

CAMPAIGN CHRONICLES

No. 17 Winter 2005

Produced by

The
CENTER FOR TOBACCO POLICY & ORGANIZING

A NEWSLETTER FOR COMMUNITIES
WORKING ON TOBACCO CONTROL POLICIES

 **AMERICAN
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SMOKEFREE ENTRYWAYS FOR STOCKTON

*A winning combination of insider
relationships and coalition advocacy*

The City of Stockton joins a growing number of communities that, concerned with public exposure to secondhand smoke, have passed a smokefree entryway ordinance banning smoking within 20 feet of entryways of all buildings. Oakland and Woodland recently passed similar entryway ordinances.

With smoking banned in indoor workplaces in California since 1994, second-hand smoke lingering in the entryways of buildings has become an increasing problem. Smoking around buildings can diminish the indoor air quality of buildings as it drifts or is pulled in and can also affect those who must pass through the area.

In response to this problem the California Legislature passed Assembly Bill 846, effective January 1, 2004, banning smoking within 20 feet of a main entrance, exit, or operable window of city, county or State buildings in the state. Now more communities are hoping to extend this ban to all buildings, in order to protect all workers and passersby.

The Smokefree Entryways for Stockton (SES) campaign committee deployed a winning combination of strategies to pass their ordinance. For example, the champion of the council continued to work with her colleagues to pass the measure even after she retired. And the network of local volunteers and staff from many organizations, including the American Cancer Society and American Lung Association, was indispensable in

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HAVE WHEELS, WILL TRAVEL: CENTER ON THE GO

During the last several months the Center has been crisscrossing the state providing trainings to groups large and small. Strategic trainings are one of the free services offered by The Center to you, your coalition, and your region.

In August the Center completed strategy charts with 13 subcontractors working on policy campaigns with the Los Angeles Tobacco Control & Prevention Program on issues ranging from smokefree housing to tobacco retailer licensing. In November the Center went back to strategize about techniques for recruiting new members to their campaign committees. Recruiting new members and community leaders is one of the most difficult challenges facing local policy campaigns and the Center's recruitment trainings are designed to assist groups over this hurdle effectively.

In November tobacco control staff and volunteers from many Northern California counties attended a day-long regional training in Redding. The sessions focused on "Re-energizing Your Coalition" and on how to use the Midwest Academy Strategy Chart. One important objective of the training was getting people involved in smaller, more rural communities.

FREE CENTER TRAININGS

- Organizational Recruitment
- Coalition Building Assistance
- Assessing Your Political Environment
- Strategic Planning Sessions
- Completing the Midwest Academy Strategy Chart

For more information call Vanessa Marvin at (916) 442-4299 x12.

In addition to these regional trainings, the Center has been working with local coalitions around the state to plan their campaign strategies and to complete their strategy charts. The Center has collaborated with advocates and coalitions in San Luis Obispo, Napa, Lake, and Alameda counties and with organizations such as the LGBT Tobacco Education Partnership and Asian American and Pacific Islander Partnership.

These fun, interactive sessions are available to your coalitions as well! If you want training or a strategy session from the Center give us a call. The Center can help you narrow down your issue, do a political assessment, complete a strategy chart, recruit new members, and re-energize your coalition. We personalize every training to fit your local needs. ☘

MARK YOUR CALENDARS!

Next year's Capitol Tobacco Information & Education Days will be held
April 19 & 20, 2006.

Come yourself or provide an exciting opportunity for a coalition member to come to Sacramento and meet their legislator!

WELCOME!

The Center is pleased to welcome Meredith Nixon as the Center's new Policy Coordinator.

Meredith is a recent graduate of the University of California, Davis School of Law. Most recently, Meredith worked as a law clerk in the Assembly Judiciary Committee. Prior to attending law school, Meredith worked as a post-graduate researcher for Stanton Glantz in the Institute for Health Policy Studies at UCSF where she researched and wrote about tobacco control issues.

To contact Meredith, call (916) 442-4299 x13 or email her at mnixon@alac.org.

2006 LEGISLATIVE SESSION BEGINS

On January 4th the second year of the two year legislative session begins. Look for updates from the Center about key tobacco related bills and legislative committee and floor votes. Remember to keep your legislator informed about the tobacco control work being done in your community. To find out who represents you in Sacramento go to <http://www.leginfo.ca.gov/yourleg.html> and type in your zip code.

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maintaining public pressure on the city council.

The Smokefree Entryways for Stockton campaign began several years ago to address complaints received by the San Joaquin Public Health Department regarding the increasing number of smokers standing directly outside entryways. The county tobacco coalition formed a subcommittee comprised of health education organizations, community groups, and volunteers. The Smokefree Entryways for Stockton committee began working with the Center in 2003.

The SES committee worked hard to demonstrate public support for the ordinance. They gathered organizational endorsements, collected petition signatures, and published an Opinion piece in the local newspaper, the Stockton Record. In addition, with the Center's assistance, SES conducted a poll of Stockton registered

voters which showed that 69% were in support of prohibiting smoking within 20 feet of entryways. The poll also determined that one in three households (33%) contained someone who had a chronic illness made worse by exposure to second-hand smoke.

In addition to their passionate champion, former Stockton Vice-Mayor Gloria Nomura, the SES committee also worked closely with several key city officials, who helped the committee wade through the bureaucracy.

Despite opposition from some strong organizations, including several statewide hospitality groups, the SES committee persevered with their winning combination of insider relationships and outside advocacy. The ordinance passed on August 16th and went into effect one month later.

Congratulations to the Smokefree Entryways for Stockton Committee! ☘

DISTRICT DAYS A SUCCESS

Strengthening Legislative Relationships at the Local Level

The first-ever local legislative District Days visits (October 17-21st) produced approximately 40 visits by delegations to local State Assembly and Senate offices.

District Days are designed to give legislative district staff information about tobacco issues and to establish relationships between local tobacco control activists and legislative staff. Combined with once-a-year Capitol visits in Sacramento, local District Days will help keep legislators up-to-date on tobacco control priorities.

At the meetings, delegation members reminded legislative staff of the all the work being done in their community on tobacco control. The local visit was also an opportunity to involve coalition members and key community leaders who were not able to come to Sacramento for a Capitol legislative visit in the spring.

We want to thank everyone who participated in local legislative District Days. We look forward to working together with you as you continue to build and maintain relationships with your legislators and legislative staff. ☘

TOBACCO TAX INITIATIVE FILED

On December 12, the Coalition for a Healthy California joined with the California Hospital Association and filed an initiative that would raise the state's tobacco tax by \$2.60 per pack of cigarettes to fund emergency rooms, health insurance for children, nursing education, tobacco prevention and cessation, and disease prevention, treatment and research. This joint measure will be qualified for the November 2006 ballot.

The initiative will raise approximately \$2.27 billion annually and be distributed as

follows:

- Treatment — 52.75% (\$1.1 billion)
Includes hospital emergency care services (\$828 million), nursing education (\$100 million), community clinics (\$64 million), emergency physicians (\$72 million), physician education fund (\$8 million), prostate cancer treatment (\$19 million), tobacco cessation services (\$19 million)
- Prevention — 42.5% (\$891 million)
Includes children's health insurance (\$405 million), tobacco control, education and

enforcement programs (\$194 million), cancer, heart and asthma prevention and control programs (\$292 million)

- Research — 5% (\$105 million)
Includes tobacco-related disease and cancer research; lung cancer/lung disease research.

This measure will also fully back-fill Proposition 10, meaning that annually, this new tax will transfer revenues to Prop. 10 that would have been lost due to consumption declines. ☘

Contact us: **THE CENTER FOR TOBACCO POLICY & ORGANIZING**
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