
Develop and Implement a Campaign Action Plan

Based on the results of the surveys, the Coalition created a campaign action plan to educate community members, decision-makers, and organizational stakeholders. The comprehensive plan included completing a Midwest Academy Chart (MASC), which identified local non-profit organizations and the Housing Authority as key partners.



Activate Earned and Paid Media Campaigns

To help educate the broader public about the concerns with secondhand smoke exposure in MUH, the Fresno County Department of Public Health activated a paid media campaign plan that included TV ads, digital ads and billboards. Meanwhile, the coalition focused on educating the public with an “earned” or free media campaign. Community advocates participated in a radio interview, sent letters to the editor on the importance of SFMUH, and promoted their survey findings on social media. The Coalition’s social media campaign also highlighted residents’ personal stories of living with secondhand smoke to help others connect with the issue. In 2018, the Coalition organized a Fresno County Smokefree Multi-Unit Housing Summit for city officials, property managers, and owners who wanted to learn more about ways to reduce exposure to secondhand smoke in multi-unit housing. This event also generated media attention for their issue.



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The Power of Personal Stories

During outreach at community events and focus groups, the coalition identified individuals that could share their stories with the public and council members. They gathered stories that focused on the impacts of living with secondhand smoke, such as parents of children with asthma, seniors with breathing problems and others concerned about the far-reaching impacts of secondhand smoke.

The Coalition won the support of two council members, who began writing a draft policy. One council member described the stories as the tipping point that convinced him of the need for a citywide policy. The MUH policy was introduced in September 2021 and passed the following month.

