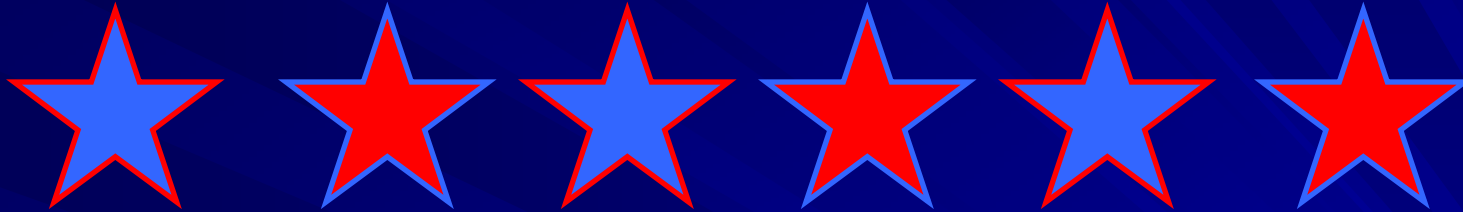




...but will I be re-elected?



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Background

- ⚡ No question, secondhand smoke is a health hazard.
- ⚡ Government has a responsibility to protect the public from environmental health hazards
- ⚡ Local level strategy – snowball effect
- ⚡ NCI: local policy initiatives are:
 - ★ easier to pass,
 - ★ offer stronger, more comprehensive protections,
 - ★ are more likely to be energetically enforced,
 - ★ provide opportunities for community dialogue.

Brief Chronology of Arizona smoke-free ordinances

- ❏ **1972:** first ordinance to prohibit smoking in enclosed public places (Tucson)
- ❏ **1976:** first ordinance to require optional smoking areas in restaurants (Tucson)
- ❏ **1991:** first municipality to be 100% smoke-free (Prescott)
- ❏ **1992:** first county to be 100% smoke-free (Pima)
- ❏ **1993:** municipality, workplaces and restaurants smoke-free (Flagstaff)
- ❏ **1996:** first smoke-free bar ordinance, rescinded later that year (Mesa)

In 2000...

⚡ Arizona had 15 counties and 89 municipalities

★ 4 counties and 9 municipalities had smoke-free public facilities ordinances

★ 3 municipalities had smoke-free workplace ordinances

★ 3 municipalities had smoke-free restaurant ordinances

Local level policy makers in 2000

⚡ Ethnographic study:

- ★ It's not a local responsibility
- ★ It's not a local problem, no one cares
- ★ I prefer non-smoking, but it's not my place to require it
- ★ I represent smokers too!
- ★ This is a cowboy kinda place...
- ★ I'll never be re-elected

John and Margit Kemeny Grant

⚡ Funding provided to NAU Foundation to support tobacco policy research

⚡ Research question:

Does voting for or against a local clean air ordinance jeopardize a policy maker's chance of being re-elected?

Methods

- ⚡ Limited to ordinances passed 2000-2005
- ⚡ Arizona Counties (15) and municipalities (89)
- ⚡ Identified 15 ordinances
 - ★ 3 Counties (20%)
 - ★ 12 municipalities (13%)
 - ★ 92 elected policy makers had the opportunity to vote on these
- ⚡ Data elements
 - ★ Who voted? How did they vote?
 - ★ Who ran again? Did they win?

Methods

⚡ Follow-up telephone interviews to collect qualitative stories (n=17)

- ★ How did the ordinance come to the agenda?
- ★ Who were the groups that came out either for or against? How contentious was the debate?
- ★ What compromises were made in order to pass the ordinance?
- ★ Was the ordinance an issue in subsequent election campaigns?
- ★ Did your stance impact your re-electability?



Findings

Description of Ordinances

⚡ Rated with regard to comprehensiveness (Klonoff et al., 1998). Comprehensiveness ranged from...

★ *Prohibition of smoking in one specific place (in and around Casa Grande regional hospital)*

to...

★ *Prohibition of smoking in any place of employment (Flagstaff)*

Qualitative Context: Ordinance Development

⚡ Avenues to the agenda:

- ★ Local health groups
- ★ Individual citizen
- ★ Individual policy maker
- ★ Policy maker from another jurisdiction
- ★ Rapid growth as an impetus

⚡ Usual suspects, usual arguments

- ★ restaurants in favor in one jurisdiction

Qualitative Context: Ordinance development

⚡ Compromises

- ★ Exclude bars
- ★ Separate ventilation
- ★ Grace period for existing establishments

⚡ Political concerns

- ★ Should be decided by the voters
- ★ It's not strong enough
- ★ Will I be re-elected?

Outcome of the votes

⚡ All were approved!

⚡ Unanimous in 10/15

⚡ 88.8% of policy makers voted for

⚡ 11.2% voted against

⚡ No statistical relationship to ordinance strength

Who was re-elected?

- 50 policy makers ran for election subsequent to the vote on the tobacco ordinance
- 41 (82%) won their re-election bid
 - ★ 88.4% who voted for the ordinance were re-elected
 - ★ 42.9% who voted against were re-elected.
 - ★ $\chi^2=8.449$ $p=.015$

Qualitative context: Post-election

- ⚡ Most thought their stand on the ordinance had had no impact at all
- ⚡ Some felt that any impact it might have had would have been positive
- ⚡ One individual, who had supported a stronger ordinance than was passed and lost a subsequent election, felt that his support for a stronger ordinance “may have had an impact on the election, but only in a minor way.”
- ⚡ The issue has “died down” in the community.

Limitations

⚡ Small sample – 15 ordinances, 92 policy makers, 50 ran for re-election

⚡ Is the Arizona experience generalizable to other states?

Informing advocacy

⚡️ Quell political fears

- ★ Although community level policy debates can be contentious, once restrictive policies have been adopted, the political pressure opposing them dissipates and the political agenda shifts to other topics
- ★ politicians' fears of retribution at the ballot box for supporting smoking restrictions are not only unfounded, but the opposite was found to occur.

⚡️ How should we respond to policy makers who make compromises we don't like?

Epilogue

- ☄ Smoke-free Arizona on the 2006 ballot
 - ★ Enclosed public places, workplaces, restaurants, bars, bowling alleys
 - ★ Exemptions for tobacco retail outlets, smoking on stage, religious use
 - ★ 20 foot rule
 - ★ Passed overwhelmingly and enacted May 2007.

For additional information:

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