

CAMPAIGN CHRONICLES

A CAMPAIGN NEWSLETTER FOR COMMUNITIES

WORKING WITH THE CENTER

Produced by

The CENTER FOR TOBACCO POLICY & ORGANIZING

SMOKEFREE ENTRYWAYS FOR STOCKTON

By Vanessa Marvin,
Organizing Coordinator

The San Joaquin Smoking & Tobacco Outreach/Prevention Project (STOPP) is concerned about a growing problem in their community: people smoking outside the entryways of buildings throughout town, outside the local stores, restaurants, and courthouse. They see this entryway smoking as a nuisance and a health hazard, and an additional hurdle for those trying to quit smoking.

STOPP has identified a big problem in California communities. With California's landmark Smoke-Free Workplace Act in place since 1995, more people are smoking outside the entryways of buildings, creating an unhealthy zone, which workers, customers, and the public must walk through when going in and out of buildings. Smoking outside the building also poses a threat to those inside the building as smoke around entryways can drift into buildings or be sucked in by powerful ventilation systems.

The Coalition started a campaign called Smoke-free Entryways for Stockton, working to ban smoking 20-feet from the entryways of all work-

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AB846 MOVES FORWARD

By Julie Bradley-Hart,
Policy Coordinator

AB 846 (Vargas, D – San Diego), currently making its way through the Legislature, would prohibit smoking within 20-feet of main exits, entrances or operable windows of public buildings. These include buildings owned or leased by any city, county, the state, every campus of the California community colleges, the California State University and the University of California. AB 846 passed the Assembly earlier this year, and a vote before the full Senate is likely to happen in mid to late August. If the Senate approves the bill, it will return to the Assembly for a procedural vote before going to the Governor for his

signature. AB 846 would not preempt additional campus policies or local ordinances that are stricter than this bill.

Those currently working on smoke-free entryways for public buildings covered by this legislation may want to consider shifting to a more comprehensive entryway policy that would ban smoking around all workplaces and protect the public at large. Comprehensive smoke-free entryway policies are possible. The city of Davis and Santa Barbara County have passed comprehensive smoke-free entryway policies. In addition, several coalitions are currently working on similar policies (San Joaquin and Pasadena are two examples discussed in this issue).

- Julie Bradley-Hart has been providing Policy research and TA for the Center since November 2002.

LESSONS FROM THE FIELD:

COMPREHENSIVE SMOKE-FREE ENTRYWAY POLICIES

By Julie Bradley-Hart,
Policy Coordinator

Passing comprehensive smoke-free entryway policies, especially those that go beyond government buildings to include all workplaces, can pose a challenge. For some perspective on the issues involved, the Center turned to the entryway policy expertise of Dawn Dunn, Program Administrator of the Santa Barbara County Public Health Department and Stacey Wilmore, Tobacco Control Project Director with the City of Pasadena Health Department.

Prepare for Opposition

When conducting any policy work, your coalition should always prepare for opposition. Ms. Dunn recommends that coalitions should be prepared for a long campaign. In Santa Barbara County, Cease (the local tobacco coalition) was ready for opposition to their 2001 campaign to create a 20-foot smoke-free zone around all worksites in the unincorporated areas of Santa Barbara County. Surprisingly, the ordinance passed easily with no opposition. However, when the campaign moved to the City of Santa Barbara, opposition came from the chamber of commerce, the downtown merchants association, bar owners, the California Restaurant Association, and city council members. This led the coalition to withdraw this aspect of their proposed ordinance. The opposition argued that there would be no place to

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As material and subjects in this newsletter describe ongoing local tobacco control campaigns, please limit distribution to your staff and coalition partners.

STOCKTON, from page 1, places in the city of Stockton. The campaign members kicked off the project by recruiting new members and getting organizational endorsements.

After that, they began a petitioning drive, knowing that the city council members would want to see public support. The first petitioning event was held recently on a weekday evening, with some campaign members going door to door in neighborhoods and some stationed in front of stores. It was extremely successful; everyone had a good time and discovered that many people in their community were also

very concerned about this problem.

The campaign team is still in the early stages of their effort, but has already laid the groundwork for success by creating a solid foundation of committed advocates. With the help of the Center and the American Cancer Society, the group is conducting a public opinion survey in Stockton to measure public support for the idea. The next step will be to find a city council member who can champion the cause.

- *Vanessa Marvin has been providing Community Organizing Assistance to the STSY campaign since November 2002.*

The Center Team

Wherever you are in your campaign, don't hesitate to call any of the Center's team members for technical assistance at (916)442-4299. Or if you prefer email, here are our individual addresses.

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smoke in downtown Santa Barbara, that the law would be impossible to enforce, and that it would be imposing too much regulation on businesses.

In Pasadena, Ms. Wilmore is currently working to pass an ordinance that would prohibit smoking within 20-feet of worksite building entrances or exits, excluding outdoor dining areas. When the word got out about the proposal an anonymous group or person collected 300 signatures opposing the proposal and presented it to the city council. In response, the coalition in Pasadena collected over 600 signatures in support of the proposed ordinance.

Demonstrate Strength

According to Ms. Dunn, "if you don't have grassroots support, and data showing that people want the ordinance you are proposing, then you have to develop that first!" Fortunately, at the county level, CEASE is very active. The coalition visited board members, wrote letters to the editor and attended all public hearings in the county. To demonstrate their widespread support, the coalition organized fifty people to attend the first public meeting on the county ordinance.

The Pasadena coalition has also been very active, collecting letters of support, gathering signatures, conducting surveys, writing letters to the editors of local newspapers, calling city council members, and meeting with council staff. In addition, the coalition has been actively courting the management of two large companies in Pasadena who have shown interest in eliminating smoking from around their buildings.

Enforcement Plan

The enforcement plans for both Santa Barbara County and Pasadena contain the same two components: -public education -and signage. For the most part, smoke-free entryways should be self-enforcing just as smoke-free restaurant policies have been. Additional enforcement is to be driven by complaints to the Health Department. In Santa Barbara when Ms. Dunn receives complaints about smoking within 20-feet of the entryway of a building she works with the owner of the building to solve the problem, as she has done for years with the State workplace smoking ban.

Important Lessons

It is critical to know the specific results of your policy – before it becomes law. Ms. Wilmore emphasizes that

coalitions should get out and measure the 20-feet around buildings in various parts of the city, particularly busy or crowded ones. Doing so changed the strategy of Pasadena's campaign. After measuring 20-foot distances from entryways around various parts of town, the Pasadena coalition found that in the denser areas of town, particularly in Old Pasadena (a busy tourist area filled with restaurants) a 20-foot entryway policy would have been a virtual ban on smoking. The coalition felt that the proposed ordinance would be dead in the water if they did not compromise on this issue. Therefore, they decided that the most strategic compromise was to exempt outdoor dining areas. This would both resolve the issue in Old Pasadena and appease what they saw as their greatest opposition, the well-organized and powerful restaurant association in Pasadena.

As AB 846 moves forward (see page 1), more communities may begin to work on comprehensive entryway campaigns to protect the health of members of their communities. These comprehensive campaigns face many difficulties, but with solid preparation and strong grassroots support, they will succeed.

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

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