

WE'VE GOT THE POWER!

TO PASS LOCAL POLICIES TO IMPROVE
COMMUNITY HEALTH

The Eugene Experience



Goal: Share Eugene Experience & Future Plans

Answer Questions Relating to the Following



- What steps should be taken to lay the ground work for local policy?
- How do you match community interests with required BPO's?
- How do you know when your community/coalition is mobilized for action?
- What steps can you take to assure that a sound policy will be passed?

Smokefree Campaign Yr 2000: 2011-2012 Plan

Build Your Own “Capacity” First, Then Build Coalition/Partners

- What does the state and local data show?
- What is the history of tobacco control in your county? (Ballot Measure 44 – LCMS)
- Talk with other counties/coordinators who have had success, how did they do it? (Corvallis/Mult.)
- Rely on expertise at the state, but pursue outside education/training too (PHLC/ANR/NCOTH/TFK)

Coalition Building

- Year 2000: Lane County Medical Society, American Cancer Society, Oregon Research Institute, affected restaurant workers and supportive business owners
- 2011-2012: Rebuild coalition – usual suspects and new players from UO policy work, ACHIEVE partners (YMCA, PeaceHealth, high schools, businesses adversely affected by hookah lounges)
- If possible, hire outside help to assist with public policy campaign

Assessment & Research

- Year 2000: Surveyed Eugene voters
 - (97%) it is important that the city keep stores in Eugene from selling tobacco products to minors.
 - 79% support smokefree workplaces, 70% including restaurants
- Year 2000: Surveyed food handlers
 - Some people left contact info = start of database of affected workers

Assessment & Research

- Year 2000: Surveyed food service businesses
 - 75% already smoke-free
 - 89% agree that all food service employees deserve to be protected from secondhand smoke in the workplace.
- **2011-2012: Smoke shops & Tobacco Retailers**
 - Census of stores: stand alone, required signage, seating capacity, ability to set up outdoor seating, amount and types of products sold, evidence of indoor smoking, TAKE PHOTOS
 - Air monitoring: PM 2.5 and/or carbon monoxide levels

Assessment & Research

- Year 2000: Researched Corvallis ordinance, City of Eugene ordinance adoption process
- Year 2000: Researched city councilors/political feasibility assessment
 - **Future Bans and Regulations**
 - Fining retailers? – 8 yes, 1 not sure
 - Ban smoking in restaurants? – 8 yes, 1 no
 - **Ban smoking in bars? – 6 yes, 2 no, 1 maybe**
 - License retailers? – 6 no, 1 yes, 2 not sure
 - Eliminate self-service? – 9 yes

Assessment & Research

- 2011-2012: Political feasibility study of Eugene/Springfield city councils & LC Commissioners
 - Retail licensure:
 - Enact in Lane County
 - Increase enforcement/penalties
 - Require smokefree environment inside & out
 - Ban flavored products
 - Clean Indoor Air:
 - Enact Lane County and/or Springfield law to address portability & continued attempts to weaken state law
 - Remove tobacco retailer exemption in local smokefree ordinance
 - Strengthen outdoor provision
 - Access support for parks and other outdoor spaces

Education/Outreach



- Scope of Ordinance - Determined by national research, local assessment data, opinions of key coalition members
- Design - Supportive presentation, fact sheet, endorsement materials, outreach plan (true believers first, then policy makers, lastly neutralize opposition)
- Always keep an ear to the ground for opposition and counter their messages

Smokefree Campaign Year 2000

Media Advocacy

Once City of Eugene Work Session was Imminent



Built database of supporters/strength of coalition – champion waitress found

Smokefree Campaign Yr 2000

Media Advocacy

- Press conference announcing campaign (speakers: hospital, doctor, tobacco researcher, restaurant owner, waitress)
- Media release voter survey
- Advertisement listing endorsers
- Meeting with Register Guard/Eugene Weekly Ed Board
- Respond to other media calls
- Begin LTE's
- Statewide media campaign secondhand smoke messages help

Policy Implementation/Enforcement



- Organize testimony for public hearings
- Continue LTE campaign
- Phone calls, e-mails to councilors
- Meeting with city manager/city staff/law enforcement (should have done this earlier)
- Continue to fight the opposition

Eugene Policy Passes

- Vote of 8 to 0 – RTL and smokefree workplaces including restaurants – September 2000
- Bar vote delayed until November 2000
- Vote of 7 to 1 – smokefree bars passes – November 2000
- ORA continues opposition efforts, attempts to gather signatures for referral to voters – FAILS
- ORA introduces weak Smokefree Workplace Law during 2001 legislative session
- Bill passes, preempting local control, but grandfathering in existing, stronger, local policies

Outdoor Smoking Areas Allowed

An exterior wall shall meet the definition of a solid wall only if 50 percent or more of the total area bounded by the floor, roof line and adjacent walls is impervious to the outside air. Notwithstanding this definition of “solid wall” for new construction, a newly constructed area meets the definition of an “enclosed area” if more than 75 percent of the total area of all wall space or vertical planes defining the area consists of walls or other materials that prevent the free flow of outside air to the area, and if any portion of the defined area is covered by a roof



Loophole Gone Wild



Do These Outdoor Smoking Areas Exist in Your Community?



Smokefree Workplaces Part 2



- Assessment – Survey all bars/ take photos
- Education/Outreach – Champion waitress interviewed supporters in F&B industry
- Report given to City Council and Enforcement Staff
- Work session and public hearings follow
- **Code changes dictate outdoor area to allow for a roof and only one wall – Fall 2005**

“Business never slowed down, nor did the tips change when the ordinance came in. The fear that people would run to Springfield wasn’t felt, and if anything business is better. We finally have enticed the subset of people who never went to a bar because of the smoke. Those people are now coming out to drink, and if anything it has made the bar scene in this town more lively”.

“As for the smoking rooms, if they aren’t open to the air, they become nothing more than enclosed smoking boxes, defeating the purpose they were set up for.”



Jeffrey Morgenthaler: Bartender at the Red Agave, has bartended for 10 years in some of the smokiest places in Eugene (pre-ordinance) including: The Tiny Tavern, Vets Club, Black Forest and Neighbors.

Lessons Learned



- ❑ Strong local policies are the key to State law
- ❑ Policy debate at the local level builds community support, changes social norms more than top down approach of state mandates
- ❑ One successful policy often leads to another, and another, and another
- ❑ Be ready for opportunities
- ❑ It can take several years to enact local policy
- ❑ Our work is never done.

Q&A



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