

The logo for Americans for Nonsmokers' Rights (ANR) features the letters 'ANR' in a bold, sans-serif font. A stylized orange swoosh underline is positioned beneath the 'A' and 'N', extending to the right and ending under the 'R'.

AMERICANS *for*
NONSMOKERS'
RIGHTS

GOING SMOKEFREE IN YOUR COMMUNITY

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GOING SMOKEFREE IN YOUR COMMUNITY

INTRODUCTION

The most successful smokefree campaigns are carefully planned and can take years to complete. Rushing into a campaign may be tempting. Be careful. Lay the groundwork and follow the necessary planning steps before jumping in with both feet. Review each section before you develop your campaign plan.

Remember, you are not alone. We are here to help make your smokefree campaign a success! Call ANR at 510-841-3032 to consult with the technical assistance expert for your area.

Hundreds of communities in the U.S. have a local comprehensive smokefree law. In addition to these hundreds of laws, state laws cover thousands of other communities and more smokefree laws are passing at the local and state levels all the time. With more than 60% of the United States population protected under smokefree laws, we have come a long way. Yet much of the population is still unprotected from secondhand smoke at work and in indoor public places.

There is a mountain of scientific evidence proving the dangers of secondhand smoke exposure. We know there is no safe level of exposure to secondhand smoke and even short-term exposure can be deadly. So, you may find yourself wondering why workers and residents in your community are still exposed.

Where do you fit in? If your community does not have a strong smokefree policy in place, we can help you get started on a local smokefree campaign. This section of the website will tell you how to get started, what to expect during the campaign, after the campaign, and finally, tips on implementing your new smokefree policy.

Luckily, smokefree pioneers have blazed the trail for us. We know the most effective ways to educate our communities and how to know when we are ready to advocate for a smokefree policy. You can do it. We can help.

Everyone has the right to breathe clean air. Become familiar with the fundamentals of smokefree air policy. Educate yourself on the science of secondhand smoke. Do your research. Know the current policies on the books in your community and in your states.

Common Questions

Should we consider a statewide law?

What about a city versus county law?

Should we send it to a public vote?

Please consider becoming an ANR member! Whether your community is already smokefree or on its way, there is a lot to gain from being an ANR member. Learn more about the [benefits of membership](#).

GETTING STARTED

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 people were involved in the process and understand why the law was enacted.

A successful campaign effort requires a lot 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 their workplaces and in indoor public places. The coalition should work 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.

Use our [checklist for getting started](#) and buy our comprehensive guide, [Clearing the Air](#).

Find out about current laws

Before embarking on a campaign for a smokefree air law, you must first determine what the current law is in your community. In some instances, there may be no laws whatsoever relating to smoking control, in which case you will be starting with a clean slate.

Form a coalition

Your coalition should be an accurate reflection of your community. The strongest coalitions are broad and inclusive, with meaningful representation of the people and organizations most affected by secondhand smoke. Members may include hospitality workers and other employees, community advocates, medical professionals, teachers, youth groups, supportive business owners, health educators, and others. Coalition members should host a variety of skills, contacts, and experience. Seek new partners to ensure that your coalition embraces the diversity within your community. For example, approach faith groups and young adults to forge new partnerships.

You will need one or two people to be the primary spokespersons for the coalition. They will be responsible for taking your case to the public and the media. It is also always helpful to have someone who is a political insider and can guide a lobbying effort. Otherwise, however, there are only two prerequisites for membership in the coalition: a commitment to protecting nonsmokers and a willingness to work.

Start a database of supporters

Establish a database of contact information, not only for coalition members and supporters, but also for community organizations, business leaders, public officials, and the media. Keep names, addresses, and email information in one database. Your list will grow exponentially throughout your campaign. You will activate these supporters when you are ready to advocate for smokefree policy change.

The people in your database will not all be members of your coalition, or part of the decision-making group. When the time is right, you can call on these community members to advocate for smokefree air. For example, you may send action alerts encouraging them to write letters to the editor of your local paper and contact elected officials to voice support for smokefree air.

Educate your community

Before going public with your proposed law, you need to lay the groundwork for it by conducting an effective public education campaign. This can feel tedious and time consuming but preparing your infrastructure at the outset is critical to the ultimate success of your policy efforts. Spend an adequate amount of time - several months to a year - on a public education campaign so that members of the community, including elected officials, understand the health hazards of secondhand smoke and the potential means of protecting people from those hazards. Impress on people the need to change the social norm from smoking to nonsmoking. You should also educate the community as to the nature of the tobacco industry and the false claims that the industry will make to defeat any proposed law.

Get your message out into the community. Make public presentations to a wide variety of organizations. Civic clubs, parent-teacher organizations, youth groups, health agencies, professional societies, and other community groups provide an excellent opportunity to identify individuals who care about the issue and are willing to support or work on your campaign.

Educate the local business community about the health effects of secondhand smoke exposure, and the potential legal liability of businesses to their employees and customers before the tobacco industry shows up to spread misinformation and create unfounded fears about business loss. Also share with them the extensive research findings that prove that smokefree laws have no negative economic impact on businesses in places that have already enacted them. Indeed, you can show them that such laws have a positive impact by reducing costs and increasing employee productivity.

Your public education campaign may also include smokefree ads and earned media opportunities. Call ANR at 510-841-3032 for more information and ideas on running an effective public education campaign in your community.

Remember: educate, educate, educate... then legislate!

Find out where your community stands

Many coalitions undertake public opinion surveys, asking residents how they feel about secondhand smoke and smokefree laws. Almost all such surveys show strong support for smokefree air, and this is the best ammunition you can have when it is time to approach legislators with your proposed law. Conduct a community survey to become informed about public support for smokefree laws in your town. [Contact us](#) for sample surveys and polls.

If you have determined that there is strong community support in favor of a smokefree law, move forward by sharing all this information with your elected representatives and other officials.

However, if you find that community support for the proposed law is weak, then you will need to postpone action on a law and refocus your educational efforts. Under no circumstances should you try to pass a law, even a relatively weak one, when the community is not ready for it.

Draft your ordinance

Read our [model ordinance](#), and pay particular attention to [common mistakes](#) when drafting the [provisions](#) of the ordinance. Agree on [dealbreakers](#) at this stage (e.g., ventilation, hours or minors provisions, trigger schemes, etc. are NOT acceptable). These provisions do not help us achieve our public health goals. [Send your draft ordinance to us](#) for review.

Find a good sponsor

When the coalition is ready to move forward with the legislative campaign, find a city council member or board of health supervisor to sponsor the ordinance. Maintain communication with your sponsor and ensure that he or she will accurately represent your coalition goals. It is not a great idea for your sponsor to be a member of the coalition, but they should be engaged in ongoing communication with your coalition leaders.

Let your sponsor know what your bottom line is and just when you will stop supporting the measure. While it is reasonable to work in incremental stages to limit or prohibit smoking in different places (e.g., public places, workplaces, restaurants), it is better in the long run to refuse to support any weak law that is riddled with exceptions and loopholes, no matter how broad its coverage may seem to be. The tobacco industry and its allies are very adept at proposing laws that seemingly protect nonsmokers but that, in fact, only protect the industry. You must not only refuse to support such a law, but you must also be prepared to strongly oppose it, lest the tobacco industry obtain a major victory with your seeming acquiescence.

Now that you have educated your community, find out if you are ready to launch your campaign. The next section provides information and tips to help you during your campaign. It's never too early to start thinking about implementation.

Don't go it alone! Call us at 510-841-3032 to consult with one of our technical assistance experts. We may have members in your area. (Are you a [member](#)?)

DRAFTING YOUR LAW

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.

Before using the model ordinance, please see the companion documents (found in the Resources section at the end of this document) that explain the various sections of the model

ordinance and offer key information about common drafting mistakes and policy pitfalls to avoid.

If you are looking for model language for a statewide smokefree effort, please see the information provided below.

When drafting your ordinance, it important to understand any existing smokefree policies in your community, and to amend the model language to reflect the correct terms and definitions that are applicable in your city or state. It is also the time for your coalition to agree on dealbreakers that should not be included in your ordinance (e.g., ventilation, hours or minors provisions, trigger schemes, etc. are NOT acceptable). These provisions do not help us achieve our public health goals.

Call ANR for assistance at 510-841-3032, or [send us your draft language](#) for review.

DURING THE CAMPAIGN

By now you've gone through the Getting Started section, read [Clearing the Air](#), consulted with an ANR technical assistance expert, (and [become a member](#), right?)

Now it's time to launch your campaign -- put your strategic plan into action, activate your large and diverse coalition, and introduce your model ordinance with its solid sponsor.

At this phase, the tobacco industry and its allies will be watching your every move. Keep your eye on the tobacco industry. Big Tobacco will be organizing its allies in the hospitality and gaming industries at this stage, but its activities are typically hidden from the public.

What can you expect from the opposition?

Educate yourself about [what to expect from the opposition](#). Learn how and why they use front groups and allies, specifically hospitality organizations, to promote economic misinformation. Prepare for the common strategies and tactics they use during smokefree campaigns. Study your [talking points](#) and learn how to respond to false claims from the opposition.

Expect the opposition to throw weak amendments and exemptions into the ring. Don't be fooled into accepting provisions that will weaken the ordinance. Review our list of [common mistakes](#) and ensure that the essential [provisions](#) remain in your ordinance language. If your ordinance becomes weak, you should actively oppose it. Remember, it is better to kill a weak law than to accept "half a loaf."

During this phase of the campaign, you are hard at work educating the community and mobilizing advocates to take action.

It is never too early to plan for implementation. [This tip sheet](#) includes an implementation checklist to help you prepare for and implement your new smokefree law. *Also, check out www.goingsmokefree.org, a website dedicated exclusively to the implementation of new laws.*

Media Opportunities

Media, paid and earned, are important components when you launch your campaign and from this point forward. Getting news coverage for your campaign may seem challenging, but it is not as complicated as you might think.

Choose a variety of spokespersons (e.g., community leaders, doctors, business owners) who are articulate under pressure, understand the issue, and know what arguments the opposition will raise. They should develop their key messages before speaking in depth to reporters, use plain and clear language, and deliver their comments in complete sentences so that the thoughts stand on their own. Staging press conferences, being interviewed by reporters, meeting with editorial boards, and writing letters to the editor are all part of working with the media. Effective media interaction will not only help you to frame the debate but will also assist you in enlisting new allies.

If you haven't already done so, develop a relationship with your local newspaper, radio and television reporters likely to cover this issue. Get to know your media contacts proactively and build trust so that they rely on you as a credible source. Invite reporters to your public education events and provide them with accurate, factual data. Remember that reporters will usually be unfamiliar with the issues surrounding secondhand smoke and you will need to both educate them and subtly lead them to frame their stories as you want them to appear.

If you have funds available, consider placing educational ads.

The legislative process

The legislative process in one municipality may vary greatly from that in another; your sponsor or the legislative clerk can help you understand your municipality's procedures. You must become familiar with the entire process, including the format of public hearings, the powers of the Mayor or County Executive, and the possibility of a referendum on an enacted law, before you can adequately plan your strategy.

Poll your legislators early in the campaign. This can help you determine the degree of opposition you may face, the concerns that legislators may have, and the proper focus of your lobbying efforts. Coalition members should visit or phone each legislator. When visiting a legislator, bring some background information (e.g. articles, factsheets), but not so much as to be overwhelming. Select spokespersons who match their legislators' districts, constituency, and temperament. Most importantly, ensure that all spokespersons have a thorough understanding of the issues that may be raised.

At this point in the campaign, you are ready to turn on the grassroots pressure. The best means of showing that support is to generate many personal letters and phone calls to all the legislators and to the Mayor or County Executive. Provide sample writing and speaking points for your supporters. Then encourage advocates to write supportive letters to the city council to keep elected officials aware of the community support for smokefree air. When the time is right, advocates can also meet face to face with elected officials. Consult with ANR's technical assistance staff at 510-841-3032 for information on mobilizing citizens.

Before your sponsor sets a hearing date for the proposed law, coalition members should poll the other legislators one more time. If you don't have enough votes to pass the law, slow the process down and spend more time on grassroots efforts and educating individual legislators.

Public Hearings

Once the proposed law has been drafted, a public hearing will be scheduled. There are usually two readings of any proposal at consecutive city council or health board meetings.

Preparing your testimony ahead of time is imperative. When the law comes up for a hearing, organize the speakers who will testify and pack the chambers with grassroots supporters. The speakers should be prepared to make concise, focused presentations. Make sure that your speakers do not duplicate each other but do cover all the issues involved, including health, legal, and economic matters. In addition to presenting testimony from experts on those issues, it is particularly effective to have testimony from victims harmed by secondhand smoke (e.g. asthmatics, people with heart conditions, hospitality workers, etc.). This gives a human face to what can otherwise be very technical, theoretical issues for elected officials.

Testimony from medical experts should focus on the evidence about the health effects of secondhand smoke, but it should be limited, because most elected officials already know that secondhand smoke is harmful to nonsmokers. The medical experts should also be prepared to refute the opposition's attacks on science of secondhand smoke, which are usually based on industry-funded studies that have no support in the general medical community.

The potential economic impact of the proposed law will be paramount in the legislators' minds and you need to present evidence that smokefree laws are not damaging to the business community, and that they often have a positive impact. The tobacco industry and its allies will, of course, claim just the opposite and you must be prepared to counter that claim. Ideally, business leaders and restaurant owners can be recruited to address these concerns, but if they can't, you must address them yourself. All credible scientific studies prove that smokefree laws have no negative impact on businesses, including restaurants.

Your opponents will try to frame the issue as one about individual rights and freedom of choice. Stay on message. Your speakers must be prepared to keep reframing the issue as one about public health and to remind the legislators that people should not have to be exposed to

secondhand smoke (which has been labeled as a Group A carcinogen) to hold a job, eat in a restaurant, or go about their daily business in public places.

Be prepared for last minute dirty tricks from the opposition to weaken the ordinance with amendments and provisions. Remember your deal breakers - the goal is not to pass a law, but to protect public health.

What is Victory?

Our goal is not to pass an ordinance. What? I thought we were running a campaign here. Sure, but let's not forget the overall goal is to change the social norms around smoking so that everyone is protected from secondhand smoke. If you end up with a weak ordinance full of loopholes, it does not equate victory. Remember, a weak ordinance that institutionalizes smoking (with ventilated smoking rooms, hours provisions, minors only loopholes, etc.) is never better than no ordinance at all.

During your campaign, there may come a time to decide whether the ordinance on the table meets your goal. Would it reduce the death and disease caused by secondhand smoke exposure? Would it keep the door open to making the law stronger in the future? Or would it simply put a band-aid on the problem and prevent future action. Take a hard look at your ordinance language. Decide on deal breakers with your coalition. If certain provisions (e.g., ventilation) would prevent you from strengthening the law down the line, it is time to pull your support for the ordinance. Regroup, and go back to educating the community. Even if you don't pass an ordinance the first time around, you have probably been successful in educating your community and building grassroots power! This will make it much easier when you go for a stronger law in round two.

Remember, you don't need to go it alone. We have reviewed thousands of ordinance drafts and can provide tips and talking points to keep your language strong. Please [Contact ANR](#) for assistance and to review your ordinance language.

What Next?

The opposition will continue their attempts to derail the ordinance until it passes, and beyond. Even after your ordinance passes, be diligent and prepared to counter tobacco industry attacks.

AFTER THE CAMPAIGN

Congratulations! You followed all the steps and your strong ordinance passed. Now more than ever, it is important to stay on your toes. Keep your coalition members active during this stage of the smokefree campaign. Immediately after the ordinance passes, consider a thank you

campaign to recognize your policymakers for doing the right thing. Generate positive feedback via thank you letters, paid thank you ads, community celebrations, and letters to the editor.

What to Expect from the Tobacco Industry After Your Law Passes

Just because local policymakers enact a smokefree air law does not mean that the dirty tricks are over. The tobacco industry will continue to seek ways to undermine a smokefree air law as long as the opportunity exists. The opposition's tricks for post-enactment are usually planned well in advance and health advocates must be prepared to anticipate these after-school antics.

Hurry Up and Wait: Attempts to delay or prevent implementation

The tobacco industry knows that once smokefree air laws have been in effect for a few months, the public quickly adapts to the new status quo and does not want to revert to the smoke-filled days of the past. The industry's number one goal is to keep the law from going into effect and opposition groups will seek to convince policymakers to repeal the law before it goes into effect.

Although some time is needed after enactment to prepare for implementation, a delay of more than 30 days can increase the probability of dirty tricks. These include the threat of a lawsuit and petitions to repeal the law. The industry's emphasis is on convincing the enacting policymaking body to reconsider its own decision.

Quick, let's create a sense of controversy

After implementation, tobacco industry allies will pursue an earned media campaign that seeks to create the impression that the new law is highly controversial and is dividing the community. The truth is that the law is typically popular, and it's the tobacco industry, not the new law, that is stirring up a sense of division. Advocates and health department staff can expect to see the media focus on isolated cases of noncompliance. If the opposition plans to collect signatures and seeks to overturn the new law via the ballot, the negative media generated by the opposition can set the stage for a campaign to defeat the measure on the ballot by reducing support among likely voters or reducing voter turnout. This is why it is important to plan an organized campaign for when the law is in effect to generate favorable media and maintain strong public support for the law. See www.goingsmokefree.org for more detailed information about implementation and enforcement of smokefree air laws.

Economic Loss: The sky is falling, and other nonsense

About 30-60 days after a law is in effect, advocates can expect to hear unsubstantiated claims of dire economic loss. Because it takes a full business cycle (e.g. one year) to assess the economic impact of a law, the opposition's goal is to create a sense of 'emergency,' urging policymakers to repeal the law immediately before every business owner in town goes out of business. These tobacco industry fueled claims can also "poison the well" in neighboring communities that may be considering similar smokefree air legislation.

The negative media is often an organized and coordinated effort by the tobacco industry through its public relations firms and campaign consultants and is a major campaign step that should be anticipated by health advocates. Coalitions must plan for a sustained campaign to remind the public that the law is popular, compliance is high, and the majority of hospitality establishment owners are pleased with the new smokefree environment. This will help remind people to take the other claims with a healthy grain of salt.

Litigation: Lawyers, lawyers and more lawyers

The tobacco industry has access to hundreds of lawyers and litigation is frequently used to [challenge smokefree air laws](#). Usually, the industry seeks an injunction to prevent implementation of the law during the course of a lawsuit, which could last for months or even years. Communities almost always win these legal challenges, but there are issues that coalitions should plan for well in advance, including identifying funding for an amicus brief and providing information to the city attorney's office about the likely types of challenges.

Ballot Measures: Let's send it to the ballot (maybe that will work)

Depending on your local and state laws, opposition groups may have the option of seeking to repeal the law via the ballot. Referendum challenges usually accompany the first strong smokefree air law in a state. For the tobacco industry, it is worth doing everything possible to keep a strong smokefree air law from going into effect, because of the domino effect that one law will eventually have on other communities in the state.

Such challenges rarely succeed, but they can set a negative example for other communities in a state or even in other states. Before enactment of a smokefree air law, advocates should clearly think through how a ballot challenge would work: How much time would the opposition have to gather signatures? Who determines the wording of ballot questions? When would the vote occur-at a special election or the next regularly scheduled one? What are the local election laws?

If polling shows weak support for a smokefree air law, or if the tobacco industry perceives that a coalition does not have strong grassroots capacity among voters, the balance of power can shift to the opposition because they have an unlimited capacity for unrestricted money.

In Central Point, Oregon and in Pueblo, Colorado, opponents sought not only to repeal the laws but also to recall the elected officials who voted for them. Before enactment of a smokefree air law, it is important for the coalition to assess the level of public support and the organized grassroots capacity for defending both the law and the supportive officials on the ballot. The greatest strength of a smokefree air coalition is high public support and the ability to mobilize its people power.

Total Recall: Attempt to Unseat Supportive Policymakers

If the tobacco industry and its allies do not like the way certain policymakers voted on

smokefree air legislation, they may seek to run a slate of candidates against them in the next election. It is important for a coalition to have the capacity to uphold policymakers who support smokefree air and to hold others accountable. On the other hand, if you do not like the way an elected official votes, try to vote them out of office in the next election. This happens in any policy advocacy area and forms the basis of officeholder accountability to voters. This is not mean; it's how democracy works.

Seek Preemption Again

The more successful you are at the local level, the harder the tobacco industry will lobby for a statewide preemption to remove local control of smokefree laws in your state. Be prepared for a [preemption battle](#) at your state capitol and set up a Preemption Strike Force.

After your ordinance passes, you will want to celebrate! And celebrate you shall. Make a big splash in your community. But keep in mind, there is still much more to do. In addition to generating positive support for the new ordinance and keeping a close eye on these after-enactment tactics, now it is time to prepare for implementing and enforcing your new ordinance.

IMPLEMENTATION

Most municipal laws go into effect 30 to 60 days after enactment. This gives your coalition an opportunity to educate the business community and the general public about the law's provisions and enforcement procedures. Often, the city or county will print a brochure explaining the purposes and mechanics of the law. The city or county might also send letters informing businesses of their responsibilities under the new law. Media contacts developed during the campaign can help with public education as well.

In general, smokefree laws have proved "self-enforcing," much like traffic laws. For the same reason that most drivers willingly stop at red lights, the vast majority of smokers politely refrain from smoking in smokefree areas when they are aware of the law and when nonsmoking areas are well marked.

Smokefree laws are uniformly popular with the vast majority of the public. With an on-going education program, the posting of numerous "No Smoking" signs, and the presence of a willing and committed enforcement agency, smokefree laws are usually implemented with a high level of compliance and very few negative incidents.

It is never too early to plan for implementation. [This tip sheet](#) includes an implementation checklist to help you prepare for and implement your new smokefree law.

Enforcement & Implementation Resources

When it comes to enforcing your new law, educating business owners is essential. Create a business kit to help local business owners prepare for going smokefree. Consider providing

smokefree signage along with these kits. Look for smokefree window-clings available in our merchandise section. Also visit www.goingsmokefree.org for other resources and implementation tips.

Defend the Ground You've Gained

Just because a law is enacted, effective, and popular does not necessarily guarantee its continued success. Constant vigilance must be maintained to make sure that the tobacco industry does not reappear and attempt to rescind or gut the law. The industry may challenge the law by threatening or filing a lawsuit, encouraging organized non-compliance, placing a referendum on the ballot to overturn the law, or simply waiting until elections produce new legislators hostile to smokefree air laws. In the vast majority of cases, the tobacco industry's efforts to overturn or undermine a recently enacted law fail.

The coalition must be prepared to defend the ground it has gained. The best defense against tobacco industry attacks is a strong offense that includes effective coalition leadership, massive grassroots support, committed elected officials, and a well-written law.

Lessons Learned

The experiences of scores of municipalities that have enacted smokefree laws confirm that when we work smart, we win. Some of the common denominators found in successful smokefree air campaigns include:

- Taking the time to educate and organize a strong and diverse grassroots base of support.
- Moving incrementally toward the goal of a smokefree community.
- Selecting winnable policy goals.
- Developing and implementing a strategic plan.
- Working with and educating the media.
- Educating the business community and elected officials early in the campaign.
- Knowing the opposition and being prepared to counter its tactics.

ANR MODEL ORDINANCE / COMPANION DOCUMENTS

[Model Ordinance Prohibiting Smoking in All Workplaces and Public Places \(100% Smokefree\)](#)

This model ordinance language has been used effectively in hundreds of communities across the country. We recommend using this model language in its entirety, when your community is ready to consider a smokefree policy. If you have questions about the language, or need help tailoring the language to fit your community's level of readiness, [please contact us](#) or call (510) 841-3032.

[Getting Started: Ordinance Development Planning Form](#)

Use our checklist to gauge your readiness.

[Fundamentals of Smokefree Workplace Laws](#)

A national consensus document created by public health groups on policy dealbreakers and guidance on political compromise.

[Common Mistakes in Drafting Smokefree Indoor Air Ordinances](#)

Companion document to ANR model ordinance. What language is problematic and why? Read this document for the answers.

[Provisions of Smokefree Air Laws](#)

Describes the various sections of the ANR model ordinance and what purpose they serve.

[Determining Your Dealbreakers](#)

An ANR factsheet on thinking through the policy compromise process.

ANR MODEL STATE LAW / COMPANION DOCUMENT

ANR now has a Model State Law, which is based on our Model Ordinance, with the addition of some state-specific provisions, such as an anti-preemption clause. Because state smokefree air laws must be tailored to the specific technical requirements of state statutes, which vary greatly from state to state, the Model is intended to be used only for the content of a proposed state law and not for the format or style of the law. Its primary purpose is to give advocates a tool to use in approaching prospective legislative champions, who can then have the Model fine-tuned according to the specific state technical requirements. If you would like a copy of the Model State Law, [please contact us](#) or call (510) 841-3032.

Statewide Readiness Assessment

A tool to [assess the level of readiness](#) for moving forward with a statewide smokefree effort. Complete this assessment with your coalition and call ANR with any questions or concerns.

ADDITIONAL RESOURCES

[Taking Local Action for Smokefree Air](#)

[Recipe for a Smokefree Society](#)

[Tip Sheet: Going to the Ballot](#)

[What to Expect from the Tobacco Industry](#)

[Legal Challenges to Smokefree Indoor Air Ordinances](#)

[Developing Smokefree Implementation Regulations \(DSIR\)](#)