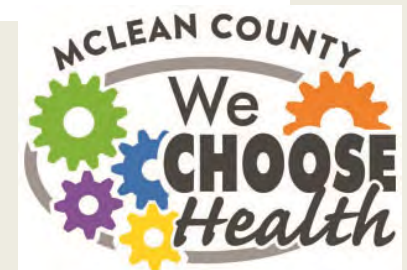


POLICY ADVOCACY ESSENTIAL ELEMENTS

Jackie Lanier

McLean County Wellness Coalition



OUR LUNGS THANK YOU

To ensure a cleaner, healthier campus, the Quad and adjacent areas are now **smoke-free**. For more information on the Smoking and Tobacco Use policy, visit **Policy. IllinoisState.edu**.

University policy and/or state law also prohibit smoking and the use of smokeless tobacco in university buildings, any Laboratory School property or where Laboratory events are occurring, and smoking within 15 feet of all building doorways, windows that open, and ventilation intakes.



MCLEAN COUNTY HEALTH DEPARTMENT REASONABLE BREAK TIME FOR NURSING MOTHERS



Community Gardens

THIS IS A
**SMOKE-FREE
CAMPUS**



THANK YOU
FOR
NOT SMOKING

HEALTH DEPARTMENT



Heritage Enterprises
Now Has a Wellness Program:



Starting February 1st, 2013
Insurance plan renewal rates will have a
Non-Nicotine & Tobacco 20% discount!

Healthy Vending Options

Heritage Enterprises: Workplace Wellness Policy

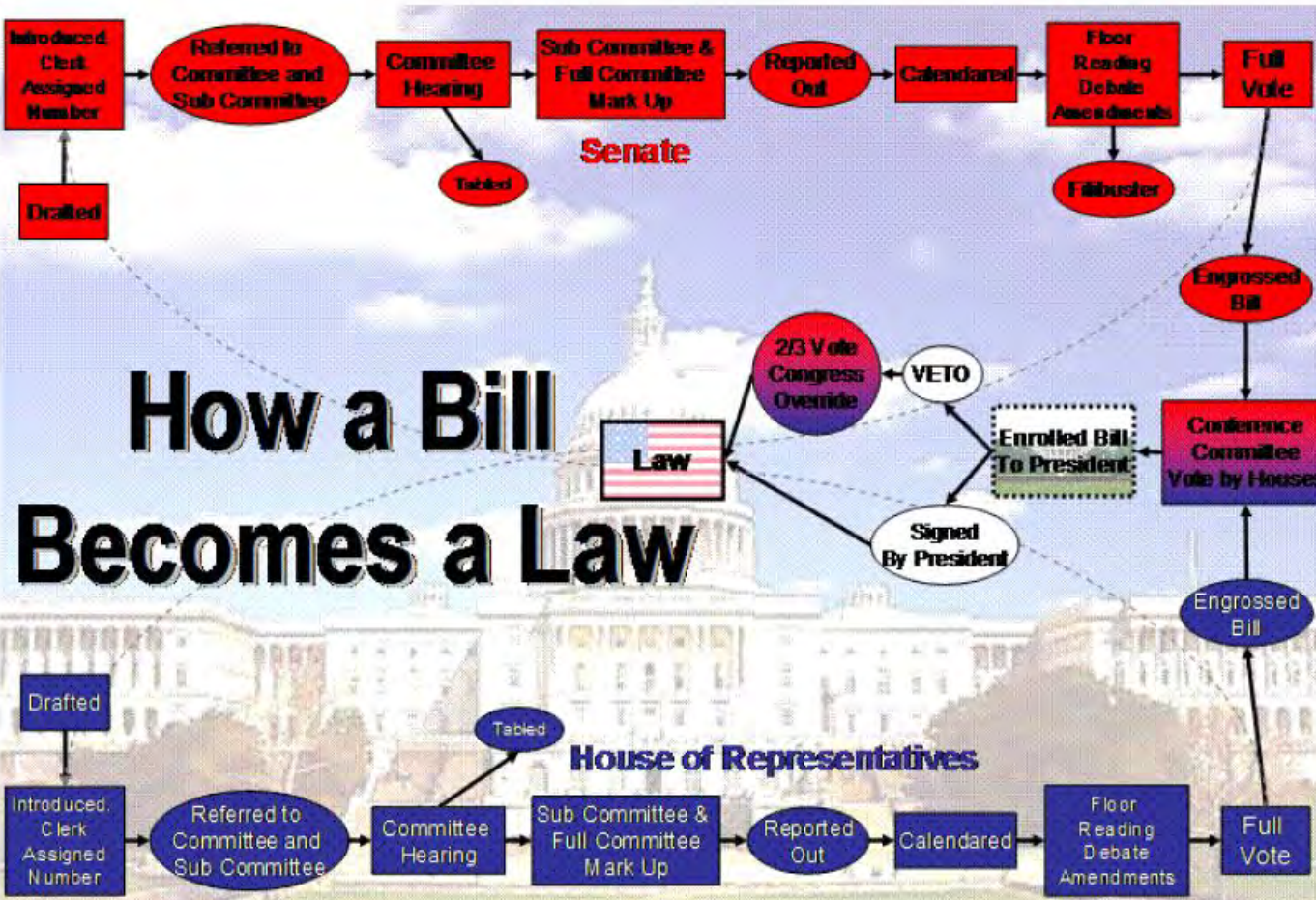
Essential Elements...



1. Get comfortable with the terms
2. Do your homework, know the facts
3. Reach out and collaborate
4. Find and use your champions
5. Make your plan
6. Evaluate, revisit often, & revise
7. Communicate often, clear & concise
8. Celebrate wins...big and small
9. Be passionate and enthusiastic
10. Persistence, Persistence, Persistence



Advocacy & Policy ...not scary words



Advocacy & Policy...not scary words

What is Policy?

- Policy is created in the form of a rule, guideline, agreement, instruction, statement or course of action
 - Designed to influence or determine other decisions, actions, or behaviors, over time to achieve a desired outcome or goal.



Advocacy & Policy...not scary words

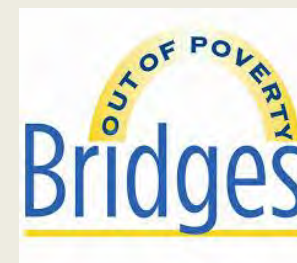
What is Advocacy?

- *The act or process of supporting a cause or proposal.*
Merriam Webster Dictionary
- Effective advocates influence public policy, laws and budgets by using facts, their relationships, the media, and messaging to **educate** government officials, organizations, and the public on the changes they want to bring for healthier communities.

Core competency in Health Education and Public Health

Do your Homework

- Research the facts (both sides)
- Makes issues local and relevant
- Don't reinvent wheel (borrow ideas)
- Invite your partners do their homework
 - Summits, meetings, community-wide events
 - Helps make sure you are on all the same page with consistent message



Collaboration is Key

- Work with your coalition partners
 - Find their strengths and utilize them
 - Work within the experiences of your partners
 - Clarify roles and responsibilities
- Start with their organizations if possible
- Build on their successes
- Find, cultivate, & empower your **champions**
- Broaden your base



*Advocacy is about
building long
term relationships*

*We cannot do it
alone.*

Make your Plan

Small wins—great!!

Evaluate often

Be flexible and patient



Communication

- **Have clear and concise message**

- get to your point quickly and concisely.

- **Engage the public:** Use the media, social media, petitions, letters, e-mails and other grassroots strategies to engage as many people as you can.

Numbers speak loudly!



“If you would persuade, you must appeal to interest rather than intellect.”

~Benjamin Franklin



- Celebrate your successes in the media – spread the word
- Share stories

● ● ● ● | smoke free housing

HIGHER PROFITS | HAPPIER TENANTS | A HEALTHIER APARTMENT

Did you know...

- Apartment turnover costs could be as much as six times greater when smoking is allowed.
- Smoking is the leading cause of home fire deaths.
- Implementing a smoke-free policy may save you money on your property causality insurance. Ask your carrier today!
- There is no legal barrier to enforcing a smoke-free policy. These policies are legal, easy and popular.
- We can help! Tenant meetings, smoke-free signage, lease amendments-we have them.

Why wait?

We have the tools and will help you every step of the way to adopt a 100% smoke-free policy.

Contact Jessica Worland at (309) 888-5954 or at jessica.worland@mcleancountyil.gov.



Do you support smoke-free housing in our community? Please sign the petition at:

<http://health.mcleancountyil.gov/smokefreehousing>

- Survey
- Website
- FB
- Radio Interview
- Postcard
- Clings
- Magnets
- Yard Signs
- Personal letters/
e-mails/calls



Factors that Affect Health

Examples

Smallest
Impact

Counseling
& Education

Eat healthy, be
physically active

Clinical
Interventions

Rx for high blood
pressure, high
cholesterol, diabetes

Long-lasting
Protective Interventions

Immunizations, brief
intervention, cessation
treatment, colonoscopy

Changing the Context
*to make individuals' default
decisions healthy*

Fluoridation, 0g trans
fat, iodization, smoke-
free laws, tobacco tax

Largest
Impact

Socioeconomic Factors

Poverty, education,
housing, inequality



Nothing GREAT
was ever achieved
without enthusiasm.

-EMERSON

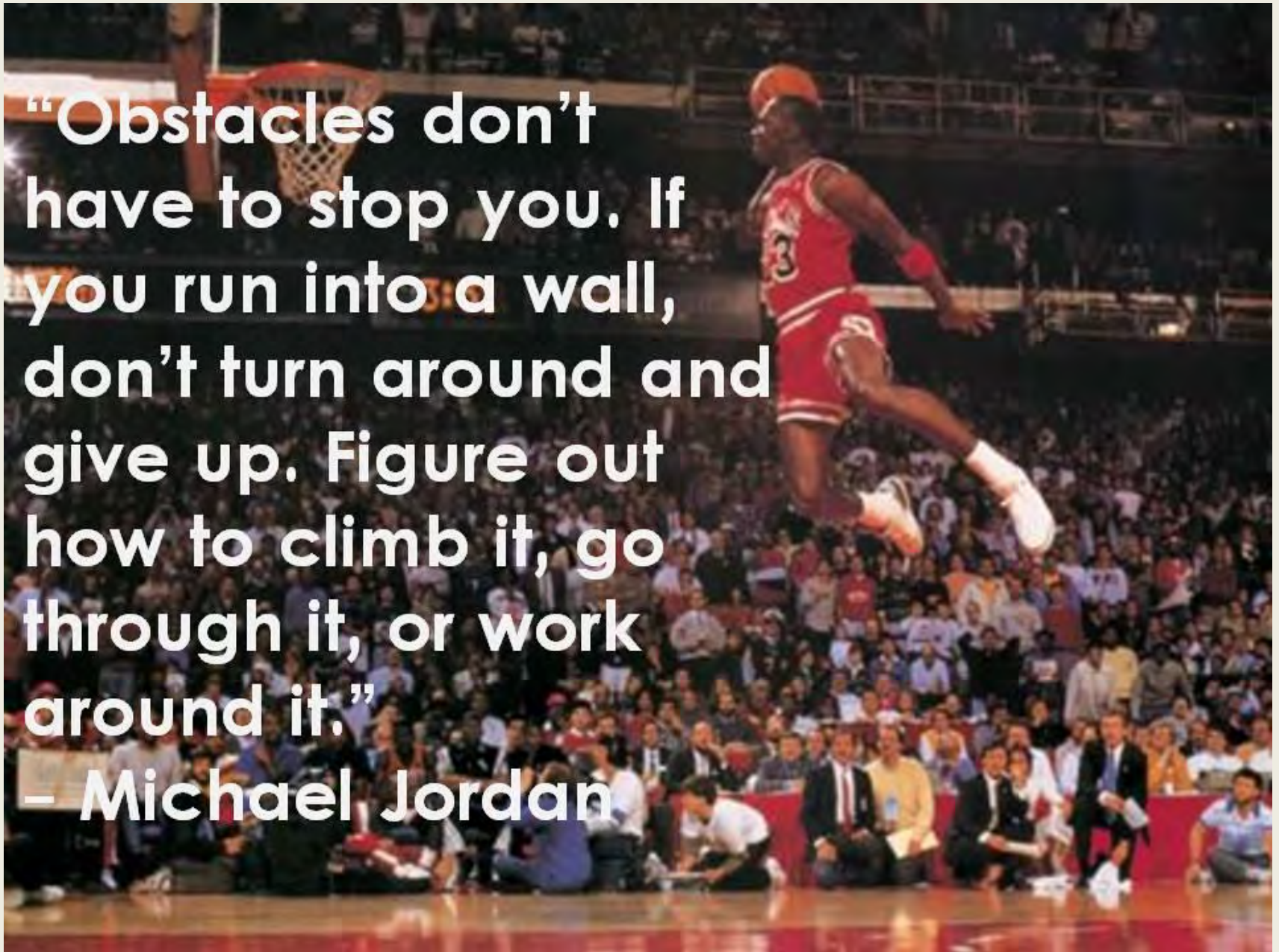
Covers @ FirstCovers.com

Passion suffocates fear
Be passionate

Persistence, Persistence, Persistence

“Obstacles don’t have to stop you. If you run into a wall, don’t turn around and give up. Figure out how to climb it, go through it, or work around it.”

– Michael Jordan



THANK YOU!

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