

What Works in Policy & Advocacy

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Disclosure

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Why Clinicians as Public Health Advocates?

- Increased participation related to legislative outcomes supportive of tobacco control
- Health professionals are widely viewed as persuasive by legislators
- Policy makers would like more contact with clinicians

Advocacy Continuum

Pediatricians advocate at different levels:



Community Advocacy

- **Local smoking bans and restrictions**
- **Get quit lines to take parent referrals from pediatricians**
- **Reduce patient costs for treatment**
- **Public education campaigns**
- **Outreach to diverse populations**
- **Sponsoring training on best practices**

State Quitline Information


MOZILLA FIREFOX :: NORTH AMERICAN QUITLINE CONSORTIUM :: WORLD MAP - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.naquitline.org/mapdata.asp?id=9

Most Visited Getting Started Latest Headlines

1-800-QuitNow | Services in Your Area

 **UNITED STATES**

Florida

Quitline:	Florida Quit-for-Life Line In operation since December 2001		
Website:	www.flquitline.com		
Phone No:	Line#	Toll Free Number	Language
	1	(877) 822-6669	English
	T	(866)-228-4327	Hearing Impaired

Eligibility Criteria

For counseling: Must be 11 years or older.

For free medications: Must be 18 years or older and pass a medical screening. Pregnant women do not receive NRT and Medicaid clients are referred back to their providers.

Languages

Counseling offered in: English, Spanish

Third party counseling: All other languages.

Standard Hours of Operation:

Counseling assistance available:

Mon	7:00:00	-	24:00:00
Tues	7:00:00	-	24:00:00
Wed	7:00:00	-	24:00:00
Thurs	7:00:00	-	24:00:00
Fri	7:00:00	-	21:00:00
Sat	9:00:00	-	19:00:00
Sun	9:00:00	-	19:00:00

Live pickup of incoming calls:

Mon	24 hours	-
Tues	24 hours	-
Wed	24 hours	-
Thurs	24 hours	-
Fri	24 hours	-
Sat	24 hours	-
Sun	24 hours	-

Closed On:
Thanksgiving, Christmas

Services Offered

Phone Counseling

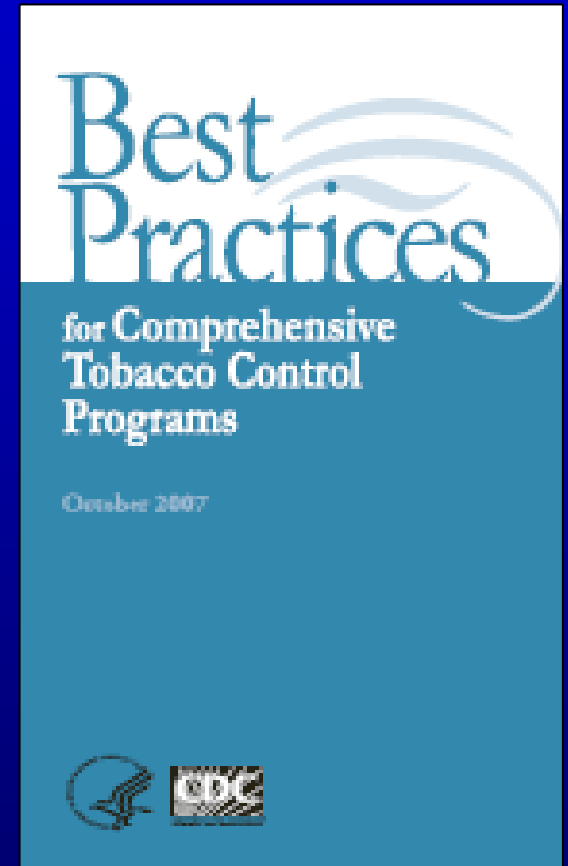
- Standard counseling available for an adult tobacco smoker	Minimal/brief intervention; Multiple: counselor-initiated
- Number of sessions provided for typical tobacco smoker	5

State Advocacy

- **Implement policy interventions that**
 - **Decrease smoking initiation**
 - Taxes
 - **Increase cessation efforts**
 - Quitlines
 - **Protect children from SHS**
 - Address smoking in cars, foster care, public places (indoor and outdoor)
- **Work with coalition partners**
 - Within the AAP
 - With community-based organizations

State Advocacy

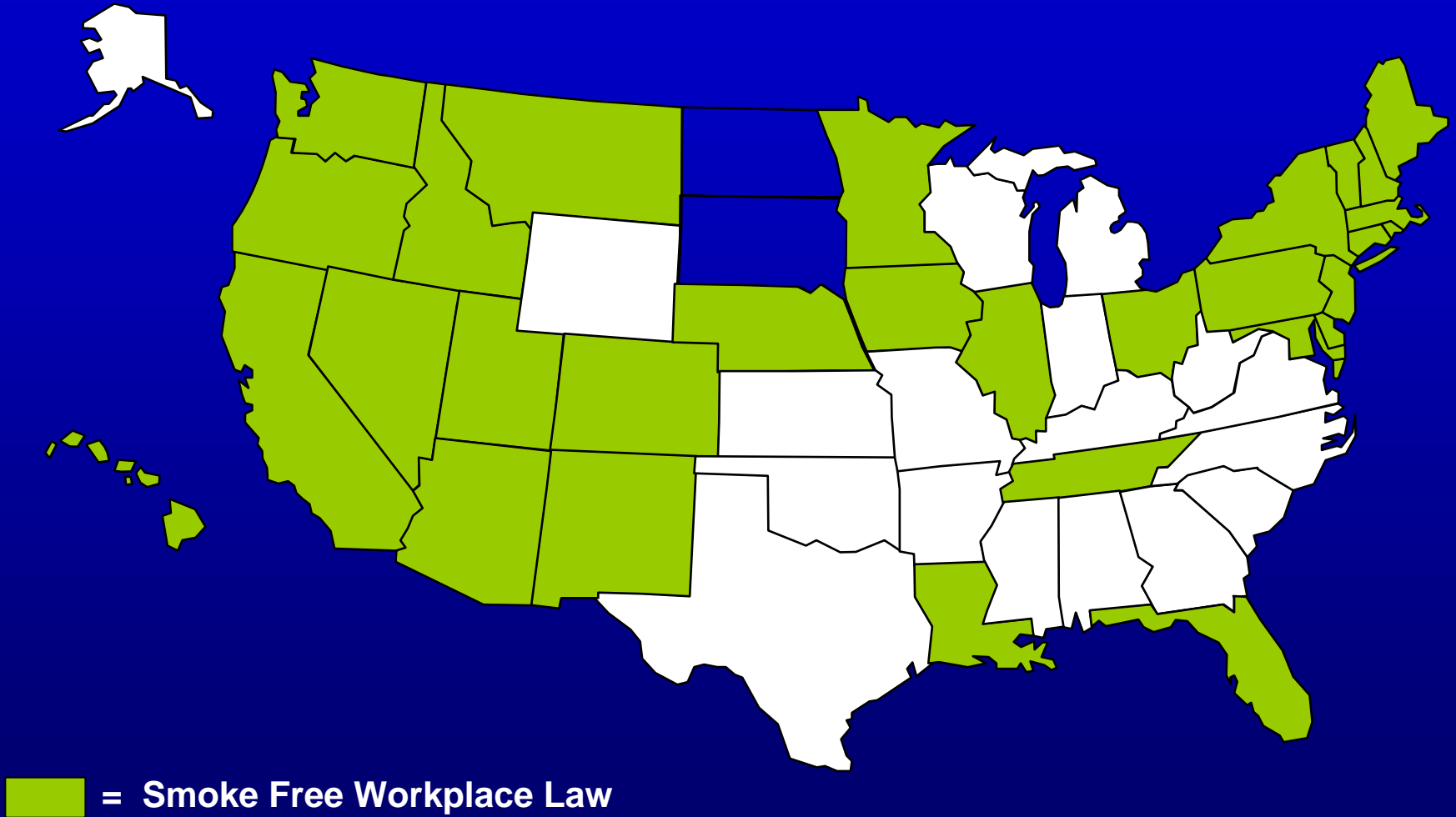
- State demographics have a significant role in tobacco prevention efforts
- CDC's *Best Practices for Comprehensive Tobacco Control Programs Guide*
 - Describes structure of effective interventions
 - Provides recommended level of funding to reach these goals



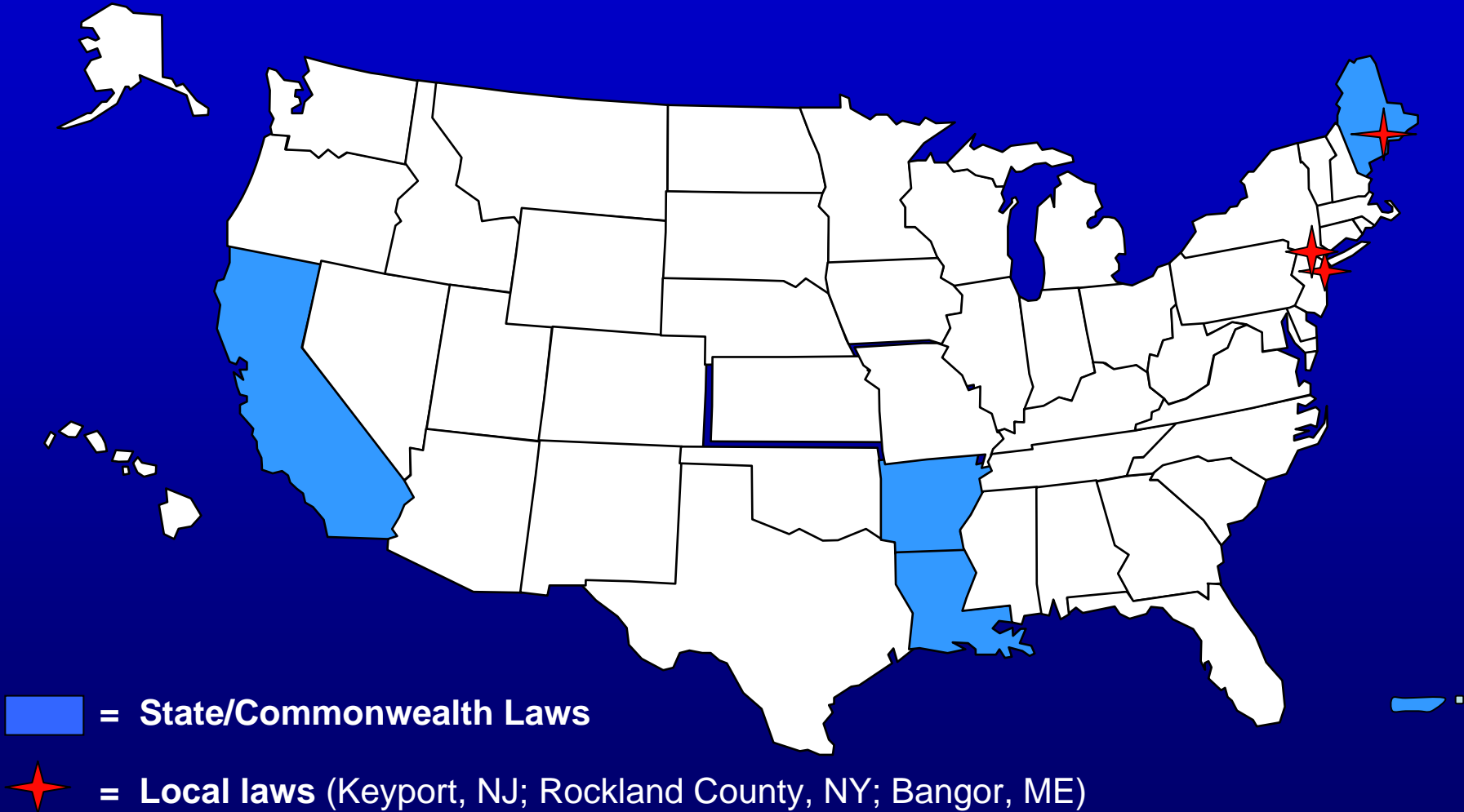
State Advocacy – Collaborate

- **Develop or join anti-tobacco coalitions**
- **Establish a strategic plan for tobacco control with partners at the state and local levels**
- **Work with AAP chapters**
- **Implement policy interventions**
 - **Decrease initiation, increase cessation, protect children from SHS**
- **Sponsor trainings on best practices and/or community projects**
- **Work to increase state funding for tobacco prevention**

Smoke Free Workplace Laws



Secondhand Smoke, Kids and Cars



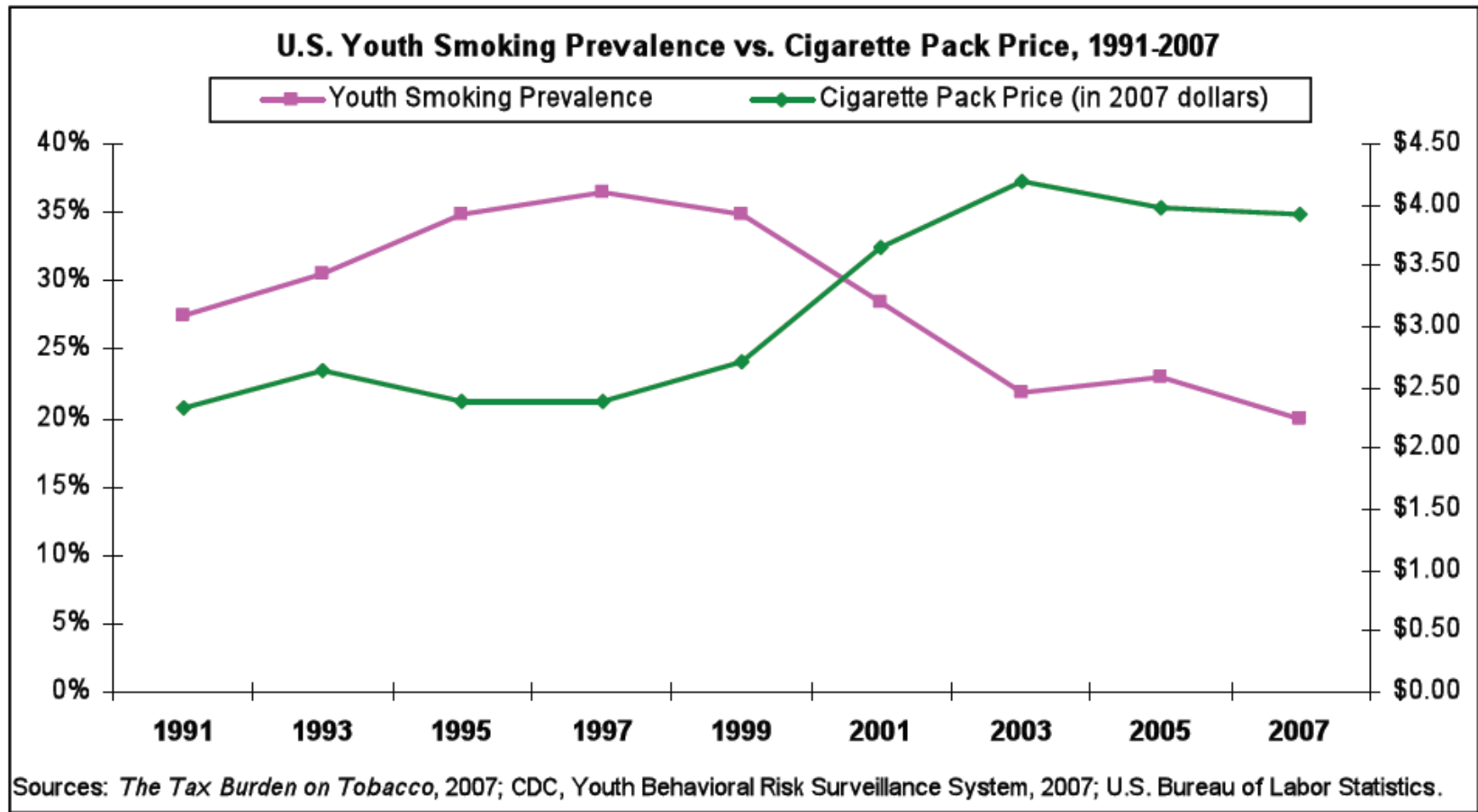
Increase State Tobacco Control Funding

- **Increase tobacco taxes**
- **Increase % of tobacco settlement dollars spend on tobacco control**
- **Increase tobacco funding dedicated to eliminating exposure to SHS**

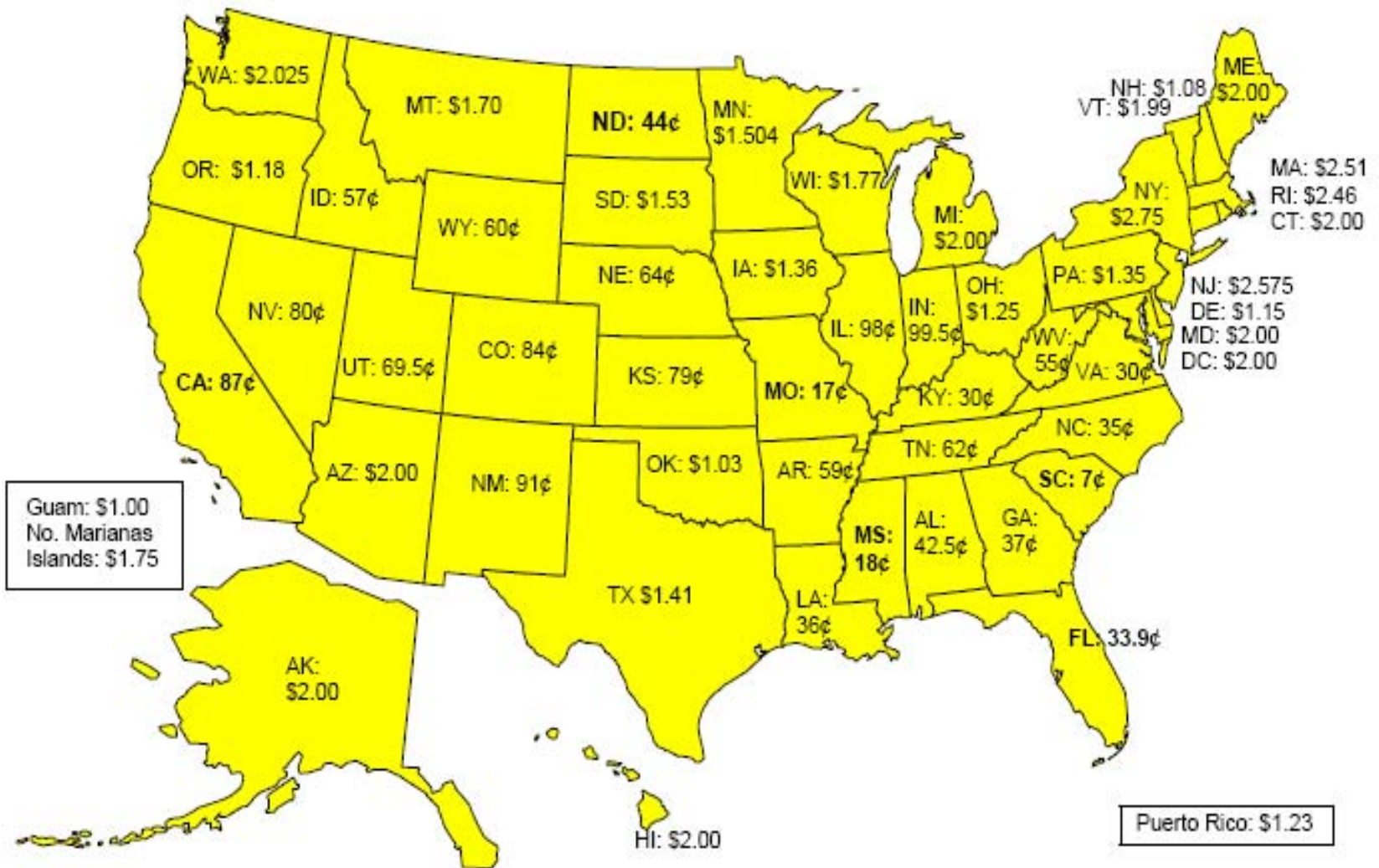
Funding State Programs

- Increased funding of state programs leads to smoking reductions
- The longer states invest in programs, the greater and faster the impact
- 5 years at CDC recommended funding
 - >5 million fewer smokers
 - Prevent >100,000 premature tobacco-related deaths

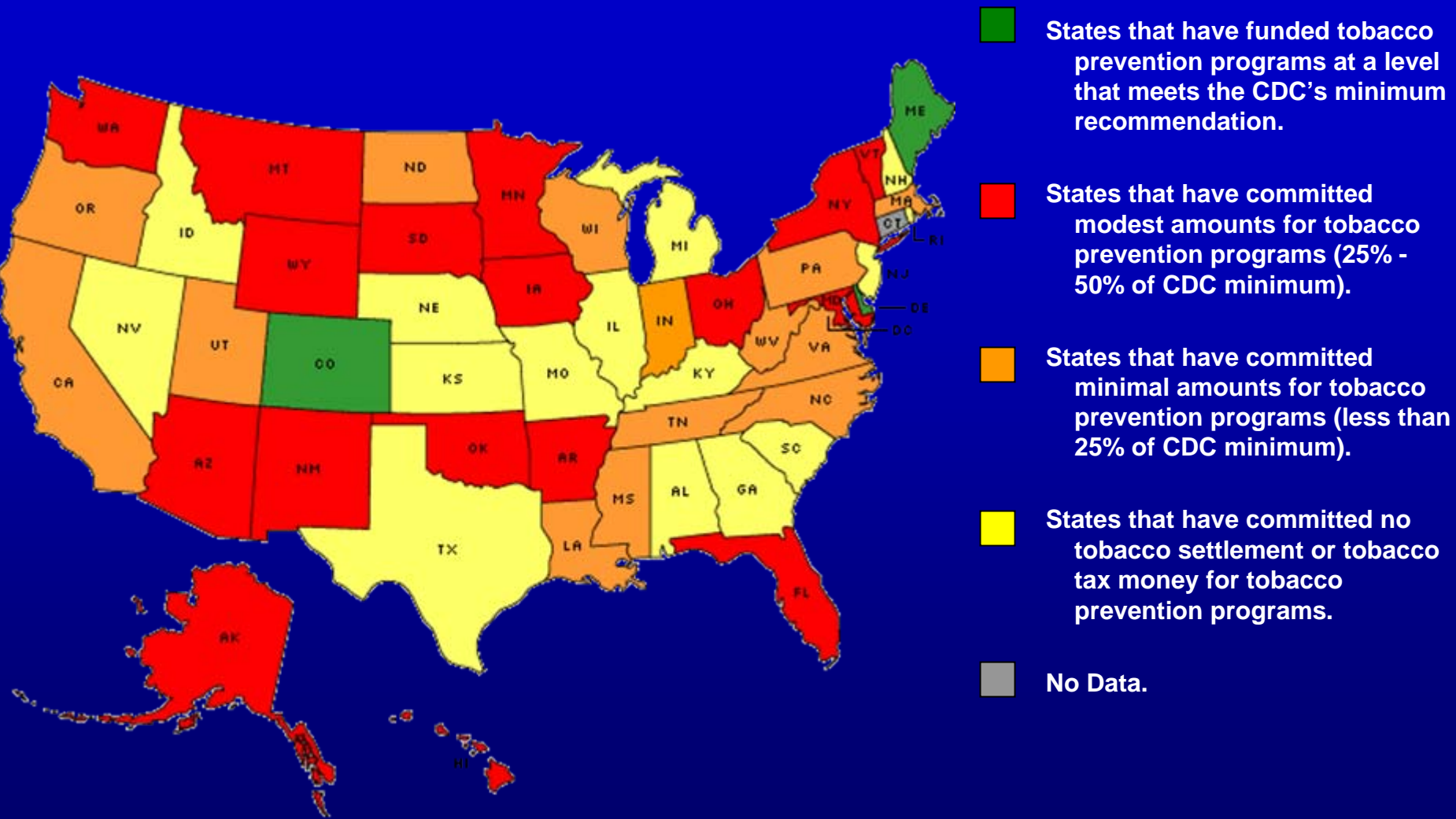
Youth Smoking and Cigarette Prices



Tobacco Taxes, 2008



Funding for Prevention



Principles for Legislative Success

- Know the issue
- Know the process
- Develop solutions
- Develop strategy
- Work in coalitions
- Understand the opposition
- Design a communication plan

Build Relationships with Policy Makers

- **Face-to-face meetings with legislators/staff**
- **Phone calls – add # to your cell phone book**
- **Emails – put addresses your address book**
- **Letters**
- **Testifying before legislative/regulatory bodies**
- **Serving on advisory groups**
- **Invite policymakers/staff to your office or hospital**

AAP Advocacy Resources

- **AAP Advocacy Guide: NEW!**
 - **Basics of Legislative Advocacy**
 - **Community, State and Federal Advocacy**
 - **Advocacy Communications**
 - **Advocacy in Action**
 - **Coalition Building and Partnerships**
- **Residency Advocacy Training Curriculum**
 - **PowerPoint**
 - **Tip sheets**

Your Involvement

- **Join tobacco advocacy listservs**
- **Build relationship with legislators and staff – tell your front line story**
- **Raise awareness of issues**
- **Respond when the chapter asks**
- **Vote!**
- **Participate in political campaigns**

Resources: American Lung Association (www.lungusa.org)

- Nationwide Smoking Cessation Resources 2008
<http://www.lungusa.org/site/?c=dvLUK9O0E&b=4724127>
- State Legislated Actions on Tobacco Issues
<http://slati.lungusa.org/>
- State of Tobacco Control Report
www.stateoftobaccocontrol.org American Lung Association Tobacco Control Tribune
<http://www.kintera.org/AutoGen/Newsletter/SubscriptionForm.asp?ievent=3849&en=ffLFLMOrGbIGJLPvEgLGLMNAIiJOLYOBLoIXIaK>

More Resources

- Campaign for Tobacco Free Kids (www.tobaccofreekids.org)
 - Action Center <http://action.tobaccofreekids.org>
 - A Decade of Broken Promises: The 1998 State Tobacco Settlement Ten Years Later.
www.tobaccofreekids.org/reports/settlements/
- Best Practices for Comprehensive Tobacco Control Programs. Centers for Disease Control and Prevention. 2007.
www.cdc.gov/tobacco/tobacco_control_programs/stateandcommunity/best_practices/
- Quitlines
 - 1-800-QUIT-NOW <http://1800quitnow.cancer.gov>
 - North American Quitline Consortium www.naquitline.org

AAP Resources

- Julius B. Richmond Center of Excellence
www.aap.org/richmondcenter/
- State Government Affairs
<http://www.aap.org/advocacy/stgov.htm>
- Department of Federal Affairs
www.aap.org/advocacy/washing/overview.htm
- Division of Community-based Initiatives
www.aap.org/commpeds/docbi/
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