESIGN OPTIONS



A ball game is no fun if the air is hazier than the umpire's eye sight.

Join us to take back clean air.



A walk outside is less enjoyable when the air is less than fresh.

Join us to take back clean air.



Let's not make lighting up part of the opening act.

Join us to take back clean air.



The brew should blow you away, not the secondhand smoke.

Join us to take back clean air.

PRINT FORMATS



5x6 Print Ads - Color + B&W



5x10 Print Ads - Color + B&W



7x5 Postcards or 4x9 Mailer/Rack Card



8.5x11 Flyers



13x19 & 24x34 Posters



*Join us to take
back clean air.*

(Call to action goes here.)
(Call to action goes here.)
(Call to action goes here.)

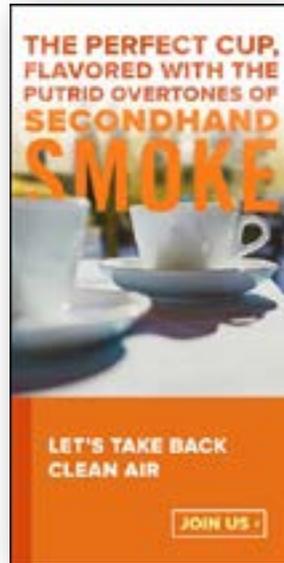
LOGO GOES HERE



DIGITAL FORMATS



160x600 Digital Ads - GIF



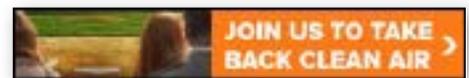
300x600 Digital Ads - GIF



300x250 Online Ads - GIF



728x90 Online Ads - GIF



320x50 Mobile Ads - GIF



336x280 Online Ads - GIF

EXPAND SMOKE-FREE PROTECTIONS FOR WORKERS

The logical next step for our community's health



WORKERS ARE EXPOSED TO SECONDHAND SMOKE OUTDOORS

THE COLORADO CLEAN INDOOR AIR ACT, passed by the legislature 11 years ago, was a big step forward for our state's health.

BUT it exempted outdoor places where people gather, including restaurant patios and some areas around buildings.



Workers should not have to choose between a job and their health but some may be required to work in outdoor areas that allow smoking.



To completely avoid exposure to secondhand smoke outdoors, the smoker may have to move 25 feet away.



7 out of 10

Coloradans say they would prefer restaurant patios to be smoke-free.

The U.S. Surgeon General says breathing even a little secondhand smoke can be dangerous.



EXPAND SMOKE-FREE PROTECTIONS TO OUTDOOR AREAS

Make our

RISKS

EXPAND SMOKE-FREE PROTECTIONS TO INCLUDE VAPING

Update our community's safeguards for public health

SMOKE-FREE AREAS SHOULD ALSO PROHIBIT VAPING

The white clouds of aerosol vapor produced by these devices are not harmless "water vapor" as some say.

Vaping presents a new threat to Colorado kids.



In CO, youth cigarette usage rates continue to decline.

YET 1 IN 4 high school students vaped within the last 30 days.

Youth who use electronic smoking devices are **4X MORE** likely to start smoking cigarettes.



PROHIBITING VAPING in public places shows youth that it's not a safe alternative to smoking.



PROTECT ALL OF OUR COMMUNITY
Join us to take back clean air

¹ <http://www.repace.com/pdf/outdoorair.pdf>
² https://www.colorado.gov/pacific/sites/default/files/PW_A35_Tobacco-Adult-Use-and-Exposure-report.pdf
³ <https://www.surgeongeneral.gov/library/reports/secondhand-smoke-consumer.pdf>
⁴ Colorado Department of Public Health, Monitoring Health Concerns Related to Marijuana in Colorado: 2014.

PROTECT ALL OF OUR COMMUNITY
Join us to take back clean air

¹ <http://www.repace.com/pdf/outdoorair.pdf>
² https://www.colorado.gov/pacific/sites/default/files/PW_A35_Tobacco-Adult-Use-and-Exposure-report.pdf
³ <https://www.surgeongeneral.gov/library/reports/secondhand-smoke-consumer.pdf>
⁴ Colorado Department of Public Health, Monitoring Health Concerns Related to Marijuana in Colorado: 2014.
⁵ http://www.cdc.gov/tobacco/data_statistics/factsheets/secondhand_tobacco/exposure_sources/index.html
⁶ http://www.cdc.gov/tobacco/data_statistics/factsheets/secondhand_tobacco/exposure_sources/index.html





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| Moving the Meter on Issues that Matter