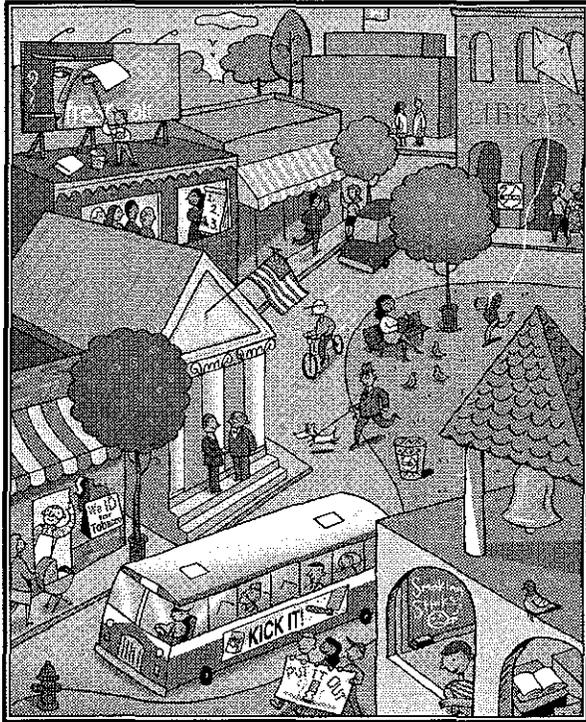


Getting the Big Picture



It is important for communities to start with a 'big picture' of all the things that are involved in comprehensive tobacco control. This helps everyone understand together how important the problem is, what can be done about it, what a *community of excellence in tobacco control* 'looks' like, and what we need to start planning to become one. But the 'big picture' in tobacco control includes an element that few other public health programs have to face, a well organized, well funded, and highly

skilled adversary; the tobacco industry.

THINGS TO CONSIDER

The Size of the Tobacco Problem

Smoking remains the leading cause of preventable death and disability in the United States today. Based on information from the American Cancer Society, more than 400,000 deaths each year in the United States are attributed to cigarette smoking. That is nearly one in five deaths for all Americans and 30% of all cancer deaths. Since 1987, more women have died of lung cancer than from breast cancer. Despite these staggering facts, young people continue to take up smoking and other tobacco use at the rate of more than 3,000 per day. In 1997, more than 70% of high school students had tried smoking and more than 16% reported that they are frequent users of cigarettes. And in that year, 22% said they smoke cigars while more than 9% used smokeless tobacco products. [ACS, Cancer Prevention and Early Detection: Facts & Figures 2000]

But the toll of tobacco on our communities goes beyond the deaths of our loved ones. Each person who dies from smoking loses 12-15 years of productive life on average. Medical expenditures in the United States for smoking related illnesses were more than \$70 billion in 1993 alone. And smoking doesn't just affect those who do it. More than 60,000 adults who don't smoke will die each year from exposure to environmental tobacco smoke (also referred to as secondhand smoke). More than 8,000 new cases of asthma are exacerbated each year by environmental tobacco smoke. This problem touches everyone in our communities.

But there is great cause for hope. Research has shown that sustained, large-scale tobacco control programs, which include community-based activities, are effective in reducing tobacco use. The experiences of states like California and Massachusetts that have strong, comprehensive programs show they can work. And with new resources becoming available to states and communities through the tobacco settlement, many more people will have access to comprehensive tobacco control programs. The challenge is to plan effectively and use these resources wisely. That's where you come in.

The Goal and Priorities of Tobacco Control

Ultimately, the goal of tobacco control is to reduce the human burden of premature illness, death, and disability caused by tobacco products.

To achieve this goal, tobacco control programs are more specifically aimed at the four priority areas:

- *Prevent youth initiation,*
- *Promote tobacco cessation,*
- *Eliminate secondhand smoke exposure (also known as environmental tobacco smoke or ETS), and/or*
- *Reduce tobacco industry influence.*

Comprehensive Tobacco Control

A comprehensive tobacco control program includes activities to address the problem of tobacco use in multiple ways. For example, it may sponsor tobacco education through youth groups while also working with employers to develop smokefree workplaces and with local merchants to move tobacco products out of sight of young people.

In the past, some tobacco control programs have been conducted in isolation of other tobacco control efforts (e.g., school-based education efforts). Even though they may have been successful, their effect could have been even greater if conducted as part of a larger, integrated effort.

With new resources becoming available, there are opportunities to reduce tobacco use even more. These resources will be put to better use if a community has the opportunity to consider all the possibilities together and come up with a unified plan for what it wants to do. This will be far more effective than if each interested organization comes up with its own plan and there is little coordination or collaboration. We need to get all the diverse, interested parties in the community to sit down and plan together so each can maximize its potential impact. That is our challenge in creating a community of excellence.

The Community of Excellence

An ideal *community of excellence* in tobacco control is one in which social norms point to no tobacco use. The idea of a *community of excellence in tobacco control* is that an effective community effort will result in seeing programs, policies, and resources in place for each of the priority areas noted earlier. No matter whether we are just starting or would like to improve our current efforts, an ideal *community of excellence* would include:

Tobacco-free schools, worksites, and other public places.

Coordinated school health programs that include tobacco use prevention.

Strong support for high taxes on tobacco products.

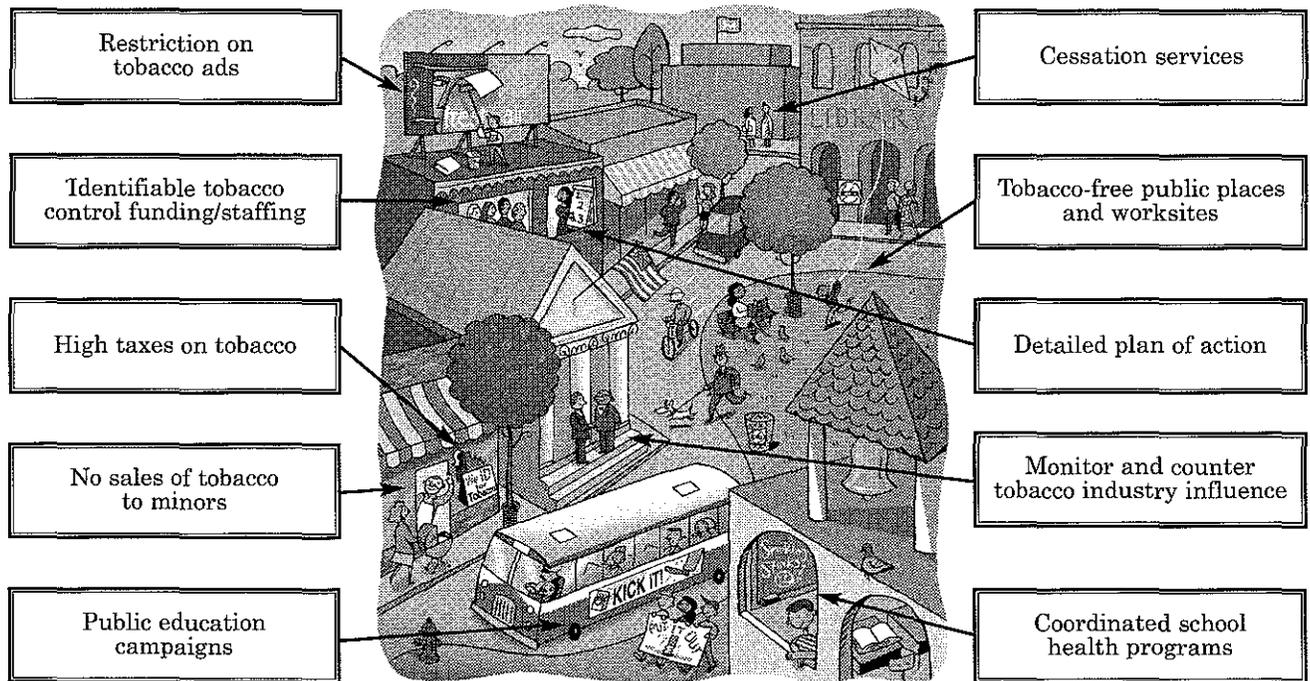
No sales of tobacco to minors.

Cessation services for those who want to quit.

Restrictions on tobacco ads and promotions.

Ongoing public education campaigns to change opinions and norms about tobacco use and to support other tobacco control interventions.

An ability to quickly identify and effectively counter tobacco industry influence/involvement in the community.



Needs for Getting Started

If your community has decided that tobacco is a major problem and is ready to become a community of excellence, there are several critical needs to get the ball rolling:

A committed group of diverse, community individuals and organizations that can work together, as well as independently, on behalf of tobacco control.

A strong will to succeed in spite of obstacles that will arise.

An understanding that while tobacco use is an individual behavior and addiction, it is also a community problem.

Informed, involved and diverse community members and leaders committed to addressing the problem and the negative impact of tobacco on the community.

A practical, strategic plan for comprehensive tobacco control within the community that assures collaboration and coordination among the many individuals and groups involved.

Identifiable, committed tobacco control staff and/or volunteers and resources.

LESSONS LEARNED

About Tobacco Control

- *A commitment to working for the common good requires a willingness to overcome the challenges that are always involved when diverse groups with different interests, needs, and agendas come together. The tobacco control effort is a team effort with no one group more or less important. Everyone has something to contribute to the larger good.*
- *Excellence in tobacco control requires that communities take a comprehensive approach toward tobacco control. No one strategy or initiative will solve the problem. Adversaries and even some partners will try to get the community to focus on only one approach in spite of the evidence.*
- *Local tobacco control efforts are the most successful. Local successes in tobacco control are often expanded and built upon to develop larger regional and statewide efforts. The tobacco industry is less effective at opposing local efforts.*
- *Comprehensive tobacco control efforts involve changing social norms, changing attitudes toward tobacco use, changing the environment, and changing policy. Tobacco control is by no means solely about changing the behavior of individuals. Frankly, too many of our fellow citizens see this as a problem to be solved by individual tobacco users and are just not interested in community efforts to address tobacco use.*



- *Comprehensive tobacco control efforts must be both sustainable and accountable. You have to be committed to addressing this issue over a long period of time and to being open and honest with everyone in the community about what you are doing, why you are doing it, and what you have achieved.*
- *The skills and capacity that communities gain while planning and implementing tobacco control efforts are easily transferred to other health and social issues faced by the community.*
- *Tobacco control consists of both programs and policy changes. Many organizations are interested in this issue and readily engage in programs. There is a greater reluctance to engage in policy change. This is because policy change is often more political and adversarial than carrying out programs. Organizations should be encouraged to engage in policy change activities if they haven't been or seem reluctant to do so.*

About Tobacco Industry Opposition

The tobacco industry is well funded, well organized, and has extensive experience opposing tobacco control efforts.

- *More often community tobacco control efforts are opposed at the policy and program implementation stage, not at the planning stage, though this is not set in stone. It is important to be organized and prepared for the competition when it comes.*
- *Tobacco control efforts attract opposition. The tobacco industry continually tries to add new customers and keep the ones they have. The more a community becomes involved in tobacco control, the more likely direct opposition will be seen.*
- *Prepare for dealing with the opposition before it actually happens. Have a strong plan in place that anticipates the issues that might be raised and how to address them.*
- *Your community tobacco control initiative may be opposed directly by the tobacco industry or indirectly by some individuals and organizations with messages similar to those of the tobacco industry's (e.g., some retailer associations). In addition, there*

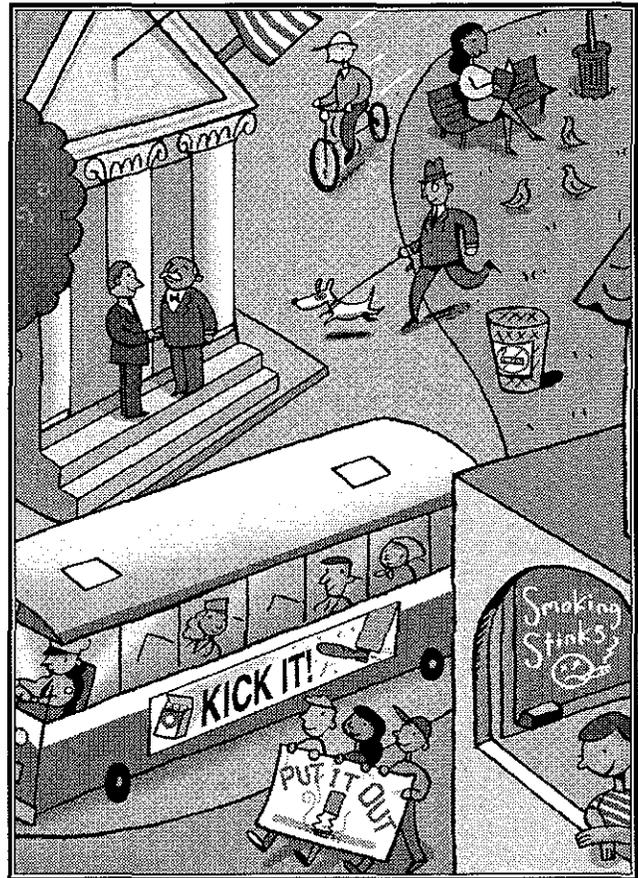
are sometimes tobacco industry 'front groups' that hide their connection with the tobacco industry and may try to involve themselves in your efforts. Try to identify them and avoid letting them join your tobacco control planning processes.

- *Beware that community members may have a distorted view of the tobacco industry stemming from the industry's contributions (often in the form of money) to local community groups and events. Rather than viewing the tobacco industry as the competition, some community members may see the industry as a good corporate citizen.*
- *Information about the tobacco industry and strategies used by the industry are available online and possibly from your state or local health department.*
- *Insist on funding comprehensive tobacco control efforts as a package. This avoids only funding less effective or less controversial single activities. Comprehensive tobacco control efforts are more difficult to challenge.*

GETTING STARTED

Here are some things your community can do to assure that everyone has a common understanding of the 'big picture' in tobacco control. Getting everyone on the 'same page' helps:

- ▲ *Contact your local or state health department, the ACS or other local health agencies to see what data might be available about tobacco use in your community. Depending on the size of the community, data may not be available. If that is the case, ask these same sources for help in how to estimate the size of the problem in your community. Develop a simple fact sheet with key facts about tobacco use and the size of the tobacco problem in your community.*



- ▲ *Organize a community forum to learn more about the problem, inform other members of the community, and to find out who else might be interested in joining your efforts. Bringing in an expert to talk about tobacco use and comprehensive tobacco control can help generate interest in a community forum. There may be a local expert who can fulfill this role or your ACS unit or health department may be able to help identify someone.*
- ▲ *Have your local coalition engage in a detailed discussion about the size of the tobacco problem. Use the previous material in this section to stimulate the discussion. Develop a written summary of the major discussion points and*

*share it with everyone in the group. Use the discussion time to begin identifying things the group would like to learn more about. If you don't currently have a tobacco control team or coalition see the next section, **DEVELOPING THE TEAM**, for getting started.*

- ▲ *Have a brainstorming session with your team about things they have noticed in your community that encourage people to smoke. Then brainstorm ways you think the tobacco industry might oppose your efforts. For each, make a list of possible things you can do to prepare in advance to respond to them. If you don't currently have a tobacco control team or coalition see the next section, **DEVELOPING THE TEAM**, for getting started.*

HELPFUL TOOLS

Two tools are attached to help stimulate discussion in your team about some of the 'big picture' concepts in this section.

A Quick Look at Our Community - to get a quick picture of how your community might look when compared to an ideal community of excellence.

Finding Out About Tobacco Industry Tactics - to help get in touch with people who may have information on tobacco industry activities in your area.

Tool 1 A

A Quick Look at Our Community

Use this chart to begin thinking about your community's strengths and needs for improvement related to being a *community of excellence*. This chart is designed to give you an initial picture of how your community is doing. A more in-depth assessment is found later in the section titled FIGURING OUT WHERE WE ARE NOW. This chart works well to stimulate discussion during a group meeting.

COMPONENTS OF A COMMUNITY OF EXCELLENCE	Areas where we are strong.	Areas where we are taking action but need improvement.	Areas where we aren't doing anything yet.
Tobacco-free schools, worksites, and other public places.			
Coordinated school health programs, that include tobacco use prevention.			
Strong support for high taxes on tobacco products.			
No sales of tobacco to minors.			
Cessation services for those who want to quit.			
Restrictions on tobacco ads.			
Ongoing public education campaigns.			
An ability to quickly identify and effectively counter the tobacco industry's influence/involvement in the community.			

Tool 1 B

Finding Out About Tobacco Industry Tactics

Preparing your community for opposition from the tobacco industry means learning about the various tactics they use in your community and in others.

Start out by brainstorming a list of questions you would like to know about tobacco industry activity generally and in your community. For example:

- *Are the local sports and other community events in our community supported by the tobacco industry?*
- *Are there local politicians who receive contributions from the tobacco industry?*

Now use the chart on the next page to help begin contacting people who might be able to answer your questions. Be sure and ask for copies of any information you find as you talk to people.

THINGS WE WOULD LIKE TO KNOW ABOUT TOBACCO INDUSTRY ACTIVITY:

- 1.
- 2.
- 3.
- 4.
- 5.

Obtaining Information on the Tobacco Industry

Source	Do they currently have information on our questions?	Are they interested in working with us to learn more?	Will they help us share the information with key people in our community?
* Local or state health department			
* American Cancer Society - local or state			
* American Heart Association - local or state			
* American Lung Association - local or state			
* American Legacy Foundation			
* CDC Office on Smoking and Health			
* The State tax agency responsible for licensing tobacco retailers and licensing the products			
Others			

*For information including contact information on these organizations, see the 'Additional Resources' section.

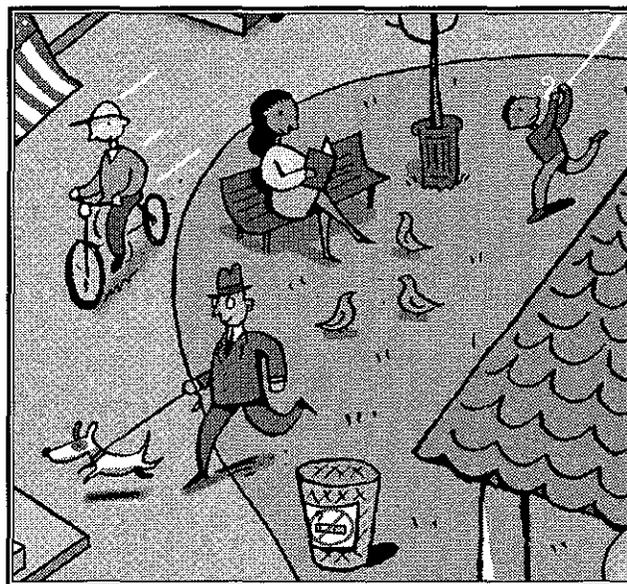
ADDITIONAL RESOURCES

American Cancer Society

www.cancer.org

1-800-ACS-2345

The American Cancer Society, Inc. consists of a National Society, with chartered Divisions throughout the country and more than 3,400 local Units. ACS fights cancer through research, prevention programs, detection and treatment information and education, patient services, advocacy, and public policy.



Information and Documents: ACS has extensive tobacco control resources including print materials, prevention and cessation programs, and advocacy and public policy information.

Americans for Nonsmoker's Rights

www.no-smoke.org

(510) 842-3032

Information and Documents: ANR provides an extensive amount of FREE information and documents that can be downloaded easily from its web site focusing on: Secondhand smoke, Smoke-free advocacy, Tobacco Industry tactics, Preemption, and Youth. The site also has many useful tobacco control links.

Americans for Nonsmoker's Rights (continued)

Publications and Merchandise: ANR also sells a number of publications and merchandise, including:

Secondhand Smoke Presentation Manual

A ready-to-go presentation manual on secondhand smoke, complete with visuals. The topics covered include health hazards, legal issues, economic concerns, and potential solutions and policy options.

How to Butt In: Teens Take Action Handbook

An advocacy guidebook to help youth use social action to get the tobacco industry to butt out of their lives.

Clearing the Air: Citizens Action Guidebook

A step-by-step guide to passing local clean indoor air ordinances.

Materials Diskette

ANR's fact sheets, position papers, model ordinances and policies, and tip sheets.

Restaurant Stickers

No Smoking Pins

"Smoke Free Zone" Desk Sign

California Department of Health Services/Tobacco Control Section

Fighting Back: Communities Beating Big Tobacco (video)

Provides insight to the tobacco industry's tactics and a look at how local groups can take action against Big Tobacco in their own community. Length 12 minutes.

To order: FAX, Mail or Call:

FAX: (831) 438-3618

TECC/ETR Associates

P.O. Box 1830

Santa Cruz, CA 95061-1830

Phone: (800) 258-9090 x230 or x103

Campaign for Tobacco Free Kids

www.tobaccofreekids.org

National Center for Tobacco Free Kids

1707 L Street, NW

Suite 800

Washington, DC 20036

202-296-5469

Information and Documents: CFTK provides information about the campaign, state specific information related to tobacco use and the tobacco settlement, downloadable reports, news highlights and more.

Centers for Disease Control and Prevention (CDC)

Office on Smoking and Health

www.cdc.gov/tobacco

Best Practices for Comprehensive Tobacco Control Programs

In this guidance document, CDC recommends that States establish tobacco control programs that are comprehensive, sustainable, and accountable. This document draws on “best practices” determined by evidence-based analysis of comprehensive tobacco programs. The nine components of comprehensive tobacco control are addressed in this document and specific recommendations on budget and programs are provided.

To order a copy of this publication, contact:

Office on Smoking and Health

Publications

Mail Stop K-50

4770 Buford Highway, NE

Atlanta, GA 30341-3717

770-488-5705 (press 2)

or call 1-800-CDC-1311

or order from:

www.cdc.gov/tobacco

Tobacco Industry Documents

Contains tobacco industry documents, a glossary, and the ability to search for specific areas of interest.

www.cdc.gov/tobacco

Stop Teenage Addiction to Tobacco (STAT)

www.stat.org

Northeastern University

360 Huntington Ave.

241 Cushing Hall

Boston, MA 02115

(617) 373-7828

(617) 369-0130 fax

This site contains information for youth and parents, fact sheets, advocacy suggestions, news, information on cessation programs designed for teens, information on the tobacco industry, SYNAR, and more.

Advocacy Institute

www.advocacy.org

1629 K Street, NW, Suite 200

Washington, DC 20006-1629

(202) 777-7575

(202) 777-7577 fax

The Advocacy Institute is a U.S. based global organization dedicated to strengthening the capacity of political, social, and economic justice advocates to influence and change public policy. The Advocacy Institute's tobacco control project provides action alerts and publications; a collection of resources that states are using to present the case for using tobacco settlement money for effective tobacco control programs; links to the leading resources in tobacco control; and numerous publications available to the public.

Advocacy Institute (continued)

Selected Publications:

A Movement Rising: A Strategic Analysis of US Tobacco Control Advocacy

Smoke & Mirrors: How the Tobacco Industry Buys & Lies Its Way to Power & Profits

By Hook or By Crook: Stealth Lobbying - Tactics and Counter Strategies

Health Science Analysis Project Papers - this series considers the public health impact of various aspects of proposed federal tobacco legislation.

The Money is Coming! The Money is Coming!: A Series of Strategic Advisories for ASSIST Coalitions and Other State Tobacco Control Coalitions.

Blowing Away the Smoke: A Series of Advanced Media Advocacy Advisories for Tobacco Control Advocates

Telling Your Story: A Guide to Preparing Advocacy Case Studies

American Legacy Foundation (Legacy)

www.americanlegacy.org

1001 G Street, NW, Suite 800

Washington, DC 20001

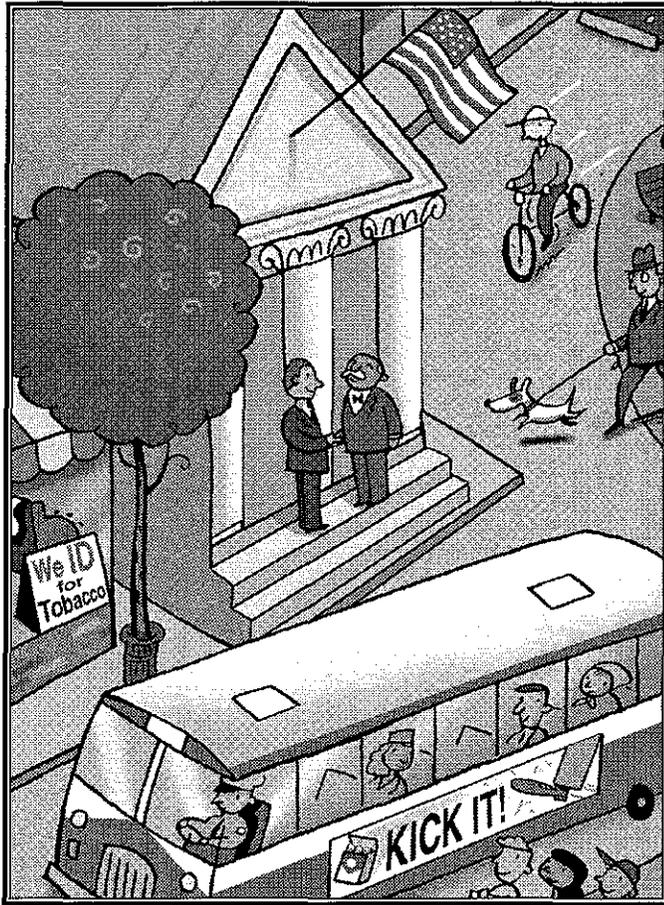
(202) 454-5555

(202) 454-5599 fax

Email: info@americanlegacy.org

The American Legacy Foundation collaborates with organizations interested in decreasing tobacco consumption among all ages and populations nationwide through programs including marketing and education, research and evaluation, grants, and training and technical assistance. Legacy is a national independent, public health foundation located in Washington D.C., created by the November 1998 Master Settlement Agreement. The organization has established goals to reduce youth tobacco use, decrease exposure to second-hand smoke, and increase successful quit rates.

Developing the Team



Tobacco control takes a team effort. A wide variety of skills, ideas and resources are needed for a comprehensive tobacco control effort. No one individual or organization can do it all. The team also has to be credible. That means when the community looks at what the team does, they see reasonable, dedicated people working for the good of the community. It also means they see a diverse group of people working together: people from different neighborhoods, different backgrounds, different jobs, etc. Within the team, the most visi-

ble people are often its leaders. Leadership is important because the team members look to leaders to help keep the group focused and on track. And the public media often seek out tobacco control team leaders as a source of information on tobacco use and the work of the team.

THINGS TO CONSIDER

Deciding Who to Involve

Usually when a group starts working on tobacco control, the people who are involved are the ones with an obvious interest in the issue. These often include medical and public health professionals and those from voluntary agencies such as the ACS, the American Heart Association,