



AIR QUALITY MONITORING ADVOCACY PLAN

Tips and Planning Worksheet

AQM RESULTS DISSEMINATION TIPS

- ❖ **Policy objective:** Your AQM results can contribute to a variety of different policy objectives, depending on the context within your country:
 - You have no smoke-free law, and there is a need to pass a new, strong, smoke-free law.
 - You have a weak smoke-free law, so there is a need to strengthen an existing smoke-free law.
 - You have an existing smoke-free law, but strong regulations have yet to be written and published.
 - You have an existing smoke-free law, but need to determine whether there is high or low compliance and whether your government is effectively enforcing the law.

- ❖ **Target audiences:** You can reach out to various different groups, some of which include:
 - **Policymakers** – to push for policy change
 - **Enforcement officers** – to push for enforcement
 - **Public** – to inform about the harms of secondhand smoke and build the case for smoke-free laws
 - **Media** – to inform about the harms of secondhand smoke and build the case for smoke-free laws and to ensure wide dissemination of AQM results

- ❖ **Messaging:** Your messages about the AQM results should tell a story that will get the attention of your target audiences. Some story ideas include:
 - Illustrate how smoke pollution levels in indoor smoke-free locations compare to those of places that permit smoking.
 - Show how smoke pollution levels in smoking and non-smoking indoor locations compare to the pollution levels of known polluted outdoor places in your city/state/country.
 - Feature a venue that is completely compliant. Your media story could highlight the steps taken to ensure the location is completely smoke-free.
 - Visit venues before a jurisdiction implements the law and then visit those same locations after the law is implemented for comparison and report on the change in pollution levels.

- ❖ **Reaching your target audiences:** To have an impact, think about the best way to reach out to your various target audiences. Some examples include:
 - **Media** – meet one-on-one, or take journalists out with you on an AQM visit
 - **Policymakers** – meet one-on-one (include information in a concise fact sheet)
 - **Enforcement officers** – discuss AQM results as a part of enforcement training (include information in easy to understand presentations and/or pamphlets)
 - **Public** – get the study out in the media to make the case for smoke-free laws

Develop a Dissemination Plan for AQM Studies Planning Worksheet

1) Describe your overall AQM plan:

- What is your policy objective and how will you use AQM to influence policy?

- What is your strategy?
 - ❖ Identify your target audience (i.e., journalists, the public, politicians, advocates, enforcement officers)?

 - ❖ Identify who your dissemination partners will be (i.e, local pollution control board, academics/universities, policymakers, restaurant associations).

 - ❖ Develop key messages based on the study results. These key messages should have a policy focus. For instance:
 - The only effective way to protect against secondhand smoke is to have 100% smoke-free laws.
 - [insert country name] should mandate/implement/enforce smoke-free laws.

 - ❖ Include with your key messages some informative messages about:
 - The dangers of secondhand smoke.
 - Background on tobacco use in your country (i.e., adult and child prevalence rates).
 - A description of the smoke-free law and its status in your country.

 - ❖ Establish strategies (i.e., presentations, media release, written materials, other) to effectively disseminate your story to each of your target audiences (i.e. policymakers, enforcement officers, media, public, other)

- ❖ Identify key spokespeople who can help deliver your message
 - Spokespeople must be individuals that are credible, know the data, and are well-trained on how to effectively communicate the key messages, and might include media persons, politicians, enforcement officers, advocates and researchers.

- ❖ Identify potential opponents in advance and research their likely messages and strategies; develop counter-arguments.

- ❖ Release your results!

2) Timelines. Develop detailed information about your data collection, dissemination, media and advocacy plans, in the following format. Below is an example of what your plan could look like:

ACTIVITY	DATE(S)	Person Responsible
Meet with one or more journalists to let them know about the upcoming AQM study and get them interested. Suggestion: Take them with you when you conduct one or more air quality monitoring visits.	May 2, 2009	
Data collection (no more than 3 weeks)	May 5-20	
Data analysis (no more than 3 weeks)	May 20-25	Roswell Park Cancer Institute and CTFK will assist>
Meet with _____ (relevant local government person) to discuss results and the government's response.	May 25 – June 3	
Hold a press conference to release the AQM results. Suggestion: Get a government person as a speaker to present their plan to improve air quality in your city/state/country.	June 3, 2009	
<ul style="list-style-type: none"> ○ Continue to disseminate the data in all discussions regarding the smoke free law. ○ Remind advocates to use prepared fact sheets. ○ Repeatedly provide policy makers and the press concise information about the study. ○ Follow-up with another study to assess progress. 	Ongoing	