

CAMPAIGN CHRONICLES

A NEWSLETTER FOR COMMUNITIES
WORKING ON TOBACCO CONTROL POLICIES

Produced by

The CENTER FOR TOBACCO POLICY & ORGANIZING

AMERICAN LUNG ASSOCIATION
of California
www.californialung.org/thecenter

TOBACCO CONTROL ADVOCATES CONVERGE ON STATE CAPITOL

The Center for Tobacco Policy and Organizing joined the Priority Partnerships, Local Lead Agencies, other Prop-99 funded agencies and TCS to host the first-ever unified Capitol Tobacco Education Days on April 18-19th. More than 100 participants from around the state converged on the State Capitol with a key message – California’s landmark reduction in tobacco use is no accident; it is the result of the hard work of dedicated public health professionals, policy makers, and public health organizations. But... tobacco is still a major public health problem in California.

The two-day event began with a warm welcome from Robin Shimizu, Assistant Chief of the Tobacco Control Section, California DHS, and Lourdes Baezcondé-Garbanati, Project Director for the Hispanic/Latino Tobacco Education Partnership. Then Jim Sweeney, Bureau Chief for Copley News Service, and Debra Gravert, Chief of Staff for Assembly Member Fran Pavley (D-Agoura Hills), provided their insights on Capitol

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A SNEAK PREVIEW...

The Center, together with our statewide partners, will be hosting a teleconference series to build the capacity of local communities to organize around the issue of **smokefree multi-unit housing**. This conference call series is intended for those already starting to work on smokefree housing and those

eager to learn more about what these campaigns will entail. Smokefree housing campaigns are the new frontier, and these TA calls will help you take your first steps confidently and strategically. The monthly call series is expected to begin in October. ☼

EDUCATING LEGISLATORS LOCALLY

DISTRICT DAYS: A NEW OPPORTUNITY TO BUILD AND STRENGTHEN RELATIONSHIPS WITH LEGISLATORS IN THEIR DISTRICTS

The Center is sponsoring **Local Legislative District Days** to encourage you to visit your legislator’s district offices during the **week of October 17th-21st**!

This is an excellent opportunity to involve coalition members or key community leaders who were not able to come to Sacramento for a Capitol legislative visit in the Spring. Local visits are an important part of maintaining an ongoing dialog between you and your representatives. They also serve to build a relationship with district staff - key individuals in your efforts to stay connected with your legislators.

As October approaches, The Center will provide you with more information on scheduling and holding district meetings (including template materials you can localize and strategic advice from a current district staffer). We hope that you and your coalition members will get involved in Local Legislative District Days. For more information, call The Center. ☼

TECHNICAL ASSISTANCE CALLS FOR DISTRICT DAYS

Thursday, September 8th, 2:00 to 4:00 p.m.

Never done a district visit before? This call will be an opportunity to learn more about setting up a meeting and why they are so important.

Wednesday, October 12th, 10:00 to Noon

With district visits fast approaching, this call will be a chance to talk more about your message and the meetings themselves.

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Welcome!

The Center is pleased to welcome its new Project Director, Kimberly Weich Reusché, who hit the ground running a little over two months ago.

A seasoned tobacco control advocate, Kimberly was with the Campaign for Tobacco Free Kids headquartered in Washington, D.C. for the past five years. Prior to her stint in D.C., Kimberly worked with both the Youth Media Network, a California DHS/TCS funded competitive grant, and the San Luis Obispo Local Lead Agency.

To contact Kimberly, call (916) 442-4446 x15 or email her at kwreusche@alac.org

CENTER LAUNCHES NEW ADS ON LICENSING AND SMOKEFREE HOUSING

This spring the Center for Tobacco Policy and Organizing launched two ad campaigns focusing on the topics of smokefree housing and tobacco licensing. These campaigns were intended to help advance public dialogue and policy around these two tobacco control issue areas.

The radio ads on smokefree housing aired in the Los Angeles and Sacramento media markets and ran for seven days in April 2005. The radio ads were aired on news, talk and public radio with audiences that have higher education levels, higher income and are generally politically involved. These ads were timed to run on the heels of the first-ever statewide conference on smokefree housing that was held on Thursday, April 14 in Los Angeles (see "Smokefree Conference

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SMOKEFREE MULTI-UNIT HOUSING CONFERENCE BREAKS NEW GROUND

By Jack Nicholl, Campaign Consultant

One hundred health advocates, property managers, affordable housing providers, attorneys, city officials and lenders attended the first ever conference on smoke free housing, *Smoke Free Choice: a New Amenity in Multi-unit Housing* on April 14th at the University of Southern California. The keynote address was delivered by Mary Silverstein, Vice President, Community Development Banking, Bank of America. She called smoke free housing a new amenity in rental housing that can enhance the quality of life for tenants and can be marketed effectively.

Workshops focused on topics such as: "Is Smoke Free Housing Legal?," "Lender and Developer Support," "Managing the Transition to Smoke Free Sections or Smoke Free Build-

ings," "Making it Work: Implementing Smoke Free Choice in Multi-Unit Housing." Press coverage of the conference included talk radio, Chinese, Spanish and Korean media, network news, as well as major daily newspapers in San Bernardino, Long Beach, Riverside and Los Angeles.

Work on smokefree housing is increasing all across the state, and the conference is just one example. The Tobacco Control Section of the Department of Health Services recently released a new round of grants funding efforts to organize around smokefree housing issues, and LA County has done so as well. TALC, the Technical Assistance Legal Center in Oakland, recently issued a model ordinance incorporating a variety of approaches to eliminating smoking from multi-unit housing envi-

ronments. Hopefully, this effort to protect Californians from exposure to secondhand smoke in their homes will become as wildly popular as the 1994 law, AB 13, which banned smoking in indoor workplaces in California including restaurants and bars.

The conference was hosted by the Smokefree Apartment House Registry and co-sponsored by the American Lung Association of California, The Center for Tobacco Policy and Organizing, the California Endowment, American Cancer Society, American Heart Association, LA County Tobacco Control and Prevention Program, Watts Healthcare Corporation and the Hispanic/Latino Tobacco Education Partnership among others. ☼

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Assemblymember Hector De La Torre (D-South Gate) speaking to Capitol Days attendees.

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politics and the importance of constituent meetings with legislators. Later in the day participants received training on conducting educational meetings with legislators and staff in advanced and basic breakout sessions.

The second day began with an inspiring speech from Assemblymember Hector De La Torre (D-South Gate) who emphasized the need for grassroots organizations to regularly visit their elected officials both at the Capitol and back home in their districts. Participants then headed over to the Capitol building and met with more than 80 state legislators and staff.

The event was a success - reinforcing the importance of tobacco control work throughout California to key legislators and their staff at the State Capitol. ☞

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Breaks New Ground” below). These radio ads are available for reproduction and placement in local media markets. To hear the radio ads visit the Center’s website at www.californialung.org/thecenter.

The second ad campaign was a licensing print ad focused on the importance of protecting children from tobacco by passing local and state tobacco licensing policies. In addition, the ad brings awareness to the fact that the retailer and grocer associations are fighting strong tobacco licensing policies that will reduce illegal sales of tobacco products to minors. These full-page ads were placed in two publications: California County, which reaches top and mid-management county and city officials such as local county supervisors, county management and others who pay attention to county-based issues, as well as district offices and corporations involved in private/public partnerships; and Western City, which is

the publication of the California League of Cities and reaches elected and appointed officials of 478 cities in the state. A copy of the ad is on page 4 of this newsletter. It is also available for reproduction at the local level. ☞

NEW REPORT SHOWS FIRST QUARTER TOBACCO INDUSTRY LOBBYING EXPENDITURES, KEY BILLS HIGHLIGHTED

The Center for Tobacco Policy and Organizing recently released the [Policy Report: Tobacco Industry Lobbying Expenditures in CA](#). This Policy Report shows that major tobacco lobbying organizations spent **\$326,849** in the first quarter of 2005 to influence major tobacco policy legislation.

For the first time, the report lists the bills that the tobacco lobby has worked to influence. In addition to the major tobacco manufacturers, also included in this report are the lobbying expenditures by a related group, the California Distributors Association, which represents major tobacco wholesalers and distributors in California. While not a “tobacco company” per se, the wholesalers and distributors are a key tobacco interest group, and lobby on many tobacco related measures.

This report can be found on the Center’s website at www.californialung.org/thecenter. To get detailed information about key bills, visit the Center’s website or go to <http://www.assembly.ca.gov/acs/acsframeset2text.htm> or <http://www.senate.ca.gov>. ☞

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They are *Only Children.*

Yet, everyday across California stores sell cigarettes to kids just like these. Superstores, gas stations, grocery stores, convenience markets and drug stores — they all do it.

Why do retailers still sell cigarettes to kids when it's been illegal for 100 years? Because irresponsible retailers know there are few consequences for breaking the law.

In a recent statewide survey, children, on average were able to buy cigarettes from stores 14 percent of the time they tried, while youth purchase surveys at the city and county levels show higher illegal tobacco sales rates than the statewide average. Worse yet, state law enforcement records show violations of the 100-year old law by major chain stores between 21 to 47 percent!

So then, why do the lobbyists for the grocers and retailers associations continue to fight local and state laws designed to create effective penalties for illegal tobacco sales? Laws that would help prevent children from getting addicted to tobacco? They must like the status quo. No real penalties, no consequences.

We can do something about this. But it will take a commitment from city and county officials, state legislators, law enforcement, and the public to fight grocer and retail opposition to these important policies that protect the health of our children.

To find out more about what you can do to reduce tobacco sales to children and stop the foot-dragging by the retailers and grocers, go to www.californialung.org/thecenter.

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