Policy Communications Playbook

INDOOR SMOKE-FREE POLICY

JUNE 2018

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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 Indoor Smoke-Free Policy: Secondhand Smoke and Vapor in Indoor Public Places

In this Indoor Smoke-Free Policy Playbook, we outline the process organizations and community coalitions should follow to pass an indoor smoke-free policy that limits the use of tobacco and/ or vaping products in indoor 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.
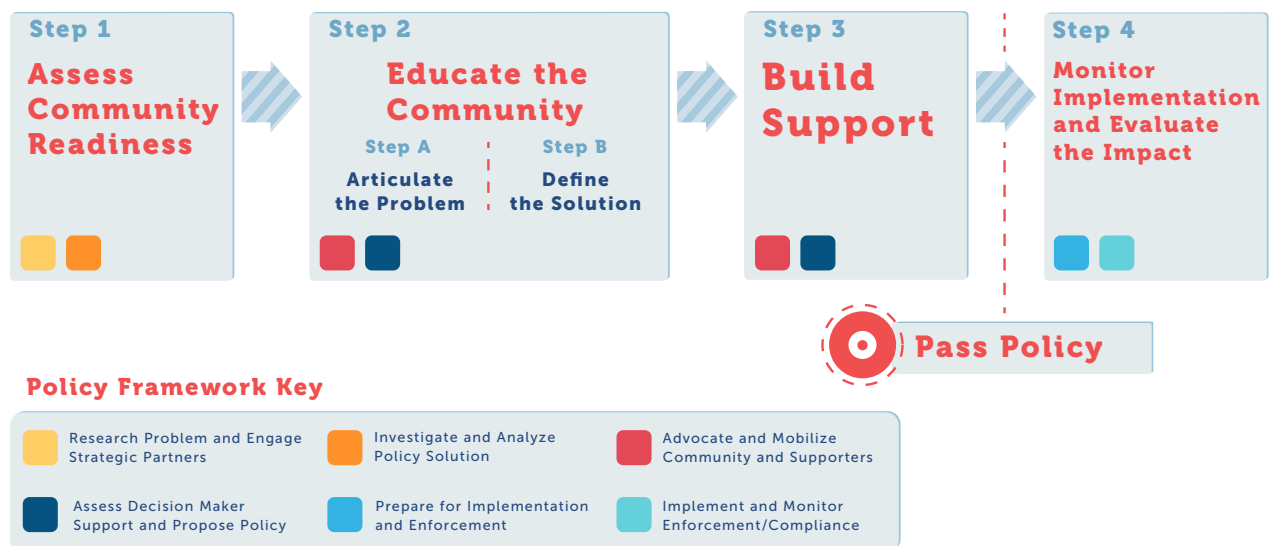
In addition, you will need to communicate to other audiences that influence policymakers. These include local business leaders, community members/voters, and elected or appointed officials such as the mayor, city manager and city attorney. We talk more about these stakeholders later in this Communications 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.

Step 1

Assess Community Readiness

Step 2

Educate the Community

Step A

Articulate the Problem

Step B

Define the Solution

Step 3

Build Support

Step 4

Monitor Implementation and Evaluate the Impact

Pass Policy

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

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 (there are some places where you can still smoke or vape indoors, and exposure to secondhand smoke or vapor indoors is detrimental to health) and your proposed solution (enacting a smoke- or vapor-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.

Step 2

Educate the Community

Once you've assessed the landscape, and have made the decision to move forward to introduce an indoor 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 indoor smoke-free policy you will introduce for your community. STEPP has provided a set of standards that should be included in a local policy and considerations that should be explored before drafting the ordinance language. The standards can be found here: http://bit.ly/CDPHE_SFIModelPolicy. 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 indoor exposure to secondhand smoke and vapor and the solution provided by an indoor 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 or vapor in indoor 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 indoor exposure to secondhand smoke and vapor. A sample op-ed can be found in the Indoor 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.

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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.

Advocate and Mobilize Community and Supporters & Assess Decision Maker Support and Propose Policy

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 indoor exposure to secondhand smoke and vapor and benefits of an indoor smoke-free policy. Messages can be found in the Indoor Smoke-Free Toolkit on the grantee Google Drive.

Use social media graphics from the "Partially Protected" indoor smoke-free campaign on your social media platforms to educate your community about the problem of indoor exposure to secondhand smoke and vapor and the lack of policies protecting residents and employees 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 indoor exposure to secondhand smoke and vapor and benefits of an indoor smoke- free policy. Ads from the "Partially Protected" 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 site, and submit to the STEPP Communication Specialist.

COMMUNITY OUTREACH:[4]

Place ads or articles in community newsletters. Use materials from the Indoor Smoke-Free Toolkit, including FAQs and/or infographics, to educate community members about the issues. The toolkit is located on the grantee Google Drive.

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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, indoor (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.

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. 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

Prepare for Implementation and Enforcement & Implement and Monitor Enforcement/Compliance

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 indoor exposure to secondhand smoke and vapor. 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 indoor 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 indoor 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 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 TobaccoFreeCO.org Grantee Site) with coalition members.

Key Messages: Indoor Smoke-free

These key messages are designed to help you communicate about (a) the problem of the dangers secondhand smoke has on the public and (b) the solution of indoor smoke-free policies. **These messages are for internal use by local health agency staff and key coalition members only.**

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 – enacting a smoke- or vapor-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.**

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, STEPP's media technical assistance provider, TA@se2communications.com.

The Problem (In a nutshell)

1 Despite the passage of the Colorado Clean Indoor Air Act, Coloradans are exposed to the dangers of secondhand smoke in many settings causing immediate adverse health effects, which can lead to serious health problems.

2 Under current law, some places of employment are exempt from requiring smoke-free policies, leaving many Colorado workers exposed to secondhand smoke. All Coloradans deserve a smoke-free workplace and no one should have to choose a paycheck over his or her health.

3 E-cigarettes and other electronic smoking devices expose the public to harmful chemicals, make the enforcement of smoke-free laws a challenge and make vaping seem normal and healthy to kids.

The Problem (detailed messages)

1 Despite the passage of the Colorado Clean Indoor Air Act, Coloradans are exposed to the dangers of secondhand smoke in many settings causing immediate adverse health effects, which can lead to serious health problems.

a Secondhand smoke is deadly. Those exposed can suffer from significant health related consequences including strokes, lung cancer, and much more.

b Children exposed to secondhand smoke are at increased risk for sudden infant death syndrome (SIDS) and a variety of respiratory infections such as pneumonia.[1]

c More than one third of Coloradans said they had to "put up with" someone smoking around them outside of home and work.[2]

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1 U.S. Department of Health and Human Services. The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General.Atlanta: 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
2 Levinson, Arnold. Et.al., The Attitudes and Behavior Survey (TABS) on Health, Preliminary Tobacco-Related Estimates.

d There is no risk-free level of exposure to secondhand smoke. Cigarette smoke contains hundreds of harmful chemicals, including 69 that cause cancer.[3, 4]

e Secondhand smoke is the third leading cause of preventable death in this country, killing 41,000 nonsmokers each year.[5]

f Marijuana smoke, both firsthand and secondhand, contains many of the same cancer-causing chemicals as tobacco smoke.[6]

2 Under current law, some employers are exempt from requiring smoke-free policies leaving many Colorado workers exposed to secondhand smoke. All Coloradans deserve a smoke-free workplace and no one should have to choose a paycheck over his or her health.

a Employees in cigar bars, tobacco/vape shops, hookah lounges and hotels are still being exposed to secondhand smoke while they work.

b Low-income individuals are nearly four times more likely to report being exposed to secondhand smoke at work.[7]

c Studies show that employees who work in a hotel that allows smoking have higher levels of nicotine in their bloodstreams.[8]

3 U.S. Department of Health and Human Services. The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General. Atlanta: 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 [accessed 2015 Aug 20].

4 U.S. Department of Health and Human Services. How Tobacco Smoke Causes Disease: The Biology and Behavioral Basis for Smoking-Attributable Disease: 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, 2010

5 Ibid.

6 Colorado Department of Public Health, Monitoring Health Concerns Related to Marijuana in Colorado: 2014.

7 Tobacco Attitudes and Behavior Survey (TABS), Adult Tobacco Use and Exposure Colorado 2012 Results. Amendment 35 Program Evaluation Group (APeG)

8 Mulcahy, M et.al. Secondhand smoke exposure and risk following the Irish smoking ban: an assessment of salivary cotinine concentrations in hotel workers and air nicotine levels in bars. Tobacco Control 2005; 14:384-388

3 E-cigarettes and other electronic smoking devices expose the public to harmful chemicals, make the enforcement of smoke-free laws a challenge and entice youth.

a The use of e-cigarettes in public indoor areas may expose bystanders to harmful vapor and its dangerous chemicals.[9]

b The vapor emitted from e-cigarettes is NOT harmless "water vapor"[10] and in fact can contain cancer-causing agents, heavy metals, and ultrafine particulates.[11]

c There is conclusive evidence that, in addition to nicotine, most e-cigarette products contain and emit numerous potentially toxic substances.[12]

d The U.S. Surgeon General urges precautionary actions to prevent harm, rather than waiting for harm to occur before taking action.

e When vaping is allowed indoors, it sends a message to kids that using nicotine is normal, healthy and socially acceptable.

f There is substantial evidence that vaping increases kids' likelihood of smoking cigarettes

g Almost half of all Colorado high school students report using e-cigarettes.[13]

h Over a quarter of Colorado high school students are currently using e-cigarettes.

i Failure to regulate the public use of new and emerging products, such as e-cigarettes, jeopardizes the health of current and future generations.

j E-cigarette and other electronic smoking devices are not approved by FDA to help people quit smoking.

i E-cigarettes and electronic smoking devices can be used to "vape" a variety of products, including cannabis-based substances, complicating the enforcement of Colorado's smoke-free laws.

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

10 Centers for Disease Control and Preventions. State Laws Prohibiting the Sales to Minors and Indoor Use of Electronic Nicotine Delivery Systems—United States, November 2014. MMWR 63 (49); 1145-1150

11 Goniewicz ML, Knysak J, Gawron M, Kosmider L, Sobczak A, Kurek J, Prokopowicz A, Jablonska-CZapla M, ROsik-Dulewska C, Havel C, Jacob P, Benowitz N. Levels of selected carcinogens and toxicants in vapour from electronic cigarettes. Tobacco Control 2014, 23(2): 133-9

12 National Academies of Sciences, Engineering, and Medicine. 2018. Public health consequences of e-cigarettes. Washington, DC: The National Academies Press. https://doi.Org/10.17226/24952.

13 Healthy Kids Colorado Survey, 2015.

The Solution (In a nutshell)

1 Smoke-free policies are proven to reduce secondhand smoke exposure, decrease tobacco use, increase quit attempts and prevent kids from starting to use tobacco products.

2 Studies show that Coloradans support smoke-free laws and the expansion of smoke-free protections.

3 Ensuring public places are 100% smoke and vapor-free is the only way to protect the public from exposure to secondhand smoke and vapor.

4 Smoke-free policies do not have an adverse impact on businesses like bars and restaurants.[14]

5 Prohibiting the use of e-cigarettes and electronic smoking devices in public settings and worksites allows for easier enforcement of our smoke-free laws and limits the use of marijuana in public places.

14 Loomis BR, Shafer PR, van Hasselt M. The Economic Impact of Smoke-Free Laws on Restaurants and Bars in 9 States. Prev Chronic Dis 2013;10:120327.

The Solution (detailed messages)

1 Smoke-free policies are proven to reduce secondhand smoke exposure, decrease tobacco use, increase quit attempts, and prevent kids from starting to use tobacco products.

a Since Colorado enacted a statewide, indoor smoke-free law in 2006:

- The number of adults who report being exposed to SHS at work has decreased more than 60%.[15]

- Current smoking among adults decreased by approximately 20%, meaning, there are nearly 174,000 fewer smokers in Colorado.[16]

- The percent of Colorado youth who currently smoke have been cut in half from 18.7% to 9%.[17]

2 Studies show that Coloradans support smoke-free laws and the expansion of smoke-free protections.

a 75% of Coloradans reported that Colorado's smoke-free law makes their life better on a daily basis.[18]

b 69% of Coloradans are in favor of banning smoking in outdoor areas.[19]

c 59% of Coloradans support prohibiting the use of electronic smoking devices where combustible smoking is currently banned.[20]

d More than half of Colorado residents support smoke-free laws saying they make going out more enjoyable.[21]

15 Levinson, Arnold. et. al., (2005, 2012) *The Attitudes and Behaviors Study on Health,* Colorado
16 Levinson, Arnold. et. al., (2005, 2012) *The Attitudes and Behaviors Study on Health,* Colorado
17 Healthy Kids Colorado Survey (2005, 2015)
18 Voters across the country express strong support for smoke-free laws. (2011, February 11).
    Retrieved from http://www.tobaccofreekids.org/research/factsheets/pdf/0290.pdf
19 ibid
20 Ibid
21 Ibid

The Solution (detailed messages) — Cont.

3 Smoke-free policies do not have an adverse economic impact on businesses like bars and restaurants.[22]

  a In smoke-free environments, workers become healthier, miss less work, are more productive and have lower health care costs.[23]

  b Policies that promote 100% smoke-free have been shown to increase productivity while reducing medical costs and time lost due to sick days.[24]

4 Prohibiting the use of e-cigarettes and electronic smoking devices in public settings and worksites allows for easier enforcement of our smoke-free laws and limits the use of marijuana in public places.

  a Nearly 300 cities and counties — including Boston, Chicago, Los Angeles, New Orleans, New York, Philadelphia, and San Francisco — have banned e-cigarettes in restaurants, bars, workplaces, and casinos.[25]

  b 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.

  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, including Arvada, Breckenridge, Boulder, Brighton, Durango, Fort Collins, Golden, Littleton and Wheat Ridge.

22 Loomis BR, Shafer PR, van Hasselt M. The Economic Impact of Smoke-Free Laws on Restaurants and Bars in 9 States. Prev Chronic Dis 2013;10:120327.

23 Centers for Disease Control and Prevention. (June 2008). *Save Lives, Save Money: Make Your Business Smoke-Free*. Atlanta, Georgia: 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.

24 Berman, Micha et.al. (2013) Estimating the Cost of a Smoking Employee. *Tobacco Control,* June 3, 2013.

25 Blanding, M and M. Drexler. "The E-cig Quandry," Harvard Public Health Magazine, August 10, 2016.

Sample Op-Ed

Note to Grantees

Following is a template op-ed that you can modify and submit to your local newspaper when you are working to pass an ordinance to expand smoke-free protections to hotels/motels, cigar bars, tobacco/vape shops and outdoor restaurant patios in your community AND/OR prohibit the use of e-cigarettes in indoor public and workplaces where smoking is banned.

This op-ed can be signed by various community members who have an interest in protecting the public and workers from secondhand smoke and vapor such as a public health or health care official, law enforcement professional, business owner or others. You may want to tailor the op-ed depending on who is signing it, his/her role in the community and the time of year.

When you are finished with tailoring the op-ed, it should total about 600-800 words. Have the person who signs the op-ed submit it to your local newspaper.

If you have any questions or need information on how to submit the op-ed, contact SE2, STEPP's communications technical assistance provider, at TA@se2communications.com

[Community]'s Growing Threat to Public Health

It's a fact of life: Kids like to copy adult behavior. So it's no wonder that given that the rise in e-cigarette usage in Colorado, a recent survey that found nearly half of all Colorado middle and high school students have used an e-smoking device.

These kids aren't just seeing family members using them at home — they are seeing them when they are out in [Community] because there are currently no laws preventing [Community] residents from using electronic smoking devices in indoor public places.

Additionally, the use of e-cigarettes and electronic smoking devices doesn't just affect those using them. Secondhand exposure to e-cigarette vapor leaves an increasing number of [Community] residents vulnerable to the harmful vapor, which contains cancer-causing agents, heavy metals and ultrafine particulates. There is conclusive evidence that, in addition to nicotine, most e-cigarette products contain and emit numerous potentially toxic substances. Failure to regulate the public use of new and emerging products, such as e-cigarettes, jeopardizes the health of current and future generations. It also makes enforcement of current smoke-free laws challenging, since e-cigarettes and electronic smoking devices can be used to "vape" a variety of products, including cannabis-based substances.

For these reasons, we need to consider expanding local smoke-free protections for [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.

Expanding local smoke-free protections is the healthy thing to do for [Community] and something our residents and visitors will appreciate. Fifty-nine percent of Coloradans surveyed support prohibiting the use of electronic smoking devices where combustible smoking is currently banned.

A growing number of cities in Colorado and nationwide are limiting the use of e-cigarettes in public places. Nearly 300 cities and counties — including Boston, Chicago, Los Angeles, New Orleans, New York, Philadelphia, and San Francisco — have banned e-cigarettes in restaurants, bars, workplaces, and casinos. Colorado communities prohibiting the use of electronic smoking devices in settings where smoking is banned include Arvada, Breckenridge, Boulder, Brighton, Durango, Evans, Fort Collins, Golden, Greeley, Littleton, and Wheat Ridge.

The Clean Indoor Air Act was a bold step for protecting Coloradans from secondhand smoke 12 years ago, but there is more we can do. Our work doesn't stop until everyone in our community is protected.

1 Colorado Healthy Kids Survey 2015
2 National Academies Of Sciences, Engineering, And Medicine. 2018. Public Health Consequences Of E-Cigarettes. Washington, DC: The National Academies Press. Https://Doi.org/10.17226/24952.
3 Blanding, M and M. Drexler. "The E-cig Quandry," Harvard Public Health Magazine, August 10, 2016

Sample Press Release

Note to Grantees

Below is a template press release that you can use when your community passes an indoor smoke-free ordinance that (a) expands smoke-free protections to cigar bars, tobacco/vape shops, restaurant patios and hotels/motels, and/or (b) prohibits the use of electronic smoking devices in areas where the use of tobacco is banned.

If you have questions or need assistance, contact SE2, STEPP's communications technical assistance provider, at TA@se2communications.com.

BE SURE TO:

- Edit all items in blue brackets;
- Delete any information you don't need.

Note: that there are two options, depending on the type of ordinance you are pursuing. Please use one or both versions and delete whatever doesn't apply to your community.

[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 Ordinance to Protect the Public and Workers from Secondhand Smoke

[Community] [Community] City Council [unanimously] passed an ordinance to protect all residents and visitors of [Community] from exposure to [add secondhand smoke and/or vape, depending on your ordinance] to include [banning the use of e-cigarettes in indoor places where tobacco use is prohibited] AND/OR [making cigar bars, tobacco/vape shops, hotel and motel rooms, and outdoor restaurant patios 100 percent smoke-free].

Choose one or both of the options below, depending on your ordinance:

Option 1—Expanding smoke-free laws

The new law, which goes into effect on [date], expands protections to [community] workers who otherwise are exposed to secondhand smoke at work. State law prohibits smoking in indoor public areas such as restaurants, bars and workplaces. However, the law does not extend to some workplaces such as cigar bars, tobacco/vape shops, restaurant patios, hotels/motels – leaving some Colorado workers at risk of exposure. Studies show that employees who work in a hotel that allows smoking have higher levels of nicotine in their bloodstreams. Low-income individuals are nearly four times more likely to report being exposed to secondhand smoke at work.

According to the U.S. Surgeon General, there is no risk-free level of secondhand smoke. Those exposed can suffer from significant health-related consequences, including, strokes, lung cancer, and much more. Policies that reduce exposure to secondhand smoke are crucial to protecting the health of all Coloradans.

"We know that eliminating smoke exposure is critical to protecting public health," said [Spokesperson, Title]. "We also know that policies that prohibit smoking can result in positive health effects."

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

AND/OR

Option 2—Prohibiting the use of e-cigarettes

The new law, which goes into effect on (date), prohibits the use of electronic smoking devices such as e-cigarettes in all indoor places in [community] where smoking is banned.

Contrary to popular belief, e-cigarettes may expose bystanders to harmful vapor and its dangerous chemicals. The vapor emitted from e-cigarettes is not harmless "water vapor" and in fact contains cancer-causing agents, heavy metals, and ultrafine particulates. There is conclusive evidence that, in addition to nicotine, most e-cigarette products contain and emit numerous potentially toxic substances.

Moreover, e-cigarettes and electronic smoking devices can be used to "vape" a variety of products, including cannabis-based substances, complicating the enforcement of Colorado's smoke-free laws.

[Include quote from local authority on the challenge of enforcing smoke-free laws when people are allowed to use e-cigarettes in public places where smoking is prohibited.]

A growing number of cities in Colorado and nationwide are limiting the use of e-cigarettes in public places. Nearly 300 cities and counties—including Boston, Chicago, Los Angeles, New Orleans, New York, Philadelphia, and San Francisco—have banned e-cigarettes in restaurants, bars, workplaces and casinos.

Colorado communities that have prohibited the use of electronic smoking devices in settings where smoking is banned include Arvada, Breckenridge, Boulder, Brighton, Dillon, Durango, Evans, Fort Collins, Frisco, Golden, Greeley, Littleton and Wheat Ridge.

If you would like to learn more about the new law, please visit [coalition website].

1 Mulcahy, M et.al. Secondhand smoke exposure and risk following the Irish smoking ban: an assessment of salivary cotinine concentrations in hotel workers and air nicotine levels in bars. Tobacco Control 2005; 14:384-388.
2 Tobacco Attitudes and Behavior Survey (TABS), Adult Tobacco Use and Exposure Colorado 2012 Results. Amendment 35 Program Evaluation Group (APeG).
3 Schripp, T. et. al. Does e-cigarette consumption cause passive vaping? Indoor Air 2013: 23:25-31
4 Centers for Disease Control and Preventions. State Laws Prohibiting the Sales to Minors and Indoor Use of Electronic Nicotine Delivery Systems—United States, November 2014. MMWR 63 (49); 1145-1150
5 Goniewicz ML, Knysak J, Gawron M, Kosmider L, Sobczak A, Kurek J, Prokopowicz A, Jablonska-CZapla M, ROsik-Dulewska C, Havel C, Jacob P, Benowitz N. Levels of selected carcinogens and toxicants in vapour from electronic cigarettes. Tobacco Control 2014, 23(2): 133-9
6 National Academies of Sciences, Engineering, and Medicine. 2018. Public Health Consequences of E-Cigarettes. Washington, DC: The National Academies Press. https://doi.org/10.17226/24952.
7 Blanding, M and M. Drexler. "The E-cig Quandry," Harvard Public Health Magazine, August 10, 2016.
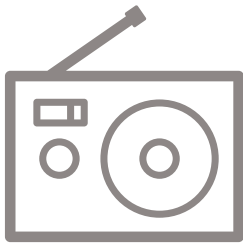
Story Ideas for Pitching to the Media

Objectives:

- Pitch stories to your local media that:

- Illustrate the benefits to the public and local enforcement authorities of prohibiting the use of electronic smoking devices in all indoor locations where tobacco use is prohibited.

- Illustrate the benefits to the public and workers of expanding smoke-free protections to cigar bars, tobacco/vape shops, hotels and motels, outdoor patios, hookah lounges and small businesses.

Tips:

- If you are trying to pass an ordinance, remember that your local governing body (e.g., city council) is a critical target audience. They care about the health and safety of the community as well as the support of local businesses. So, you want pitch stories to the media that:

  - Illustrate the problem in your community, such as:

- The public and workers (e.g., hotels/motels, tobacco shops/cigar bars) being exposed to secondhand smoke in public or workplaces.

- Local law authorities having to enforce smoke-free laws when people are allowed to openly vape in public, potentially using cannabis products or other dangerous substances.

    - Increase understanding of the dangerous ingredients in e-cigarettes

    - Articulate the benefits from passing an ordinance

    - Highlight the support you have from your local business community as well as parents, educators, law enforcement officials and others.

- Find stories that illustrate the impact on worker and others who are disproportionately exposed to secondhand smoke (e.g. vulnerable, low-SES communities).

Story Ideas:

CONSIDER THE FOLLOWING STORY ANGLES / SPOKESPEOPLE IN YOUR MEDIA OUTREACH

- A worker who is exposed to secondhand smoke at work and believes he/she has to continue being exposed in order to have a job/paycheck.

- Someone who lives or works near a cigar bar or hookah lounge and is upset by the secondhand smoke coming into their business or home.

- Someone who has difficulty managing asthma or developed cancer after frequent exposure to secondhand smoke.

- A restaurant owner who says that many establishments falsely claim to be cigar bars or hookah lounges, or have partially enclosed patios due to the loophole in the Colorado Clean Indoor Air Act.

- A restaurant manager who gets complaints from patrons about people being able to use e-cigarettes in places where smoking is prohibited.

- A business owner who has saved money in health costs due to following the Colorado Clean Indoor Air Act.

- A local law enforcement officer who can talk about the challenges of enforcing existing smoke-free laws when people are able to use e-cigarettes in places where smoking is prohibited.

For additional tips on working with the media, visit COHealthResources.org or contact SE2, STEPP's media technical assistance provider at TA@se2communications.com

Frequently Asked Questions

Q: Haven't we already eliminated secondhand smoke exposure in all Colorado businesses?

No. Colorado has a state law that protects many but not all people at work. This law has many exemptions and loopholes so not everyone is protected. Many workers and the general public are still being exposed to dangerous levels of secondhand smoke and there are no statewide protections from secondhand vapor.

Some people are at greater risk of exposure in the workplace than others. According to a 2015 survey, low-income individuals are more than twice as likely to report being exposed to secondhand smoke indoors while at work.[1]

Q: Why are you banning smoking in tobacco retail & vape shops and cigar bars? Can't people just avoid these facilities if they do not want to be exposed to secondhand smoke?

Good question. Currently, these types of businesses are exempt from the state law. All workers have the right to breathe clean air. Individuals who work in these facilities should not have to choose between a job and their health. All Colorado workers should be protected from secondhand smoke and vapor in their workplace.

Q: Why should communities ban the use of e-cigarettes indoors?

Contrary to popular belief, the vapor emitted from e-cigarettes is NOT harmless "water vapor"[2] and in fact contains cancer-causing agents, heavy metals, and ultrafine particulates.[3] There is conclusive evidence that, in addition to nicotine, most e-cigarette products contain and emit numerous potentially toxic substances.[4] The use of e-cigarettes in public indoor areas may expose bystanders to these dangerous chemicals.[5] In addition, e-cigarettes and electronic smoking devices can be used to "vape" a variety of products, including cannabis-based substances. Permitting the use of electronic smoking devices in public complicates the enforcement of smoke-free laws.

Q: If you ban the use of e-cigarettes indoors, aren't you just hurting people who use them to quit smoking?

E-cigarettes and other electronic smoking devices are not approved by FDA to help people quit smoking. There is no evidence to support cessation claims made by the manufacturers of these products. There is evidence that shows the use of e-cigarettes and other devices promotes continued addiction and dual use.[6]

Q: Will these expanded smoke-free policies hurt local businesses?

[Where smoking tobacco is currently prohibited]

No. Smoke-free policies do not have an adverse economic impact on businesses like bars and restaurants where smoking is already prohibited.[7] Policies that promote 100% smoke-free environments have been shown to increase productivity while reducing medical costs and time lost due to sick days.[8] In smoke-free environments, workers become healthier, miss less work, are more productive, and have lower healthcare costs.[9] Additionally, more than half of Colorado residents support smoke-free laws, saying they make going out more enjoyable.[10]

1 Tobacco Attitudes and Behavior Survey (TABS), Adult Tobacco Use and Exposure Colorado 2015 Results. Amendment 35 Program Evaluation Group (APeG).

2 Centers for Disease Control and Preventions. State Laws Prohibiting the Sales to Minors and Indoor Use of Electronic Nicotine Delivery Systems—United States, November 2014. MMWR 63 (49); 1145-1150

3 Goniewicz ML, Knysak J, Gawron M, Kosmider L, Sobczak A, Kurek J, Prokopowicz A, Jablonska-CZapla M, ROsik-Dulewska C, Havel C, Jacob P, Benowitz N. Levels of selected carcinogens and toxicants in vapour from electronic cigarettes. Tobacco Control 2014, 23(2): 133-9

4 National academies of sciences, engineering, and medicine. 2018. Public health consequences of e-cigarettes. Washington, dc: the national academies press. Https://doi.Org/10.17226/24952.

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

6 Dutra, LM. Glantz, SA. Electronic Cigarettes and Conventional Cigarette Use Among US Adolescents, A Cross-sectional Study. JAMA Pediatrics, 2014

7 Loomis BR, Shafer PR, van Hasselt M. The Economic Impact of Smoke-Free Laws on Restaurants and Bars in 9 States. Prev Chronic Dis 2013;10:120327.

8 Berman, Micha et.al. (2013) Estimating the Cost of a Smoking Employee. Tobacco Control, June 3, 2013.

9 Centers for Disease Control and Prevention. (June 2008). Save Lives, Save Money: Make Your Business Smoke-Free. Atlanta, Georgia: 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.

10 Voters across the country express strong support for smoke-free laws. (2011, February 11). Retrieved from http://www.tobaccofreekids.org/research/factsheets/pdf/0290.pdf

Frequently Asked Questions

[For all tobacco businesses]

The answer to this question depends on what is/isn't included in your local ordinance. If existing cigar bars are "grandfathered in" use the following answer:

Cigar bars, vape shops, and hookah lounges that are currently in operation will not be forced to close or change the way tobacco products are consumed on their premises.

If the ordinance will restrict smoking in existing facilities, use the following answer:

These retailers will still be able to sell these tobacco products, patrons just won't be permitted to consume them on the premises.

[For hotels/motels]

No. A study found that restaurants, bars, hotels, and tourism were not adversely affected economically following implementation of the state's smoke-free workplace and restaurant law.[11] Additionally, a study comparing hotel revenues and tourism rates before and after passage of 100% smoke-free restaurant laws in three states and six cities found that such laws do not adversely affect, and may actually increase, tourism.[12]

Q: Isn't this a violation of a business owner's property rights? Shouldn't they be allowed to decide what kinds of policies they have for their workers and patrons?

No. Local governments already regulate and monitor health and safety issues in workplaces, such as, monitoring the quality of food and ensuring safe working conditions for employees. This is a fair and legal extension of those policies to protect workers and patrons.

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11 California Department of Health Services, 1996.
12 (Glantz SA, Charlesworth A. Tourism and Hotel Revenues Before and After Passage of Smoke-Free Restaurant Ordinances. JAMA. 1999;281(20): 1911-1918. doi:10.1001/jama.281.20.1911.)

Real FAQs from the Field

Q: Is a Smoke and Tobacco-Free Policy a violation of civil and Constitutional rights?

No, because there is no constitutional right to smoke or use tobacco.

Q: Aren't smokers a "minority group" oppressed by a tobacco-free policy, therefore I cannot support it?

No, tobacco users are not a category protected under the Equal Protection Clause of the Constitution.

Q: Doesn't a ban on tobacco smoke target a person for doing something that is legal and harmful only to them?

No, because there is no legal "right to smoke." Smoke-free laws do not prohibit individuals from smoking, but rather serve to protect those who choose not to smoke from involuntary exposure to harmful secondhand smoke and vapor.

Q: Does this law cover marijuana smoke?

Under current Colorado law, smoking marijuana in public, whether indoors or outdoors is prohibited.

Q: Why is it important to protect nonsmokers from SHS?

According to the Surgeon General, there is no safe level of exposure to secondhand smoke. For this reason, it's important to protect our communities and their residents from these harmful chemicals when they are in public places.

Campaign:
Indoor Smoke-free

Creative Materials Inventory

Creative assets are available to support vape policies;
fact sheets are available for both vape and employee health policies.

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 fact sheets	Color	No	No
Facebook images	Color	N/A	No
8.5x11 flyers	Color	No	Yes

These materials are available at COHealthResources.org

COMPLETE SERIES OF CAMPAIGN DESIGN OPTIONS

TRUTH:

VAPE IS TOXIC GOING IN AND COMING OUT.

Research shows that, in addition to nicotine, most e-cigarettes contain and emit toxic substances.[1] Protect all our lungs. Let's go totally smoke free.

Source:
[1]National Academies of Sciences, Engineering, and Medicine. 2018. Public Health Consequences of E-Cigarettes. Washington, DC: The National Academies Press. https://doi.org/10.17226/24952.

LOGO

(!) **GET THE FACTS. HAVE A CHAT.**
Insert CTA here. Insert CTA here.

TOBACCO FREE **CO**

FACT:

VAPE IS FAR FROM HARMLESS.[1]
WHETHER YOU'RE EXHALING IT OR JUST STANDING NEARBY.

That "harmless water vapor" exhaled from an e-cigarette is actually a mix of chemicals, heavy metals and particulate matter.[2] Protect all our lungs. Let's go totally smoke free.

Sources:
[1]Centers for Disease Control and Preventions. State Laws Prohibiting the Sales to Minors and Indoor Use of Electronic Nicotine Delivery Systems—United States, November 2014. MMWR 63 (49); 1145–1150
[2]Goniewicz ML, Knysak J, Gawron M, Kosmider L, Sobczak A, Kurek J, Prokopowicz A, Jablonska-CZapla M, ROsik-Dulewska C, Havel C, Jacob P, Benowitz N. Levels of selected carcinogens and toxicants in vapour from electronic cigarettes. Tobacco Control 2014; 23(2): 133-9

LOGO

(!) **GET THE FACTS. HAVE A CHAT.**
Insert CTA here. Insert CTA here.

TOBACCO FREE **CO**

TRUTH:

INHALING OR EXHALING. INSIDE OR OUTSIDE. KEEP VAPE AWAY FROM OUR KIDS.

Time to teach Colorado kids that smoking or vaping any tobacco product isn't safe for themselves or the people around them. Time to treat e-cigarettes and electronic smoking devices like conventional cigarettes. Time to go totally smoke free.

LOGO

(!) **GET THE FACTS. HAVE A CHAT.**
Insert CTA here. Insert CTA here.

TOBACCO FREE **CO**
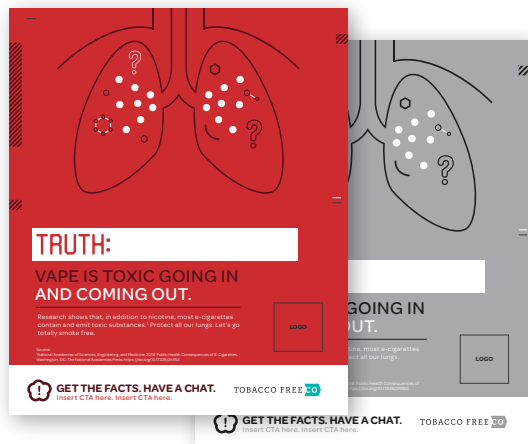
5x6 Print Ads - Color + B&W

5x10 Print Ads - Color + B&W

7x5 Postcards

8.5x11 Flyers

FACEBOOK IMAGES

SECONDHAND SMOKE PUTS COLORADO EMPLOYEES AT RISK

Despite the passage of smoke-free laws, some Coloradans are still exposed to the dangers of secondhand smoke at work. Local policies can protect everyone from secondhand smoke and vapor.

UNDER CURRENT STATE LAW,

some employers are still exempt from smoke-free policies[1] – leaving many Colorado workers
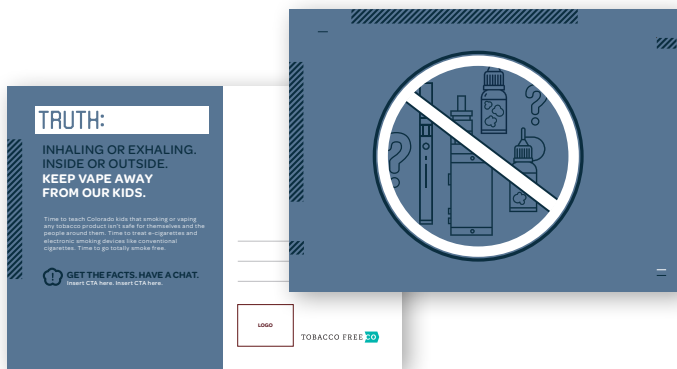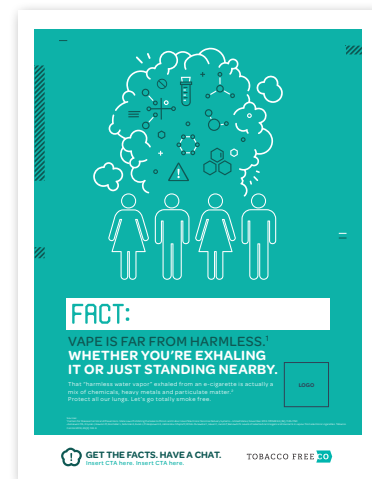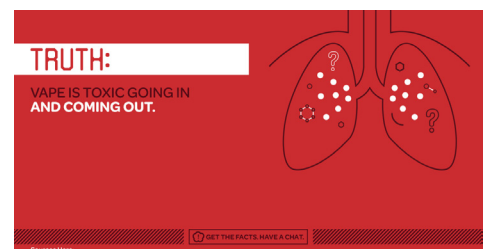
EXPOSED TO SECONDHAND SMOKE.

Employees in cigar bars, tobacco/vape shops, hookah lounges and hotels are still being exposed to secondhand smoke **while they work.**

Low-income individuals

are nearly **4X MORE LIKELY** to report being exposed to secondhand smoke at work.[2]

VAPE

*THE BOTTOM LINE? ALL COLORADANS DESERVE A S...
AND NO ONE SHOULD HAVE TO CHOOSE A PAYCHEC...
LOCAL SMOKE-FREE POLICIES MAKE IT SO THE...*

Sources:
[1] C.R.S. §25-14-201 (Colorado Clean Indoor Air Act)
[2] Tobacco Attitudes and Behavior Survey (TABS), Adult Tobacco Use and Exposure Colorado 2012 Results. Amendment 35 Prog...
[3] Mulcahy, M et al. Secondhand smoke exposure and risk following the Irish smoking ban: an assessment of salivary cotinine con...
and air nicotine levels in bars. Tobacco Control 2005; 14:384-388

SECONDHAND VAPOR EXPOSES COLORADANS TO DANGEROUS CHEMICALS

While our smoke-free laws protect people from the dangers of secondhand cigarette smoke, lawmakers couldn't have predicted the growing new loophole: vaping.

E-cigarettes and other **vaping devices are not included** in most indoor smoke-free ordinances.

Vaping devices can be used to **vape multiple substances** – including nicotine and marijuana – which makes enforcement of indoor smoke-free laws even **more challenging.**

To protect the public from exposure vapor, more than **20 Colorado** already added e-cigarettes and othe their local indoor smoke-free laws.

*THE BOTTOM LINE? VAP...
CHEMICALS AND MAKE THE E...
JOIN FELLOW COLORADAN...
COMMUNIT...*

Source:
[1] Goriewicz ML, Knysak J, Gawron M, Kosmider L, Sobczak A, Kurek J, Prokopowi...
levels of selected carcinogens and toxicants in vapor from electronic cigarettes. To...

PUBLIC VAPING SETS A DANGEROUS EXAMPLE FOR COLORADO KIDS

Vaping among Colorado youth is skyrocketing, creating a new generation of nicotine addicts.[1]

Almost half of all Colorado high school students report having **used e-cigarettes.**[2]

Over a quarter of Colorado high school students are currently **using e-cigarettes.**[3]

Exacerbating the problem is the reality that, under current Colorado law, **it is not illegal for people to vape in public** – including indoors.

Indoor use of e-cigarettes **sends our kids a message that vaping is safe,** normal and acceptable.

Marketing from the **vaping industry** and widespread public use reinforce the **misleading notion** that vaping is not harmful – despite the fact that **vape contains cancer-causing agents,** heavy metals, nicotine and ultrafine particulates.[4]

THE BOTTOM LINE? FAILURE TO REGULATE THE PUBLIC USE OF NEW AND EMERGING PRODUCTS, SUCH AS E-CIGARETTES AND VAPE DEVICES, JEOPARDIZES THE HEALTH OF CURRENT AND FUTURE GENERATIONS. PROTECT KIDS FROM VAPING BY MAKING OUR COMMUNITY SMOKE-FREE.

Sources:
[1] Healthy Kids Colorado Survey, 2015.
[2] Healthy Kids Colorado Survey, 2015.
[3] Healthy Kids Colorado Survey, 2015.
[4] Goriewicz ML, Knysak J, Gawron M, Kosmider L, Sobczak A, Kurek J, Prokopowicz A, Jablonska-Czapla M, ROsik-Dulewska C, Havel C, Jacob P, Benowitz N.
levels of selected carcinogens and toxicants in vapor from electronic cigarettes. Tobacco Control 2014; 23(2): 133-9

COLORADO
Department of Public
Health & Environment