

Maryland's New Smoke Free Law as an Example of Grassroots Mobilization Success

The Process

- Document the Issue (credible data)
- Develop/Find Policy Entrepreneurs
- Broaden Support Base
- Identify and Utilize Resources
- Be Prepared for Opportunities
- Be Strategic
- Be Persistent

Documenting the Issue

- Environmental Tobacco Smoke (ETS) is a very real and substantial threat to public health. The only solution is to ban smoking in areas open to the public
 - 2006 Surgeon General Report: *The Health Consequences of Involuntary Exposure to Tobacco Smoke*
- Exposure to ETS is responsible for an estimated 1,600 deaths in Maryland annually. Medical treatment for disease caused by ETS costs \$595.7 million annually.
 - Waters, Hugh. *Report: The Economic Impact of Secondhand Smoke in Maryland*, Johns Hopkins Bloomberg School of Public Health, February 14, 2006, Prepared for the American Cancer Society
- 70% of Maryland adults favor banning smoking in areas open to the public and is not a partisan issue (76% Dem., 61% Rep., 64% Ind.)
 - Gonzales Research and Marketing Strategies, Maryland Statewide Poll, January 2007.

Documenting the Issue (Continued)

- Exposure to ETS at work is almost twice as likely for low-income adults (<\$25,000/34.2%) as compared to higher income adults (\$50,000+/20.2%).
- Almost 98% of persons employed in bars/taverns report being exposed to ETS at work.
- 73% of adults employed in restaurant with liquor license report being exposed to ETS at work as compared to 42.7% employed in restaurants without a liquor license.
- Overall, 22.8% of Maryland adults report being exposed to ETS while at work.

Source: Maryland Adult Tobacco Survey, 2002. Maryland Department of Health & Mental Hygiene.

Documenting the Issue (Continued)

- Smoke-free restaurant ordinances do not affect restaurant business. Period.
 - J Public Health Management Practice. 1999; 5(1): vi-ix
- Smoke-free ordinances increase restaurant profit and value.
 - Contemporary Economic Policy. 2004; 22:520-525

Policy Entrepreneurs/Leaders

- Continuing Leadership
- New Leadership

Leaders

- Smoke-Free Maryland Coalition
 - Micheline Fedder & Kari Appler
 - Eric Galley
- MedChi
 - Dr. Martin Wasserman
- American Lung Association (MD)
 - Steve Peregoy
- American Heart Association (MD)
- American Cancer Society (MD)
- Dept. of Health & Mental Hygiene
- Local Health Departments
- Local Community Coalitions
 - Howard: Glenn Schneider and Mark Breaux
 - Prince George's: John O'Hara
 - Montgomery: Doug Tipperman
 - Talbot: Paula Lowry
 - Baltimore Co./City: Bob Doyle

Champions

- Delegate Barbara Frush
- Senator Ida Rubin
- Senator Chris Van Hollen
- Senator Robert Garagiola
- Gov. Martin O'Malley
- Secy. John Colmers (DHMH)
- Councilman Robert Curran (Baltimore)
- Mayor Sheila Dixon (Baltimore)
- Dr. Joshua Sharfstein (Baltimore)
- Dean Michael Klag (Johns Hopkins Bloomberg School of Public Health)

New Partners

- MaryPIRG (Maryland Public Interest Research Group)
- Johns Hopkins Bloomberg School of Public Health
- AARP (American Association of Retired Persons)
- Tobacco Free Kids
- Individual Restaurant Owners
 - Sly Fox

Partners with Resources

- Funding, *skilled staff*, and volunteer networks
 - Community organizing
 - Susan O'Brien (Cancer)
 - Johanna Newman (MaryPIRG)
 - Phone banking
- Established communication mechanisms
 - Funds for advertising
 - Phone banking
- Long-term primary resource partners
 - Cancer Society
 - Heart Association
 - Lung Association

Issue Saliency - Timing

- Getting on issue agenda, timing is everything
- Baltimore City's proposed smoking ban was critical in moving the statewide ban onto the General Assembly's issue agenda.
- Built upon the momentum created by passage of bans in other counties.
 - Howard County
 - Montgomery County
 - Prince George's County
 - Talbot County
 - Charles County

Be Strategic

- Personal meetings with key legislators
- Public rally in Annapolis
- Follow-up with legislators
- Door-to-door public awareness/education
- Regular progress critiques to ensure effectiveness
- Media alerts

Lessons Learned

- Persistence pays off
- Stay on top of the issue, look for opportunities and capitalize on them
 - Surgeon General's Report
 - New Governor
 - Local bans passing, esp. Baltimore City
 - New partners
 - Non-traditional partners (AARP)
- Keep growing your base of support
- Keep motivating your base of support