

Six Phases of a Building a Smoke-free Campaign

Phase I: Building Awareness

- **Aim: to build demand for smoke free workplaces by documenting the problem**
 - i. Develop initial strategic plan (use “Nine Questions” and develop benchmarks)
 - ii. Collect and compile relevant local data about your community, the policymakers, and the opposition
 - iii. Share local data and the science of SHS with the public and key stakeholders
 - iv. Get to know your media and educate editors, reporters, radio station owners/managers

Phase II: Building Momentum

- **Aim: to build capacity by identifying, educating and mobilizing your ‘friends’**
 - i. Revisit and expand initial strategic plan (use SmartChart [www.smartchart.org] for messaging and Direct Action Organizing Chart for strategic plan)
 - ii. Engage traditional partners (e.g., health organizations, hospitals, clinicians) in forming or extending existing coalition
 - iii. Train coalition members and ask them to find more friends—look for nontraditional partners (e.g., faith community, small business owners)
 - iv. Build a grassroots mobilization plan including action alert mechanisms
 - v. Continue to build rapport with media friends
 - vi. Keep tabs on your opposition; keep your friends close and your enemies closer!
 - vii. Engage in fundraising and development to obtain needed resources

Phase III: Building a Case for Legislative Action

- **Aim: to create a tipping point such that the community is asking for smoke free air and policymakers are listening**
 - i. Identify your target community (e.g., specific city or entire county)
 - ii. Review and revise strategic plan
 - iii. Identify and train legislative champions including city/county attorney
 - iv. Identify and recruit key influentials to the coalition (i.e., those who can influence policymakers such as bank CEOs, business or civic leaders)
 - v. Brand your campaign (e.g., *Smoke free Danville: Good for People, Good for Business*) and create materials with your color and brand
 - vi. Increase intensity of media campaign: paid and unpaid media
 - vii. Public opinion poll
 - viii. Collect resolutions from key community groups
 - ix. Ask coalition leadership to identify and agree on dealbreakers
 - x. Identify, recruit and train coalition members who can engage in political lobbying

Phase IV: **Building a Smoke-free Ordinance or Regulation**

- **Aim: to enact a comprehensive smoke-free ordinance or regulation**

- i. Review and revise strategic plan to include political lobbying activities
- ii. Work with governmental body to see that sound ordinance is drafted/send copy to UK and TLC for legal review.
- iii. Work with legislative champions to identify primary enforcement agency
- iv. Political lobbying team develop rapport and educate policymakers
 1. Distill the science in ways policymakers can hear and understand
- v. Identify and train key media spokespersons for the campaign
- vi. Sustained media advocacy to build demand and provide 'cover' for policymakers
- vii. Use campaign 'brand' in all communications
- viii. Hold events to mobilize coalition (e.g, rallies, community forums)
- ix. Provide testimony at formal governmental hearings

Phase V: **Building Implementation of a Smoke-free Community**

- **Aim: Create smooth transition from enactment to implementation and enforcement**

- i. Review and revise strategic plan to include business/public education and enforcement activities
- ii. Celebrate!!!
- iii. 'Thank you' ads to publicly acknowledge policymakers for doing the right thing (i.e., to provide political 'cover')
- iv. Create 'hero opportunities' for your legislative champions
- v. Ask mayor or county judge to appoint implementation task force
- vi. Create and distribute business kits
- vii. Help develop enforcement policies and train enforcement officers
- viii. Mobilize coalition to acknowledge adherence and report violators
- ix. Expose opposition tactics. Keep media focused on the positive—all workers deserve to breathe clean air!

Phase VI: **Building Community Commitment to Smoke-free**

- **Aim: to maintain integrity of the law or regulation and/or strengthen it**

- i. Review and revise strategic plan to include celebratory events and local data collection
- ii. Ask local organizations to give awards to policymakers and/or governmental body
- iii. Collect and disseminate local data to show impact of legislation
- iv. Attract group meetings to your smoke free community and publicize
- v. Recommend changes in the legislation to strengthen, if needed and restart process

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