

Role of Media in Policy Implementation

Presented by:

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Introduction

- The Louisiana Campaign for Tobacco-Free Living (TFL) is Louisiana's comprehensive tobacco prevention and control program. The program was founded in 2003 and is funded by a (2 cents of a 36 cents total) state excise tax on tobacco products sold in Louisiana.
- TFL is an affiliated program of The Louisiana Public Health Institute (LPHI), a private, nonprofit organization based in New Orleans.
- This presentation refers to the use of media and public relations tactics used by TFL to:
 - manage media messaging related to the enactment of the Louisiana Smoke-Free Air Act (Act 815)
 - educate and assist the public and affected business owners on how to adopt and comply with the law



This Presentation Will Help You:

- Use media and public relations to shape positive public opinion in support of policies that protect public health
- Plan and develop clear and concise messaging across partner organizations
- Determine effective collateral materials for policy implementation
- Defend public health policy victories through media and communications

Brief Background

- The Louisiana Smoke-Free Air Act (Act 815) was passed in June of 2006 and was enacted January 1, 2007.
- During the time between passage and enactment, we had roughly 3-4 months to develop our strategy to assist business owners and the general public in supporting, adopting and implementing the law statewide.
- Depending on the law and your state, you may have no time to organize your implementation plan after the law is enacted – if at all possible, make sure to organize your implementation plan before your law gets passed.

Planning Your Work

1) Frame All Discussion About the Law:

- **Depending on the law and what it covers, the details may be complex:**
 - Choose the most important elements to address in your general messaging.
 - For Act 815, we categorized messaging directed to institutional targets affected by the law: Restaurants, Pre-K through 12 schools, and general workplaces.
- **Develop a single, general statement that describes the law as succinctly as possible:**
 - “The Louisiana Smoke-Free Air Act prohibits smoking in most public places and workplaces including all restaurants, Pre-K through 12 school campuses and other workplaces.”
- **Set general “themes” to frame all media and public conversations and/or interviews about the law (to serve as sound bites).**
 - “The law represents a major victory for public health, one that will have a significant impact on the health of the population and the state’s healthcare system.”
 - “With the passage of The Louisiana Smoke-Free Air Act, Louisiana joins the ranks of national leaders in protecting the public from exposure to secondhand smoke.”

Planning Your Work

2) Develop a Well Crafted Talking Points Document!

- Develop a master talking points document for all staff and partners:
 - Include details of what the law covers in simple, plain language
 - Research and anticipate (opposition-related) media questions:
 - “Some say the new law will be bad for business, what do you say about that?”
 - “Many people think this law is an infringement upon individual property rights, what do you think about that?”
- Add a list of pertinent statistics and facts related to the law that help support why the law is needed:
 - i.e., workers’ health, health care costs to the state, economic impact from studies done in other states that have passed a similar law

Planning Your Work

3) Organize a Statewide Speaker's Bureau!

Prep all members with your talking points, answers and messaging themes and prepare them to act when needed.

Our bureau consisted of:

- 9 statewide Regional Coordinator staff members
- Members of our Steering Committee
- Regional Office of Public Health Medical Directors
- Secretary of the Louisiana Department of Health and Hospitals

Planning Your Work

4) Media Relations

- 10 days prior to the enactment of our law, we alerted media to remind them that the law was going into effect:
 - Provided contact list from the Speaker's Bureau
 - Supplied samples of all educational materials to assist businesses in complying with the law
- Around December 28th news media began calling and we were prepared to quickly organize television, radio and print interviews.

Planning Your Work

Earned Media Coverage Samples

Jan. 1 brings a healthy attitude for Louisiana with Louisiana Smoke-Free Air Act eliminating smoking

MANDEVILLE — Change is in the air.

On Jan. 1, Louisiana will usher in 2007 with a new attitude that is supportive of health.

The Louisiana Smoke-free Air Act, (Act 815) will clear the air and eliminate secondhand smoke in most public places and workplaces, including restaurants, across the state.

The law also restores the power of local governments to pass smoke-free laws that are even stronger than the state's law, giving city and parish governments in Louisiana the power to enact local laws that require all workplaces, including the likes of stand alone bars and casinos, to be smoke-free as well.

"The Louisiana Smoke-Free Air Act (Act 815) is arguably one of the most significant public health victories in Louisiana in recent history and is sure to have a long term, positive impact on the health of our citizens and the state's health care system,"

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Dr. Jimmy Guidry,
Louisiana State Health Officer.

the important task they now face.

In order to comply with the Louisiana Smoke-Free Air Act, businesses must remove ashtrays and visibly post no-smoking signs beginning Jan. 1.

The Coalition for a Tobacco-Free Louisiana (CTFLA) has developed free information and resources to help business owners and the general public understand and comply with the Louisiana Smoke-Free Air Act online at www.tobaccofreeliving.org or toll-free at 1-866-1-AM-4-TFL.

"Our lawmakers took a stand for health by listening and responding to the majority of their constituents who clearly understand the health benefit of reducing one's exposure to secondhand smoke."

Secondhand smoke is a known cancer-causing agent and serious health hazard that can lead to disease and premature death in nonsmoking adults and children.

"Tobacco addiction claims the lives of roughly 6,400 Louisianians each year and exposure to secondhand smoke is associated with the deaths of 650 -1,150 Louisianians a year. Annually, smoking costs

Louisiana more than \$1.15 billion in direct medical expenditures with an additional \$1.66 billion in lost productivity, for a total of \$2.8 billion in direct and indirect medical costs.

Health advocates believe that the new law will help relieve the burden that

tobacco use places on our state each year, and they say helping business owners and the public under-

standers can also refer callers to free, local group therapy programs offered through the American Lung Association's Freedom from Smoking Clinics and the Tobacco Control Initiative within the public hospitals system.

"We will all breathe a little easier knowing that our children and a majority of workers will be protected from exposure to secondhand smoke; However, while the new law represents a major victory, our work is not done. Hospitality workers in casinos and bars remain largely unprotected," says Terri Broussard, Louisiana Advocacy Director for the American Heart Association.

"In the New Year, we must continue to educate citizens about the real dangers of secondhand smoke, work at the local level to protect all employees from secondhand smoke exposure, and encourage parents and adults to safeguard the health of their children and loved ones by making their homes and cars smoke-free."

"With the passage of the Louisiana Smoke-Free Air Act, our state joins the ranks of national leaders in the movement to extinguish a serious public health threat that claims thousands of lives and costs taxpayers billions in lost productivity and healthcare expenses each year," Cheryl Klein, Northshore Area Regional Coordinator for The Louisiana Campaign for Tobacco-Free Living.

Nonsmokers exposed to secondhand smoke at home or at work increase their risk of developing heart disease by 25 - 30 percent, and lung cancer by 20 - 30 percent.

In young children, exposure to secondhand smoke is associated with an increased risk for Sudden Infant Death Syndrome (SIDS), acute respiratory infections, ear problems, and more severe asthma.

To learn more about the Louisiana Smoke Free Air Act and the resources available to help the public comply, visit www.tobaccofreeliving.org or call toll-free, 1-866-1-AM-4-TFL (1-866-426-4835).

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Let's all be clear where the ban is, isn't

The issue: Smoking ban.
We suggest: Let's get it straight.

The new year ushered in a host of changes for the local landscape of Louisiana. For most observers, though, the most significant was a smoking ban that went into effect that will affect thousands of businesses.

Beginning Jan. 1, you can no longer light up after a meal - unless you happen to be eating in a free-standing bar.

That much is sure - no more smoking in restaurants, even those that have bars.

But some businesses aren't on footing that is quite so sure.

Owners of bowling alleys, bingo halls and retail tobacco businesses, for instance, might be unsure about where they stand under the new law.

So it was great to see a group of businesses participating in a public meeting last week in Houma held to clear up any questions they might have about the law.

With folks on hand from the Louisiana Campaign for Tobacco-Free Living and the American Cancer Society, people got a chance to ask questions and clear up where there can and can't be smoking.

Some of the places where smoking is permitted:

- Free-standing bars.
- Gambling outlets including bingo halls.
- Casinos.
- Nursing homes.
- Retail tobacco outlets.

Some where it is not permitted:

- Bowling alleys.
- Restaurants.
- Schools.

Neither list is exhaustive. So it is always good to check with the state before deciding where you can and can't be clear in your business.

If you have questions, feel free to contact the campaign at 447-6916 or visit www.tobaccofreeliving.org.

The new law represents a break with the past, when smoking was tolerated in many places where it will no longer be.

It will take time for everyone to get used to it and to learn the rules.

The key will be education, not enforcement. Most business owners want to do what is legal and they will.

So if you have a question, ask it. Learn what the law is and what you must do to abide by it.

New year, new laws



Photo courtesy of the Lafayette Daily Advertiser

Signs like this no-smoking message at a deli in Lafayette will be required on all restaurants and similar businesses in Louisiana starting today.

Smoking ban, building code and more go into effect today

By John Hill
Lafayette Courier Bureau

BATON ROUGE — Some 3,400 years after the creation of the world's first building code, Louisiana is finally getting one, too.

The statewide minimum building code, a new ban on smoking in new bars on smoking in restaurants that allows local governments to enact even stronger anti-smoking ordinances and the consolidation of New Orleans levee boards are three of the most prominent of a handful of new state laws that go into effect Monday.

The statewide building code legislation was approved by the Legislature in the post-hurricane special session in Baton Rouge.

It is the world's first known building code, which was adopted in 1400 B.C. by King Hammurabi in Babylon.

"It provided that if a house collapsed and caused the death of that owner, that builder would be put to death. If the son of the owner was killed, the son of the builder would be put to death."

chief architect and construction manager.

While there's a new building code statewide, the requirements are based on geographic location.

"Therefore, a house built in north Louisiana would not have to meet the same hurricane-resistance windload requirements as one built along the coast," Jones said.

The new statewide building code sets minimum standards, which are not necessarily the highest standards.

"The building code is a minimum standard that provides occupants of facilities who occupy the dwelling with a minimum acceptable level of safety."

THE LOUISIANA CAMPAIGN FOR TOBACCO-FREE LIVING

Planning Your Work

5) Grass Roots/Community Engagement

- Prior to the law's enactment, we organized *Louisiana Smokeout* in lieu of the *Great American Smokeout* in November of 2006:
 - Awareness raising event that encouraged restaurants to go smoke-free before the enactment of the law to protect the health of patrons and staff
 - 9 Regional Coordinators secured 3 restaurants in each region
 - Table displays, “No Smoking” signs and details about the Louisiana Smoke-Free Air Act were provided
- Organized Business/Community Roundtables and invited the public and affected business owners to learn more about the law.

Planning Your Work

6) Letter To the Editor Campaign

- Draft supportive letters to the editor that echo all predetermined messaging
- Letters were submitted through our networks in response to all newspaper coverage of the law
- Important to reflect community support (real and ‘astro-turf’) and medical and scientific support for the law

Planning Your Work

7) Mass Media Campaign

During the period prior to the enactment of the law (August-December) we developed:

- 3 television commercials
- 3 radio spots
- 4 billboard ads
- 3 print ads
- Messaging and imagery targeted our predefined institutional categories by demonstrating proper compliance with the law, i.e. removing all ashtrays and displaying No Smoking signs in public view

Planning Your Work

Statewide Billboard Campaign Samples

Change IS IN THE AIR.

tobaccofreeliving.org



tobaccofreeliving.org

SMOKING IS SO LAST YEAR.

1-866-I-AM-4-TFL

SMOKING SECTION **NOW OUTSIDE!**

1-866-I-AM-4-TFL

TFL
THE LOUISIANA CAMPAIGN FOR
**TOBACCO-FREE
LIVING**

Planning Your Work

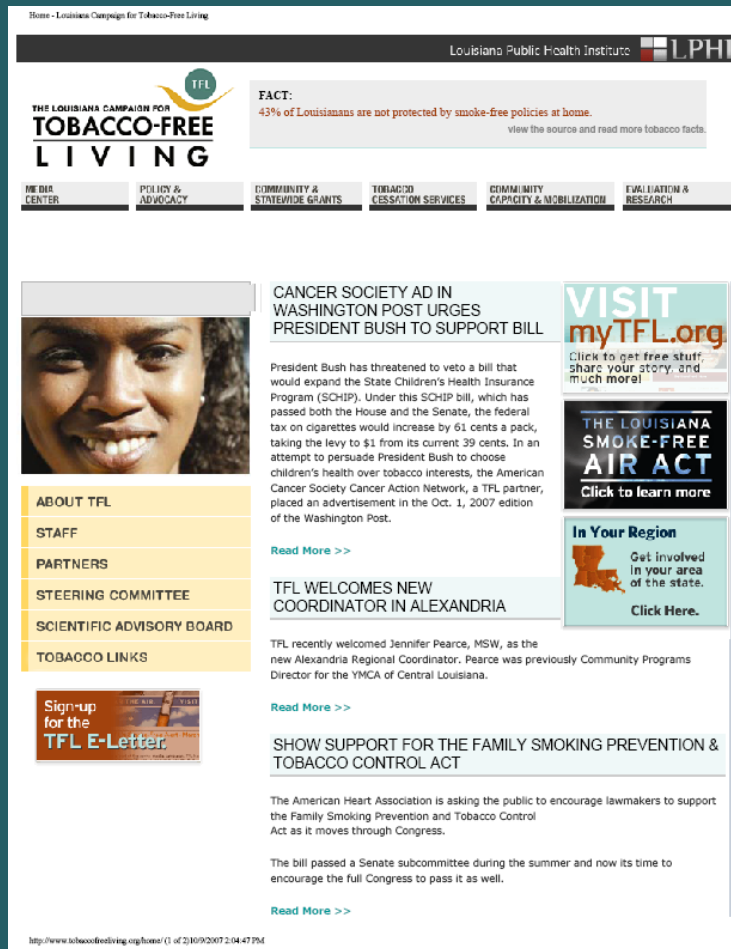
8) Collateral Material Development

- Louisiana Smoke-Free Air Act “toolkits” - a small informational folder containing inserts about law details, how to comply, and who to contact for enforcement
- All materials were made available for download on our website, www.tobaccofreeliving.org
- Matchless Matchbooks
- “Change is in the Air” t-shirts
- The toll free number, 1-866-I-AM-4-TFL, offered automated messaging containing details about the law

Planning Your Work

TFL's Homepage

Sample Materials



Home - Louisiana Campaign for Tobacco-Free Living

Louisiana Public Health Institute LPHI

THE LOUISIANA CAMPAIGN FOR TOBACCO-FREE LIVING

FACT:
43% of Louisianans are not protected by smoke-free policies at home.
[view the source and read more tobacco facts.](#)

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CANCER SOCIETY AD IN WASHINGTON POST URGES PRESIDENT BUSH TO SUPPORT BILL

President Bush has threatened to veto a bill that would expand the State Children's Health Insurance Program (SCHIP). Under this SCHIP bill, which has passed both the House and the Senate, the federal tax on cigarettes would increase by 61 cents a pack, taking the levy to \$1 from its current 39 cents. In an attempt to persuade President Bush to choose children's health over tobacco interests, the American Cancer Society Cancer Action Network, a TFL partner, placed an advertisement in the Oct. 1, 2007 edition of the Washington Post.

[Read More >>](#)

TFL WELCOMES NEW COORDINATOR IN ALEXANDRIA

TFL recently welcomed Jennifer Pearce, MSW, as the new Alexandria Regional Coordinator. Pearce was previously Community Programs Director for the YMCA of Central Louisiana.

[Read More >>](#)

SHOW SUPPORT FOR THE FAMILY SMOKING PREVENTION & TOBACCO CONTROL ACT

The American Heart Association is asking the public to encourage lawmakers to support the Family Smoking Prevention and Tobacco Control Act as it moves through Congress.

The bill passed a Senate subcommittee during the summer and now its time to encourage the full Congress to pass it as well.

[Read More >>](#)

[Sign-up for the TFL E-Letter](#)

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Click to get free stuff, share your story, and much more!

THE LOUISIANA SMOKE-FREE AIR ACT
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<http://www.tobaccofreeliving.org/home/> (1 of 2) 10/9/2007 2:04:47 PM



Planning Your Work

9) Defending the Victory

- TFL conducted indoor air monitoring studies at restaurants and bars with hand held air monitors before and after the enactment of the law.
- The results garnered additional earned media coverage to help defend the law when it came under attack during this year's legislative session.
- Polling data revealed 81% support for the law was released after implementation – valuable data for media to report!

Outcomes

- TFL earned more than 110 positive to neutral media articles and letters one month prior to and one month following the enactment of Act 815 (\$396,448.00 earned media value, 3,807,710 impressions)
- Effective management of a majority of discussions and messaging
- Limited negative coverage in the media
- Public opinion polling revealed 81% of registered voters in Louisiana are in favor of the fact that The Louisiana Smoke-Free Air Act eliminates smoking in Louisiana restaurants
- A 95% compliance rate statewide among Louisiana restaurants according to the Louisiana Office of Alcohol and Tobacco Control
- Ample thanks from people in the public via email and in the field



Next Steps

- Awareness raising tactics including paid and earned media efforts planned for the one year anniversary of the law highlighting support and compliance
- Continued defense of the law and strategy development to counter attacks aimed at weakening the law
- Organizing communities to advocate for stronger smoke-free laws at the local level

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