



Success!

Local Public Health Policy Interventions

Practical Lessons from Tobacco Control

Applicable to other areas of public health policy

SmokeFree  NC.gov

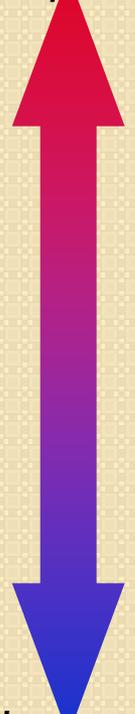
North Carolina. Now serving smoke-free air.

Today's topics

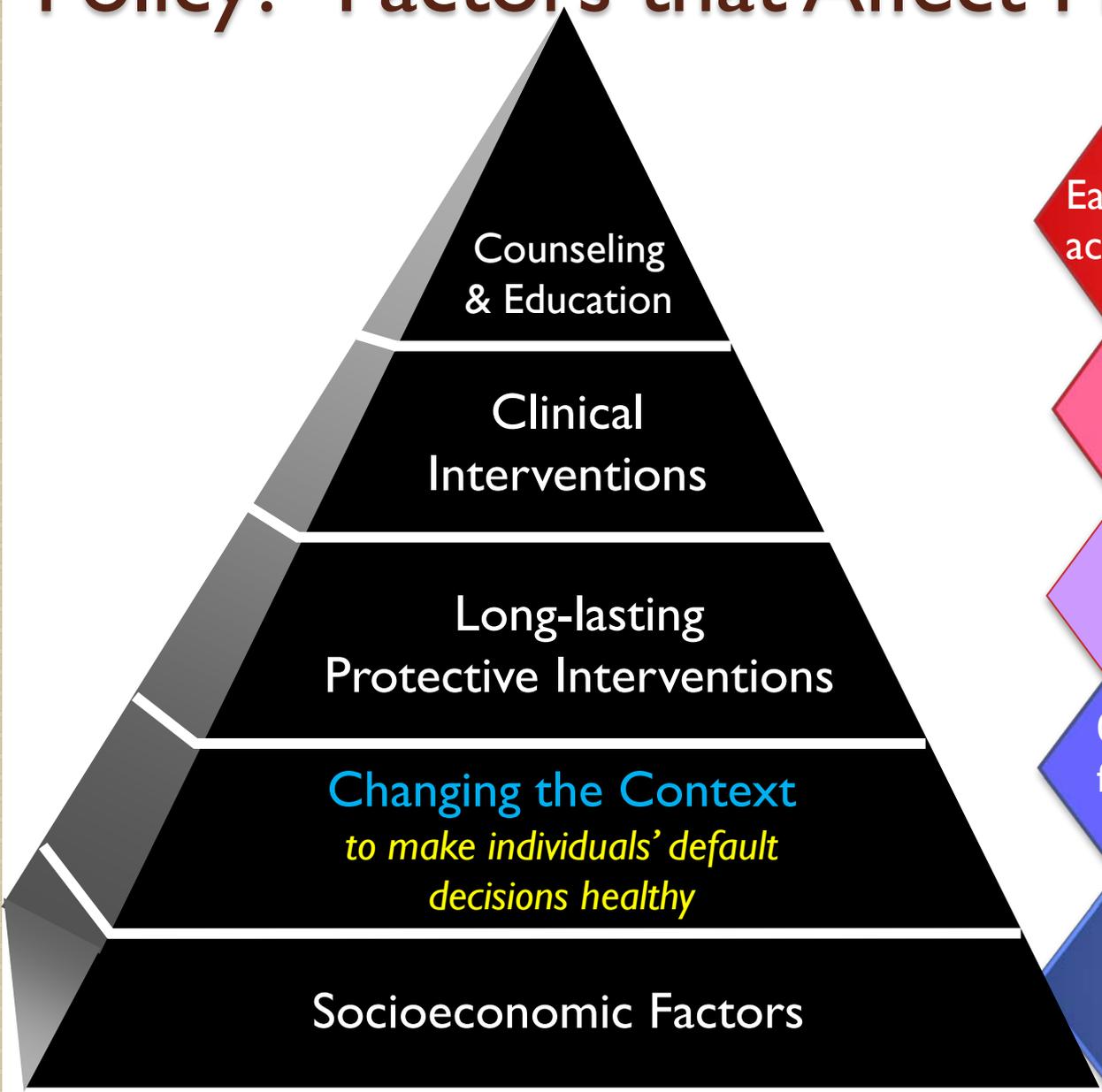
- Why Policy?
- Planning for policy success
- Passage of the Policy is only the start:
Keys to success in Implementation
- Evaluation of Policy Interventions
- Next Steps

Why Policy? Factors that Affect Health

Smallest Impact



Largest Impact



Examples

- Eat healthy, be physically active
- Rx for high blood pressure, high cholesterol, diabetes
- Immunizations, brief intervention, cessation treatment
- 0g trans fat, salt, smoke-free laws, tobacco tax
- Poverty, education, housing, inequality

9 Strategy Questions

Plan Strategically (Looking Outward)

1. What do we want? (**GOALS**)
2. Who can give it to us? (**AUDIENCES, KEY PLAYERS, POWER-HOLDERS**)
3. What do they need to hear? (**MESSAGES**)
4. Who do they need to hear it from? (**MESSENGERS**)
5. How can we get them to hear it? (**DELIVERY**)

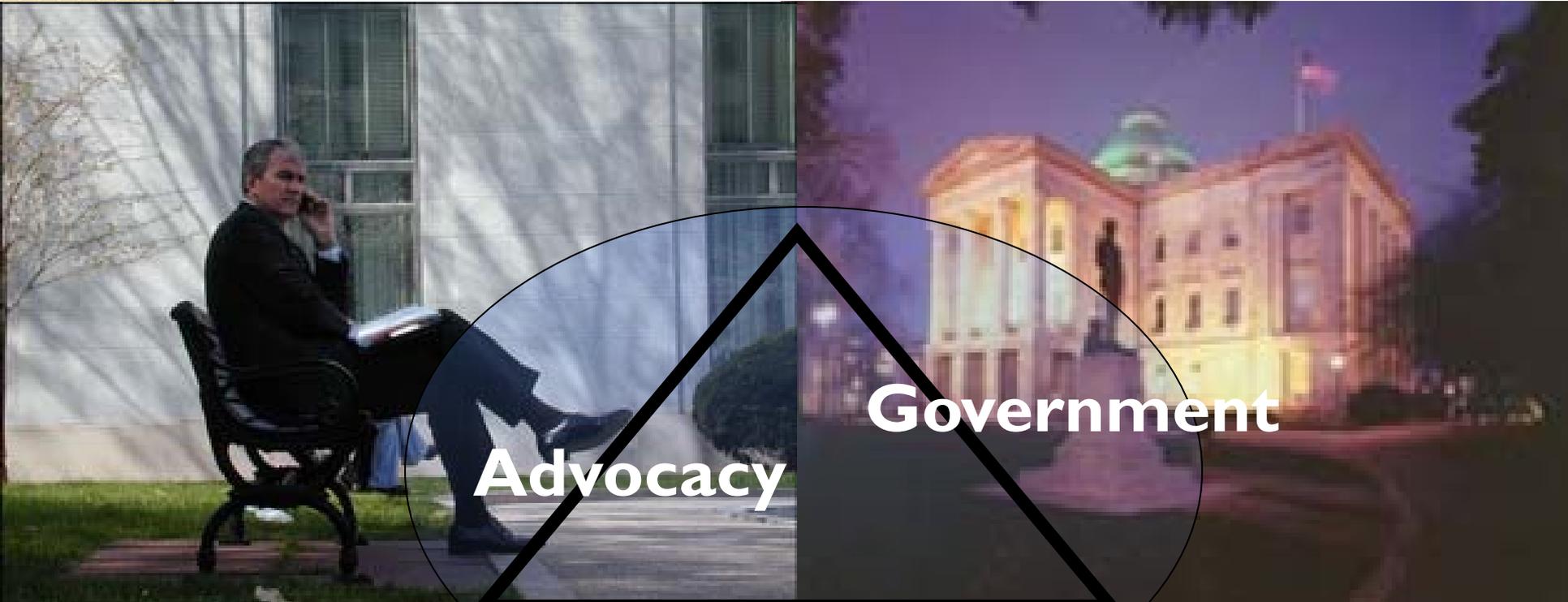
What do you want?

- Name your local public health policy priorities for 2012:

Who can give it to you?

- Who has the authority?
- Is this a public policy issue or private policy issue?
- What policy body is needed to vote on this policy issue?
- Which decision-makers are the best place to start to help you achieve your goal?
- What are the routes of influence?
- Who has the clout?

Three Sides of Influence



SWOT analysis

Internal

Strengths

-

Weaknesses

-

External

Opportunities

-

Threats

-

SWOT

Smoke-free Multi-Unit Housing

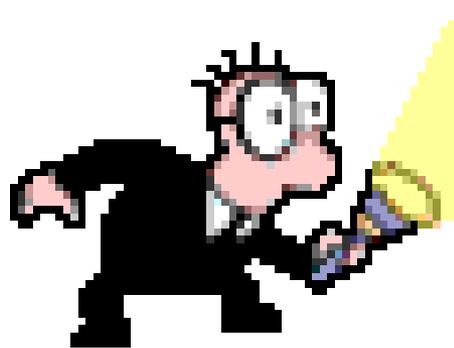
Internal	Strengths <ul style="list-style-type: none">• History of success in promoting smoke-free environments (bars & restaurants law)• Strong relationships between TPCB and local health departments• Qualified staff (legal, communications, management)• Online resources available in smoke-free housing toolkit• Funding from Community Transformation Grants	Weaknesses <ul style="list-style-type: none">• Limited TPCB staff to devote to the issue• Limited ability to use social/digital media
	External	Opportunities <ul style="list-style-type: none">• Housing industry conferences for presenting and networking• Potential alliances with housing industry leaders & organizations• New properties being built (potentially smoke-free)• Existing property managers to educate about the health/business benefits of smoke-free policies

What do they need to hear?

- Clear focused messages on the benefits of the policy
- Repeated over and over
- Sung in harmony from diverse singers
- (No discordant notes – have upfront agreement with key partners)
- Anticipate and have talking points in your hip pocket to cover concerns, questions or threats

Media Advocacy:

- Uses the news to create public interest around an issue – emphasizing the *community's responsibility* to create sound public policy to address the issue.



Media Advocacy to Help Pass Policy

- News coverage and opinion writing coordinate to draw attention to the problem and its policy solution.
 - Leaders seek news media to learn
 - What should I think about?
 - How should I think about it?
 - Who is responsible?
 - Who is an expert?
 - What should be done?
- Media messages impact social norms and policy.

Advice to Media Advocates

- Don't get hung up on describing the problem, and quickly move to solutions. (the 80/20 rule)
- Focus on the community's responsibility to address the problem, not the individual's.
- Explain how the policy change will save lives and money, increase opportunities and right an injustice.

Who do they need to hear it from?

- Constituents
- Experts
- Survivors and others impacted
- Young people...future constituents!
- Those the policy impacts economically
- Those who have their ear and can influence them...
- And did I mention constituents?

Stop and celebrate! Celebrate publicly and often!

(However, Policy Success does not end with the bill signing! ...it is just the beginning)



Photo Credit: Ted Richardson
News and Observer

9 Strategy Questions

Plan Strategically (Looking Inward)

6. What have we got? (ASSETS and RESOURCES)

7. What do we need to develop? (GAPS)

8. How do we begin? (FIRST STEPS)

9. How do we tell if it's working? (EVALUATION)

Determine methods for compliance and enforcement



**NO
SMOKING**
-Indoors-

G.S. 130A-497

1-800-662-7030 www.smokefree.nc.gov

Determine methods to track compliance

TPCB: SmokeFree.NC.Gov - Data - Windows Internet Explorer provided by MSN & Bing

http://tobaccopreventionandcontrol.ncdhhs.gov/smokefreenc/data-021410.htm

File Edit View Favorites Tools Help

★ Favorites | TPEP Tobacco Prevention a... | Free AOL & Unlimited Internet | Free Hotmail | Web Slice Gallery | Bing Traffic | Suggested Sites

TPCB: SmokeFree.NC.Gov - Data

Accreditation
 NC Public Health
 Incubator Collaboratives
 PH Quality Improvement

Centers for Disease Control & Prevention (CDC) Links

CDC Home Page
 CDC Health Topics
 CDC Image Library

Get Adobe Reader
 TO ACCESS PDF FILES

Summary Report: February 8 - February 14

(Back to the [current report.](#))

Status of Enforcement Actions in Response to Non-Compliance with the North Carolina Smoke-Free Restaurants and Bars Law (S.L. 2009-27)

County	Business Name	Street Address	Date of Enforcement Action*	Status of Enforcement
Buncombe	The Log Cabin	17 Lee Street	1. 01/22/2010 2. 01/27/2010	1. First Violation Warning Letter 2. Second Violation Warning Letter
	Allstars Sports Bar and Grille	2186 Hendersonville Rd.	01/27/2010	First Warning Letter
	Magnolia Bar & Grille	26 Walnut St.	01/25/2010	First Warning Letter
	Tressa's	28 Broadway	01/25/2010	First Warning Letter
Craven	Chopper's Place	310 East Main Street	01/21/2010	First Warning Letter
	Jean's Place	330 East Main Street	01/21/2010	First Warning Letter
	L&D Convenient Mart	3419 Oaks Road	01/12/2010	First Warning Letter
	Olivia's Cabaret	400-A Fontana Blvd.	02/04/2010	First Warning Letter
Lee	Schooly's Too	102 C East Trade St.	02/09/2010	First Warning Letter
Macon	JD's	407 East Main St.	02/03/2010	First Warning Letter
New Hanover	Juggling Gypsy - Hookah Bar and Restaurant	1612 Castle St.	02/05/2010	First Warning Letter
Orange	Hookah Bliss	418 West Franklin Street	02/10/2010	Second Violation Warning Letter
Pitt	Marlins	2590 Railroad St.	02/10/2010	First Warning Letter

Done

Internet 100%

start | 4 Microsoft... | Internet... | 3 Microsoft... | 4 Microsoft... | 2 Window... | 3:49 PM

Local and State Coordination: KEY to success



“The Dream Team”

Preparing for Implementation: NC Restaurant and Bars Law



Develop an Implementation Timeline:

6 months before to 1 year after

<http://www.goingsmokefree.org/index.html>

Implementation Timeline - Toolkit for Implementing Smoke-Free Laws - Windows Internet Explorer provided by MSN & Bing

http://www.goingsmokefree.org/timeline/index.html

File Edit View Favorites Tools Help

★ Favorites | TPEP Tobacco Prevention a... | Free AOL & Unlimited Internet | Free Hotmail | Web Slice Gallery | Bing Traffic | Suggested Sites

Implementation Timeline - Toolkit for Implementing Sm...

Home Getting Started **Timeline** Implementation Tools Links

The following is a suggested timeline and checklist for planning and preparing for your new smoke-free law. We have identified both potential activities leading up to implementation, as well as those following the effective date.



Implementation Timeline

Download the complete implementation timeline in one document.

Most smoke-free ordinances at the local level take effect 30 to 60 days after enactment. Statewide laws may allow more time to prepare for implementation and even provide funding for this purpose.

For statewide laws, it is recommended to allow three to six months between enactment and the effective date to prepare for implementation.

If your local or state law *doesn't* provide this much time, that's OK. A critical lesson we've learned from experience is to be proactive, try and catch up, and *do what you can* to plan and prepare.

If you would like help using this checklist and the other materials on this website, contact one of the [states](#) or [communities](#) that have already implemented a law like yours or a national organization like [Americans for Nonsmokers' Rights](#) or the [Campaign for Tobacco-Free Kids](#).

[See what you need to do six months before implementation](#)



- Six Months Before
- Three Months Before
- One Month Before
- Implementation Day
- Immediately After Implementation
- Three Months After
- Six Months After
- One Year After

Internet 100%

start 4 Microsoft... 2 Internet... 2 Microsof... 2 Microsof... 2 Window... 2:51 PM

UNC SCHOOL OF GOVERNMENT

About the School Courses and Resources Library Master of Public Administration Publications

Search

North Carolina Public Health Law

- [Legal Information by Topic](#)
- [SOG Public Health Law Training](#)
- [Legislative Updates](#)

North Carolina Public Health Law

[Home](#) [Contact Us](#)

Smoking in Public Places: Webinar Series

In January 2010, a sweeping new statewide law governing smoking in public places went into effect. It prohibits smoking in most restaurants and bars and grants expanded authority to local governments to regulate smoking in many other public places. In an effort to get detailed implementation information about this new law out to local governments as quickly as possible; the School of Government collaborated with the Tobacco Prevention and Control Branch of the N.C. Department of Health and Human Services, Division of Public Health to develop a five-part webinar series. The first three webinars were overview webinars designed for three particular audiences ? local health directors, public health staff and county attorneys. The fourth webinar focused on enforcement strategies and the fifth on the expansion of local authority to regulate smoking in public places. Thanks to generous grant funding secured by the Division of Public Health, we are able to offer free access to archives of all five webinars. Materials referenced by the speakers during the programs are also provided below.

Archived Webinars

- (1) Overview for local health directors (9/18/2009)
 - [View archived webinar](#)
 - [PowerPoint presentation](#)
- (2) Overview for health department staff (10/29/2009)
 - [View archived webinar](#)
 - [PowerPoint presentation](#)
- (3) Overview for local government attorneys (11/18/2009)
 - [View archived webinar](#)
 - [Powerpoint presentation](#)
- (4) Enforcement strategies (9/1/2010)
 - [View archived webinar](#)
 - [Powerpoint presentation](#)
 - [Speaker contact list for local enforcement webinar \(9/1\)](#)
- (5) Local authority to regulate smoking in public places (2/11/2011)
 - [View archived webinar](#)
 - [Powerpoint presentation](#)
 - [Speaker contact list](#)

SmokeFree NC.gov

North Carolina. Now serving smoke-free air.



Announcements

» **House Bill 2 Goes Into Effect Jan. 2, 2010**

- Welcome
- The Law
- Proposed Rules
- Frequently Asked Questions
- Tools for Businesses
- Educational Materials
- Secondhand Smoke
- Quitting Tobacco Use
- Contact Us: Local Health Departments
- Complaint Form: Reporting Violation(s)
- Submit a Thank You

Starting January 2, 2010, nearly all restaurants and bars in North Carolina and many lodging establishments will be smoke-free, thanks to S.L 2009-27 (G. S. 130A-496), otherwise known as North Carolina's Smoke-Free Restaurants and Bars Law. On this site you will find information about the law, frequently asked questions, tools for businesses to prepare for the law and information for citizens. Starting January 2, 2010, you can also come here for information on how to report a violation of the law.



DHHS Disclaimer

Last Modified: Monday, October 19, 2009 3:27 PM

Once the Policy is Passed

- Media work turns to educating those affected by the policy:
 - Framed in a positive way
 - Emphasizing the benefits to the community
 - Assuming support and cooperation

THANKS FROM THE BOTTOM OF OUR LUNGS

THE NORTH CAROLINA LEGISLATURE IS PROTECTING OUR RIGHT TO BREATHE CLEAN AIR.

Starting January 2, 2010, secondhand smoke is no longer a threat to the health of workers and customers in North Carolina restaurants and bars. Thanks to members of the North Carolina General Assembly and Governor Bev Perdue for making public health history.

Thanks to these dedicated lawmakers, we can all breathe a little easier.



Evaluate!

- To make sure the policy is in effect
- To make sure the policy is having the intended results (and there are not unintended consequences)

Smoke-free Laws: Evaluation Overview

- **Five key outcomes**

- Public support

- Compliance

- Air quality

- (or other intermediate measure)

- Employee health

- Economic impact

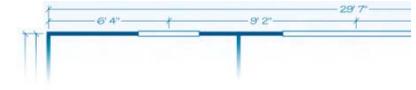
- **Four factors to consider in selecting studies**

- Stage of policy process

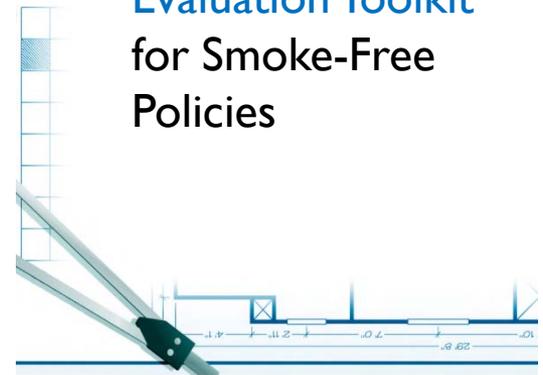
- Issues of interest

- Exemptions

- Resources



CDC's
Evaluation Toolkit
for Smoke-Free
Policies



Lessons learned

- **Focus on Results:** Successful policy achieve more with less by making the healthy choice the easy choice
- **Educate, Inspire and Celebrate Successes!** Winning teams attract partners
- **Keep it LOCAL and LOUD** visible, in the news, in the community. Positive works best in NC!
- **Sometimes you have to Go Slow to Go Fast:** It is OK to take small steps toward incremental policy change as long as it doesn't close the doors on future progress
- **Contribute practice-based evidence.** Where there is not yet evidence, but there is community interest, concern and innovative ideas, partner with researchers to create practice-based evidence.



Thank you!

**North Carolina Tobacco
Prevention & Control Branch**

Sally Herndon, M.P.H.

(919) 707-5401

Sally.Herndon@dhhs.nc.gov



<http://www.tobaccopreventionandcontrol.ncdhhs.gov/>