

Legislation process for sub-national smoke-free ordinances: introduction to the “Twelve Steps”

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Twelve steps

towards a smoke-free city

1. **Set up a planning and implementation committee**
2. **Become an expert**
3. **Involve local legislative experts**
4. **Study several potential legal scenarios**
5. **Recruit political champions**
6. **Invite the participation of civil society organizations**
7. **Work with evaluation and monitoring experts**
8. **Engage with media and communications experts**
9. **Work closely with enforcement authorities**
10. **Develop and disseminate guidelines, signs, etc.**
11. **Celebrate the implementation day**
12. **Ensure maintenance of the law**

Twelve steps: 1

Set up a planning and implementation committee

- **Chaired by the local health authority**
- **Members including:**
 - **Civil society organizations (e.g. health, consumer, educational, environmental, religious, or civic associations),**
 - **Relevant enforcement authorities**
 - **Key stakeholders in other government ministries (e.g. labour and business)**
 - **Leading employer and employee associations**

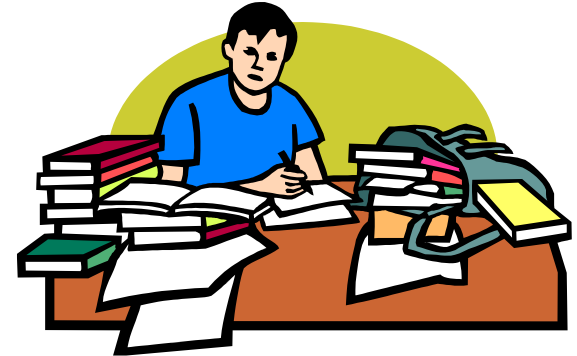
In Liverpool...

- The city's smoke-free initiative, SmokeFree Liverpool, was developed by the city's local strategic partnership of public, private, voluntary and community-sector organizations
- The initial steering group of the SmokeFree Liverpool
 - Chaired by the Head of Environmental Health and Trading Standards
 - Included representatives from:
 - Central, North and South Liverpool Primary Care Trusts;
 - Liverpool City Council;
 - The Chamber of Commerce;
 - Health @ Work;
 - Roy Castle Lung Cancer Foundation
 - The Scarman Trust

Twelve steps: 2

Become an expert

- Learn everything you can about how other jurisdictions have gone smoke-free



In Chennai...

- The city followed a same strategy used by Chandigarh, India's first smoke-free city, to begin full local enforcement of a national smoke-free provisions

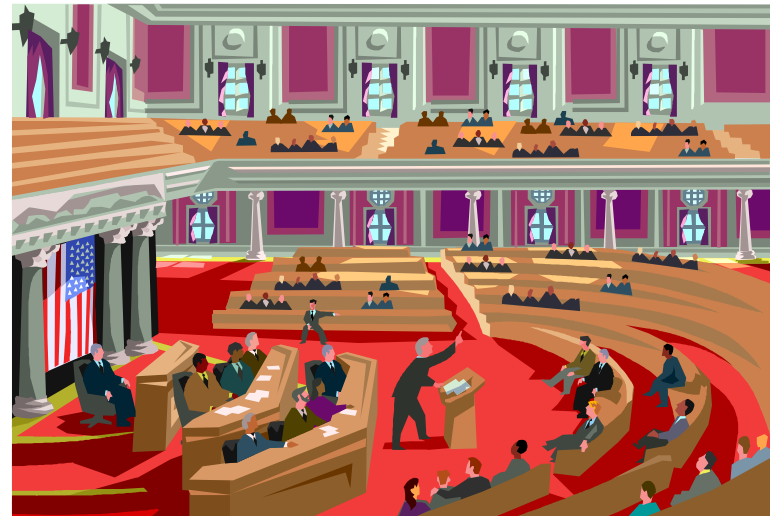
In Liverpool...

- In the initial period, a local cross-sectoral partnership organization carried out a scoping study and a study visit to New York City which facilitated developing its smoke-free intervention

Twelve steps: 3

Involve local legislative experts

- To draft effective legislation
- To facilitate legislation process



In Davao...

- Then Mayor requested a councilor who is the author of a previous ordinance on public smoking to conduct hearings to amend the ordinance, and the councilor's active participation in the legislation facilitated the adoption.

Twelve steps: 4

Study several potential legal scenarios

- Including legal actions by the tobacco industry, and prepare beforehand potential responses to them

Potential actions by the tobacco industry include front groups, economic arguments and legal challenge (discrimination against smokers, faulty process, etc.)

In Mexico City...

- The local smoke-free law faced opposition from the tobacco industry and a restaurant association; however, tobacco control advocates used evidences from previous research on the impact of smoke-free laws and benefits of smoke-free environments to counter the arguments

Twelve steps: 5

Recruit political champions

- To Introduce legislation
- To promote legislation
- To generate support from stakeholders

Then President
of Uruguay
Tabaré Vázquez



Presidencia de la República Oriental del Uruguay

Then Secretary of
Health of Mexico City
Manuel Mondragón



Ministry of Health/Manuel Mondragon



Davao Anti Smoking Task Force

Then Mayor of
Davao City
Rodrigo Duterte

Twelve steps: 6

Invite the participation of civil society organizations

- To build support among their membership, political leaders and the media
- To help counter tobacco industry tactics in a timely manner

Civil society organizations were involved in the smoke-free interventions in most cases. For example:

- In **Almaty**: *National Coalition for “Smoke-Free Kazakhstan”*
 - Conducted a lobbying campaign for a budget for the city smoke-free programme
 - Played a key role by becoming members of the committee and providing support for the approved programme
- In **Chandigarh**: *Burning Brain Society*
 - Filed petitions against city government offices for violating the existing national smoke-free provisions
 - Urged the city government to start full enforcement while the city was hardly aware of the smoke-free provisions



Burning Brain Society/Hemant Goswami

A workshop organized by the Burning Brain Society in Chandigarh

Twelve steps: 7

Work with evaluation and monitoring experts

- **Identify and carry out the baseline studies needed to compare the impact of the law, pre- and post-implementation. For example:**
 - **Public opinion**
 - **Air quality monitoring**
 - **Smoking prevalence**



In Liverpool...

- Local studies including attitudinal and behaviour surveys and air quality monitoring were conducted due to widespread recognition of the need to generate locally based evidence to support and inform the smoke-free agenda, which provided:
 - evidence of the need to tackle second-hand smoke in the workplace;
 - evidence of support for smoke-free legislation and for making workplaces smoke-free;
 - baseline information, findings to inform policies and interventions and evidence for monitoring and evaluating impacts;
 - content for press releases and marketing materials.

Twelve steps: 8

Engage with media and communications experts

- To develop and disseminate messages to promote the legislation to the public
- A combination of earned media through news releases and media interviews and events, and paid messages broadcast through mass media (such as television, radio, billboards)
- Media strategies should include responding to false arguments from tobacco companies and their allies

In Mexico City...

- Four-stage media campaigns before and after the smoke-free law implementation focussed on:
 1. Before the adoption of the law:
 2. Soon after the adoption:
 3. Initial period after the implementation:
 4. Six months after the implementation:



October, 2008
In collaboration with World Lung Foundation



November, 2008
In collaboration with the Inter American Heart Foundation



Ministry of Health of Mexico City

Twelve steps: 9

Work closely with enforcement authorities

- To design an enforcement plan, including:
 - Training for inspectors
 - Clear protocol for inspections
 - Resources to allow for regular inspections, particularly during the first few months after the law comes into force



Burning Brain Society/Hemant Goswami

In Nakuru...

- Public Health, Environmental and Police Officers worked together to monitor compliance and enforce local smoke-free legislation as a routine task



Burning Brain Society/Hemant Goswami

A police officer collecting fines from violators in Chandigarh, India

A workshop with Police in Chandigarh, India

In Chandigarh...

- Field level police officers received trainings to learn about the law and how to enforce it

Twelve steps: 10

Develop and disseminate materials guidelines, signs, etc.

- Materials to facilitate implementation to employers and businesses who will be responsible for ensuring compliance
- Provide before the implementation date for the legislation

The screenshot shows the website for Chandigarh, India's first smoke-free city. The header includes the Chandigarh logo and the text "India's first smoke-free city" and "Chandigarh a leader in tobacco control". The main content area lists several guidelines, each with a "Read more..." link. The guidelines are:

- GUIDELINES FOR TOBACCO SHOPS AND DEALERS**: Tobacco has moved being a legal product to a partially legal product. Selling and/or trading in tobacco is now legal only if it is manufactured, traded and sold within the guidelines framed by the legislation.
- GUIDELINES FOR EDUCATIONAL INSTITUTES**: Any School/College/Institutes or any other institute recognized or registered with any government body so empowered comes within the definition of educational institute. As a minimum, all educational institutes must adhere to the tobacco control law. It is expected that educational institutes regularly conduct activities to sensitise the youngsters on the tobacco issues.
- GUIDELINES FOR PRIVATE OFFICES**: There are no separate guidelines for private organisation/offices. All guidelines as applicable to public offices are also applicable to private offices and organisation. Any place visited by the public whether owned by government or private commercial organization is a public place and so smoking is not allowed there.
- GUIDELINES FOR PUBLIC OFFICES**: All public offices and organisations must comply with the statutory guidelines and have to keep their compound free from tobacco smoke. In their own interest, all responsible organisation should promote smoke-free policy for their employees.
- GUIDELINES FOR HOTELS AND RESTAURANTS**: Hotels and Restaurants are the places where people come for leisure, enjoyment and for unwinding. (And not for getting exposed to poisonous and cancer causing gases and/or for increasing their risk of disease and disability). People come to have good healthy and hygienic food in good ambience. Keeping the indoor environment clean, hygienic and healthy is the responsibility of the Hotels and Restaurants. The president of "Chandigarh Hotel and Restaurant Association", Mr. Manmohan Singh, puts the concept in the right words when he said, "Hotel and restaurants are in the business of promoting health: providing healthy food and ambience and will never expose their customer to something which cause disease, disability and death." The law provides that the hotels and restaurants be free from any kind of tobacco smoke.
- GUIDELINES FOR PUBLIC**: Tobacco control laws require full participation and cooperation of people in general and the success of smoke-free policies around the world depend on the active participation of the people.

The website also features a "Go To" menu, a "Login" section, and a "Recent Pictures" section. The footer includes the copyright notice "© 2011 Smoke-Free Chandigarh" and a "[Back]" link.

Guidelines for different type of public places and for general public are available on the Smoke-Free Chandigarh's website

Twelve steps: 11

Celebrate the implementation day

- Different ways to celebrate this big day!
 - Media events
 - Volunteers on the streets to promote implementation
 - Inspectors educating establishments about the law



Then Governor of Tamil Nadu inaugurates the launch of the smoke-free Chennai campaign



Oath taking of Smoke-Free Davao Advocates in 2005

Davao Anti Smoking Task Force



Pasumai Thaayagam Foundation/Chennai

Twelve steps: 12

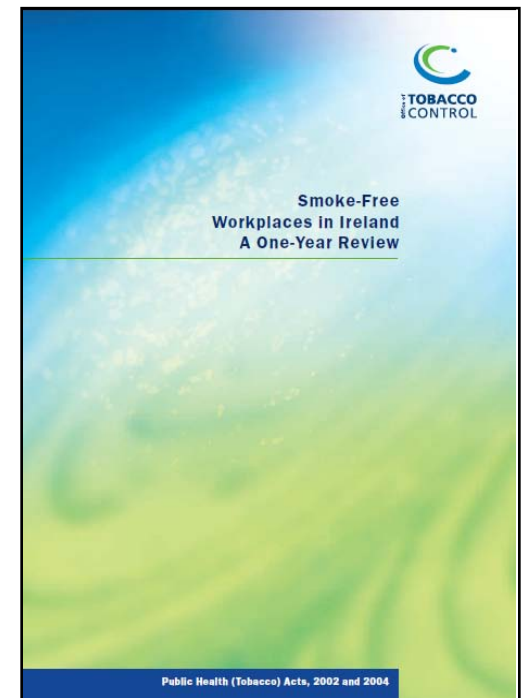
Ensure maintenance of the law

- **Monitoring compliance, public opinion, indoor air quality, health of workers, economic impact, and disseminating this information in a timely matter to the media and to political leaders**

One year anniversary reports to highlight the success and to reinforce that the law is working and having an intended impact



Department of Health, U.K. Smokefree England – one year on.
http://www.dh.gov.uk/prod_consum_dh/groups/dh_digitalassets/@dh/@en/documents/digitalasset/dh_085882.pdf



Office of Tobacco Control, Ireland. Smoke-Free Workplaces in Ireland – A One Year Review.
http://www.otc.ie/Uploads/1_Year_Report_FA.pdf

Thank you.