

**Wisconsin Division of Public Health
Tobacco Prevention and Control Program (TPCP)**

**2009/2010 High Impact Strategies and Activities for Statewide Smoke-Free Air
Policy Implementation**

The TPCP will be providing training and technical assistance resources and supplementary materials to assist contracted agencies. Please note that the TPCP may be revising this Addendum and will provide guidance and technical assistance regarding any revisions.

Strategy: Outreach and Education to Key Local and State Leaders

Activities:

- Conduct personal meetings or visits to provide education and resources to enforcement agencies regarding the process of statewide smoke-free air implementation
- Conduct presentations to educate members of local organizations or agencies, specifically focusing on those agencies who serve populations with tobacco-related disparities
- Write letters to policy makers, business leaders and other key audiences
- Share the implementation website, including the complaint form, with health departments and other key organizations for posting on their websites
- Promote implementation promotional materials with health departments and key organizations
- Educate local governments (i.e., City Councils, County Boards or Boards of Health)
- Hold community events supportive of implementation of statewide smoke-free air law
- Collaborate with UW-Surveillance and Evaluation to conduct a baseline air quality study in local communities
- Engage and involve youth in activities supportive of outreach and education to key local and state leaders (i.e. activities listed above)
- Engage and involve 18-24 year olds in activities supportive of outreach and education to key local and state leaders (i.e. activities listed above)

Strategy: Media Advocacy Efforts

Activities:

- Write and encourage submission of letters to the editor
- Conduct editorial board visits
- Hold press conferences or write press releases
- Provide updates to media on relevant reports, findings and information
- Organize guest columns to provide education
- Work with print and television reporters to develop feature stories focused on workplaces (bars, large businesses and high profile businesses) that went smoke-free in advance of July 5, 2010
- Conduct outreach for placement of relevant articles in small news outlets, newsletters, or community list-serves or other organizations' newsletters or publications
- Assist youth in planning and implementing media advocacy to support their policy-focused activism activities

- Collaborate with 18-24 year olds in planning and implementing media advocacy to support their policy-focused activism activities

Strategy: Outreach and Education to Workplaces

Activities:

- Supply business materials to workplaces and respond to questions
- Provide tailored assistance to priority workplaces (bars, large businesses and high profile businesses) interested in going smoke-free in advance of July 5, 2010
- Engage and involve 18-24 year olds in activities related to outreach and education specific to bars

Strategy: Outreach and Education for Enforcement

Activities:

- Write letters, make phone calls and/or conduct personal meetings to provide education and resources to enforcement agencies regarding smoke-free air enforcement
- Conduct presentations, trainings and/or forums for enforcement agencies
- Present at local or regional enforcement association events
- Conduct policymaker education related to enforcement