

Strategies to Promote Leadership

Leadership: Support for smoke-free policy provided by elected and appointed officials including the Board of Health

Create and Maintain a Responsive Strategic Plan
Develop initial strategic plan (use "Nine Questions" and develop benchmarks)
Revisit and expand initial strategic plan (use SmartChart [www.smartchart.org] for messaging and Direct Action Organizing Chart for strategic plan)
Build a grassroots mobilization plan including alert mechanisms
Ask coalition leadership to identify and agree on dealbreakers
As readiness progresses, review and revise strategic plan to include:
<ul style="list-style-type: none"> political lobbying activities business/public education and enforcement activities post-policy celebratory events and local data collection on outcomes
Inform Policymakers
Educate the local board of health about SHS and smoke-free issues
Initiate small group and one-on-one discussions with policymakers to discuss perceived benefits of or barriers to smoke-free policy covering all workers
Conduct policymaker assessments
Educate policymakers regarding the benefits of a <i>comprehensive</i> smoke-free policy
Share key data with policymakers and key leaders within the community
Educate policymakers about opposition tactics
Promote Effective Policy Implementation
<i>Immediately after enacting or adopting the policy</i>
Develop goals and procedures for policy implementation and enforcement
Ask mayor or county judge to appoint implementation task force
Help develop enforcement policies and train enforcement officers
Hold special meetings with leaders and local sponsors to update them on initial implementation activities
Conduct quarterly meetings of the implementation task force to review progress and modify strategies for as long as needed
<i>After first anniversary of enacting or adopting the policy</i>
Continue to update leaders and sponsors of coalition activities and outcomes of policy
Monitor enforcement activities

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.