



Saving Our Legacy
African American for Smoke-free Safe Places
A project of the URSA Institute





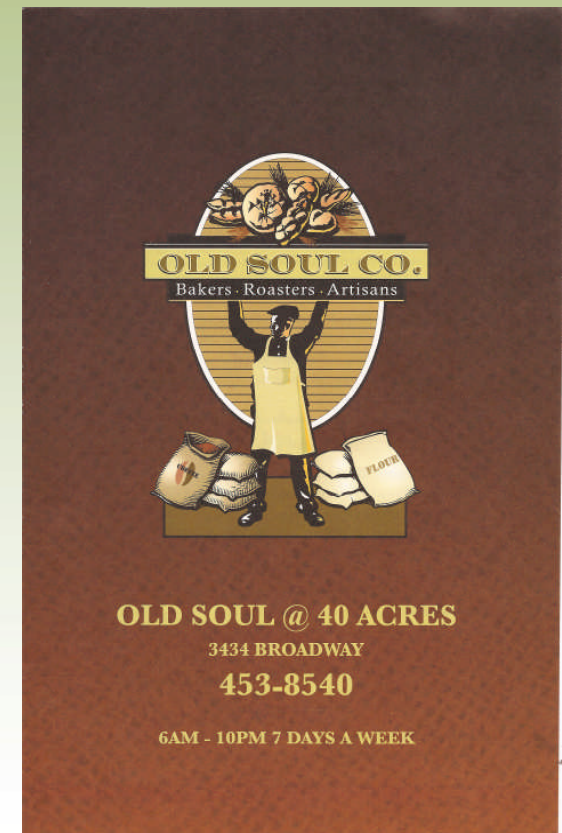
Who We Are

- Local intervention project serving Sacramento & San Joaquin counties
- Funded: California Tobacco Control Program
- Administered: The URSA Institute

Outdoor Dining: A Menu for Success

This Presentation will offer strategies to reduce SHS exposure in outdoor dining areas by:

- Changing social norms of restaurants
- Working with African American (AA) restaurant owners
- Reaching out to the AA community





Learning Objectives

- To learn strategies for:
 - Developing, implementing and evaluating a voluntary smoke-free (SF) outdoor dining policy campaign with African American owned or frequented restaurants.



Smoking rates & demographics*

California's Population: 33.8 million people

- AA population: 6.4%
- California's current adult smoking status: 14.4%
- AA current adult smoking status: 21.9%

Sacramento County's population: 1.2 million

- AA population: 9.7%

San Joaquin County's population: 0.5 million

- AA population: 6.4%

Sacramento & San Joaquin current AA adult smoking status:
31.9%



Health Disparities

- In California, 92 out of every 100,000 African American men were diagnosed with lung cancer compared to 62 out of every 100,000 white men
- AA's have the highest lung cancer incidence and mortality rates in California.
- Pregnant AA women, who smoke, have lower birth-weight babies, more stillbirths, pre-term deliveries, and higher rates of infant death.
- In California, 17.4% of AAs are exposed to secondhand smoke in their homes and cars, and 6.4% are exposed in the workplace.

(Too many cases Too many deaths: Lung Cancer in African Americans. ALA Report 4/2010, CTCP RFA 10-100, 8/2009)

Our Goal

- To decrease tobacco use and secondhand smoke (SHS) exposure among AAs by changing social norms around smoking in outdoor areas.



- To work with the AA community for grassroots advocacy and support of tobacco control policies.
- To create a movement for a future city-wide outdoor dining ordinance.





The Menu: Seven Courses

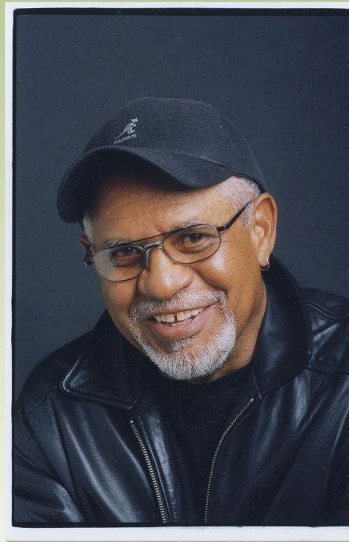
- 1) Conduct strategic planning session.
- 2) Recruit & train community advocates.
- 3) Conduct assessments.
- 4) Develop educational & media materials.
- 5) Work with restaurant owners.
- 6) Adopt voluntary SF policies & plan recognition events with restaurants.
- 7) Evaluate results.

Course I: Strategic Planning

Goals	Organizational Considerations	Constituents, Allies/Opponents	Targets	Tactics
<p>1. List the long-term objectives of your campaign.</p> <p>2. State the intermediate goals for the issue campaign. What constitutes a victory? How long will the campaign:</p> <ul style="list-style-type: none"> • Win concrete improvements in people's lives? • Give people a sense of their own power? • Alter the relations of power? <p>3. What short-term or partial victories can you win as steps toward your long-term goal?</p>	<p>1. List the resources that your organization brings to the campaign. Include: money, number of staff, facilities, reputation, etc.</p> <p>What is the budget, including in-kind contributions, for this campaign?</p> <p>2. List the specific ways in which you want your organization to be strengthened by this campaign, Fill in the numbers for each:</p> <ul style="list-style-type: none"> • Expand leadership groups. • Increase experience of existing leadership. • Build a membership base. • Expand into new constituencies. • Raise more money. <p>3. List internal problems that have to be considered if the campaign is to succeed.</p>	<p>1. Who cares about the issues enough to join in or help the organization?</p> <ul style="list-style-type: none"> • Whose problem is it? • What do they gain if they win? • What risks are they taking? • What power do they have over the target? • Into what group are they organized? <p>2. Who are your opponents?</p> <ul style="list-style-type: none"> • What will your victory cost them? • What will they do/spend to oppose you? • How strong are they? 	<p>1. Primary targets</p> <p>A primary target is always a person. It is never an institution or elected body.</p> <ul style="list-style-type: none"> • Who has the power to give you what you want? • What power do you have over them? <p>2. Secondary targets</p> <ul style="list-style-type: none"> • Who has the power over the people with the power to give you what you want? • What power do you have over them? 	<p>1. For each target, list the tactics that each constituent group can best use to make its power felt.</p> <p>Tactics must be:</p> <ul style="list-style-type: none"> • In context. • Flexible and creative. • Directed at a specific target. • Make sense to the membership. • Be backed up by a specific form of power. <p>Tactics include:</p> <ul style="list-style-type: none"> • Media events. • Actions for information and demands. • Public hearings. • Strikes. • Voter registration and voter education. • Lawsuits. • Accountability sessions. • Elections. • Negotiations.

Course 2: Community Advocates

- Recruit & train advocates from the community.
 - Retirees
 - College students
- Pay stipends





Course 3: Conduct Assessments

- Conduct public opinion polls of AA community to identify target restaurants and determine support.
- Conduct observational surveys of identified restaurants to determine smoking behavior and/or current policy. (pre and post)
- Conduct interviews with restaurant owners/managers to determine interest of SF policy.



Survey Findings: AA public opinion poll

- 70% of AAs dined at restaurants with outdoor dining.
- 83% believe SHS is dangerous in outdoor areas.
- 61% would be more likely to dine at outdoor SF areas.
- 93 restaurants identified (Chains were the most frequented restaurants i.e., Chevy's Fresh Mex, Starbucks, & Elephant Bar).



Survey Findings: Restaurant Owner/Managers

- 32% are interested in SF policies.
- 37% said smoking should be prohibited everywhere.
- 56% said most people would support SF policies and also reported problems with cigarette butt litter.



Survey Findings: Restaurant Observations

- 41 had outdoor dining, seating or patio.
- 68% had evidence of smoking (cigarette butts, ashcan/trays).
- 4 had “no smoking” policies.



Course 4: Materials

- Develop educational materials:
 - Tool Kit
 - Advocacy campaign materials
 - PowerPoint Presentation

Tool Kit

- Facts
- Frequently asked questions
- Informing employees
- Informing patrons
- Resources
- Sample Policy



Advocacy Campaign Materials

- Table Tent
- Signs
- Coaster

For Your
Dining Pleasure...
Our Patio
is now
Smoke-free!

Now Serving...

**Fresh Air Dining
in the
Outdoor Patio!**

For a healthier outdoor dining experience, the patio area of this establishment is now nonsmoking.

SOL
SAVING OUR LEGACY
SMOKER-RESISTANT

Secondhand Smoke Trivia

True or False, secondhand smoke is a toxic air contaminant?

True. Secondhand smoke causes death and serious illness and is placed in the same category as the most toxic industrial air pollutants such as asbestos, sulfuric acid, and arsenic.

If you're downwind of a person smoking a cigarette, how many feet must you be away to NOT be exposed?

2 feet 4 feet 6 feet 8 feet

Answer: More than 6 feet. A typical cigarette lasts about 10 minutes. If you're within two to six feet downwind of a person smoking a cigarette, you may be exposed to pollutant concentrations 14 times above the acceptable standard of exposure.

What percent of Sacramento and San Joaquin County residents prefer smoke-free outdoor dining areas?

15% 28% 53% 61%

Answer: 61% of patrons would be more likely to go to a restaurant or bar that did not allow smoking in outdoor dining areas.

To stop smoking, the California Smokers' Helpline can help.
Call 1-800-NO-BUTTS.

This material is brought to you by The SOL Project, Saving Our Legacy. African American the Smoke-free Safe Places. Through funds received from the California Department of Public Health, under contract #07000223-02000.

Now Serving...

**Fresh Air Dining
In the
Outdoor Patio!**

Enjoy it Smoke-Free

SOL
SAVING OUR LEGACY
SMOKER-RESISTANT

Course 5: Working with Restaurant owners

- Meet with restaurant owners to introduce the idea and drop-off a tool kit.
- Offer to survey their patrons to determine support.
- Offer to plan a recognition event to introduce the new smoke-free policy.



Recognition events

- Present with certificate at the event.
- Pay for 15-20 meals or gift cards for patrons to be used day of event.
- Promote to local media.
 - Traditional: Radio, TV
 - Web based: Sac Cultural Hub, First Fridays Stockton I village

Join the SOL Project and
Celebrate



For more info, call the SOL Project, African-Americans for
Smoke-Free Safe Places at 1-888-774-7685.

Funded by the California Department of Public Health, contract #07-65453

Course 6: Policy Adoption

- 18 restaurants adopted SF policies.
 - 12 were African American owned; all were AA frequented.
- 16 adopted 100% SF policies.
- Two adopted a smoke-free area and a designated smoking area, because they had two patios.





Heart Burn: Challenges & Solutions

- Time limitations of restaurant owners
- Effect of economy on restaurants
- Project funding
- Advertising



Recommendations

- Work with the community from the beginning (strategic planning, assessments, media and material development, etc.).
- Incentivize surveys (raffle off gift cards, movie theater tickets, restaurant certificates).
- Be present at community events (MLK, Black Expos, First Fridays, Juneteenth, Black Family Days).

Thank You



For a copy of this presentation, please email at
Kbl_solproject@yahoo.com

Kimberly Bankston-Lee, Project Director
The SOL Project:
Saving our Legacy,
African Americans for Smoke-Free Safe Places
420 I Street, Suite 5
Sacramento, CA 95814
1-888-774-SOUL

Project Staff:
Twlia Laster, Project Coordinator
TI_solproject@yahoo.com

Carol McGruder, Media Specialist

Tracey Weld, Project Evaluator

Community Advocates:
Jolean French Julius Bankston
Roxie Mason Cheryl Tucker
Nai Saeturn Ashley Bivens