# PART 1: GENERAL INFORMATION

**A. Collect background information on target city/county.**

* What is the population?
* Who is part of the community?
* What does the community view as the main area of need? What other needs have been identified by the community and how do they relate to tobacco control? What is the demographic profile of the residents?
* What is the profile of the different districts and neighborhoods in the community?
* What local media outlets serve the community?
* What are the most powerful organizations/associations in the community? (business groups, unions, neighborhood associations, etc.)
* What is the current hot topic being debated in the community?
* What strategies have been tried before? What worked and what did not?
* What discrimination-related barriers may affect community members?

**B. How does the local government work?**

* Are elections for council/board by district or at large?
* Is the Mayor elected or rotating?
* Is the City Attorney on contract or a city employee?
* What is the role/power of City Manager/County Executive Officer? Are they a leader or a follower?
* What council committees or commissions have responsibility for our issue?
* How does a proposal become an ordinance?
* Is law enforcement handled by city police or county sheriffs?
* What are the terms of elected officials?
* When is the next local election (including primaries) for elected officials and election dates?
* What are the election results for the last two election cycles?
* How has the community voted in state and national issues in the last two election cycles?

**C. What do you know about your local decision makers?**

* What are the names of the key decision makers, both elected and appointed?
* Complete the [Elected Official Profile Form](https://tobwis.org/documents/274/Key_Leader_Profile_Form.docx) for all key local decision makers (council members, county supervisors, as well as members of key commissions or committees).
* What are the dynamics between the elected officials? Any alliances or divisions? Is anyone the

natural leader?

* Which elected officials sit on committees or commissions that may consider our issue?

# PART 2: INFORMATION ON TOBACCO: PUBLIC HEALTH AND POLITICS

**D. Gather the available local public health and tobacco use data.**

*Specific data for the jurisdiction in which you are working is best where it is available.*

* What are the rates of commercial tobacco use, secondhand smoke and aerosol exposure and cessation in the community?
* What is the current adult smoking rate in your community? What is the cost of smoking for your county?
* What is the youth smoking prevalence in school districts in the target community?
* What are the top public health challenges facing the target community?
* What are the asthma rates for target community?

**E. What local tobacco control policies and resolutions have been discussed, voted on and adopted/defeated?**

* What tobacco control policies are currently in the city or county code? What are the specific requirements of the ordinance(s)?
* How has the city council or board voted regarding local tobacco control policies in the last five years (e.g. tobacco-free parks and beaches, tobacco retail licensing, voluntary resolutions)?
* What were the votes of each council/board member? What were reasons given for the votes?
* Have any city council or board members publicly voiced support for tobacco control issues in the past three years? Who? Which issue?

**F. How strong are pro-tobacco influences in your community and government?**

* Has the city or county taken an official position on tobacco-related state or federal legislation and/or state initiatives in the last five years?
* Have any city council or board members accepted contributions from the tobacco industry in the last five years? How much? (*this may not be readily available in all areas*)
* Has the Chamber(s) of Commerce taken a stance on tobacco-related state or federal legislation and/or state initiatives?
* Are any city council/board members active in a Chamber or married to a Chamber leader?

**G. How strong are pro-health influences in your community?**

* How have voters in the target community voted on tobacco-related initiatives in the past?
* How much community and political influence do local health, youth or voluntary associations (American Lung Association in California, American Cancer Society, American Heart Association, YMCA, Boys and Girls Club) have in your city/county? Who is on the boards of these organizations, and do they have connections with decision makers?
* Do any of the voluntary health associations (Heart, Lung, Cancer) have active advocacy volunteers living in the target community?
* Is there a FACT group established in the community?
* Are youth organizations or local youth coalitions (outside of FACT groups) involved in tobacco control activities in the community?
* Which community based organizations are likely to be allies of tobacco control policies?
* Where are these organizations located in the city/county, e.g. which council or supervisorial district? (If council/board members are not elected by district, locate organizational allies with reference to where the elected officials live in the community.)

# PART 3: POLITICAL ENVIRONMENT FOR YOUR ISSUE

**H. What is current public opinion about the tobacco problem you are addressing and the appropriate policy solution?**

* How do community members feel about the problem and the solution? (Conduct public opinion surveys in the community to assess this)
* How do community leaders feel about this issue? (Conduct interviews with key opinion leaders.)
* What is the nearest city or county that has addressed the problem and how did they do it?
* Are there any cities or counties that have addressed your public health issue, but are facing problems with their adopted policies?

**I. How will the pro-tobacco and pro-health sides in your community and government feel about your proposed policy change? And how strong are they?**

* Which organizations/individuals may oppose the proposed policy? Why? What will the new policy cost them?
* How powerful are the opposing organizations/individuals? Who do they know and influence?
* Which organizations/individuals may support the proposed policy? Why? Who do they know and influence? Policy Issue Assess the Political Environment

**J. Assess the support and environment for specific tobacco prevention and control best practice areas.**

*Below are suggestions for thinking about your specific focus area.*

## Tobacco-free Outdoor Spaces

* What are the results from recent park or beach cleanups?
* How many parks/beaches are there and where are they located? Where are these parks located with respect to council/Board districts? If the city doesn’t have districts, then which parks and beaches are close to where each of the elected officials live?
* What events are held at the parks? Which organized groups use the parks and might be an ally?
* Does the community have a Parks & Recreation Commission (an appointed board versus just staff) that this ordinance will have to go through before coming before the city council/board of supervisors?
* Does your city have a history of fires in parks, beach piers or elsewhere which originated with discarded cigarettes?
* What specific areas are being considered for smoke free restrictions, e.g. entryways, outdoor dining, parks, beaches, service lines, outdoor work areas, sidewalks, etc.?
* What are the butt collection results from recent cleanups of these areas?
* Is there a known area in your community that would be impacted? An “old town” or “downtown?” Are the businesses in this area organized?
* What events are held in the outdoor areas of the community? Which organized groups use the outdoor areas and might be an ally? Opponent?

## Tobacco Retailer Licensing

* How many tobacco retailers in your area are licensed?
* What is the current tobacco retailer licensing fee the municipality collects? (*see the licensing fee spreadsheet on TRL page)*
* What does the current municipal code say about tobacco retailer licensing?
* What are the recent WI Wins and/or Synar Compliance rates in the community?
* Are any tobacco retailers active in the Chamber of Commerce?
* Does the city/county have a commission or committee that this ordinance would need to go through on the way to the city council/board of supervisors, such as a Licensing Commission or Safety Committee?

## Smoke-free Multi-Unit Housing

* What is the percentage of renter population?
* What is the percentage of condos in the community?
* Is there a rent control or rent stabilization ordinance?
* What apartment owner/manager associations are in the community?
* How many multi-unit housing complexes are there in the community?
* How many of the multi-unit housing complexes in the community have voluntarily gone smoke-free (section 8, market rate and other low income housing)?
* How many public housing complexes are in the community (required to be smoke-free as of July 31st, 2018)?

## Municipal Electronic Cigarette

* What does the current policy language state?
* What buildings would be covered by the policy?
* Has this issue been discussed in the community before?

## Tobacco-Free School Policy

* What is the current policy?
* Is the policy posted on a public website?
* Are there surrounding communities that have adopted a comprehensive tobacco-free school policy? If so, who?