

State and Local Policy

Dave Garison
Statewide Tobacco Policy Manager

Janiece Davis
Program Manager
Florida Department of Health Palm Beach County



Statewide Rationale

- » Florida's Clean Indoor Air Act
 - Prohibits smoking in indoor workplaces with exceptions
 - Does not restrict smoking (tobacco use) in outdoor environments
 - Preempts the regulation of smoking to the State

Statewide Rationale

- » In 2009, youth conducted a cross-section of 31 counties to compare district policies to North Dakota Gold Star Standard.
 - Only 7 of 67 districts had at least 10 of 12 components
 - None had one comprehensive policy document; components were spread across multiple areas within student, facility and staff handbooks

Statewide Rationale



“Defendants attempted to and, at times, did prevent/stop ongoing research, hide existing research, and destroy sensitive documents in order to protect their public positions on smoking and health, avoid or limit liability for smoking and health related claims in litigation, and prevent regulatory limitations on the cigarette industry”

Statewide Rationale



Local v. State Policy



WELCOME TO OUR
TOBACCO FREE SCHOOL!

School Policy Prohibits the Use of Tobacco Products:
EVERYWHERE. BY EVERYONE. AT ALL TIMES.

Thank you for your cooperation.

In their own words....

Big Tobacco's Objective

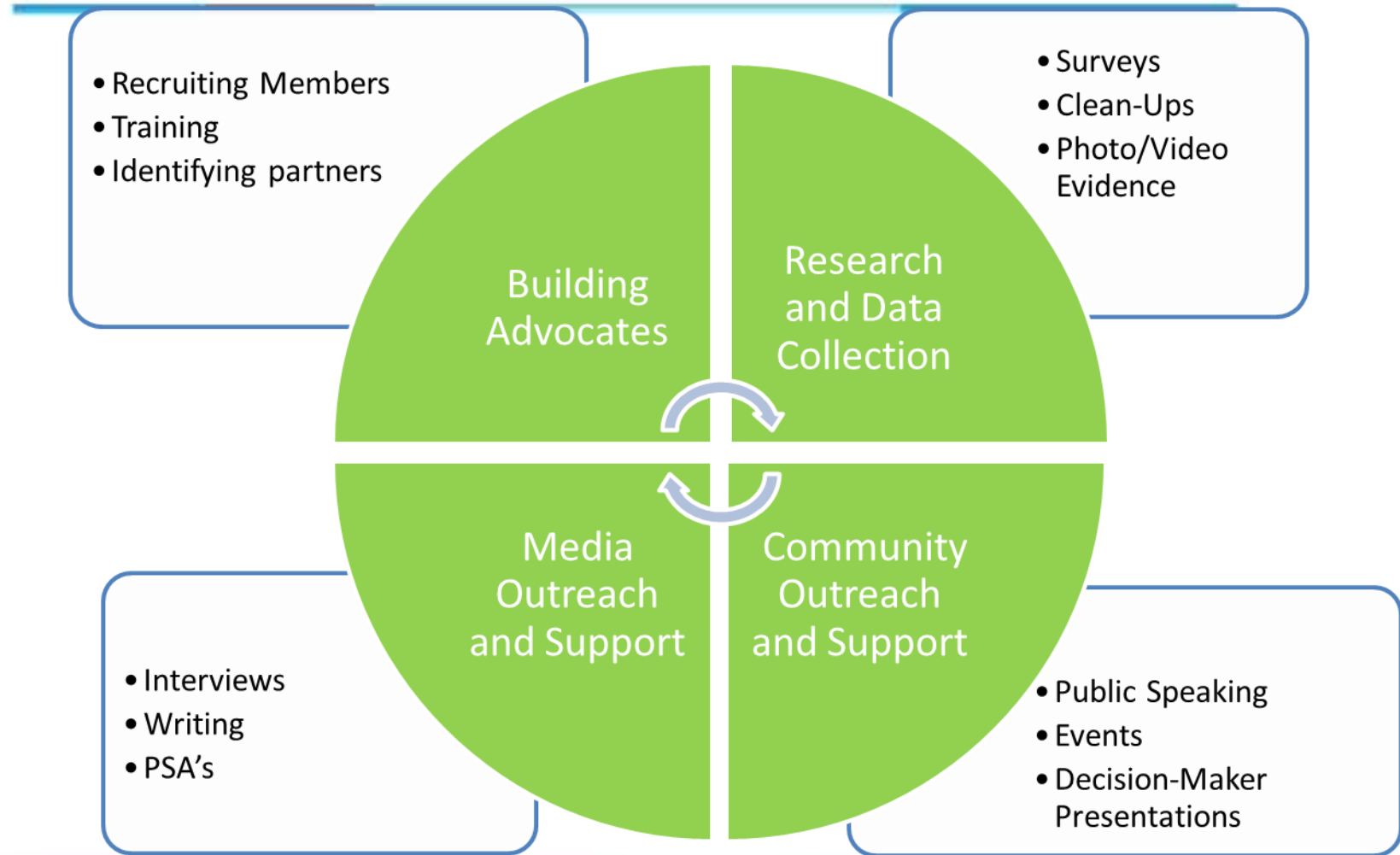
- Create a body of opinion which makes government authorities very wary of smoking restrictions
- Create a social climate where smoking is securely anchored within society despite the health concerns

“Social Acceptability Program.” [Memo prepared by Burson-Marsteller for PM re: accommodation.] January 1992. Bates No. 2500120636-0652.

Local Policy Advocacy

- Creating the local story/need
 - By-in from community
 - Youth and Policy Work
 - Keeping the youth message anti-industry
- Researching the Issue
 - Review other counties' policies
 - Researched policies in various states including North Carolina, South Dakota, and California
 - Researched any legal issues that would complicate or hinder our efforts.

Local Policy Advocacy- Youth Role



Local Policy Advocacy- Youth Role



Monitor and Report

Implementation

Presence at Meetings

Media Advocacy

Community Mobilization

Educate and Train Advocates

Gather Stakeholders and Partners

Policy Advocacy Challenges

- FL Preemption Clause
- CARON Group

<http://www.altria.com/Responsibility/Investing-In-Communities/Success-360/Pages/default.aspx>

Policy Outcomes and Achievements

- Exemption of School Districts from Preemption
- First School District in Florida to pass a comprehensive tobacco free schools policy.
<http://www.palmbeachschools.org/riskmgmt/wellness2/documents/Policy7.19.pdf>
- Population Based Impact
 - 185 schools
 - 183,000 students
 - 21,000 employees

Source: www.palmbeachschools.org

Inclusion of ENDS

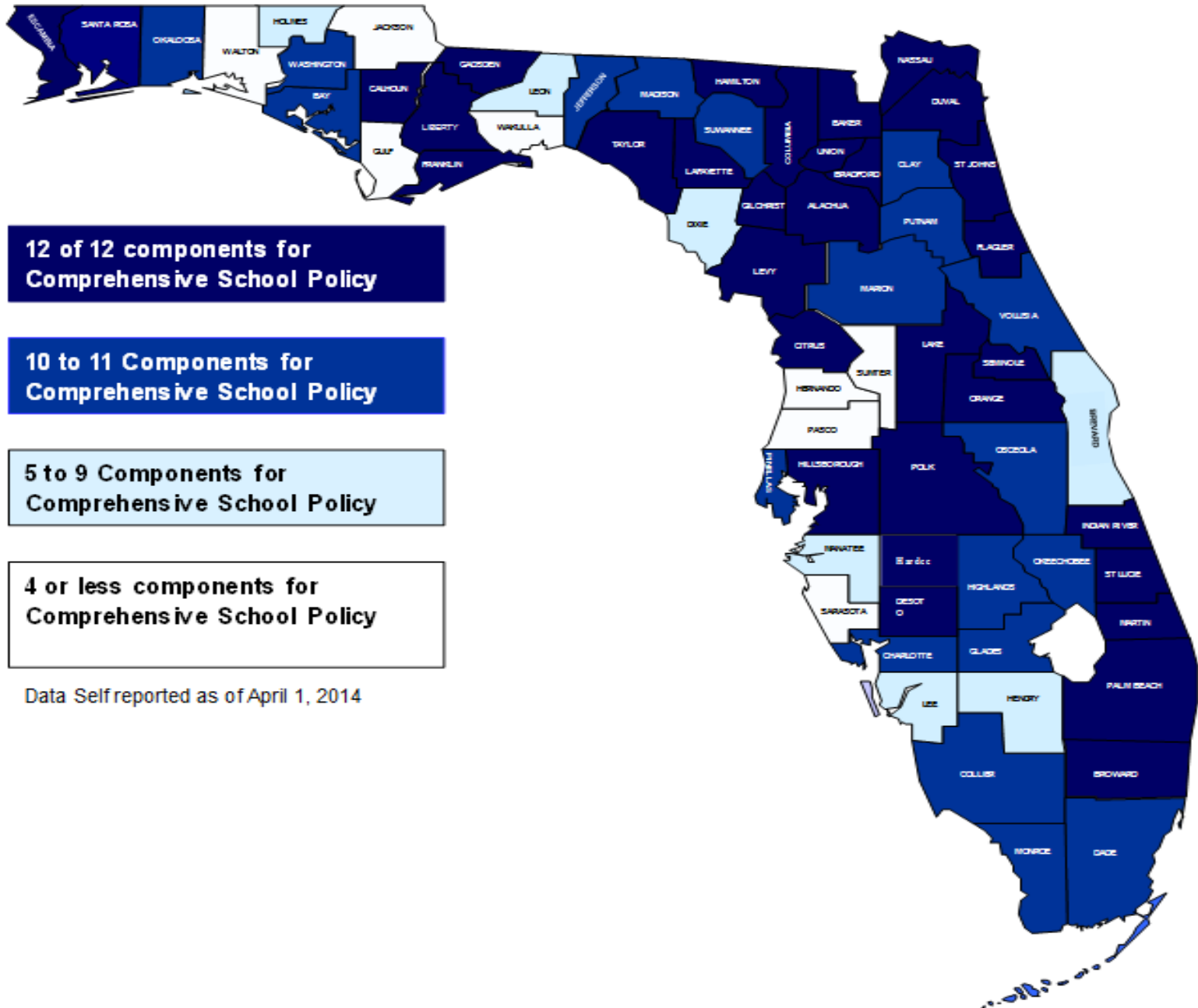
- Easier to include to amend
- Make sure language is specific yet ends with an open-ended statement to cover future products
- Be sure to define them separately from tobacco products

To Wrap Up.....

- » Keep youth engaged in all steps of the process!
- » Marketing your policy doesn't stop just because the policy passes.
- » Think of the future!
- » Get legal opinions!

State Technical Assistance

- » Policy Outreach Resources and Tools (PORT)
 - Online platform for standardized material
- » Items included
 - FAQ's, Fact Sheets and Message Maps
 - Presentation Templates
 - Background/research documents
 - Updated Policy Maps
 - Communication Templates- window clings, signage



12 of 12 components for Comprehensive School Policy

10 to 11 Components for Comprehensive School Policy

5 to 9 Components for Comprehensive School Policy

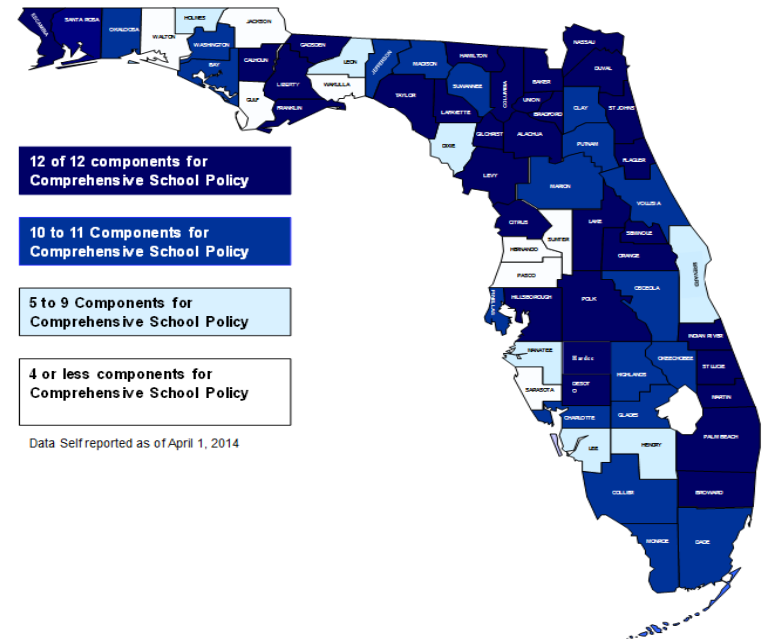
4 or less components for Comprehensive School Policy

Data Self reported as of April 1, 2014

State Technical Assistance

» School Policy Map

- 63% of districts have comprehensive policy
- 84% have 10 of 12 components
- 2.31M of 2.71M students covered by 11 or more components
- Includes ENDS products



Janiece N. Davis, MPH, CWWPM

Florida Health Palm Beach County
800 Clematis Street, Room 2220
West Palm Beach, FL 33401

Telephone: 561.671.4094

Email:

Janiece.Davis@FLHealth.gov

David Garison, MBA

Florida Department of Health
2601 Kennedy St
Palatka FL 32177

Telephone: 386.326.3234

Email:

David.Garison@FLHealth.gov