

Timeline: Six Months Before Implementation to One Year After
From GoingSmokeFree.org

SIX MONTHS BEFORE IMPLEMENTATION

With six months to prepare, there are a number of things you can do to plan for implementation. Even if your smoke-free law hasn't passed yet, appoint an implementation subcommittee of your smoke-free coalition or another group or person to begin planning for implementation before final passage.

It is generally (but not always) the responsibility of the state or local health department to implement and enforce a smoke-free law. A smoke-free coalition or voluntary health agency can ensure that the official enforcement agency is able and willing to do its job, identify the specific person(s) within the agency responsible for each aspect of education and enforcement, and support implementation with media advocacy and public education.

Public Education: Welcoming the new law

- **Establish a smoke-free Web site with an easy-to-remember name** (E.g.: SecondHandSmokesYou.com and SmokeFreeColorado.org).
 - Websites are clearinghouses for information, fast and easy to update, and accessible. Be sure to include a media newsroom, complete with photos and news articles on the upcoming law. As implementation draws nearer, public relations and educational materials can drive the media, businesses and the public to the new Web site for detailed information. In addition, include Frequently Asked Questions (FAQs) that you anticipate from business owners, employees and patrons.
- **Set up an implementation budget.** Determine what, if any, money you will have available for implementation and how much you will need.
 - If you have a large enough budget, identify an experienced public relations firm to assist with media advocacy and education. If you plan to use paid advertising, identify the [advertising agency you will use](#). If you do not have enough money available for implementation, consider asking foundations or other potential funders for donations to increase your implementation budget.
- **Identify needs of businesses and the public.** If time and budget permit, survey bar and restaurant owners and other target audience members to help to determine what kind of assistance they need and identify potential problem areas.

Business Education: Laying the groundwork

- **Identify the legal requirements for no smoking signs** under the new law (including any outdoor nonsmoking “buffer zones”) and determine how you will obtain or produce “No Smoking” signs, business decals, and/or stickers. [[Download a sample sign you can customize and reproduce](#) 
- **Compile a list of places of employment** in the community. Potential sources are the Secretary of State's office or Chamber of Commerce.
- **Identify potential allies.** Get a list of restaurants and bars that are already smoke-free to identify potential allies and spokespersons who have successfully implemented smoke-free policies.
- **Develop an implementation toolkit** for the local Chamber of Commerce, restaurant association, or other business groups. Develop a PowerPoint presentation for the same audiences.

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- **Talk up the new law** and encourage others to do the same. Let business owners know you're actively supporting the new law.
- **Hold informational events on the upcoming smoke-free law.** Invite a supportive business owner to speak on the benefits to employee and business health. Then, follow up with a brief breakdown on the law, enforcement and violations. Be sure to leave plenty of time for questions and answers.

Evaluation

More and more communities are evaluating the impact their new smoke-free law has on health and business, as well as public support and compliance.

Such evaluations help ensure the law is having its intended benefits; support continued education about the law's health and economic benefits through media advocacy; and counter opponents' efforts to undermine public support for the law.

There is always a need for “fresh off the presses” evidence to assist those who are not yet protected by a strong, 100 percent smoke-free indoor air law.

View [Economic Impact of Smoke-free Policies on Restaurants and Bars](#) , a presentation delivered Andrew Hyland, Roswell Park Cancer Institute for more information.

Consider what types of evaluation you may want to conduct AFTER your smoke-free law goes into effect. Air quality tests and public opinion surveys, in particular, have proved to be efficient uses of resources to demonstrate the benefits of and support for smoke-free laws. Identify your reasons for studying various aspects of the new law's impact (media advocacy, feedback to policy makers, etc.) and determine what, if any, money is available. Some key questions to consider include:

- Is there enough money available to hire an outside research/statistical consultant to conduct economic impact, public opinion, air quality or other studies? Review these [online resources](#) for more discussion evaluating air quality.
- Do you have access to other expertise for public opinion survey design and analysis?

Identify contact person(s) within the health department (or other agencies) responsible for tracking the data needed to assess the impact of the new law on:

- Compliance (complaints, enforcement letters, etc.)
- Popularity of and support for the law

If you choose to conduct certain evaluation studies, some data needs to be collected *before* the new law goes into effect in order to make effective comparisons after it takes effect. These include:

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- Baseline data on indoor air quality to demonstrate improvements following the new law's effective date. Borrow, rent or buy equipment and software to test air quality before implementation day to provide baseline data for future air quality studies. Visit TobaccoFreeAir.com and these [online resources](#) for more information.
- Baseline data on hospitality workers' health, which can be obtained using self-collected, mailed-in saliva cotinine specimens plus a telephone survey assessing secondhand smoke exposure and related symptoms.
- Data on cotinine in urine combined with personal interviews, which is another way to measure impact on workers' health.
- Does the community have access to an Institutional Review Board (IRB)? An IRB is a group made up of researchers and others that reviews a research plan to ensure that it protects study participants. If you plan to conduct random sample surveys, or employee health studies that require urine/saliva samples, begin the process of obtaining IRB approval.

THREE MONTHS BEFORE IMPLEMENTATION
... Or immediately after passage of the law.

Especially in the case of statewide efforts, the enforcement agency should provide appropriate training to tobacco control staff, coalition members and volunteers on best practices for supporting smoke-free implementation. Regional trainings prior to implementation can review the media campaign and prepare staff and community members to take advantage of earned (i.e. free) media opportunities.

Business Education

- Create a **Business Education Kit** containing:
 - Enforcement instructions (in clear, simple to understand language)
 - Frequently Asked Questions
 - “No Smoking” signage. May include:
 - Indoor and outdoor signs
 - Posters
 - Napkins
 - Coasters
 - Sample pay stub inserts to inform employees about the law
 - Check out the [downloads page](#) for a complete list of materials you can download and have a professional printer customize for you.
 - Phone number and/or Web site address for more information
 - Information on how to report a violation
 - List of state and local smoking cessation resources
- Send a letter to employers notifying them of the new law, effective date, enforcement procedures, etc. This letter should be sent by the enforcing agency (Usually the state or local health department).

For example, the Colorado Department of Public Safety and Department of Public Health and

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Environment sent out this [enforcement letter](#) .

- Send a business kit to restaurants, bars and other employers in the community. Include contact information for the state and local smoking cessation resources.
- Send extra business kits to the Chamber of Commerce and other state (or local) business groups.
- Hold a business owner forum to discuss the upcoming law and enforcement and to answer any questions or concerns. Having face-to-face meetings with those who may potentially be resistant to the new law, and opening a door to communication, can improve compliance and prevent later opposition. Often times, business owners simply need to express their fears and concerns to the relevant official or organization.
- Distribute postcards to the public to send to businesses with the message: "I can't wait to frequent your business after you go smoke-free."

Public Education

- Develop and disseminate positive messaging to help staff and community members conduct effective media outreach and answer questions.
- Organize a steady letter to the editor campaign. Recruit coalition members to submit letters to the editor at least three times a week each week until the law goes into effect, and three weeks following implementation.
- Place paid ads in local newspapers.
- Prepare and place radio, bus, bus shelter, and billboard ads.
- Set up a telephone hotline for questions about the new law. Develop a hotline script with information on the effective date, how to comply, how to file a complaint, enforcement procedures, and the smoke-free website.
- Identify state and local smoking cessation resources to assist smokers who are encouraged to quit by the new law.

[View ads](#) you can download and customize with local information to suit your needs.

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ONE MONTH BEFORE IMPLEMENTATION

- **Generate positive media coverage about the new law** (letters to the editor, radio call-in shows, etc). ([Learn more about working with the media](#))
 - This is a great way to build excitement about the new law and prevent or calm any unfounded fears about how the law will impact business. Include the hotline number and Web address for additional information. Submit letters to the editor as implementation day approaches.
- **Make sure that restaurants, bars and other businesses follow through** and post “No Smoking” signs *before* the effective date. (Download signage you can customize and use)
- **Recruit supportive business owners and employees** who are willing to act as spokespeople with the media.
- **Create a “Countdown to Smoke-free Air” buzz in your community.**
 - Place a large sign in a public area with the number of days left to implementation, or place paid ads in the local paper noting the countdown.
- **Generate positive media coverage about the resources available** to those who are ready to quit as the new law approaches.
 - This is a great way to showcase personal stories about individuals who have begun the cessation process because of the new law. View these [cessation resources](#).
- **Plan an Implementation Day celebration.**
 - The media will be out in full force on implementation day, so be sure to invite them to your celebration. Make sure that you and other smoke-free supporters will be out supporting businesses *and that the local media know where to find you.*

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IMPLEMENTATION DAY

The day before

- **Release a positive media statement the day before implementation day**, include:
 - The hotline number,
 - Web address for more information, and
 - Names of spokespeople available for interviews; make sure your spokespeople are prepared with positive talking points.

Implementation day

- **CELEBRATE!** Go out and enjoy the smoke-free air. Make sure the media know where to find you.
- **Be ready with success stories and facts.** Expect the opposition to be armed with “doom and gloom” stories about how business will drop. Be prepared to counter with [solid facts and local stories](#) about successful smoke-free venues.
- **Visit businesses** in person to answer any questions they may have and to make sure that “No Smoking” signs have been posted.

IMMEDIATELY AFTER IMPLEMENTATION

- **Stay positive and keep up the momentum!** Continue meeting with your smoke-free coalition, and brainstorm new ways to support the new law and move forward.
- **Continue your letter to the editor campaign.**
- **Send a final thank you letter to the legislature or city council** for passing the law. This is a time when they may be asked to weaken the law. Encourage them to keep the law intact and strong.
- **Be prepared for the opposition to try to challenge or repeal the law.** If this happens, contact the [Campaign for Tobacco-Free Kids](#) and [Americans for Nonsmokers' Rights](#) for additional support.
- **Be prepared to hear anecdotes in the media about restaurants and bars losing business—a typical tobacco industry tactic.** Learn [what to expect](#). Based on the large body of [economic impact research](#) available from around the world, you can confidently make the case that new smoke-free laws will have no negative economic impact.
- **Prepare for an increase in cessation quitline call volume.** Publicize the increase as a positive development and share with the media through a press release or statement. Learn more with these [cessation resources](#).

THREE MONTHS AFTER IMPLEMENTATION

Finalize any plans for evaluating the new law during its first year. Useful studies to undertake may include:

Compliance

- [Conduct an observational study.](#)
- Use an existing health survey that has relevant questions, such as the Adult Tobacco Survey (ATS) or Behavioral Risk Factor Surveillance System (BRFSS), or add questions to such a survey. Be sure you understand the rules of public access to your results, and carefully choose the appropriate questions to use in your survey.
- Analyze enforcement agency records to assess compliance rates.

Assessing public support

- Use an existing health survey that has relevant questions, such as the Adult Tobacco Survey (ATS) or Behavioral Risk Factor Surveillance System (BRFSS), or add questions to such a survey.
- If money is available for this purpose, conduct your own public opinion survey (or use these [sample survey questions](#) ).

Indoor Air Quality Testing

- Borrow, rent or buy equipment and software to test air quality. Remember that this works best if you compare air quality *before* and *after* the smoke-free law takes effect. Visit TobaccoFreeAir.com and these [online resources](#) for more information.

Employee Health

- Demonstrate impact on hospitality workers' health using self-collected, mailed-in saliva cotinine specimens plus a telephone survey assessing secondhand smoke exposure. Again, before and after data is essential.
- Study cotinine in urine combined with personal interviews, both before and after the law takes effect.

Conduct an “Operation Bar-Hop”

- Coordinate a casual, non-scientific survey of local bars—a fun way to celebrate the new law, assess business volume, and garner media attention. Legislators and local leaders will be interested to hear about the locales surveyed.

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- **Host a six-month birthday party for your new law.** Get local media attention and focus on how well the law is going, and how the law is benefiting public health!
- **Conduct ongoing media advocacy on the success of the new law.** View our [media resources](#) page for more information.
- **Conduct media advocacy as evidence grows that the new law is beneficial to workers and public health,** and has caused few (or no) problems.

ONE YEAR AFTER IMPLEMENTATION

One year anniversary ... and after

- **Conduct earned media efforts to publicize success of the new law.** Publicize the results of any completed studies showing the positive impact of the new law.
- **Host a one-year anniversary party for your new law.** Congratulate yourself and all of the organizations and individuals involved in the passage and implementation of the new law. Get local media attention and focus on how well the law is going, and how the law is improving public health!
- **Share information with policy makers on any weaknesses in the new law** that have been identified during the law's first year, either through practical experience or studies conducted as part of evaluation.
- **Continue conducting public opinion surveys** to demonstrate long-term support for the new law among the public and workers.
- **Continue to study indoor air quality** and publicize improvements in air quality and worker health.