



**CALIFORNIA TOBACCO  
ENDGAME CENTER FOR  
ORGANIZING AND ENGAGEMENT**  
A project of the American Heart Association®

# Organizing a Smokefree Multi-Unit Housing Campaign

**CAMPAIGN TOOLKIT  
FOR TOBACCO  
PREVENTION ADVOCATES**



# TABLE OF CONTENTS

Toolkit Explained.....	3
Smokefree MUH Primer .....	4
Sign-up Sheet .....	6
Supporter Pledge Form .....	7
Palm Card .....	9
MUH Door Hanger.....	11
Supporter Tracker .....	12
Organization Supporter Letter .....	14
Key Messages to Build Support.....	16
Media Alert .....	17
Letter to the Editor Template .....	19
Online Community Engagement .....	20
Social Media Post Options.....	21

# Organizing a Smokefree Multi-Unit Housing Campaign

Welcome to the *Organizing a Smokefree Multi-Unit Housing Campaign toolkit*! This resource is designed to empower your coalition to educate decision-makers on solutions that protect your community from the dangers of smoke and secondhand smoke in multi-unit housing complexes. Enclosed you will find a range of customizable templates that you can use to build a successful campaign.



**Sign-Up Sheet** – Enable you to gather contact information from individuals and organizations at community gatherings who might be interested in supporting your cause. After developing your outreach contact list, this is where your organizing journey begins!



**Pledge Form** – Secure your support! Use this tool to give individuals and organizations the opportunity to make their support public and specify their unique abilities and capacity to help your campaign.



**Palm Cards** – These are small, handheld cards that offer a direct and tangible way of conveying your strongest message to potential supporters. Use these during a door-knocking campaign and/or keep them at your table to get the message out.



**Door Hanger** – Door hangers are a highly effective communication tool for a Multi-Unit Housing Campaign.



**Supporter Tracker** – Organize your supporters in one place. Use this information to make decisions about the best ways to deploy talented people and organizations during the campaign.



**Organization Supporter Letter** – These are formal letters to enable groups and organizations to publicly demonstrate their support for the campaign. These letters are then presented to decision-makers to showcase the strength and power of the community.



**Key Messages to Build Support** – Examples of key messages you can use when talking to the public, decision-makers, and the media to gain support for your issue.



**Media Alert/Press Release** – Helps you effectively communicate campaign milestones to the press and attract wider attention to your campaign.



**Letters to the Editor** – Helps you reach a larger audience and can create an impression of widespread support for your campaign objectives.



**Social Media** – Social media is a valuable tool to help you reach your audience directly. View some examples to get your message out to your community.



# SO YOUR COALITION WANTS TO PASS A SMOKEFREE MULTI-UNIT HOUSING POLICY?

## What is Smokefree Multi-Unit Housing?

For residents of multi-unit housing (MUH), primarily apartments and condominiums, secondhand smoke (SHS) can be a major concern. SHS can travel through doorways, cracks in walls, and ventilation systems. For some who want to live in a smokefree environment, their limited income leaves them few choices for relocating. According to the National Institute of Health, the only way to fully protect multi-unit housing residents, employees, and visitors from disease and death caused by secondhand smoke is to completely eliminate smoking in indoor spaces. A smokefree multi-unit housing policy could be adopted voluntarily by a property owner or passed into law by a local government entity protecting residents from all types of SHS, including cigarettes, vaping, and cannabis.

## Background

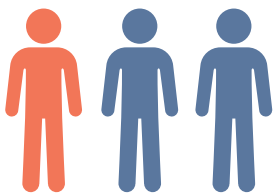
In 2011, Governor Jerry Brown signed Senate Bill 332 into law stating that landlords have the right to make their rental properties smokefree. However, many cities and counties across California have taken the extra step to prohibit smoking in multi-unit housing through local ordinances and housing authority policies. As of July, 2023, 98 California municipalities have enacted ordinances that regulate smoking in private units of MUH.

## Did You Know?

As of July, 2023, the 98 municipalities that regulate smoking in private units of multi-unit housing to some extent cover 6,290,771 Californians, or 15.9% of the state population. (Pets)

For most recent numbers, visit the Policy Evaluation Tracking System (PETS) at <https://pets.tcpspartners.org/>

## FAST FACTS



**More than 1 in 3** nonsmokers who live in rental housing are exposed to SHS.

*CDC VitalSigns:  
Secondhand Smoke*

Implementing smokefree policies in all California multiunit housing would **yield annual savings of \$18 million** from averted expenditures related to cleaning, repair, administration, and fire.

*Ong MK, Diamant AL, Zhou Q, Park HY, Kaplan RM. Estimates of smoking-related property costs in California multiunit housing. Am J Public Health 2012;102(3):490-3. CrossRef PubMed*

Individuals overrepresented in multi-unit housing are: elderly, Indigenous, People of Color, children, persons with disabilities, low socioeconomic status.

King BA, et al, *National and State Estimates of Secondhand Smoke Infiltration among U.S. Multiunit Housing Residents. Nicotine Tob Res.*

**69%**  
**OF CA**  
**VOTERS**

In 2018, 69 percent of California voters claim that a reason they would support smoking restrictions in MUH is because “Scientific studies prove that secondhand smoke is harmful in apartment buildings and nonsmokers are exposed to dangerous secondhand smoke in the one place where they spend the most time”

*American Lung Association in California Center for Tobacco Policy and Organizing. Summary of Key Findings: Attitudes about Secondhand Smoke in Multi-Unit Housing. Sacramento, CA: California Tobacco Control Program California Department of Public Health; 2018*

## WHAT YOU CAN DO



Always Help People to Quit by providing Resources:

Call **1-800-QUIT-NOW** or go to: [www.smokefree.gov](http://www.smokefree.gov) for free help, if they or someone they know smokes and wants to quit.

### TIPS FOR BUILDING YOUR COALITION & ALLIES

Build support with residents, community leaders, and community-based organizations. Building your supporter base is instrumental to a Smokefree Multi-Unit Housing Campaign to show power and unity. In order to increase engagement, schedule meetings at times and locations that is most convenient for the participants and remember to bring activities for children since some may not have childcare options. You can demonstrate community support to decision-makers by organizing a letter of support from property owners and/or collecting support postcards from residents living in Multi-Unit Housing. Be mindful of opposition that can come in the form of tenants’ unions and/or organizations or decision-makers that believe SFMUH is not equitable.

### CONSIDER EQUITABLE ENFORCEMENT IN THE POLICY

Smokefree policies are about changing norms instead of evicting individuals that smoke. Instead of law enforcement, engage with social workers, tobacco dependency treatment experts, or trained community members to help encourage compliance and enforce policies. Smokefree policies should include provisions that require education and provide cessation support to anyone who fails to comply with the policy. Contact the Public Health Law Center for more information.



# SIGN-UP SHEET



The sign-up sheet is a basic, yet powerful tool for any coalition. This simple spreadsheet, which can be edited to meet your needs, will help you to gather contact information from individuals and organizations at community gatherings who might be interested in supporting your cause. Knowing basic information like their name, email address, whether or not they are representing themselves or an organization, and their interest in volunteering their time will help you make the right requests of each entity in your follow-up outreach.

Use the days following a community gathering to reach out to the entities who signed your sheet, measuring their interest in supporting or joining your coalition. Be sure to send anyone who shows interest a copy of the [Supporter Pledge Form](#). After developing your outreach contact list, this is where your organizing journey begins!

**CLICK HERE  
TO ACCESS  
THE EXCEL  
TEMPLATE**

## CUSTOMIZABLE TEMPLATE

Date	Name	Email	Phone	Organization Name	Individual	Organization	Volunteer Availability
10/15/23	Jane Doe	janedoe@email.com	(123) 456-0000	Acme Corporation	✓		<input type="checkbox"/> Mon <input type="checkbox"/> Tues <input type="checkbox"/> Weds <input type="checkbox"/> Thurs <input type="checkbox"/> Fri <input checked="" type="checkbox"/> Sat <input type="checkbox"/> Sun
10/18/2023	John Smith	johnsmith@email.com	(987) 654-3210	Initech		✓	<input type="checkbox"/> Mon <input type="checkbox"/> Tues <input checked="" type="checkbox"/> Weds <input type="checkbox"/> Thurs <input checked="" type="checkbox"/> Fri <input type="checkbox"/> Sat <input type="checkbox"/> Sun
							<input type="checkbox"/> Mon <input type="checkbox"/> Tues <input type="checkbox"/> Weds <input type="checkbox"/> Thurs <input type="checkbox"/> Fri <input type="checkbox"/> Sat <input type="checkbox"/> Sun
							<input type="checkbox"/> Mon <input type="checkbox"/> Tues <input type="checkbox"/> Weds <input type="checkbox"/> Thurs <input type="checkbox"/> Fri <input type="checkbox"/> Sat <input type="checkbox"/> Sun

**INSERT BRANDING HERE** Instructions for Google Sheets & Excel: Save logo file to computer desktop > click "Insert" > click "Images" or "Pictures" > click "Browse" or "This Device" > Select Image and click "Insert"



# SUPPORTER PLEDGE FORM



The [Supporter Pledge Form](#) is one of the most useful tools in organizing a campaign, because it gives you an opportunity to gather information about your supporters – from their name and contact information to their availability to volunteer on weekends. A supporter pledge form should be straightforward: briefly summarize the issue, include a call to action, and collect as much information as you can!

Use the remaining space to ask supporters to provide their contact details such as their name, email address, and phone number. You can also

include questions to help gather insight about each supporter's unique skills as well as their interest in and availability to volunteer. This information allows you to keep a detailed account of your supporters and their availability in your [Supporter Tracker](#) to efficiently collect and organize relevant information, making it easier to engage with your supporters to build a dedicated community around your cause.

CLICK HERE TO ACCESS TEMPLATE

**BRANDING** Insert Your Coalition Name/Branding

**INCLUDE YOUR CALL TO ACTION IN THE HEADER.** Make it clear to your audience why they should sign this pledge.

**CUSTOMIZABLE TEMPLATE:**



**COALITION NAME**  
YOUR SLOGAN

**STOP SECONDHAND SMOKE – JOIN OUR COALITION!**

1 of every 3 nonsmokers who live in rental housing are exposed to secondhand smoke; and secondhand smoke is responsible for the deaths of 41,000 nonsmoking adults every year. Smokefree housing restrictions protect children and adults from developing conditions like asthma, heart disease, and cancer.

Join your community members and leaders who support rules to make multi-unit housing complexes entirely smokefree.

Name: \_\_\_\_\_  
Organization (if applicable): \_\_\_\_\_  
Address (optional): \_\_\_\_\_  
Zip Code (required): \_\_\_\_\_  
Phone (required): \_\_\_\_\_  
Email (required): \_\_\_\_\_

Do we have permission to list your organization as a Coalition for Tobacco Free Communities member in coalition-related materials, advertisements, website, and/or social media posts, as appropriate? **Yes / No**

We need your help! Are you interested in volunteering your time for campaign activities? **Yes / No**

What skills or experience do you currently possess that you might volunteer to support this campaign?

- Event Planning
- Media Advocacy (LTE, Op Ed, etc.)
- Graphic Design
- Grassroots Organizing (door knocking, phone calls)
- Coalition Building/Recruitment
- Other than English language speaker
- Public Speaking
- Social Media Engagement
- Data Collection
- Other \_\_\_\_\_

*As a member of Coalition for Tobacco Free Communities, I support the mission of the coalition and pledge my participation at coalition meetings, subcommittees, coalition sponsored-events, evaluation activities, etc.*

Signature: \_\_\_\_\_  
Date: \_\_\_\_\_

Before you jump into data collection, **introduce your campaign and policy** you are asking your audience to support.

**DISCLAIMER:** One of the most important pieces of a supporter pledge is the disclaimer. Make sure signers are aware of how their support might be used by your campaign in the future.





# PALM CARD



The palm card can be a valuable asset in your campaign, especially when you are on-the-go and need a quick way to get your message out. You might keep a stash of palm cards in your car or your bag just in case you find yourself at a community event or local gathering. Palm cards can also be an effective tool in door-to-door outreach.

These small, handheld cards offer a direct and tangible way of conveying your strongest message to potential supporters. Use your logo, an eye-catching image, or a clever slogan on the front to grab peoples' attention. On the back, include key statistics and facts about your campaign. You can even include a QR code that takes the user to an online version of your supporter pledge. On the back, include local statistics and facts about your campaign. Remember, you can also use these facts and statistics to develop a standard short message for your campaign (elevator speech) which can be used to communicate your cause to others.

## TEMPLATE

**CREATIVE IMAGE**  
(e.g. Apartment door slamming, apartment buildings, etc)

**COALITION NAME**  
(e.g. Families for Smokefree Housing)

**DESIGN NOTE:**  
The front of your palm card should include two key pieces: the name of your coalition, and 5-7 words that describe the purpose and goal of your campaign. Include an eye-catching image or graphic to create visual interest that draws your audience in.

**SLOGAN**  
(e.g. Stop Secondhand smoke from Infiltrating Your Home!)

FRONT

## Secondhand smoke isn't just harmful, **it's deadly.**

- ✘ So deadly, in fact, that **41,000 nonsmoking adults** die from it every year.
- ✘ According to a study by the US Dept. of Health and Human Services, **1 in 3 nonsmokers who live in rental housing are exposed** to secondhand smoke – including 2 in 5 children.

By supporting smokefree housing restriction policies, **YOU** can help protect renters in our community from the dangers of secondhand smoke.

**Scan the QR code to join our campaign!**



**TO GENERATE A QR CODE,** search "Free QR Code Generator" in a search engine or click the link below.

**QR CODE GENERATOR**

BACK

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## PRINTING SPECIFICATIONS

For printing palm cards, we recommend the following size: 4"x6"



# MUH CAMPAIGN DOOR HANGER



Door hangers are a highly effective communication tool for a Multi-Unit Housing Campaign. Door hangers offer a tangible way to reach residents because they are easily spotted, and most will read it while taking it off of their doorknob. You want your door hanger to be eye-catching and easy to read, using shorter sentences and bullet points whenever possible. Include a call-to-action, which could be joining a future meeting or scanning a QR code directing them to take a survey.

## TEMPLATE

**DOES SECOND HAND SMOKE BOTHER YOU?**

**FAMILIES FOR SMOKEFREE HOUSING**

Families for Smokefree Housing is a coalition of residents and renters who believe in having the right to breath clean air!

- ✓ Meet local neighbors
- ✓ Get civically engaged
- ✓ Gain volunteer hours
- ✓ Opportunities to win prizes/ gift cards

SCAN ME

www.website.com • @socialhandle

**Help protect residents from harmful secondhand smoke at home!**

**FOR DETAILS REGARDING OUR NEXT MEETING, EMAIL/CALL:**

Name@emailaddress.org  
(000) 000 - 0000

www.website.com • @socialhandle

## PRINTING SPECIFICATIONS

For door hangers, we recommend the following size: 4.25"x11.25"

**DOOR HANDLE HOLE**  
Be sure to leave plenty of space on both sides of the door hanger for the doorhandle cutout.



# SUPPORTER TRACKER



The purpose of the supporter tracker is distinctly different from that of the sign-up sheet in at least one significant way: where the sign-up sheet is meant to collect information from potential supporters, the supporter tracker is designed to help you organize any entity that has already confirmed their support for your cause. Collecting detailed information about each supporter will help you make decisions about how and when to deploy the diverse and talented people and organizations who have joined your campaign.

Use the [Supporter Pledge Form](#) in this toolkit to help you gather information about your supporters, then transfer that information into this spreadsheet so you'll be able to access these datapoints wherever you go!

[CLICK HERE TO ACCESS THE EXCEL TEMPLATE](#)

## TEMPLATE

Contact Date	Entity	Name	Email
10/18/2023	Individual	Jane Doe	janedoe@gmail.com
10/18/2023	Organization	John Smith	johnsmith@email.com

### INSERT BRANDING HERE

Instructions for Google Sheets & Excel: Save logo file to computer desktop > click "Insert" > click "Images" or "Pictures" > click "Browse or "This Device" > Select Image and click "Insert"

### ENTITY

Use this column to help you organize your supporters into their broadest categories, e.g., **non-traditional, individual, organization** or **decisionmaker**.

The screenshot shows the Microsoft Excel ribbon with the 'Check Cell' button highlighted. A red line points from the 'SIGNED SUPPORTER PLEDGE FORM' text to the 'Check Cell' button. A blue line points from the 'SIGNED SUPPORTER PLEDGE FORM' text to the 'Signed Supporter Pledge Form' column header in the table below.

Organization Name	Supporter Type	Signed Supporter Pledge Form	Willin
Acme Corporation	Coalition Member	YES	YES
nitech	Ally (Business	NO	YES

### SUPPORTER TYPE

In this column, we start to narrow down the type of supporter. As our list grows, this will help us more quickly identify and deploy specific supporter groups for specific tasks or volunteer opportunities. You can edit these categories based on your needs, but we recommend starting with: **Coalition Member, Community Supporter, Ally (Business), Decision-maker, Prospective Supporter, and Rockstar Volunteer**

### SIGNED SUPPORTER PLEDGE FORM

At a glance, you should be able to tell whether or not a given supporter has signed a pledge form. Use this column to stay on top of gathering pledge forms from known and prospective supporters.

The screenshot shows the Microsoft Excel ribbon with the 'VOLUNTEER INTEREST' text. A red line points from this text to the 'Volunteer Interest' column header in the table below.

Willing to Volunteer?	Volunteer Interest	Notes
S	Social Media	
S	Data Collection	

### VOLUNTEER INTEREST

Once you've gauged each supporter's interest in volunteering, use this column to track how they would like to volunteer their time: **Media Advocacy, Education/Tabling, Speaker's Bureau, Door Knocking/Phone Calls, Data Collection, Coalition Building/Recruitment, or Social Media.**



# ORGANIZATION SUPPORTER LETTER



*NOTE: Projects funded by the California Tobacco Prevention Program are strictly prohibited from lobbying and would not be able to send a letter of support advocating passage of a specific policy. For further guidance from the CTPP, see *Lobbying VS. Education Activities and the Use of Prop 99/56 Funds (2018)*.*

Letters from reputable organizations that represent a broad array of interests can lend credibility and influence to your policy campaign. Collecting a letter may be the first step in deepening your relationship with organizations who can be called upon later to support the campaign in other ways - giving public comments at public meetings, communicating with their members and engaging other groups to support the effort.

First, using the supporter tracker, identify each organization that signed on to support your campaign. Next, have the coalition send the lead contact an email asking that they sign your draft support letter on behalf of their organization. Be sure to note that they are welcome to make any minor tweaks or changes as they see fit and remind them to include their organization's logo/letterhead. Don't forget to thank them for their support as a subtle reminder that they're already a part of the campaign effort.

TEMPLATE:

WRITE ON YOUR ORGANIZATION'S LETTERHEAD

CLICK HERE TO ACCESS TEMPLATE



Insert the name of your target policymaker

Dear **[NAME]**:

On behalf of **[ORGANIZATION NAME]**, I am writing to bring your attention to an important issue: the dangers of secondhand smoke in multi-unit housing.

The people in our community who live in multi-unit housing deserve to be free of secondhand smoke, and of all the life-threatening health complications secondhand smoke can cause. People shouldn't have to breathe secondhand smoke as a condition of living in an apartment or condo. It is a matter of health and fairness.

**[Add paragraph about your organization's specific concern about the problem and knowledge of the need for this policy]**

It is important to **encourage your coalition members to express their support** for the policy using their organization's unique expertise. They may ultimately decline to add their own content, but providing the option can help supporting organizations feel more bought-in to your campaign.

Breathing secondhand smoke can lead to serious health problems for adults and children alike. Adults tend to suffer from heart disease, stroke, and lung cancer; while children and babies can experience Sudden Infant Death Syndrome (SIDS), asthma attacks, ear infections, and other respiratory problems. Secondhand smoke is a serious problem in our community's multi-unit housing complexes, where more than [Example: 1 in 3 nonsmokers who live in rental housing are exposed and 2 in 5 children are exposed to secondhand smoke.]

Furthermore, tenants and the general public support policies to create smokefree MUH. In an American Lung Association California statewide survey of voters, 69% of voters support smoking restrictions in MUH. (American Lung Association in California Center for Tobacco Policy and Organizing. Summary of Key Findings: Attitudes about Secondhand Smoke in Multi-Unit Housing. Sacramento, CA: California Tobacco Control Program California Department of Public Health; 2018)

It is for these reasons **[NAME OF ORGANIZATION]** is urging action by the **[GOVT BODY]** to address the threat of secondhand smoke in multi-unit housing complexes.

Sincerely,  
**<INSERT SIGNATURE BLOCK>**



## KEY MESSAGES TO BUILD SUPPORT

Whether speaking to multi-unit housing (MUH) residents, a decision-maker or the press, a set of clear talking points is a great way to ensure that your coalition is delivering a consistent message. Tailor each message to your audience and keep in mind that they will likely only remember one or two key things so only provide necessary details. Stick to the most important points, practice message discipline, use local data/statistics, and use personal stories to make your message memorable.

### SAMPLE TALKING POINTS

Our coalition is working to protect the health of residents living in apartments and condominiums by ensuring that their homes are free from drifting secondhand smoke.

When apartment residents smoke in their units, neighbors are at risk for exposure to toxic secondhand smoke that can enter their homes through air ducts, cracks in walls, plumbing chases, ceilings, or through open windows or doors.

Exposure to secondhand smoke can affect the health of residents, especially those with existing health issues like asthma or cardiovascular disease, elderly people, children, and pets.

Public and private MUH properties have moved to solve this problem by making properties smokefree, including individual units and common areas. The 98 municipalities that regulate smoking in private units of multi-unit housing to some extent cover 6,290,771 Californians, or 15.9% of the state population. (PETS)

This policy not only protects residents from exposure to secondhand smoke but also saves the property owner's money on cleaning costs and significantly reduces fire risk.

### ELEVATOR SPEECH:

An elevator speech is a brief message (approximately 30 seconds) that introduces yourself and your coalition/organization/campaign while getting across a couple of key points. It includes a brief introduction, an overview of the coalition's mission, the problem your coalition is seeking to address, the solution, and a call to action. The elevator speech is a great way to make a connection with someone and build support for the cause.

### SAMPLE ELEVATOR SPEECH:

*Hello, I'm [NAME] and am a part of the [NAME OF COALITION]. We are working to create a healthier community by promoting smokefree policies, especially for people who live in multi-unit housing like apartments and condominiums. Secondhand smoke exposure is a major concern for these residents because it can travel through doorways, cracks in walls, and ventilation systems. The constant exposure to secondhand smoke in our apartment threatens the health of my 12-year-old son whose asthma is triggered by secondhand smoke. We had to move, but unfortunately not everyone has the choice to move. You can demonstrate your commitment to protect residents who may be affected by signing this letter of support for a smokefree MUH policy in our county.*





# MEDIA ALERT

The media alert serves as a powerful tool for capturing public attention and engaging local media and press in your cause. There are a number of key moments when a media alert could be helpful. New data or a fresh study that supports your argument, a compelling human interest story, or a major landmark or victory in the policymaking process are all opportunities to engage local press. Landing your story in the local press helps raise awareness in your community and among policymakers.

Crafting an effective media strategy requires careful planning and consideration. A timely and well-crafted media alert can help you expose Big Tobacco's deceptive practices and harmful products, shedding light on the issue. However, it is essential to be cautious as it can also alert tobacco companies to your campaign, potentially complicating your efforts.

A media alert provides basic, essential information about your event, clearly listing **WHO** will be attending, **WHAT** will be happening, **WHEN** your event is occurring, and **WHERE** the press should go.

## TEMPLATE:



[DATE]

[MEDIA CONTACT NAME, EMAIL, PHONE]

***Councilmembers, Public Health Coalition Hold Press Conference Ahead  
of [CITY/COUNTY GOVERNMENT]  
Vote to End the Sale of Flavored Tobacco***

**WATCH LIVESTREAM HERE**

[CITY NAME] – The [LOCAL GOVERNMENT BODY] is set to vote tomorrow afternoon on a landmark policy that would [POLICY GOAL]. This comes at a time when 1 in 3 nonsmoking adults who live in rental properties, and 2 in 5 children, are exposed to secondhand smoke in their apartment. [COALITION NAME] will host a press conference outside city hall ahead of the vote, urging city leaders to protect children and historically disenfranchised members of our community from the health risks of tobacco use.

“When 41,000 people are dying every year from secondhand smoke, making sure our community’s apartment complexes are smokefree is a matter of protecting public health and creating environments where everyone can breathe freely,” said [ADVOCATE]. “The [LOCAL GOVERNMENT BODY] has an opportunity to save lives by passing this important ordinance.”

### 1. YOUR CAMPAIGN LOGO

2. It is important to **provide contact information for someone inside your campaign** who can answer any questions the media might have.

3. **HEADLINE:** This is the first thing a reporter or news director will see, so make sure it includes breaking news. It's also a good place to work in who will be at your event, or any major visual elements that might be interesting to a journalist.

4. Are you alerting the media to a key hearing or vote on a policy? **Providing the link to a city or county livestream where your coalition can be seen and heard** offering public comment or testimony can be helpful to earn coverage on your issue.

5. **TIMELINE:** always send out your media alert at least one day – a full 24 hours – before your event. This gives local media enough time to consider your event in their daily planning meetings.

(CONT'D)

**6 VISUALS :**  
Large infographics about the dangers of secondhand smoke in Multi-Unit Housing and how it travels, as well as a stack of 300 letters from residents in our city asking the Mayor for their right to live in a smokefree home.

**WHO:**

**7** Councilmember \_\_\_\_\_  
[Apartment Resident Name], [Title]

**8** Health Professional [Name], [Title]

**9** [Parent Name], [CITY/COMMUNITY]

**WHAT:**

Press conference urging the [LOCAL GOVERNMENT BODY] to raise awareness about the dangers of secondhand smoke in Multi-Unit Housing and support new smokefree policies.

**WHEN:**

[Date]

**WHERE:**

**10** [Address]

### **11**

[CLICK HERE TO ACCESS TEMPLATE](#)

**6. Visuals are a big draw for local media.** This is your opportunity to get creative! Think of ways to visualize your issue or campaign, whether it's large infographics on poster board, someone dressed up in costume, bringing in props (e.g. vapes, packs of cigarettes and other tobacco products), etc.

**7. It's always good to invite your coalition's champion(s)** on the policymaking body to lead your press conference.

**8. Public health experts** who are affiliated with trusted organizations are helpful to lend further credibility to your issue.

**9. A 'human element' is key to a good news story.** If available, highlight the voice of someone who has been impacted by the negative effects of tobacco use. This is a good way to show your community as well as policymakers what will continue to happen if they fail to act.

**10. Include the street address for the location of your media event.** Be as specific as you can to make it as easy as possible for reporters to find you. Include parking information and key landmarks as necessary. **Encourage hosting a news conference about MUH at apartment complex** or where you are most likely to generate support.

**11. Three hashtags mark the end of the media alert.**

CLICK HERE  
TO ACCESS  
TEMPLATE



# LETTER TO THE EDITOR TEMPLATE

Letters to the editor (LTE) are a powerful and free way to communicate with decision-makers and your community. Lawmakers are very interested in what voters are saying in the local press, so don't be shy about submitting a letter to the editor to educate your community, praise property owners that have adopted a smoke free property, highlight their lack of action, or simply to draw attention to the fact that the people in their community care about this issue – and they should care too!

## TIPS FOR LETTERS TO THE EDITOR

- These are generally around 200 words, but research and follow the publisher's guidelines for length and directions for submitting.
- Write letters about current issues and respond within a week to stories and editorials to keep it timely and relevant. *The Great American Smokeout* or *Earth Day* are good tie-ins for a tobacco related letter submission.
- Your LTE should oppose or agree with something said in the article and add further information.
- A planned series of letters to the editor can help bring attention to your campaign. Have prepared templates ready to go.

## EXAMPLE

Letter to the Editor – Smoke Free Housing

Word Count: 150

Re: Response to "Article" featured on "Date"

Dear Editor:

1 Regarding the recent article "Article" featured on "Date," it seems more and more multi-unit housing tenants are demanding a smoke free environment. We have a crisis on our hands, and we must take action. According to the California Air Resources Board, secondhand smoke is a known Class A human carcinogen. Secondhand smoke travels and there is no level of exposure that is safe.

2 As a resident of a multi-unit housing complex and a parent, I am concerned about the long-term impacts to our children and neighbors. My son battles asthma and we, along with many other tenants, are not able to relocate because of limited income.

3 Many landlords across the state are proudly taking the pledge to make their units smokefree so they too can experience the significant cost-savings and benefits, including providing a safer and healthier environment for residents of all ages. We need to do the same without delay.

Name

Title [Resident or other stakeholder]

City, State

Email and Phone Number

### 1. FIRST PARAGRAPH:

Grab the reader's attention. The opening line should reference the issue, or the article you are referencing if you are responding to an earlier piece and state your position. The rest of the paragraph should summarize the issue, capture the reader's attention, and take a stance.

### 2. SECOND PARAGRAPH:

State why the issue is personally important to you and also why others should care. Bring in data to support your claim if it is available or just emphasize your personal story.

### 3. FINAL PARAGRAPH:

Summarize the issue and your key points, providing a call to action.



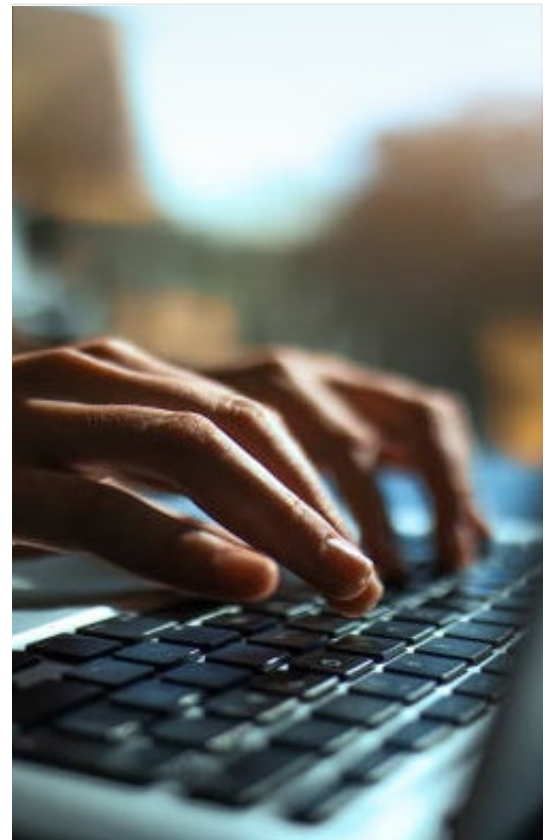
# ONLINE COMMUNITY ENGAGEMENT: Reach Your Community Where They Are



The internet can be a powerful tool for raising awareness, mobilizing action, and amplifying your voice. Whether you are commenting on online news stories, social media, or letters to the editor, here are some tips to increase your outreach and build public support for an SFMUH policy.

## 5 TIPS TO CONSIDER:

- 1 Your goals and values:** Have a clear understanding of your main message and target audience. These are the principles that guide your work and help you craft compelling and authentic content that aligns with your vision.
- 2 Create Content that educates, Inspires, and Encourages Others to Act:** Humanize your issue with relevant stories and use platform to educate others about the issue and possible solutions.
- 3 Choose Your Social Platforms that will Help You Achieve Your Goals:** You can use different platforms to target specific audiences. Create and/or join social groups specific to your local community or interests, such as Nextdoor or parent groups.
- 4 Consider Online Media Outlets:** Posting and commenting on stories keeps your issue relevant. Consider posting on Patch and submitting letters to editor in your local newspapers.
- 5 Stay Active and Engage Often:** Responding promptly builds relationships and trust with your audience. Post regularly, answer questions, and respond to comments in a timely manner.



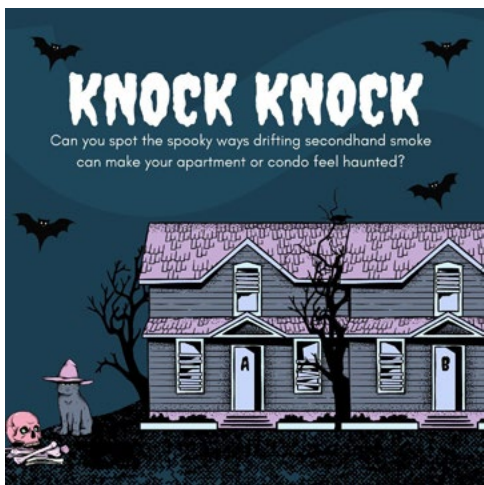


# SOCIAL MEDIA POST OPTIONS



Social media platforms offer a direct way to reach your audience. It is a tool to connect with others who share your passion for the issue and can serve to mobilize current and new advocates, share updates, and educate the public to gain additional support for your policy issue. Below are some examples how others have used social media to promote the issue of smokefree multi-unit housing policies. Coalitions are encouraged to create their own posts and content to make it more personal.

## EXAMPLES



### TEXT:

Let's play a game this Halloween season! Swipe left to find out the spooky ways drifting secondhand smoke can affect you and your loved ones in your home. If secondhand smoke is bothering you in your apartment or condo, we'd love to hear from you!

Happy Halloween from the Clean Air Sierra Madre Coalition!

*(Clean Air Sierra Madre Coalition)*



- 1** Ventilation systems cannot eliminate smoke from tobacco, cannabis, or electronic smoking device aerosols.
- 2** Secondhand smoke can drift into units through windows and cracks in walls.
- 3** Secondhand smoke can drift into units through doorways and balconies.
- 4** Secondhand smoke can drift into units through electrical outlets and light fixtures.
- 5** Secondhand smoke can drift into units through vents and plumbing.
- 6** The danger of secondhand smoke can put pets at greater risk of many health problems.
- 7** Secondhand smoke forms a residue called "thirdhand smoke," which is absorbed by furniture and leaves a sticky film on hard surfaces such as walls, countertops, and fixtures.



**CAPTION**

There is no safe level of secondhand smoke exposure. In fact, there are more than 7,000 chemicals in secondhand smoke, of which nearly 70 are known to cause cancer.

(UNDO)



**CAPTION**

If you live in an apartment or home with shared walls, you can be exposed to #SecondhandSmoke. This smoke travels through vents, windows, & pipes. Secondhand smoke can be harmful to you and your family, even if you don't allow smoking in your own home:

<https://www.undo.org/secondhand-dangers>  
(TECC)

