



Public Health Prevails Over Preemption in South Carolina:

How tobacco prevention
advocates used science to secure
smoke-free workplace laws

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Learning Objectives

- Recognize the major obstacles in promoting smoke-free workplace policies in South Carolina;
- Identify strategies for garnering public support for and convincing policymakers to pass smoke-free ordinances;
- Develop a science-based advocacy plan for smoke-free workplace ordinances.

Tobacco Prevention Obstacles in South Carolina

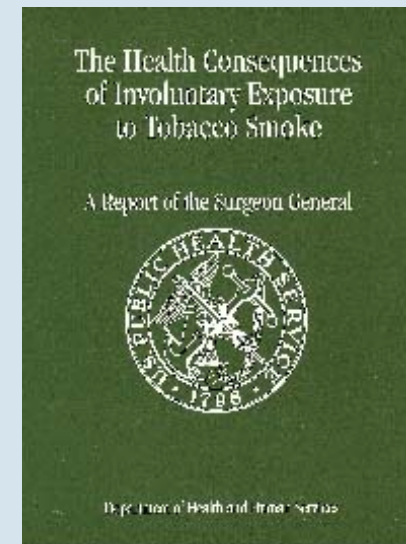
- Heavy emphasis politically and financially on tobacco growing
- History of tobacco farming
- Preemption on the books (SC Code of Laws 16-17-504)
- Loopholes in SC Clean Indoor Air Act
- Lobbying influence
- *Significantly* below CDC recommendations for prevention funding
- Lowest cigarette tax in the United States (7 cents)
- “Voluntary” policy until 2006

Obstacles

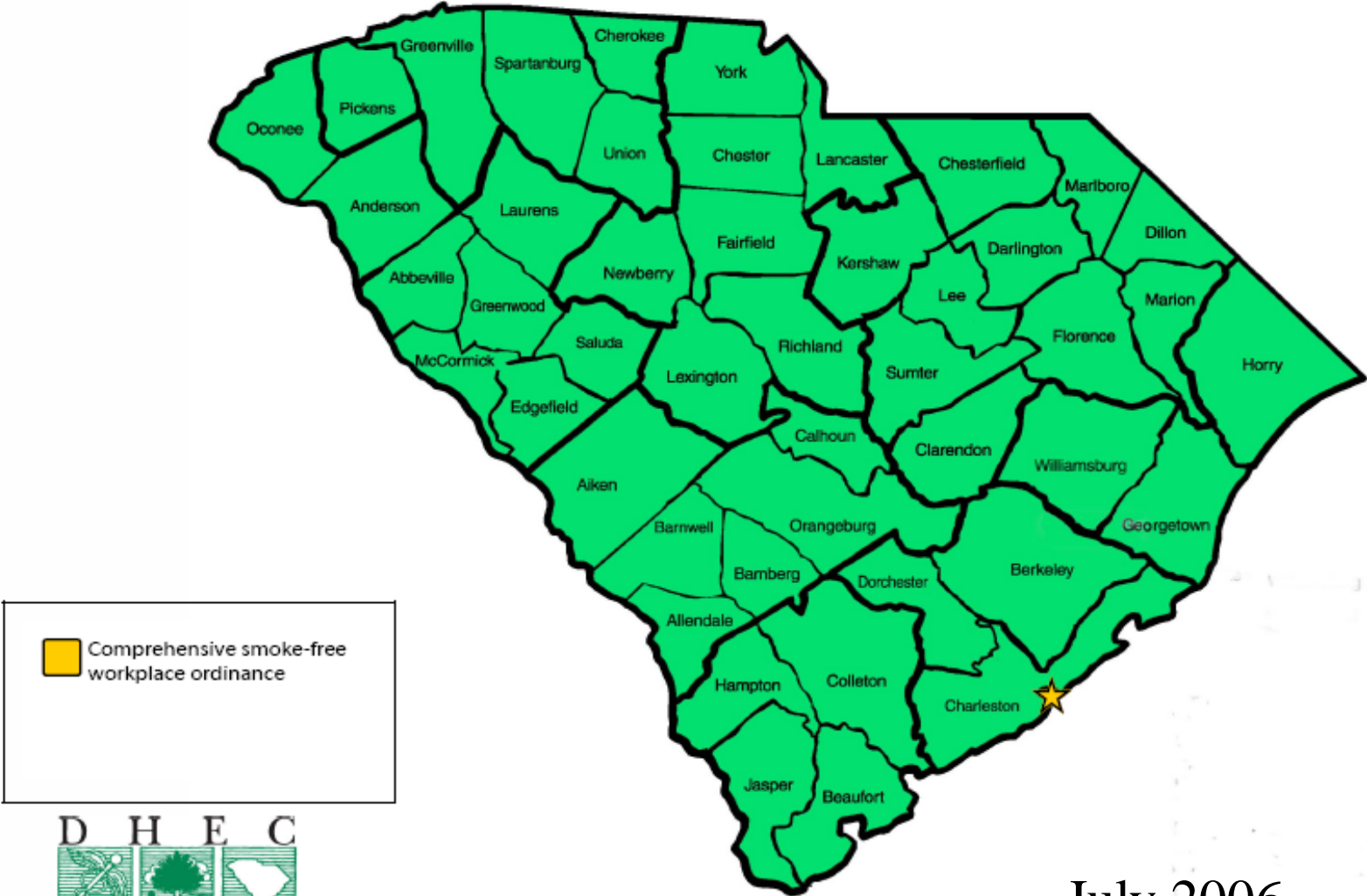
- Preemption
Clean Indoor Air Act vs. Youth Access?
- Responsibility Issues

The Tipping Point

- Surgeon General's Report, June 2006
- Sullivan's Island, July 2006
- ASHRAE statement
- Additional municipalities



S.C. Municipalities with Smoke-free Workplace Ordinances



Strategies Using the Science

- Who – advocates
- What – science, science, science
- When/where – grassroots, multiple sites
- How – media, concurrent approach

Cultivating Champions

- Science coupled with public support “sold” the issue to the champions
- Vital use of Surgeon General’s report to educate champions and garner support from champions



“I think there’s been a real sea change on the issue. The health issues are now crystal clear, and I think it’s becoming an economic issue: people are going to want to go to businesses that are smoke-free.”

--Columbia Mayor Bob Coble,
July 12, 2006 in *The State* newspaper

Champions cont'd



"I, aided with the Surgeon General's report, now am confident that it is our duty to create smoke-free places where people work..."

--Charleston Mayor Joseph Riley,
January 23, 2007 City Council meeting



"This is not about constitutional rights. It's about protecting those who have no choice. Everyone does have a right to clean air."

--Surfside Beach
Councilwoman Judy Tuttle,
July 10, 2007, *The Sun News*
newspaper

Grassroots Advocates

- Volunteers
- Professional organization
- Coalitions
- Non-profits

Grassroots Advocates

- SC Tobacco Collaborative, Smoke-Free Action Network, SCAATCN, ACS, ALA, AHA, United Way, March of Dimes, SCCA, Hospital Association, League of Women Voters, NAACP, medical community, hospitals within communities, college student groups...

Advocate Efforts

- Petitions
- Yard signs
- Call to action cards
- Marketing products



MAKE IT HAPPEN! *Smoke Free Beaufort* www.smokefreesc.org

The city of Beaufort is considering a comprehensive smoke-free workplace ordinance to include restaurants and bars.

Beaufort County, Hilton Head Island, Bluffton, Charleston, Sullivan's Island, Columbia, Greenville, Aiken County and Liberty recently passed smoke-free workplace ordinances. Statewide, towns and cities are recognizing their responsibility to protect citizens from secondhand smoke exposure in the workplace. Newberry and Clemson also are engaged in active campaigns for smoke-free workplace ordinances.

Beaufort City Council will hold a public hearing on this issue at 6 p.m. Tuesday, March 13 in Council Chambers of the County Government Complex, 100 Ribaut Road, Beaufort.

South Carolina Tobacco Collaborative

MAKE IT HAPPEN! *Smoke Free South Carolina* www.smokefreesc.org 803-939-0088

MAKE IT HAPPEN! *Smoke Free Columbia* www.smokefreecolumbia.org • 803-939-0088

MAKE IT HAPPEN! *Smoke Free Surfside* www.smokefreesc.org

Media

- Media coverage
- Education and awareness heightened
- Framed as worker's health/public health issue
- Use of SG's report in messaging

Sustained Media

- Coverage from June 2006 to present
- More EARNED media
- SC DHEC news release
- Columbia press conference, Aug. 2006 – Mayor Coble and Dr. Oscar Lovelace
- Beaufort press conference, Dec. 2006



NEWS RELEASE

Division of Media Relations
 2600 Bull Street
 Columbia, S.C. 29201
 (803) 898-3886
www.scdhec.gov/news

FOR IMMEDIATE RELEASE
 June 27, 2006

July 2006

Guidance from Surgeon General's Report Welcomed

COLUMBIA – Today's release of a U.S. Surgeon General's report on involuntary exposure to tobacco smoke stresses the need for continued work to reduce health risks from secondhand smoke in South Carolina and the rest of the nation, the S.C. Department of Health and Environmental Control reported today.

"The details in the surgeon general's report offer guidance in our continuing work to insure all South Carolinians breathe clean air," said Hellen Dekle, secondhand smoke policy prevention coordinator in DHEC's Division of Tobacco Prevention and Control. "We are working with schools, hospitals, faith-based groups, worksites and recreation facilities in an effort to reduce secondhand smoke exposure among children and adults."



August 2006



1150

Editorial

P122

Cities must be free
to protect workers,
ban smoking

The State, July 30, 2006

1150 P3
**Opposition to
smoking ban
losing steam**

*The (Charleston) Post &
Courier*, Jan. 8, 2007

**It's a smoke-free
universe (almost)**

The Greenville Journal, Aug. 4, 2006

1150
Put 'em out if you've got 'em

The Post & Courier, Aug. 30, 2007

1150 EDITORIAL P4

**TIME TO GO
SMOKE-FREE**

Surfside, Conway right
to look into smoking limits

The (Myrtle Beach) Sun News,
July 8, 2007

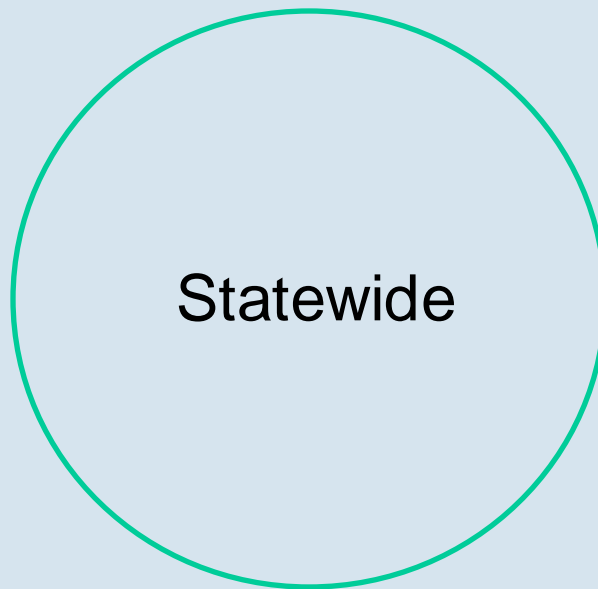
Rock Hill • South Carolina
**Thank you for
not smoking**

The (Rock Hill) Herald
July 29, 2006

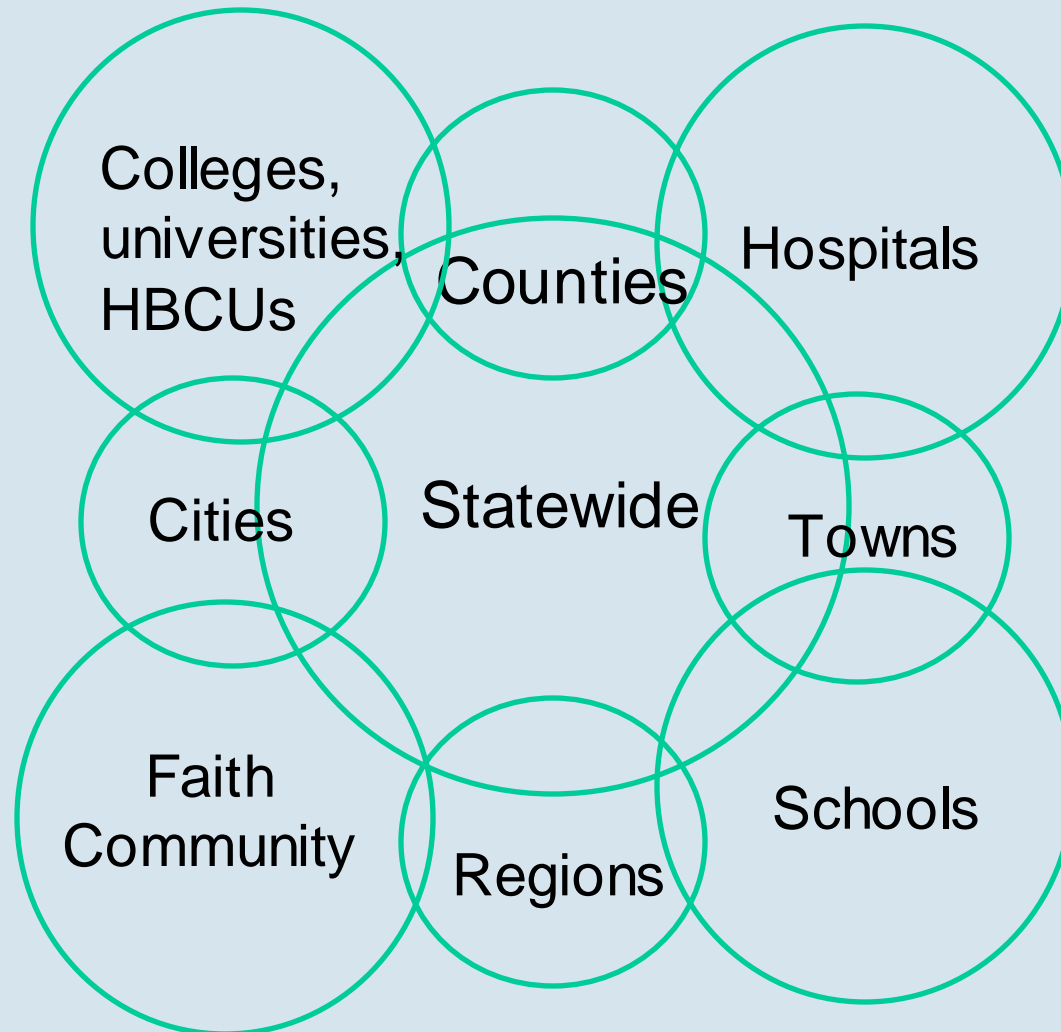
Failed Approaches

- Economic studies → It's not SC, we don't work that way.
- Air quality testing → Who did the testing? You can fix any test.
- Child welfare → Children don't have to go to certain places.
- Elderly health issue → They should stay at home, go elsewhere.
- Adult patron health → People who drink smoke. Smokers tip better.
- Adult patron health in tourist, beach area → If you don't like it you can leave.
- Public health specialists and doctors → Health Nazis, no proof of harm
- Cotinine testing → Not understood by public.
- Workers as disparate populations → Can find work elsewhere.

Strategic Approach



Strategic Approach



Next Steps

- 11 ordinances in South Carolina
- Surfside Beach – 1st to include beach
- Supreme court decision pending
- Local control emphasis
- Preemption repealed
- Comprehensive state-wide law

Next Steps

Now entering a smoke-free city.

Thank you Mayor Riley and Charleston City Council members
for protecting everyone's right to breathe clean air.



Dum Spiro Spero

South Carolina!
Now entering a smoke-free city.

