Getting Started
Ordinance Development Planning Form

Enacting a local smokefree indoor air law is the best way to protect people from secondhand smoke exposure. Local ordinance campaigns educate the community about the health effects of secondhand smoke, and laws passed at the local level have high rates of compliance because community members were involved in the process and understand why the law was enacted.

A successful campaign effort requires a great deal of planning and organization. The public needs to be educated about the health dangers of secondhand smoke and their right to breathe smokefree air in all workplaces and other indoor public places. The smokefree air coalition works together with the local health department and other allies to strategize for the campaign; educate the public, business owners, and local lawmakers; become well-versed with the local lawmaking process; plan ahead for implementing and enforcing the ordinance; and divide up the responsibilities associated with a smokefree air campaign.

The following questions can help you determine whether your coalition and your community are ready for a local smokefree air campaign, and identify areas for discussion and improvement. After you complete this form, please contact ANR at 510-841-3032 to discuss your findings and questions. ANR has been involved with thousands of smokefree indoor air campaigns since 1976, so we have the experience to help you plan for success.

☐ COMMUNITY INFORMATION

Coalition: ____________________________________________
Community: __________________________________________
Contact: _____________________________________________
Phone: __________________ Fax: _________________________
Email: ________________________________________________

☐ QUICK INVENTORY

1. Does your community already have a tobacco control ordinance/regulation on the books?
   ☐ Yes  ☐ No

⇒ If No, go to Question 11.
⇒ If Yes, answer the questions below:

2. Who adopted the local law?
   ☐ Ballot Initiative  ☐ County Board of Supervisors
   ☐ Board of Health  ☐ Referenda
   ☐ City/Town Council  ☐ Other: ____________________________

3. When was/were the law(s) adopted? ____________________________
4. What are the provisions of the law? Check all that apply.

- Cigar/Hookah Bars
- E-cigarettes
- Entrances to buildings
- Freestanding Bars
- Gaming Venues
- Hotels/Motels
- Membership Clubs (Elks, VFW…)
- Municipal Buildings
- Private Workplaces
- Public Places
- Outdoor Spaces (parks, beaches, patios, etc.)
- Restaurants
- Tobacco Shops
- Other: _________________________________

5. What, if any, are exemptions to the law? Check all that apply.

- Bar Areas of Restaurants
- Cigar/Hookah Bars
- E-cigarettes
- Freestanding Bars
- Gaming Venues
- Hotels/Motels
- Membership Clubs
- Other Exemption(s): _________________________________
- Private Workplaces
- Public Places
- Restaurants
- Separately Enclosed Smoking Rooms
- Separately Ventilated Areas
- Smoking Sign Requirements
- Tobacco Shops

6. What agency enforces the law? Check all that apply.

- Board of Health
- City Administrator
- Fire Department
- Health Department
- Law Enforcement
- Other: _________________________________

7. What geographical area does the law cover? (E.g. If the law was passed by the county, does it cover only unincorporated areas or incorporated cities and towns as well?)

___________________________________________________________________________________
___________________________________________________________________________________
___________________________________________________________________________________

8. Are there any other policies in your community, such as tobacco-free hospitals, schools, businesses, multi-unit housing, and outdoor spaces? If so, list here:

___________________________________________________________________________________
___________________________________________________________________________________
___________________________________________________________________________________

9. Has there ever been a public opinion poll done in your community regarding secondhand smoke?

- Yes
- No
- Unknown

⇒ If Yes:

10. When was the poll conducted? Please list other details of the poll such as was the poll conducted of “likely voters”? What was the margin of error? Did the poll oversample certain areas? Did you have a balance of demographic characteristics from respondents?

___________________________________________________________________________________
___________________________________________________________________________________
___________________________________________________________________________________
___________________________________________________________________________________
11. Use the chart below to record the results of the most recent poll.

<table>
<thead>
<tr>
<th>Issue</th>
<th>% Strongly Favor</th>
<th>% Likely Favor</th>
<th>% Likely Oppose</th>
<th>% Strongly Oppose</th>
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<tbody>
<tr>
<td>Bars</td>
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<td>Casinos/Bingo/Billiards</td>
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<td>Electronic Smoking Devices</td>
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<td>Municipal Buildings</td>
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<td>Private Workplaces</td>
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<td>Public Places</td>
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<tr>
<td>Restaurants</td>
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<tr>
<td>Tobacco shops/ Hookah establishments</td>
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<td>Other</td>
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**Coalition Issues**

“It’s not about the will to win. It’s about the will to build the capacity to win.”

-Mike Kuntz, ALA-KY

1. Do you have a local smokefree air coalition in your community?

☐ Yes  ☐ No

*Note: “Coalition” can be defined in many ways, including partnerships, alliances, networks, etc.*

2. What local organization or individuals are represented on the coalition?

- American Cancer Society
- American Heart Association
- American Lung Association
- Business Owners
- Casino Workers
- Civic Organizations
- Community Health Organizations
- Dedicated Volunteers
- Environmental Organizations
- Faith Based Organizations
- Health Professional Organizations
- LGBTQ Organizations
- Local Health Department
- Local Hospitals
- Low-income Advocacy Groups
- Minority Organizations
- Neighborhood Associations
- Philanthropic Organizations
- Physicians/Healthcare Professionals
- Police/Fire
- Political Action Groups
- Political Insiders
- Restaurant/Bar Workers
- Retired or Over 55 clubs
- School Administration
- Survivors of Secondhand Smoke
- Union/Labor Organizations
- Veterans & Veteran Organizations
- Youth Advocacy Groups, Youth
- Others: ________________________________
3. What additional individuals or organizations do you still need to build relationships with in order to have meaningful inclusion with more segments of your community?

__________________________________________ __________________________________________

__________________________________________ __________________________________________

__________________________________________ __________________________________________

Tip: For advice on how to assess and diversify your coalition, please refer to The Praxis Project’s document “Building Diverse Community Based Coalitions,” available on their website at http://www.thepraxisproject.org/tools/Campaign-Development-Organizing

4. Does your coalition have a written public education, earned and paid media plan, and campaign plan?

☐ Yes   ☐ No

⇒ If Yes:

5. Which groups were part of the planning process to date?

____________________________________________ _______________________________________________

____________________________________________ _______________________________________________

6. Which groups have not been part of the planning process to date?

____________________________________________ _______________________________________________

____________________________________________ _______________________________________________

7. Is there an effort for outreach to include an emphasis on meaningful partnerships in planning or is it just to “sign on”?

____________________________________________________________________________________________

____________________________________________________________________________________________

____________________________________________________________________________________________

8. What challenges does the coalition face within a smokefree air policy campaign?

____________________________________________________________________________________________

____________________________________________________________________________________________

____________________________________________________________________________________________

9. Does your coalition have a database of grassroots supporters?

☐ Yes   ☐ No

⇒ If Yes:

10. How many individuals are in the database? ____________________________________________

11. How many people are in your community? ____________________________________________

12. What percentage of the community’s population does your database represent? ____________

Please note that a rule of thumb for success is to have 10% of your community’s population in your database as having self-selected that they support this issue.
13. What mechanisms does your coalition use to communicate with your grassroots supporters?

- Blog(s)
- Mailing List
- Coalition Newsletters
- Phone Tree
- Coalition Website
- Social Media (Facebook, Twitter, etc.)
- Email List Serves
- Text
- Other: __________________________________________________________

14. A large group of grassroots supporters is essential to your efforts to pass and implement a smokefree air law. What are some steps you can take to increase your grassroots contacts?
____________________________________________________________________
____________________________________________________________________

15. Who serves as staff coordinator to organize coalition activities?
____________________________________________________________________
____________________________________________________________________

16. How are key decisions made regarding your timeline, planning, activities, etc.?
____________________________________________________________________
____________________________________________________________________

17. Does the coalition have prior experience running a policy campaign?

- Yes
- No

18. Do individual members of the coalition have prior experience running a policy campaign?

- Yes
- No

19. If yes, please list person and campaign:
____________________________________________________________________
____________________________________________________________________
____________________________________________________________________

20. Do your coalition members receive training on secondhand smoke campaigns?

- Yes
- No

21. Is the coalition the right vehicle for the effort, or should a specific campaign committee be set up?
____________________________________________________________________
____________________________________________________________________

22. A good coalition also needs good spokespeople and messengers. Does your coalition have members who can speak persuasively on relevant issues such as:

- Economic impact
- Science of secondhand smoke
- Legal issues
- Survivors/victims of secondhand smoke
- Members of business community
- Workers in smokefree hospitality venues
- Members of medical community
- Other: __________________________________________________________
____________________________________________________________________
____________________________________________________________________
23. If yes, please list those individuals, their area of expertise, and whether they have had spokesperson training on this issue:

<table>
<thead>
<tr>
<th>Individuals</th>
<th>Area of Expertise</th>
<th>Spokesperson Training?</th>
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24. Has the coalition come to consensus on policy goals and deal-breakers?

- [ ] Yes
- [ ] No


✔ COMMUNITY OUTREACH AND EDUCATION

Before talking about the “what” of an ordinance, we must educate about the “why.”

1. What steps can your coalition take to gather data to build a case in support of smokefree air in your community (i.e., demonstrate the scope of the problem and support for the solution)?

____________________________________________________________________________________________
____________________________________________________________________________________________
____________________________________________________________________________________________

2. Has your coalition ever undertaken an attempt to educate the public, business community or elected officials about secondhand smoke and/or an ordinance?

- [ ] Yes
- [ ] No

3. If yes, please describe the activities and the audience, or attach copies of the educational materials.

____________________________________________________________________________________________
____________________________________________________________________________________________
____________________________________________________________________________________________

4. If no, in what ways can you think of to build public support and educate the community about secondhand smoke and the need for a 100% smokefree ordinance?

____________________________________________________________________________________________
____________________________________________________________________________________________
____________________________________________________________________________________________

5. Who are the key business leaders, community “thought leaders”, and organizations that the coalition needs to reach?

____________________________________________________________________________________________
____________________________________________________________________________________________
____________________________________________________________________________________________
**OPPOSITION:**

1. From what groups do you expect to have the strongest opposition?

____________________________________________________________________________________________
____________________________________________________________________________________________
____________________________________________________________________________________________
____________________________________________________________________________________________

2. What steps can the coalition take to neutralize or reduce the effects of legitimate opposition (i.e., opposition not funded or organized by the tobacco industry) in the community?

____________________________________________________________________________________________
____________________________________________________________________________________________
____________________________________________________________________________________________
____________________________________________________________________________________________

Tip: Please refer to “What to Expect from the Tobacco Industry” for more information. The document is available on the ANR website at http://no-smoke.org/pdf/whattoexpect.pdf

3. What steps can the coalition take to track/identify opposition generated and supported by the tobacco industry (i.e. industry funding of local hospitality or front groups)?

____________________________________________________________________________________________
____________________________________________________________________________________________
____________________________________________________________________________________________
____________________________________________________________________________________________

4. What background information about the tobacco industry should the coalition have?

____________________________________________________________________________________________
____________________________________________________________________________________________
____________________________________________________________________________________________
____________________________________________________________________________________________

5. What economic impact information should the coalition have?

____________________________________________________________________________________________
____________________________________________________________________________________________
____________________________________________________________________________________________
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**ORDINANCE LANGUAGE:**

ANR’s model ordinance for 100% smokefree workplaces and public places has been used by hundreds of cities and numerous states. The purpose of the model ordinance is to provide fair and sound language that clearly states the intent and specific points of smokefree policy, fosters clear implementation and enforcement, stands up to legal challenges, and achieves the health goal of protecting people from secondhand smoke.

1. Downloaded and reviewed ANR’s model ordinance language, available at:


   Yes, I have downloaded this.
☑ **OUTREACH TO LOCAL OFFICIALS—MAKING IT EASY TO SAY “YES!”**

1. How well does your coalition understand the principles and practices of the local legislative bodies capable of acting on tobacco-related issues in your community? (e.g. City Council, County Board of Supervisors, Health Board)
   - [ ] Very
   - [ ] Moderately
   - [ ] Not very

2. What steps can the coalition take to gather more information about the decision-making process and the disposition of the members of the legislative body on health and tobacco issues (such as attending council meetings, meeting with each council member…)?

____________________________________________________________________________________________
____________________________________________________________________________________________
____________________________________________________________________________________________
____________________________________________________________________________________________

3. Does the county have a history of collaboration or competition with the cities?
   - [ ] Collaboration
   - [ ] Competition

4. Does the Health Board have the authority to adopt health regulations related to tobacco?
   - [ ] Yes
   - [ ] No

5. Does your coalition have good working relationships with any city council or county commission members?
   ⇒ **If so, please list:**
   
   Name: _______________________________     Name: _______________________________
   Ward/district: __________________________     Ward/district: __________________________

   Name: _______________________________     Name: _______________________________
   Ward/district: __________________________     Ward/district: __________________________

6. Does your coalition have good working relationships with staffers for city council or county commission?
   ⇒ **If so, please list:**
   
   Name: _______________________________     Name: _______________________________
   Title: ________________________________     Title: ________________________________

7. What steps can you take to forge more or better relationships with staff (e.g., Attorney, Manager, and Clerk)?

____________________________________________________________________________________________
____________________________________________________________________________________________
____________________________________________________________________________________________
8. Have you “taken the pulse” of individual policy makers to see how they feel about smokefree air?

☐ Yes  ☐ No

⇒ If so, what is their current stance on the issue?
____________________________________________________________________________________________
____________________________________________________________________________________________
____________________________________________________________________________________________
____________________________________________________________________________________________

The fundamental nature of community organizing is making it easy for a policy maker to say “yes” to 100% smokefree protections. As advocates, making that happen is our job. We are the ones asking for a change and for the public and businesses to operate differently. Therefore, the burden is on us to make it easy for decision makers to say yes. We want to identify proven techniques in an organized campaign to build public power, persuasion and pressure for our issue.

9. Has the coalition ever brainstormed ways to convince individual council members to support a 100% smokefree ordinance? Has the coalition brainstormed activities that demonstrate local public power? (We can show power by strategically displaying names and numbers, by getting positive editorials and news media coverage, through convening a rally, town hall meeting, or demonstration, and by holding a set of strategic events that mobilize supporters over multiple weeks and months. We also can present decision makers with news clips highlighting these events and post the news clips in online newsletters, web sites and action alerts.)

☐ Yes  ☐ No

List ideas here:
____________________________________________________________________________________________
____________________________________________________________________________________________
____________________________________________________________________________________________
____________________________________________________________________________________________

10. What steps can the coalition take to identify and select a potential legislative sponsor for the model ordinance? (e.g., who is likely to believe in nonsmokers’ rights, who are influential with fellow policy makers?)
___________________________________________________________________________________
___________________________________________________________________________________
___________________________________________________________________________________
___________________________________________________________________________________

11. What is the largest number of people that have ever turned out for a City Council/County Commission meeting in your community?

Number of People: __________ Issue: ____________________________________________________

12. What is the largest number of contact that elected officials have ever received on an issue?

<table>
<thead>
<tr>
<th></th>
<th>Number of People</th>
<th>Issue</th>
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<tbody>
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<td>Emails</td>
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<td>Letters to the Editor</td>
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<td>Phone Calls</td>
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<td>Other</td>
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Smokefree advocates are seeking to change the status quo rather than just maintain it, so we have to out-organize the tobacco companies and their PR firms. In order to overcome all the industry’s dirty tricks, we typically need to demonstrate more public support than has ever been seen on any issue in the community.

There is also “The Rule of Halves” to consider. If you need 200 people to show up to a meeting, then you need 400 people who commit to attending, and need to invite 800 people who previously said they would be willing to attend a meeting, etc.

Many ordinance campaigns involve 6-20 hearings, so this is one of the reasons why we need a broad and deep database of supporters, so that we can continue to mobilize support rather than peak too early. **Remember that public opinion is not the same as a coalition’s capacity to affect policy change.**

**☑ OUTREACH TO THE MEDIA**

**TRADITIONAL EARNED MEDIA:**
1. Identify the key media outlets for your community, and the reporter most likely to cover stories related to a smokefree air ordinance.

<table>
<thead>
<tr>
<th>Media Outlet</th>
<th>Type of Media (TV, radio, print)</th>
<th>Reporter’s Name</th>
<th>Supportive of Issue?</th>
<th>Lead time to place an ad?</th>
<th>Specialty (e.g. health, business, editorial)</th>
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2. What steps can the coalition take to establish relationships with reporters and editorial boards for the media outlets in your community?

____________________________________________________________________________________________
____________________________________________________________________________________________
____________________________________________________________________________________________

**SOCIAL MEDIA:**
1. Are you connected via social media to all of your coalition partners and community partners (connected to their Facebook pages, know their Twitter handle, and linked via other social media avenues)?
   - [ ] Yes
   - [ ] No

2. Are you connected via social media (Facebook, Twitter, other) to all your supportive policy makers, and supportive local media outlets?
   - [ ] Yes
   - [ ] No

3. Are you connected via social media to your National Partners and Coalitions in other states or communities?
   - [ ] Yes
   - [ ] No
NON-TRADITIONAL EARNED MEDIA:

1. Identify the non-traditional media in your community and ways to connect with them. Examples include organizational newsletters, email list-serves, social media, church bulletins, hospital bulletins, etc.

*These are important, low-cost communication channels that should not be ignored.*

<table>
<thead>
<tr>
<th>Name of Medium</th>
<th>Type of Media</th>
<th>Contact Person</th>
<th>Supportive of Issue?</th>
<th>Lead time to place an ad or article?</th>
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*Tip: It is important to not only know the appropriate contact person but to also practice engaging these unique communication channels on a regular basis.*

☑️ TECHNICAL ASSISTANCE SUPPORT

1. Please indicate any issues for which you anticipate needing support.

- [ ] Advocacy/Spokesperson Training
- [ ] Drafting ordinance language
- [ ] Coalition Structure
- [ ] Paid Media (ads/PSAs)
- [ ] Polling
- [ ] Public education planning/materials
- [ ] Tobacco industry interference
- [ ] Other: _________________________________

__________________________________________
__________________________________________
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