

Maryland's Experience: Using Mass Media Campaigns for Clean Indoor Air Implementation



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Maryland's Clean Indoor Air Act of 2007

The Act took effect on February 1, 2008, eliminating smoking in virtually all indoor places including:

- An indoor area open to the public
 - An indoor place in which meetings are open to the public
 - A government-owned or government-operated means of mass transportation including buses, vans, trains, taxicabs, and limousines
 - An indoor place of employment (including private clubs)
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Objectives of “air!” campaign

- ❑ Educate Marylanders (owners of affected business and general public) about the Clean Indoor Air Act (CIAA).
- ❑ Encourage compliance with the new law.
- ❑ Frame the message in a positive light.
- ❑ Link the CIAA with supportive smoking cessation services through the free *Maryland Tobacco Quitline, 1-800-QUIT-NOW.*



Campaign Planning: Steps for Success



- Formed workgroup
 - Researched other state successes and national resources – www.goingsmokefree.org
 - Leveraged resources through partners
 - Developed “branding”
 - Developed website – www.mdcleanair.org
 - Produced and disseminated toolkits
 - Held press conferences
 - Tied in mass media messaging
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Key Partners

- CDC
 - TCN/TTAC
 - American Cancer Society
 - Campaign for Tobacco Free Kids
 - Robert Wood Johnson Foundation
 - Local Advocates
 - Local Health Departments
 - Other Health Dept. Administrations
 - TCP-funded Partners
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Media and Promotion



- ❑ Restaurant and bar items
- ❑ Mass media
- ❑ Search Engine Marketing
- ❑ Mobile Marketing Unit



SSH 89310 • New Truck Wrap (longer truck) • Editable Illustrator file (mostly vector format) • 4 Color • 1/10th scale (?)

Outcomes and Lessons Learned

- ❑ Plan ahead!
- ❑ Implementation went smoothly.
- ❑ Internal and external partnerships were crucial for successful implementation.
- ❑ Smokers and nonsmokers preferred positive messages about the new law, rather than messages using the term “ban.”
- ❑ The “*air!*” campaign contributed to motivating significant numbers of smokers to call the Quitline for assistance in stopping smoking.

