

April, 2003

Dear Tobacco Control Coalitions and Local Health Officers:

The purpose of this letter is to inform coalitions that are preparing for or in the process of attempting to implement smoke-free restaurant and other clean indoor air ordinances of how to access technical assistance or apply for additional funding to support your campaign. For coalitions that are not ready to plan for or implement an ordinance campaign, this packet includes materials that may be helpful in the planning process.

The Clean Indoor Air Sub-group which is a part of the State Training and Technical Assistance Team is pooling resources and technical expertise to assist coalitions in planning for and implementing clean indoor air ordinance campaigns. This statewide group includes the American Cancer Society, American Heart Association, American Lung Association, the Wisconsin Division of Public Health, UW-Extension, SmokeFree Wisconsin, BVK Media, local coalition representatives, Wisconsin Tobacco Control Board and others.

Existing community coalition grants and resources from the Wisconsin Tobacco Control Board, contracted through the Division of Public Health, are an important source of funding that can be used to support the preparation and planning for a campaign. The coalition and its coordinator are important partners in a campaign to provide community education on the health effects of secondhand smoke and benefits of clean indoor air policies.

However, while existing resources are important, obtaining additional resources is part of the journey in conducting a local clean indoor air policy campaign. The Clean Indoor Air Sub-group, has access to limited, pooled resources to assist local campaign efforts.

Additionally, the community's support for a campaign is important. It's important to identify in-kind and financial resources that may be available in your community. Health care organizations or community foundations have been willing to provide resources in some communities.

The Wisconsin Tobacco Control Board has set a goal of 100 smoke-free restaurant ordinances and 100 percent smoke-free government buildings by the year 2005. We feel this goal is still reachable, but it is crucially important that we focus our pooled resources on those communities that are in the best position to succeed.

Enclosed in this mailing are the following materials:

Request for Support Application

Critical Criteria for Moving Ahead with an Ordinance Campaign--Checklist

Timeline for an Ordinance Campaign

General Budget for a CIA Ordinance Campaign

Suggested CIA Objectives—Working on an ordinance in the current year

Suggested CIA Objectives—Preparing to work on an ordinance the following year

Request for Support applications will be accepted on an on-going basis and are intended as a way for local coalitions to self-evaluate their readiness for ordinance work and to identify resources you have

locally and resources you still require. This process will also help the CIA Sub-group make strategic and collective decisions on allocating limited resources.

If you have any questions about conducting an ordinance campaign or completing the Request for Support, please contact either Paul Uebelher or Jill Ness at SmokeFree Wisconsin (608-268-2620).

Sincerely,

Carrie Sullivan
Co-Chair
SmokeFree WI

Alison Prange
Co-Chair
American Cancer Society

Clean Indoor Air Sub-group Members

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Boni Westover, *UW-Extension*
Dianna Forrester, *Washington Co. Coalition Coordinator*
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