

**Clean Indoor Air Panel Presentation
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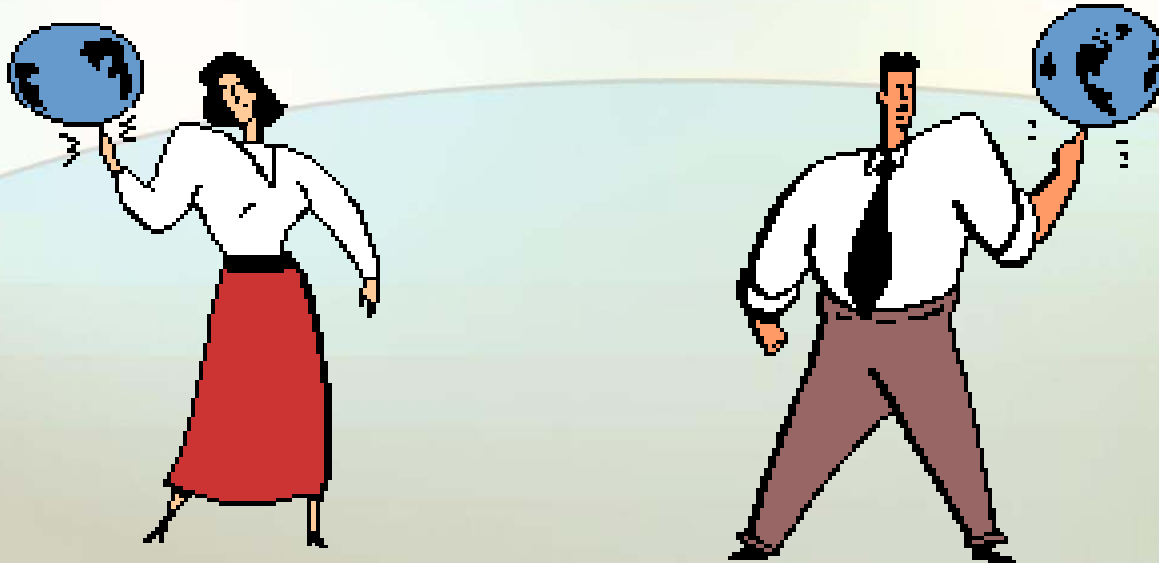
Who am I and why am I here?

- *New Mexicans Concerned About Tobacco* (NMCAT) is the statewide coalition in New Mexico, established in 1997, focused on creating responsible public policies that would discourage smoking and spit tobacco use and reduce tobacco-related death and disease.
- I've been the Director of NMCAT since Jan. 2002, and have been working in tobacco control for the past 8 years.
- In 2001, NMCAT received Robert Wood Johnson Foundation funding to work toward strengthening Albuquerque's clean indoor air ordinance. Major partners include ACS, AHA, ALA, CTFK, LCAT, NMMS.
- In 2002, the Albuquerque Clean Indoor Air Ordinance amendment was introduced, and was passed on St. Patrick's Day 2003. The CIAO took effect July 3, 2003.
- Albuquerque's ordinance covers all places of employment, most public places including restaurants, day care facilities, 75% of hotel rooms, and the Albuquerque BioPark. Bars, private clubs, and portions of bowling alleys and bingo halls are exempt.
- NMCAT provides training and technical assistance to local coalitions to support their education and policy efforts.

Why are we here today?

- Tobacco control is addictive.
- Once you discover the power you have, you can't stop – and you *shouldn't* stop until you've done everything you can to reduce the toll of tobacco, without burning yourself out.
- Health is a right – Smoking is a personal option.
- Clean indoor air policies are spreading – it's a GOOD HEALTH epidemic!
- Policy is a key piece of the whole pie that includes prevention and cessation efforts.

Policy Advocacy changes cultural and community norms.



There are few public policies that have the *immediate* positive impact on public health and quality of life a clean indoor air ordinance will have.

1 Mistake Coalitions Make...

**....starting an ordinance effort too soon
without doing the homework about their
community....**

**Educate, Educate, Educate...
then legislate!**

Dr. Stan Glantz

Who should you involve in a clean indoor air policy campaign?

- Do an inventory of current members of your coalition.
- Identify your “dream team”.
- Include grasstops & grassroots – people with power and influence and people who are willing to work.
- Like most other successful efforts to change policy, it’s all about relationships. “Partnership” and “collaboration” should become key words in your vocabulary.

This is a Community Issue!

- Coalition must reflect the community makeup.
- Ensures that the team has a wide variety of different backgrounds, experiences and ideas.
- Avoids limited perspectives.
- Ask for outside “expert” advice when you need it, but keep the core of your campaign local.

Successful Coalitions...

- Choose a unifying issue
- Understand and respect institutional self-interests
- Develop a realistic budget
- Agree to disagree
- Celebrate significant victories
- Distribute credit fairly

Community Profile

- What is your tobacco control history & base?
- What is the level of community awareness of secondhand smoke?
- What are the current local tobacco control policies?
- How is policy made in your community?
- What is the political climate and who are the players? What do you know about them?
- Who are the power brokers?
- What is your relationship with the media and your previous media advocacy experience?
- Who are your allies and opinion shapers?
- Who will be your strongest opposition?

Plan With Data

- Only gather data that will assist you in making decisions.
- What relevant data is out there?
- Are there existing public opinion surveys for your community? If not, find a way to get one done!
- Avoid “analysis paralysis” --- you will probably never have all of the data you need, or that you think you need.
- Compile all your information and data in a usable form – Create a Resource Binder.
- Stay aware of current info, studies, and developments in tobacco control that could impact your efforts.

Principles of a Successful Campaign

- **Learn to think and plan strategically!**
- Win real improvements in people's lives.
- Give people a sense of POWER.
- Alter the relationship of POWER.
- Think of this policy effort as a true "campaign" and create a campaign "team".

Why create a campaign team for tobacco control policy?

- Multi-tasking to achieve sound tobacco control policies can make you crazy if you aren't organized, with a strong support team. Consider this a "preventive" measure!
- Convincing policy makers to give you what you want needs to be approached realistically as a political campaign – it's not enough to think you're "right".
- Winning is about strategy, not just tactics, and you have to have a specific game plan.
- Campaign teams can develop focused messages and strategies and respond to a specific issue, regardless of what is going on with another issue.

Why create a campaign team for tobacco control policy? (cont'd)

- Staff, volunteers, and advocates need to know who's in charge of making the coalition's priority efforts happen and who to go to for answers or to get involved.
- Campaigns give volunteers lots of specific things to do and makes them feel needed – they are an essential component of any successful campaign!
- It is important to be **CONSISTENT** and **UNIFIED** if you want to win.
- Your work isn't done once a policy goal is achieved – there are implementation, enforcement, media, and sometimes legal challenges to deal with. Campaign teams can plan for and undertake those “follow up” tasks.

Summary

- **Know your community readiness and profile before you launch a policy campaign.**
- **Educating your community members to understand *why* clean indoor air will benefit them is as important to changing community norms as enacting an ordinance.**
- **Develop a strong and healthy coalition that reflects the diversity of your community.**
- **Assemble your tools before you start constructing the policy.**
- **Relationships are everything.**
- **Learn to think strategically.**
- **Policy is a continuum – Education, Ordinance, More Education.**
- **Be persistent – Never give up.**

Look at a stone-cutter hammering away at his rock, perhaps a hundred times without as much as a crack showing in it. Yet at the hundred-and-first blow, it will split in two, and I know it was not the last blow that did it, but all that had gone before.

-- Jacob A. Riis

Thank You
**for taking the time to be
here today!**

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