

Strategies to Promote Knowledge

Knowledge: Activities and approaches to educate the community about the negative effects of secondhand smoke (SHS) exposure including media advocacy and public education campaigns, training, petition and resolution drives, collecting local data, and holding community events.

Gather and Share Data
<i>Throughout your campaign...</i>
Collect relevant local data about your community, the policymakers, and the opposition
Share local data and the science of SHS & smoke-free policy through small group and one-on-one discussions with community leaders and residents
<i>Later in your campaign...</i>
Continue dissemination of SHS and smoke-free policy research results throughout the community including data related to opposition challenges.
Collect and disseminate local data (e.g. post-law air quality studies) to show impact of legislation.
Educate through the Media
Talk with newspaper editors about publishing editorials and articles containing general information related to local smoke-free issues
Begin paid and unpaid media campaigns emphasizing the consequences of SHS
Brand your campaign (e.g., <i>Smoke free Danville: Good for People, Good for Business</i>) and create materials with your color and brand
Use campaign 'brand' on all communications
Expose the Opposition
Expose opposition tactics. Keep media focus on the positive--all workers deserve to breathe clean air!
Involve the Coalition
<i>Throughout your campaign...</i>
Train coalition members on SHS and benefits of smoke-free laws
Maintain an email alert list, identifying new members and gathering contact information at all events
<i>Later in your campaign...</i>
Mobilize coalition to monitor adherence and systematically report violators

For more information, contact the Kentucky Center for Smoke-free Policy, University of Kentucky College of Nursing, 859-323-4587 or www.kcsp.uky.edu.

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Involve the Community
<i>Throughout your campaign...</i>
Initiate small group and one-on-one discussions with community leaders and residents to discuss perceived benefits of smoke-free policy and perceived barriers
Submit articles for church bulletins, local newsletters, opinion editorials
Conduct informal local interviews with community residents to assess the best ways to educate the community and mobilize supporters for smoke-free policy
Circulate a petition regarding the need for smoke-free policy at as many events and venues as possible
Educate community on problem and harmful consequences of smoking and SHS
Educate community on the concept of comprehensive smoke-free policies and on strategies that similar communities have used to promote comprehensive policies
Educate the coalition and key community members about opposition tactics & rebuttals
<i>Later in your campaign...</i>
Further develop grassroots and grasstops advocacy and education
Plan and implement public forums or town meetings to discuss smoke-free issues
Use key leaders to disseminate user-friendly information throughout the community
Hold events to mobilize the coalition and increase awareness (e.g., rallies, forums)
Create and distribute business kits to educate about newly adopted/enacted policy

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