



Changing the Landscape:

Building the case for smoke-free parks in Santa Clara County communities

May 4, 2012 – Cook County Presentation
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why smoke-free parks... why **now**?





building upon **success...**

city & county
collaboration



+ community
engagement

Getting our **campaign organizing** off the ground...



The 5 Phases Model / Policy Adoption Model

*... as borrowed from our friends at the Center for Tobacco Policy & Organizing +
Los Angeles County Department of Public Health*

Phase 1 - Community Assessment

What does our data show? What do we still need to assess? Where is the best chance for success? What would have the greatest impact?

Sample Strategy Chart



Goals	Organizational Considerations	Constituents, Allies and Opponents	Targets	Tactics
<ol style="list-style-type: none"> List the long-term objectives of your campaign. State the intermediate goals for this issue campaign. What constitutes victory? <p>How will the campaign:</p> <ul style="list-style-type: none"> Win concrete improvement in people's lives? 	<ol style="list-style-type: none"> List the resources that your organization brings to the campaign. Include money, number of staff, facilities, reputation, canvass, etc. List the resources that the campaign does not currently have, but will need in order to succeed. 	<ol style="list-style-type: none"> Who cares about this issue enough to join in or help the organization? <ul style="list-style-type: none"> Whose problem is it? What do they gain if they win? What risks are they taking? What power do they have over the target? Into what groups are they organized? 	<p>A target is always a person. It is never an institution or elected body.</p> <ol style="list-style-type: none"> Primary Targets <ul style="list-style-type: none"> Who has the power to give you what you want? What power do you have over them? 	<p>For each target, list the tactics that each constituent group can best use to make its power felt.</p> <p>Tactics must be:</p> <ul style="list-style-type: none"> In context Flexible and creative Directed at a specific target Make sense to the membership Be backed up by a specific

Phase 2 - Strategy Planning

What are our goals? Who are our supporters/opponents? What resources do we have/need? Who are the decision makers? What tactics should we use?



Phase 3 - Recruitment

Recruiting our new allies (core supporters, as-needed & down the road)
 Involves: Attending outreach events, making presentations, one-on-meetings

Decision Maker Matrix



The Decision Maker Matrix is a tool to help you complete the "Targets" Column of the Midwest Academy Strategy Chart. This is completed after you have conducted an assessment of the political environment. This matrix can help you identify which people can make the final decision to give you what you want, and records whether they are a target, supporter, opponent, or are undecided on the issue.

Decision Maker	Yes	No	Undecided	Notes	Their Allies
List each individual decision maker on your board or council. Remember, targets are always individuals, never the group.	Mark here if this decision maker is likely to support you	Mark here if this decision maker is likely to oppose you	Mark here if the decision maker is undecided or on the fence. These decision makers will become your targets.	Complete the Notes section with all of the information you have gathered during your political assessment. This information will help you decide whether they are a target of your campaign or not.	You will likely have gathered information on the allies of your decision makers during your political assessment. Include this information here to help you begin your strategy and recruitment.

SAMPLE DECISION MAKER MATRIX

Decision Maker	Yes	No	Undecided	Notes	Their Allies	
Mariana Flores (District 1)			X	<ul style="list-style-type: none"> Works as a child advocate in the DA's office Board of Directors for the Boys & Girls Club There are several small parks in her district 	<ul style="list-style-type: none"> Moderately supportive of smokefree parks Represents the south side of town (poorer) Term ends 2010 	<ul style="list-style-type: none"> Co-workers in the DA's office Boys & Girls Club Southside Community Center



Support of Smoke-free Parks & Outdoor Dining in Campbell

Endorsement Form

Name of Organization or Individual

Address **City** **Zip Code**

Telephone **E-mail**

The above endorser wishes to support the efforts of the Healthy Campbell Campaign to encourage the Campbell City Council to pass a smoke-free parks and outdoor dining policy to protect the health of all Campbell residents. We/I support a plan to prohibit smoking in all City parks and outdoor dining establishments in Campbell.

Smoke-free parks and outdoor dining policies are important to safeguard the health of residents, families and workers who are exposed to secondhand smoke in these areas of Campbell.

By supporting the Campaign, our organization/I accept the following commitment:

1. Endorse the efforts of the Healthy Campbell Campaign to encourage Campbell City Council to pass a policy restricting smoking at parks and outdoor dining areas.

Phase 4 - The Campaign

Implementing our campaign strategy – putting our plan into action!

Government, Local Connections

Op Ed: Youth Support Parks Smoking Ban

More support the proposed Milpitas Park smoking ban.
March 27, 2012

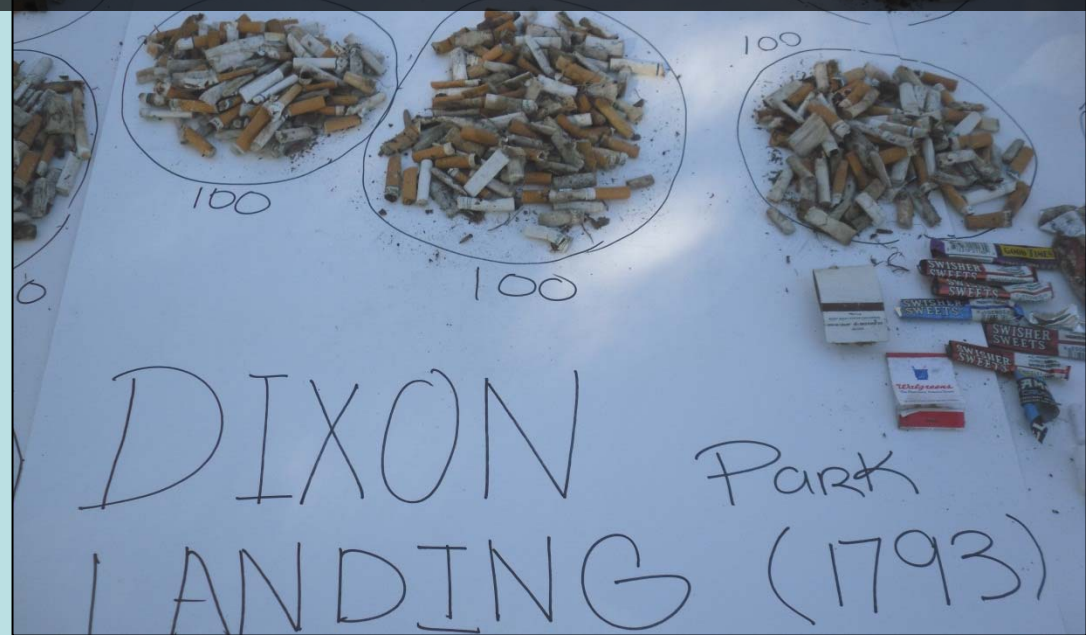
I am Veenu King, a member of Community Advocate Teens of Today (CATT) youth tobacco coal Advisory Commission. I am writing to urge the Milpitas City Council to pass smoke-free parks and tobacco retail licensing ordinances in my city.

From November 2011 until March 2012, CATT members conducted park cleanups in San Jose, a city that prohibits residents from smoking in parks, had a total of 520 butts in two of two Sunnyvale parks and 3,000 butts were discovered in two Milpitas parks; both cities do not have free park policies had significantly fewer cigarette butts than those found in non smoke-free parks.

Our findings illustrate that smoke-free policies have been effective in deterring youth and adults a healthier environment for others. In December, I, along with two individuals, presented the Milp Commission. Though the commission voted to endorse smoke-free parks, there has been no progress.

We, CATT, have brought our coalition to testify at the Transportation and Land Use Subcommittee meeting on March 27th meeting to advance this policy, which will benefit our community. We hope that meeting on March 27th Transportation and Land Use Subcommittee meeting and that the city council for my city of Milpitas.

-Veenu King, Milpitas resident and CATT & Youth Advisory Commission member





Phase 5 - Implementation & Evaluation

Celebrating our successes!

Ensuring policies are implemented + evaluating compliance of our new policy

Background

In February 2012, the Mountain View City Council amended the City Code to further prohibit smoking in outdoor areas. As of May 15, 2012, it is illegal to smoke in the outdoor dining areas of restaurants and other food establishments, City parks, picnic areas and within 25 feet of any enclosed or unenclosed smoke-free area in the City of Mountain View.

Ordinance Enforcement

The Mountain View Police department will educate and enforce the new ordinance requirements. As part of the ordinance implementation, Police Department volunteers will visit key businesses to answer questions, offer educational material and provide window decals. The new law goes into effect May 15, 2012. Enforcement of the ordinance is complaint driven.

To report violations of the ordinance or for further information, please contact the Mountain View Police Department at 650-903-6395.

Cessation Resources

For help to quit smoking or to direct patrons to free quit smoking resources, call the California Smokers' Helping at 1-800-NO-BUTTS

Smoking is now prohibited in outdoor dining areas, City park picnic areas and within 25 feet of enclosed or unenclosed smoke-free areas.

The ordinances are available for your review on the City's website at www.mountainview.gov (sections 21.49 and 21.49.5 of Mountain View City Code)

Be smoke free! Mountain View City of Mountain View
Be smoke free! Mountain View City of Mountain View
 Made possible with funding from the Centers for Disease Control and Prevention

SMOKE-FREE OUTDOOR AREAS ORDINANCES:
 A Guide to Understanding New Smoking Laws in the City of Mountain View

Smoke-Free MOUNTAIN VIEW

Item	Price
Tuna Melt on Rye	\$6.75
Chicken Salad on wheat	\$5.50
2 chips	\$3.25
Smoke Free Air	\$0.00

Outdoor Dining Areas - Park Picnic Areas - 25 foot Buffer

As of May 15, 2012, City Code Sections 21.49 and 21.49.5 make it illegal to smoke in the outdoor dining areas of restaurants and other food establishments, picnic areas in City parks, and within 25 feet of any enclosed or unenclosed smoke-free area in the City of Mountain View.

For help help quitting smoking, call: 1-800-NO-BUTTS

Made possible with funding from the Centers for Disease Control and Prevention

HEALTHY LIVING makes breathing easier

ENJOY SMOKE-FREE PARKS

CUPERTINO

Made possible with funding from the Centers for Disease Control and Prevention

Prohibiting Smoking Tobacco in Certain Areas

Recommendation

-Waive the first reading beyond the title of Ordinance No. 227.5

-Introduce Ordinance No. 227.5

Milpitas

Thank you! Questions?

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