

Public Smoking Resources Available to State Activities

There are a number of resources, developed by our Public Relations Division, available to field staff and lobbyists to combat state and local smoking restriction initiatives. The attached Resource Inventory [Exhibit A] gives an indication of those resources--and future resources--and how they are best put to use. State Activities is responsible for maintaining a delivery system for these resources.

The Division's use of the "workplace kits" serves as an example of how we employ resource material.

The workplace kit continues to be a useful tool for our field staff and lobbyists. When supplemented with other material--such as Response Analysis surveys, the Business & Health piece in defense of smokers, and the NRA News article against mandatory restaurant smoking laws--the workplace kit has been received favorably by our allies and others. [Exhibit B]

The kits were prepared primarily for use with business leaders and coalition members. They have, however, been presented to state legislators and city council members--friends, opponents and fence-sitters--as well as to coalition members, including TAN Advisory Committee members, farm groups, restaurateurs, vendors, retailers, grocer association members, chambers of commerce, union officials, hotel/motel association personnel and others.

Additionally, the kits have been shared, when appropriate, with members of the press.

Generally, successful use of the kit includes:

- 1) Presentation before and during specific legislative situations.
- 2) Personal presentations, when possible, with distribution.
- 3) Inclusion of additional workplace material, such as the Response Analysis surveys or Business and Health article, when appropriate.

Specifically, workplace kits have been:

- 1) Mailed to lobbyists with oral presentation follow-up by Regional Vice Presidents and Directors.
- 2) Discussed with and distributed to TAN Advisory Committees.
- 3) When possible, presented to members of appropriate state legislative committees and to members of local governing bodies.
- 4) Prior to workplace hearings, presented to our natural allies and to leaders of potential coalition groups that could be affected by workplace smoking laws.

While the kit can be extremely helpful in our overall workplace plans, its usefulness varies greatly from region to region, state to state, even locality to locality.

In Memphis, TN, for example, the workplace kit was used successfully with proponents and opponents of that city's workplace bill. The bill was weakened and eventually defeated. Obviously, the kit is most persuasive when used as "leave behind" information following a personal visit with council members, legislators and allies. Field staff and lobbyists strive to use the kit in conjunction with such personal visits.

In some places, however, the kit has been viewed as too "slick" for effective use with officials. This was true in Cheyenne, WY. To tone down the "Madison Avenue" look, our lobbyist simply photocopied the documents and distributed the copies to the city council. This less formal presentation was considered the superior approach in this instance. The Cheyenne measure is pending.

As part of the overall plan to combat the New York City workplace measure now under review, the kit--and other material--is being presented personally to each of the 35 members of the city council before the April 12 hearing. Additionally, the kit is being distributed to and discussed with key coalition members such as labor, business, restaurant and bowling groups.

These examples of kit use illustrate the general manner in which the kits are being used nationwide. Staff and lobbyists continue to brief allies, legislators and council members, leaving the workplace kit with these people after discussing the workplace issue with them.

Occasionally it is not feasible to make a personal presentation. In such cases the kit is sent to the lawmaker or ally with a cover letter explaining our position and some of the highlights of the kit. When kits are not presented personally, staff and lobbyists make follow-up contact for reactions to the material.

Obviously, situations vary greatly from area to area, and kits are not used where workplace smoking restrictions are not under review or not soon to be reviewed--such workplace discussions could backfire.

The workplace kit is a useful tool, but only one in our arsenal. As with all resource material, the most effective use of the kit is best determined when we have a grasp of the anti-smokers' motives, strength and a time frame for action in a given situation.

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