

**New York Tobacco Control
2011-2012 Sustainability Guidelines**

Sustainability Activities for Tobacco Control Program Contractors

“Sustainability” refers to the implementation of activities designed to increase community awareness of tobacco control programs, highlight the burden of the tobacco epidemic in our communities, and demonstrate tobacco control’s success in preventing and reducing tobacco use. Community contractors funded by the NYS Tobacco Control Program (TCP) are required to devote approximately 10 percent of effort to implement the sustainability activities outlined in this document. Each year, the TCP adjusts sustainability requirements to enhance the effectiveness of our efforts. These adjustments are based on input from contractors and external partners, and staff assessments of the previous year’s sustainability initiative. Contractors should adhere to the requirements of this document if there are any discrepancies with prior expectations.

The main objective of our 2011-2012 sustainability initiative is for each contractor to educate elected leaders, community members and the media to build support for tobacco control in New York State.

As a result of these sustainability activities, the media and state legislators will know:

- That the work we do is focused on protecting children and helping adults quit.
- That investing in tobacco control is an investment in the future of New York.
- That tobacco industry marketing continues to cause youth to smoke and make it difficult for adults to quit.
- That the tobacco industry spends \$360.3 million each year to market its deadly products in NYS.

Education versus Lobbying

As with all activities implemented by TCP contractors, all lobbying is **expressly prohibited**. The term "lobbying" or "lobbying activities" includes any attempt to influence the passage or defeat of any local law, ordinance, resolution, or regulation by any municipality or subdivision thereof; or the adoption or rejection of any rule, regulation, or resolution having the force and effect of a local law, ordinance, resolution, or regulation. It is the responsibility of TCP contractors to ensure that all staff supported by TCP funds are familiar with and adhere to NYS Commission on Public Integrity restrictions and guidelines which are available at this web address: <http://www.nyintegrity.org/>.

Tailoring Sustainability to Your Community

Contractors must tailor sustainability activities to the political and media environments in your catchment area. The TCP recognizes that tobacco control contractors are located in different-sized media markets and have different levels of support from their representatives in the legislature. We encourage contractors to meet with legislators in settings and times other than legislative office visits.

It is important to recognize that the more we can highlight the importance of our work, the more likely we will be able to maintain public and political support for tobacco control. It is also important for contractors to use a measured approach to sustainability to ensure that a range in the types and delivery of messages is occurring. Examples of acceptable activities are provided with each sustainability requirement. If you perceive that a specific activity-type is not well-received by a reporter or legislator, implement one of the other activities listed.

Other steps that should be taken to tailor sustainability to your community:

- **Coordinate as much as possible within your region.** Regional meetings that occur during the sustainability season should place considerable emphasis on sharing information about and coordinating sustainability activities. If your region has had success coordinating legislative visits and media outreach in the past, use a similar approach this year.
- **Identify all local and regional news outlets** (newspapers, radio, television) that serve your catchment area; ensure that you contact reporters from multiple news outlets during the sustainability season. If a particular reporter/news outlet is not receptive, there will likely be several others with whom you can speak.
- **Remain focused on your role when communicating to legislators.** You are not interacting with legislators to ask for funding; you are there to educate. Educating about local programming, providing local data, and sharing information from adult constituents affected by tobacco use or youth who want to stay tobacco-free are all important activities and unlikely to generate significant tobacco fatigue.
- **Take advantage of the opportunities to meet with legislators outside their offices.** Invite legislators to your local events. Attend other meetings and events where legislators are present and speak to them briefly about your work and our sustainability messages. If meaningful communication occurs during these meetings, you may count it towards your sustainability requirements.

Required Activity #1- Distribute Materials to Media Outlets Each Month

Outcome: Generate earned media.

Who

- All NYS TCP community contractors.

What

- Mail, e-mail or hand-deliver press releases, press kits, letters to the editor, etc., to gain news coverage of tobacco control.

Where

- Send to local, regional and statewide media outlets.

When

- Monthly.

How to report on Activity #1:

Select the appropriate category for distributing materials in the CAT Earned Media Monthly Report. Describe your activities/barriers/next steps in the open text boxes and identify any successful earned media placements in Q2 of that report.

Earned Media Monthly Report

Earned Media definition: Coverage of tobacco-related issues by a news organization and/or partner organization. Earned media reported on this screen should not include self-generated placements that did not involve third party editorial/content decision-making.

Q1. Earned media recruitment activities

What activities did you conduct during this month to try to recruit earned media? (Select all that apply)

- Distributed materials (press release, letter to the editor, press kit, etc.)
- Spoke directly to a reporter, news editor, publisher, station manager, etc. (pitched a story, was interviewed for story, etc.)
- Activated partners to garner earned media on my behalf (community members, allied health partners, etc.)

Suggestions:

- Identify all local and regional news outlets (newspapers, radio, and television) that serve your catchment area; ensure that you contact reporters from multiple news outlets during the sustainability season. If a particular reporter/news outlet is not receptive, there will likely be several others with whom you can speak.
- Review sample materials posted on the CAT bulletin board or used by other NYS TCP contractors.
- Check with news outlets to see if there are preferred delivery methods, character and/or word limits, formatting requirements for letters to the editor, and any preferences for contents of press releases and press kits.
- Attend Cicatelli trainings, such as “Making the Most of Media.”
- Reference the earned media FAQ document on the CAT bulletin board for additional guidance.

Activity Examples

Press releases
Letters to the editor
Published story or report with specific ideas to localize the issue

Required Activity #2 - Speak Directly to News Organizations Each Month

Outcome: **Generate earned media.**

Who

- All NYS TCP community contractors.

What

- Speak directly, either in-person or via telephone, with reporters, news editors, publishers, station managers, etc., to gain news coverage of tobacco control.

Where

- Local and statewide media outlets and publications.

When

- Monthly.

How to report on Activity #2:

Select the appropriate category for speaking directly to news organizations in the CAT Earned Media Monthly Report. Describe your activities/barriers/next steps in the open text boxes and identify any successful earned media placements in Q2 of that report.

Earned Media Monthly Report

Earned Media definition: Coverage of tobacco-related issues by a news organization and/or partner organization. Earned media reported on this screen should not include self-generated placements that did not involve third party editorial/content decision-making.

Q1. Earned media recruitment activities

What activities did you conduct during this month to try to recruit earned media? (Select all that apply)

- Distributed materials (press release, letter to the editor, press kit, etc.)
- Spoke directly to a reporter, news editor, publisher, station manager, etc. (pitched a story, was interviewed for story, etc.)
- Activated partners to garner earned media on my behalf (community members, allied health partners, etc.)

Suggestions:

- The media look for personal stories and local data. Make their job easier by being the “go to” person for local angles and testimonials.
- Position yourself as the local expert for tobacco control in your community. Know all the essential facts about tobacco control in NYS (prevalence rates, number of Quitline calls, etc.).
- Follow-up with reporters, editors, producers, etc., on tobacco-related newspaper articles, letters, op-ed, TV or radio pieces whenever possible. This can include responding directly to a story or letting reporters know that they did a good job and offering to provide additional information on the topic.
- Invite media to local events.
- Engage your public affairs/external affairs staff to speak directly to news organizations on your behalf.
- Identify community members who can speak to the press about issues. Ensure they are comfortable speaking to the press and understand tobacco control issues before you refer them to the press.
- Attend Cicitelli trainings, such as “Interviewing Skills” and “Advanced Media Skills.”
- Reference the earned media FAQ document on the CAT bulletin board for additional guidance.

Activity Examples

Story pitch
Interviewed for story
Met with editorial board
Follow-up on health-related story

Required Activity #3 - Activate Partners to Generate Earned Media

Outcome: Generate earned media.

Who

- Your tobacco control partners: community members, allied health partners, coalition members, etc.

What

- Partners will distribute materials and/or speak directly to news decision-makers in order to generate earned media coverage of tobacco control issues.

Where

- Local and statewide media outlets and publications.

When

- Monthly.

How to report on Activity #3:

Select the appropriate category for activating partners in the CAT Earned Media Monthly Report. Describe your activities/barriers/next steps in the open text boxes and identify any successful earned media placements that were generated on your behalf in Q2 of that report.

Earned Media Monthly Report for July

Earned Media definition: Coverage of tobacco-related issues by a news organization and/or partner organization. Earned media reported on this screen should not include self-generated placements that did not involve third party editorial/content decision-making.

Q1. Earned media recruitment activities

What activities did you conduct during this month to try to recruit earned media? (Select all that apply)

- Distributed materials (press release, letter to the editor, press kit, etc.)
- Spoke directly to a reporter, news editor, publisher, station manager, etc. (pitched a story, was interviewed for story, etc.)
- Activated partners to garner earned media on my behalf (community members, allied health partners, etc.)

Suggestions:

- Engage allied health organizations, other chronic disease or health promoting coalitions, and CBOs in earned media activities.
- Activate and assist the people who you know are willing to share personal stories about tobacco use/tobacco marketing and engage them in earned media activities.
- Equip your partners with key messages and other necessary information to effectively garner earned media coverage of tobacco control. Make their job easy!
- Share sample materials posted on the CAT bulletin board with your partners.
- Reference the earned media FAQ document on the CAT bulletin board for additional guidance.

Activity Examples

Activated coalition members in earned media campaign.
Prepared allied health partner to speak with reporters and news decision-makers.
Worked with spokesperson to place human interest story.

Required Activity #4 - Ongoing Communication With Legislators

Outcome: Educate state legislators about tobacco control.

Who

- All NYS TCP community contractors.
- Your tobacco control partners: community members, allied health partners, coalition members, etc.

What

- Distribute information to NYS Senate and Assembly members and their staff. Information can be presented in the form of newsletters, press clippings, photographs of community events, recent publications from national organizations, etc.

Where

- Mail, e-mail, hand deliver, etc. materials to legislators.

When

- Monthly.

How to report on Activity #4:

On the monthly Infrastructure Report screen, enter the number of state legislators you corresponded with/distributed information to. Describe your communication with legislators in the text box.

Infrastructure	
Sustainability	
Number of in-person meetings with a state legislator (This can include legislative office visits or other meetings during which you were able to present information about tobacco control activities.)	<input type="text" value="0"/>
Number of state legislators corresponded with (This includes mailing or otherwise providing tobacco control-related information to state legislators and their staff.)	<input type="text" value="0"/>

Suggestions:

- Materials should be brief, focused and on message.
- Localize the materials: provide community-specific outcomes and data whenever possible. Be sure to highlight the impact of our work in the legislator's district as much as possible.
- Highlight the work of youth and/or the impact of tobacco marketing on youth in the legislator's district.
- Personalize the materials: when appropriate, incorporate personal stories regarding the impact of tobacco use, cessation etc.
- Clip news articles about tobacco or local events and send with a personal note.
- Attend Cicatelli trainings, such as "Facilitating Tobacco Policy Change in Your Community," "Interviewing Skills" and others.

Activity Examples

Newsletter developed for sustainability
Photos from community event
News clipping
DOH StatShot or press release

Required Activity #5 - Meet With Legislators

Outcome: Educate state legislators about tobacco control.

Who

- All NYS TCP community contractors.

What

- Participate in at least three in-person meeting with your representatives in the NYS Senate and Assembly to present your important work and our sustainability messages.

Where

- Legislative offices or other settings where you have time to present and discuss your work and the sustainability messages.

When

- At least three times per year.

How to report on Activity #5:

On the monthly Infrastructure Report screen, enter the number of in-person meetings you participated in with state legislators or their staff. Describe your meetings in the text box.

Infrastructure	
Sustainability	
Number of in-person meetings with a state legislator (This can include legislative office visits or other meetings during which you were able to present information about tobacco control activities.)	<input type="text" value="0"/>
Number of state legislators corresponded with (This includes mailing or otherwise providing tobacco control-related information to state legislators and their staff.)	<input type="text" value="0"/>

Suggestions:

- Remember, you are there to educate legislators and make a compelling case for tobacco control.
- Coordinate by TCP areas and regions and by legislative districts to ensure all partners participate as appropriate and all legislators are visited.
- Include youth and community members (constituents) in the visits.
- Bring personal stories of the burden of tobacco from legislator's constituents.
- Follow up visits with thank you notes.
- If appropriate, photograph the session and include the photo in a follow-up letter to the legislator's office, local newspaper or agency newsletter.
- Invite legislators to attend local events throughout the year (modality event, press event, etc.).

Activity Examples

Legislative office visit
Meaningful communication in other settings