

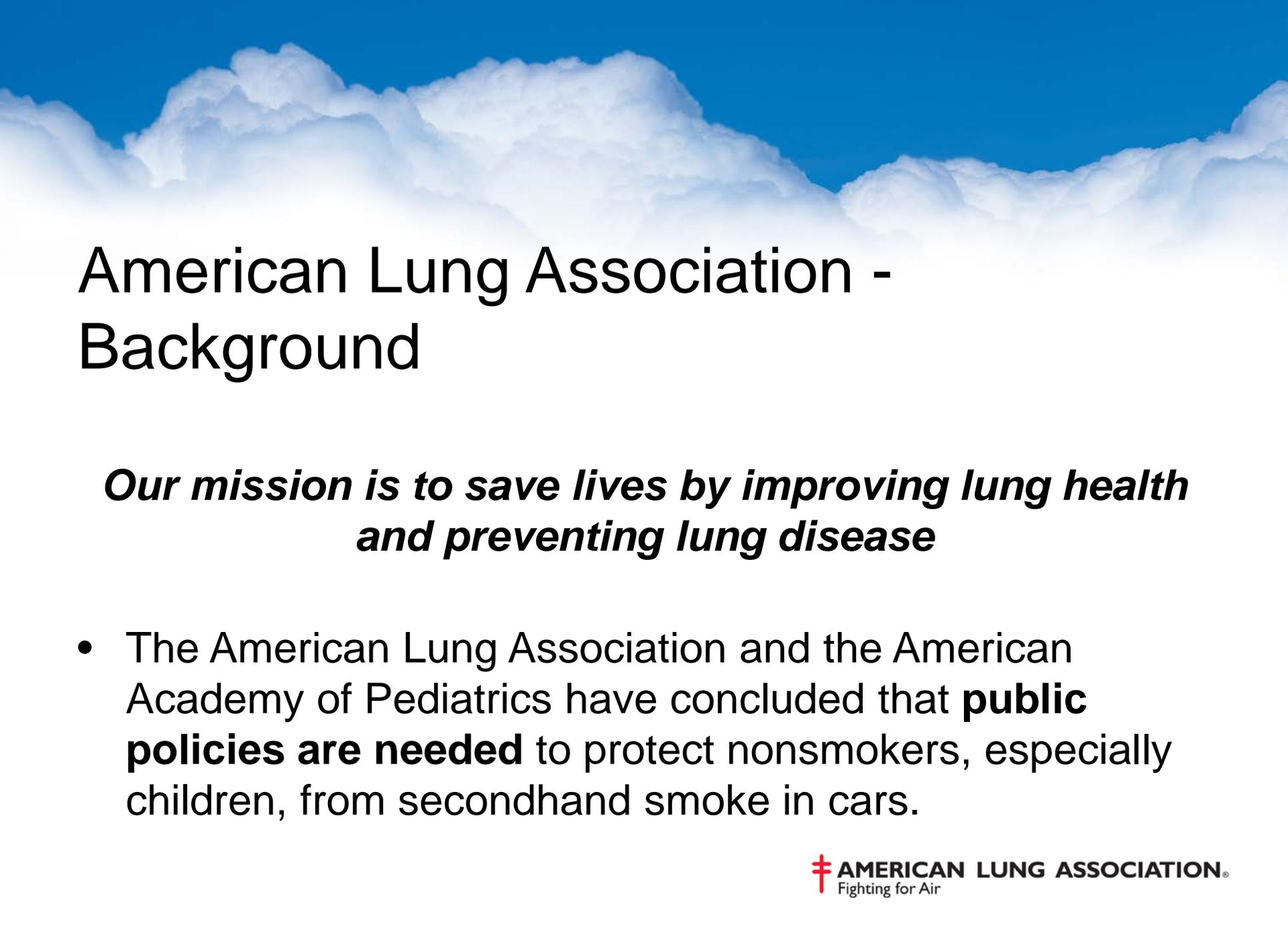
# Smokefree Cars for Kids: *Clearing the Air for Healthier Kids*





## Today we will...

- Share how to conduct an effective educational campaign on a low-cost budget
- Discuss various ways to frame tobacco control policy bills and identify new legislative champions
- Share how to use strategies and tactics from this campaign to pass other public health legislation



# American Lung Association - Background

***Our mission is to save lives by improving lung health  
and preventing lung disease***

- The American Lung Association and the American Academy of Pediatrics have concluded that **public policies are needed** to protect nonsmokers, especially children, from secondhand smoke in cars.



# Why Smokefree Cars?

- We know there is no safe level of secondhand smoke
- Infants and young children are especially vulnerable to the toxins in secondhand smoke, as their bodies are developing.
- Secondhand smoke in cars can be up to *27 times* more concentrated than in a smoker's home.

# Secondhand Smoke Effects on Children

Increased risk of:

- Asthma complications
- Bronchitis and pneumonia
- Ear infections
- SIDS
- Cancer in adulthood



# EDUCATIONAL ACTIVITIES (PRE-POLICY)



# Print Communications



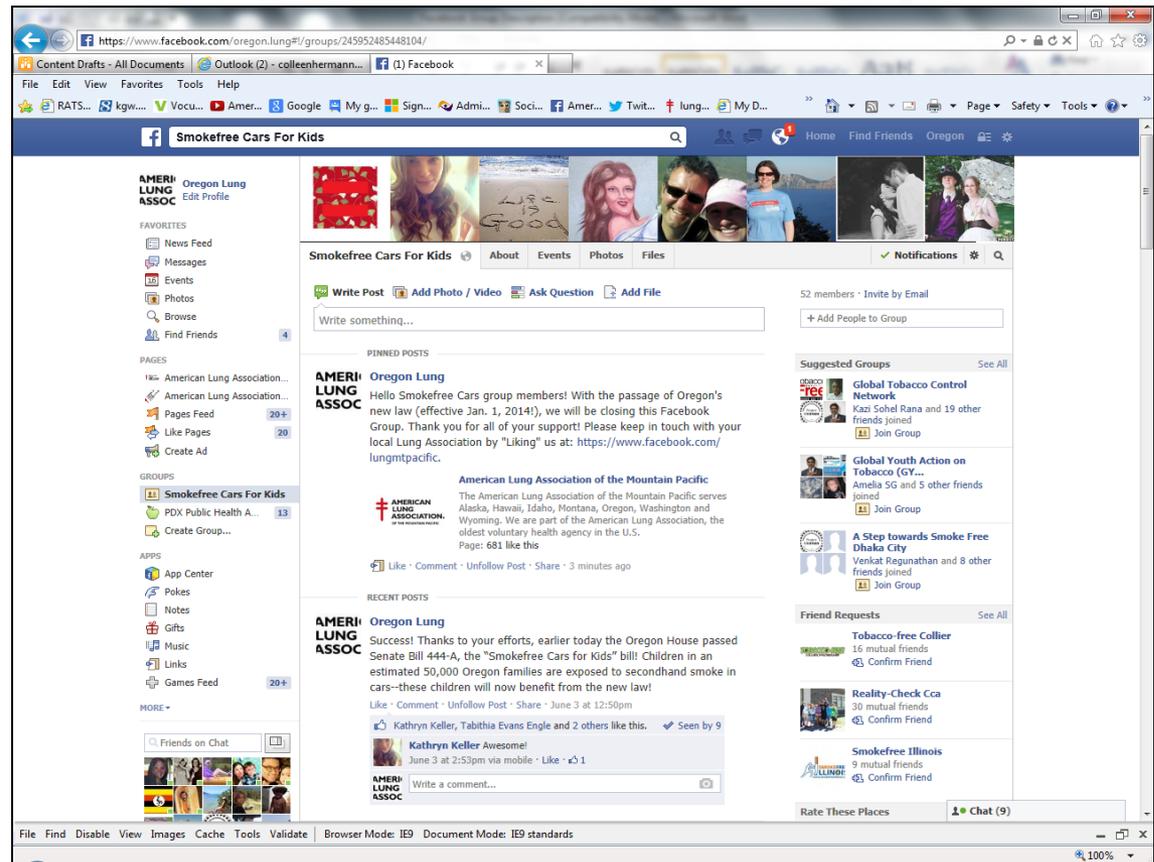
Window Decals



Brochures in English  
and Spanish

# Online Communications

- Social Media Group
- Web Content



# Earned Media

- Articles for parenting/family publications
  - Metro Parent (Portland area)
  - Oregon Department of Education Newsletter



# Community Outreach

- Tabling at Community Health Fairs
  - Fix It Fairs
  - Beaverton Farmer's Market Health Day
- Presentations to Children's Safety Groups





# **IN THE BUILDING PERSPECTIVE – ROLE OF THE LOBBYIST IN PUBLIC HEALTH**

Christel Allen



# What is a lobbyist?

- Definition of lobbying
- What I actually do...



# Issue Background

- Early conversations
- Research, research, research
- Lessons learned in 2009
  - Roadblocks and identifying key partnerships and steps for success



# Framing an issue for success

- National landscape
- Oregon values
- Individual relationships and knowing your audience
- Compelling stories, compelling evidence and emotional restraint

# Building a team; activating a network

- Our team: owning each of our roles
- Legislative Process: The right timing and constant, real-time communication
- Asking for small commitments from our partners and allies





# Lessons Learned

- It's not the size of the dog in the fight, but amount of fight in the dog.
- Restraint: Sometimes you are the least effective messenger.
- Very little can be accomplished without a legislative champion. With the right champion, there's very little you *can't* accomplish.



**"After the final no there comes a yes  
And on that yes the future world  
depends."**

- Wallace Stevens



# **GIVING A PUBLIC FACE TO CAMPAIGN**

State Senator Elizabeth Steiner Hayward, M.D.



# Personal and Work Background



# Identifying co-sponsors, potential opponents

- Homework before session: Identify past opposition & support, connect with both
- Address concerns of opposition well beforehand
- Identify reasons bill failed in past, change what we can

# Building bipartisan support

- One on one meetings
- Ask questions first, then address concerns of each legislator individually
- Figure out who's the best messenger for each legislator
- Identify other shared interests

# Working with the media

- Dozens of media hits during the 2013 session, including:
    - The Oregonian
    - Portland-area outlets: KATU ABC, others
    - Eugene Register Guard
    - Bend Bulletin
    - The coast: Lincoln County News
- Majority of coverage was positive



# Overcoming legislative hurdles

- Focus on science, research
- Pivoting back to main messages/avoiding “slippery slopes”
- Being explicit about what this doesn’t mean (i.e., no, we won’t ban McDonald’s)



# Scientific Air Quality Demonstration

Created by the California Tobacco  
Control Program

<http://vimeo.com/1513382>

*Duration 5 minutes and 44 seconds*

# Success!

- Senate passage: 19-10
- House passage 43-15
- Governor signing
- Effective January 1, 2014

# POST-POLICY EDUCATION EFFORTS

Colleen Hermann-Franzen



# Efforts Thus Far

- Relationship with California's Public Health Dept.
- New materials available on [SmokefreeCarsforKids.org](http://SmokefreeCarsforKids.org)
  - Fact Sheet
  - FAQ Sheet
  - Poster
- Partnership with DMV, WIC



**Thank you!**

**Questions?**

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SmokefreeCarsforKids.org