

# Cottage Grove: Communications to Policy Action



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**LANE COUNTY PUBLIC HEALTH**  
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# Policy Goal



By December 2014, the Lane County Board of Commissioners will adopt a tobacco retail license ordinance.

# Communications Objective



By October 2014, the Cottage Grove Be Your Best Steering Committee, South Lane School District, Police Chief, local retailer, and other key community members will demonstrate the local burden of tobacco retail practices and support for tobacco retail license policy to the Lane County District 5 Commissioner.

# Communications Planning



- Identify values
- Identify influencers
- Identify messengers
- Determine messages
- Determine channels
  - Smokefree Oregon Tobacco Hero Videos
  - Localized State Media

# Cottage Grove Tobacco Hero Videos



- Krista Parent, South Lane School District:  
<https://www.youtube.com/watch?v=wVVuIov6OeA>



- Principal Iton Udosenata & Tristan:  
<https://www.youtube.com/watch?v=Y7LA59Aw1Yc>



- Police Chief Michael Grover:  
<https://www.youtube.com/watch?v=MQOs2rYy5qA>



- Mike Scarpelli, Scarpelli's Short Stop:  
<https://www.youtube.com/watch?v=HTUSmhoPCLM>

# Questions?



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