

CAMPAIGN CHRONICLES

A CAMPAIGN NEWSLETTER FOR COMMUNITIES
WORKING WITH THE CENTER

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The CENTER FOR TOBACCO POLICY & ORGANIZING

 **AMERICAN LUNG ASSOCIATION**
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SOLANA BEACH: SMOKE-FREE & ORGANIZED

By Brian Peterson,
Project Director

California's first smoke-free beach ordinance took effect in late November thanks to the community organizing efforts of dozens of San Diego area advocates.

The successful campaign was lead by the San Dieguito Alliance for Drug-Free Youth, and supported by the member organizations and individuals of the Tobacco-Free Communities Coalition of San Diego County.

Campaign organizers identified incremental policy goals, assessed the political environment and documented the problem. They made presentations to city council members, collected and counted cigarette butts, and conducted a public opinion survey of beach-goers. Throughout the process, they gathered support from key organizations that had some stake in the outcome.

The Alliance's Youth Tobacco Prevention Corps was instrumental in securing polices from three cities to establish a smoke-free beach day

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BUTTS ARE LITTER: SHORT-TERM SOLUTIONS TO A MESSY PROBLEM

By Jim Smith,
Organizing Consultant

Santa Barbara, like so many coastal communities in California, is renowned for its beautiful beaches and vibrant culture. But cigarettes can muck up even the most pristine settings. And it's a real problem in Santa Barbara where cigarette butts are polluting their beautiful beaches and popular community gathering places.

In June, CEASE (Coalition Engaged in a Smoke-free Effort) contacted the Center and asked for some short-term organizing assistance around the problem of pollution/litter from cigarette butts.

Unlike some short-term campaigns the Center has been involved in, CEASE had already chosen the issue to be addressed – cigarette butts – before we'd even arrived. So, the Center focused on recruitment of new members based on the Butts Are Litter campaign. In July, Malka Kopell and Jim Smith led CEASE members in exercises where they brainstormed names and organizations that might be interested in working with them on the Butts Are Litter Campaign and then talked about how to approach the people they had targeted.

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CX + CO = POWER

ADDING COMMUNITY ORGANIZING TO YOUR CX PROCESS

By
Vanessa Marvin, Organizing Coordinator
& Jack Nicholl, Campaign Consultant

The current Communities of Excellence (CX) process is a great opportunity to find out if community organizing belongs in your work plan.

CX allows you to assess how your community stacks up in relation to standardized indicators and assets that address tobacco control issues.

Among the core indicators are your community's success in passing local policies like tobacco retailer licensing, smoke free entryways and parks, etc.

It is likely that the CX assessment in many counties will call for increased success in local policy work. If your city or county reaches that conclusion, remember that community organizing is an indispensable element of success in most policy change especially if you are working on a tougher, more controversial issue, or if your local elected officials are not that receptive to your policy proposal.

In such cases, community organizing allows you to mobilize your

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and then later a smoke-free beach month. The Solana Beach city manager issued a report recommending that municipal parks and beaches be smoke-free year round.

But even with this strong administrative support, the campaign went on to mobilize community support to ensure decision makers saw this as an issue demanded by the community. Traditional partners included Heart, Lung, Cancer, and the Youth Tobacco Prevention Corps, but organizers also looked to other interested groups. The Surfrider Foundation, local lifeguards, and even law enforcement joined in support of the effort.

The day the Solana Beach City Council was to decide the matter, the chambers were filled with supporters from a half dozen different community organizations, with speakers from each ready to testify. The vote was unanimous in favor of making Solana Beach public parks and beaches smoke-free.

To highlight the new law, organizers conducted a publicity event Friday November 21st that garnered local, national, and even international, media attention. To solidify future relationships, organizers made a special point of inviting not only Solana Beach City Council members, but also County Supervisors and even their elected state and congressional representatives

Congratulations to our San Diego advocates!

Special thanks to Debbie Kelley of ALA of San Diego & Imperial Counties.

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In August, the Center helped CEASE begin campaign planning by assessing the issue of cigarette butts and beginning to develop a campaign strategy. Documentation of the problem was pretty easy. Pre-existing campaigns against cigarette butt pollution had already identified that cigarette butts are a major source of litter in the United States – over 176 million pounds are discarded every year! The challenge for CEASE was to document the extent of cigarette butt litter on a local level. To do this, CEASE members began talking to surf organizations and local environmental activists and researchers whose names had been generated in brainstorming sessions.

For strategy development, CEASE began filling out a strategy chart for the campaign, by defining their

objectives and assessing their organizational strengths and weaknesses for the BUTTS are litter campaign.

CEASE then used the strategy chart to focus and narrow its initial campaign objectives. They decided to begin an educational campaign in the Spring of 2004 with the City of Goleta and then to expand their efforts to other parts of the County. They will begin assessing the problem of cigarette butt pollution at specific sites in Goleta in January. In February they will begin recruiting allies in Goleta they identified while creating their strategy chart.

The Center has been able to help CEASE develop an action plan for a campaign and CEASE is ready to roll, which is the objective of all of our short-term consulting efforts. If you think your coalition might need similar short-term help, give us a call!

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community to display support and to encourage your elected officials to pass it. Demonstrating this power is often difficult for our traditional Prop 99 coalitions. But with help from the Center, building community power behind your policy goal is possible. In addition, you can pass stronger ordinances than you might otherwise be able to, and in the process build a stronger tobacco control community and strengthen alliances with other organizations.

The CX assessment is a road map to designing your work plan. It will guide you towards which policy goals to adopt, and it will help answer key questions like: how supportive will the community, key

opinion leaders and elected officials be of your policy objectives? The ‘political environment’ in which you will be advocating your policy proposals is critical for determining your strategy. Can you win these policy goals with a purely “insider” strategy using personal relationships with your decision makers, or will you need to mobilize the community to educate and lobby elected officials?

Make time in your work plan to build an on-going relationship with the Center for Tobacco Policy and Organizing and TALC. These two organizations working together will make for better policy and better organizing leading to better results in your policy work.

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