

Page 1 From Tobacco-Free Washington Coalition 1993 Action Plan
(Underlines Added)

ANNUAL ACTION PLAN

Year 1 Interventions
October 1, 1993 - September 30, 1994

CHANNEL: Community Environment/Policy

ASSIST NATIONAL OBJECTIVES:

By 1998, sites will substantially increase and strengthen public support for policies which a) mandate clean indoor air; b) restrict access to tobacco by minors; c) increase economic incentives and taxation to discourage the use of tobacco products; and d) restrict the advertising and promotion of tobacco.

ANNUAL OBJECTIVE #1:

Work to pass Department of Labor and Industries' regulations on eliminating Environmental Tobacco Smoke from nonindustrial worksites.

JUSTIFICATION:

The Washington Clean Indoor Air Act does not address environmental tobacco smoke (ETS) in the workplace. The recent release of the EPA report on ETS provides the necessary justification to potential opposition, i.e., restaurant owners, small business owners, and smokers for requiring workplaces to eliminate the health hazards of ETS in the workplace. Clearly, comprehensive L & I regulations on ETS in the workplace would be a significant accomplishment for tobacco control advocates. It is important to have a statewide strategy, statewide dissemination of information and grass roots collaboration and support. L & I is currently developing the regulations and will be holding public hearings for input on the regulations. Tobacco control advocates have an opportunity to present their views and influence policy changes.

ACTIVITIES:

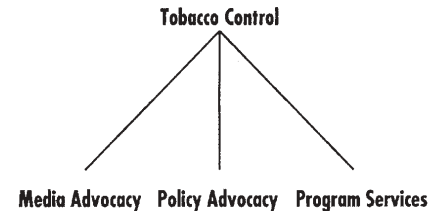
Activity: In collaboration with the other Worksites and Policy Task Forces around the state, work to ensure that Labor and Industries passes strict regulations regarding smoking in the workplace.

Page 22 From April 1993 Project ASSIST
"Planning For A Tobacco Free Washington"
(Underlines Added)

two through seven of ASSIST, the coalitions will implement tobacco control activities that will be funded by ASSIST. The ASSIST resources will be used to build upon or enhance existing programs, not replace them.

- Basic principles of ASSIST:**
- Community involvement & ownership
 - Broad social & environmental change
 - Target high risk populations
 - Augment community & coalition resources

The ASSIST Strategy Efforts in tobacco control in the 1970's and 1980's primarily raised public awareness about the health hazards of tobacco and offered cessation programs for those who wanted to quit. Over a decade of research by the National Cancer Institute has shown that the most effective way to reduce smoking rates is to decrease public tolerance of tobacco use through changes in policy, accompanied by media and educational programs.



Policy Changing the public acceptance of tobacco use will require policy change, a critical ingredient of societal change. Public policies, formulated on the state or local level, can regulate where, when, and how tobacco can be used, sold, and purchased. ASSIST funds will be used to empower communities and agencies to adopt four types of tobacco control policies:

- increasing the price of tobacco products;
- increasing the number of smoke-free environments;
- restricting access and availability to tobacco products; and
- restricting tobacco advertising and promotion.

Media Social change also requires that people receive consistent and persistent messages from sources they trust. To this end, ASSIST funds will generate a variety of media messages that will foster and strengthen public support for proposed policy changes.