

## MEMORANDUM

TO: LARRY DOWNS

FROM: BOB SOMMER  
JON HENDL

DATE: APRIL 16, 2001

RE: STRATEGY FOR NEW JERSEY BREATHESES

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Below is an outline for 1 activities for New Jersey Breathes' upcoming campaign. We have outlined several activities on a projected timeline, however, this timeline will fluctuate and activities may vary as the campaign unfolds.

### **Statement of Purpose**

The purpose of our outreach is to educate the public about the need to implement smoke free workplaces policies in places of public accommodation (restaurants, hotels, taverns, etc.). In doing so, we're looking to sway public opinion toward repealing the preemption law and/or endorsing a statewide ban of tobacco use indoors. The goal is to effect key legislative races with the idea that all legislators will see the power we have and ability to generate attention to our issue.

### **Tagline – Underlying Theme**

The message used by the CDC is "Take It Outside". We want to piggyback off of that message, but give it more of a New Jersey flavor. Our recommendation: *"Hey! Take it outside."*

### **Background**

The first year goal is to build on the momentum generated during the campaign to pass a smoke free ordinance in Princeton, New Jersey. This past year, we started that effort gaining editorial coverage statewide encouraging other municipalities to follow Princeton's lead. In 2001, we will launch a statewide movement to educate New Jerseyans about the benefit of repealing the preemption law restricting municipal ordinances banning tobacco. This groundswell of support should lead to more talks about passing a statewide ban on tobacco use in places of public accommodation or giving townships the right to decide on their own.



## Strengths

1. Mobilized local groups. During the excise tax campaign, New Jersey Breathes' members were able to mobilize their grassroots advocates to draft letters to the editor and reach out to decision makers. But that strategy alone will not win this campaign. Working in our favor is the newly formed CAT Coalitions in each county throughout the state. Through their local influence, we will be able to mobilize a more diverse base of advocates and be able to implement some stealth, grassroots programs. They will be our ground troops during this campaign.
2. Election year. During election years, people are more aware of issues and more likely to become involved in public policy debates. Similar to the 1997 campaign, the *Hey, Take It Outside* campaign will raise smoke free environments as a policy issue where citizens will force candidates to take a position on the issue. Many of these activities are outlined under the public affairs section of this proposal.
3. A Plan. Discussed below is our plan of attack during this campaign. As you will see, we have the necessary tools and strategy to move this campaign from a concept to a reality. New Jersey Breathes has always demonstrated the ability to move quickly on these efforts, and that approach will be vital as we launch this initiative.

## Target Audience

Our goal is to make this movement a statewide campaign. While New Jersey Breathes will meet with editorial boards, television stations and reporters throughout the state, we want to target 3 competitive districts in three areas of the state so we don't overextend ourselves. These districts will range throughout the state and tend to include residents that are vocal about public policy issues. Our initial list of potential targets include:

District 4 (southern New Jersey): Gloucester, Camden and Burlington Counties

District 14 (central New Jersey): Mercer and Middlesex Counties

District 36 (northern New Jersey): Bergen, Passaic and Essex Counties

## Overview of Campaign

The programs discussed herein include elements that have already taken place, are underway and some that are projected for the future. As is the case for any campaign, some of the projected programs may change as we move forward and the public landscape changes.

During the Spring and Summer months, MWW worked with the CATs to help position them in the local media, and worked with the New Jersey Breathes leadership to develop grassroots programs for implementation during the fall months of the campaign.



### Media training

As mentioned in the last section, the Communities Against Tobacco will serve as our front-line advocate during the campaign. During the first part of this year, MWW representatives held four media training seminars for these advocates. We discussed everything from developing message points to forming strategies to present messages in the best positive light. **Timeline: Jan. & Feb.**

### Targeted Advertising (separate budget)

We will place advertising in all of the weekly newspapers from the identified towns during the month of October. The goal is to generate more attention to the issue and augment the programs running in these communities. **Timeline: October**

### Direct Mail

MWW will distribute a direct mail piece in approximately 7 counties to generate support for the concept of smoke-free indoor air. The target groups are families who have children and own homes and seniors. We will distribute 60,000 pieces of mail. **Timeline: late September**

### Lawn signs

We will create 1,000 lawn signs with the message “Another Family for Smoke-Free Air”. CAT coalition members and their youth leaders will go door to door in key towns asking residents to post the signs on their lawns. They will also be encouraged to invite reporters to “walk along” while they post the signs. Since there are no state referendums, we have the potential to be the only organization talking about a specific issue this October and November. **Timeline: Sept.-Oct.**

### Hey, Take It Outside stickers

Similar to the lawn sign program, CAT members will go to establishments where smoking is not allowed and ask them to put Hey! Take It Outside. We’re Smoke Free. Stickers on their window to build support for the brand and the issue on the local level. The stickers will be in place of the smoke free establishment signs and will help us form new alliances with restaurants. The stickers are 4” x 4” in size and are static cling so they will not permanently adhere to the window. **Timeline: Sept.-Oct.**

### Tray Liner Project

We are in the process of preparing a tray liner discussing the harmful effects of second-hand smoke. The piece will be placed in a group of McDonald’s restaurants in southern New Jersey. **Timeline: complete**

### Tobacco Free Pharmacy Initiative

Heureka! currently sends a certificate to each pharmacy that stops selling tobacco products and lists them in their tobacco free pharmacy guide. Our recommended program expands on that outreach by alerting patrons that the pharmacy is tobacco free. Similar to the Philip Morris “We Card” program, MWW will create on the door signage and point of sale signage informing patrons that the pharmacy does not sell tobacco products. We also will recreate the certificate so it corresponds with the branding of the in-store signage campaign. **Timeline: October**



### Television and Radio Talk Shows

As the campaign moves forward, we will place key NJ Breathes spokespersons on television and radio programs. This will allow us to gain more exposure for the issue and directly address a larger audience. Initially, we'll target public affairs programs, but as we begin to host special events, television news will become more important for the campaign. **Timeline: ongoing**

### Editorial Board Meetings

As our first activity, we scheduled editorial board meetings with key publications throughout the state. We did this for two reasons. First, we wanted to put the issue on these publications' radar screens prior to meeting with legislative candidates, and second, because many of our activities are stealth, grassroots outreach activities, we didn't want to tip our hand with a statewide press conference. We have already secured an extremely favorable editorial with the state's largest newspaper and are working to schedule similar meetings with other publications (note: meetings were postponed due to the WTC tragedy). **Timeline: September-November**

### Letter Writing Campaign

As the editorials begin to appear, we will want to respond in the daily and weekly newspapers. Through our CAT network and the coalition members, we will draft and place letters of support in these papers. Once these letters appear, they will be used in all outreach materials. Letters at this point will serve as reinforcement for the movement. **Timeline: ongoing**

### Food Critics/Specialty Schools

Two groups that have been extremely underutilized during the smoke free environment movement are food/restaurant critics and professors of restaurant management and culinary institutions. In an effort to broaden our support, we will reach out to these individuals to educate them about the hazards of second-hand smoke in an effort to make them messengers of this cause. Additionally, we will schedule representatives on food programs to talk about the inherent dangers of second-hand smoke in an indoor eating environment. **Timeline: December-April**

### Annual Report

The CAT Coalitions, New Jersey Breathes advocacy network and now, DialogBuilder will give the coalition a tremendous amount of advocates on the grassroots level. But equally important to mobilizing these individuals is keeping them informed about the latest and greatest tobacco control activities. In the past we have relied on blast email to distribute the message. While that channel will still be utilized, New Jersey Breathes will create an annual report that outlines the activities, how to get others involved and where we stand with our initiatives. **Timeline: January**

### Information Packet Mailing

During all of the editorial board visits, we will produce an information packet as a leave behind. Undoubtedly, some editorial boards will not be able to accommodate a visit because of the paper's size or staffing issues. Therefore, we will forward the information packet to them and offer phone-in editorial board meetings with New Jersey Breathes. Again, the purpose is to give them all of the appropriate background information prior to any editorial positions on the issue. **Timeline: Sept-Nov**



### Opinion Editorial

Up until this point, we have basically massaged the editorial boards to get them to identify with our position. Now, it will be essential to publicly state our position on all of the editorial pages. Since weeklies have a strong influence on New Jerseyans – particularly during the political season – we will make a strong push to place this thought piece in weekly publications statewide. In addition, we will place the piece in daily newspapers to educate these readers as well. Our campaign is not limited to one opinion editorial. In each of the targeted counties, we will work with a CAT officer to sign off on an op-ed to give the issue a local feel. We can forward samples of these pieces and message points to encourage other CAT leaders to place similar pieces in their area newspapers. **Timeline: Oct-Dec**

### Phone-in Editorial Boards with Weekly Newspapers

In hotly contested political races, candidates are sure to address a number of issues of concern to the citizens of that district. We want to make sure that the editorial boards of the weekly newspapers are educated about the issue when they speak with their local candidates. This way, they can pose educated questions to candidates and readers as the debate unfolds. Again, during the political season, citizens rely heavily on the information conveyed through their weekly newspapers. Therefore, it's essential to educate these editors prior to any meeting with candidates. **Timeline: Sept-Nov**

### Direct outreach to restaurants

Many of our activities are geared toward educating the general public. We're also working with the CATs to determine the level of resistance from chain restaurants to institute changes in their smoking policies. Once we gather this information, we'll work with the CATs to determine what types of pressure we can place on these facilities to change their specific policies. **Timeline: ongoing**

