



INTERNAL USE ONLY, DO NOT DISSEMINATE

- 1) Have all staff and community partners involved in policy work review Community Anti-Drug Coalitions of America (CADCA) Strategizer 31 Guidelines for Advocacy: Changing Policies and Laws to Create Safer Environments for Youth, to understand what activities are and are not considered lobbying. Learn how local policies are adopted and implemented in your area by contacting multiple sources of information including municipal governing offices, town and regional planning department, local law enforcement, etc.
 - Provide copies of the CADCA Strategizer to members of staff and community partners.
 - <https://www.cadca.org/resources/strategizer-31-guidelines-advocacy-changing-policies-and-laws-create-safer-environments>
- 2) Take an inventory of current ordinances, language in town and regional plans and policies that already exist specific to tobacco, vaping, marijuana and alcohol. Take an inventory of when town and regional plans expire and are due for revision. Assess community readiness, attitudes and perceptions including using data collected in a community survey. Establish relationships with key community leaders and stakeholders.
 - Establish which municipality shall be focused on, after assessing each community's readiness
 - Establish/maintain relationship with municipal government and the town manager and assistant town manager
 - Determine which documents are readily available and which require a visit to town hall
 - Review documents
 - Review community surveys to assess community readiness, attitudes and perceptions
 - Coordinate with ordinances and/or policy specifically relating to alcohol and marijuana. Assist with specific ordinance/policy if applicable
 - Take an inventory of all public lands/parks frequented by the community
- 3) Visit local businesses to provide information about second-hand smoke and provide success stories related to other communities that are smoke-free. The visit will be followed up with a thank you letter for providing the time to meet.
 - Encourage membership to your coalition of at least one business
 - Make a point to visit as many businesses as possible
 - Visit the businesses and provide information about second-hand smoke as well success stories related to communities that are smoke-free
 - A follow up thank you letter be sent to each business visited that includes additional information supporting the benefits of a smoke-free downtown and/or park/events

- 4) **Garner support from businesses who demonstrate readiness (based on one-on-one visits). Businesses will be asked to sign a letter of support created by the coalition staff.**
 - Focus on those identified to ask for a letter of support for your targeted policy.
 - Visit the business and provide a letter and/or petition so the business can sign-on for support. The Coordinator will also provide incentives to the businesses such as 802Quits materials, 3-4-50, signage, cessations classes, on-site trainings, and if plausible, enforcement etiquette.
 - A list of businesses who have demonstrated a high degree of readiness will be created.
- 5) **Attend village trustee meetings and/or select board meetings within the municipality based on readiness.**
 - Choose specific meetings to attend based on the readiness of the municipality and the agenda.
- 6) **Document progress within the policy planning tool.**
 - Send all updates and progress to the prevention team.
 - Review the Planning Tool and update as progress is made.
- 7) **Draft a policy/ordinance proposal based on all the information collected during the community assessments.**
 - Always use cited materials.
 - The proposal shall include a cover letter, table of contents, educational facts, survey data, structured policy/ordinance, which includes a purpose, definitions, possible exceptions, enforcement, and the proposal shall need the CADCA strategy tool, signage forms and 3-4-50 information.
 - <https://guideinc.org/2015/08/19/cadcas-7-strategies-for-community-change/>
- 8) **Assess the timing of implementing a proposal to a municipality. There is a possibility you may have to restart all of the steps if it's poor timing. There should be a good feel for the target audience, if all the previous steps have been completed on a regular basis.**
 - Ask to be put on the agenda. Do this at a minimum of 2 weeks prior to the agenda date. Give the municipality time. Do not rush a municipality.
 - When presenting to a municipality, educate them. Let the board members think this is their idea, let the municipality get all the credit. This is especially important if there are a large number of supporters in the room. There will be pressure on the board members so help ease their mind.
 - After presenting the proposal, stay for the entire meeting and watch the rest of the proceedings. The board will not forget that you are there. At the end of the meeting, thank each board member with a shake of the hand but keep it simple.
 - Review the Municipal Title 24 at the State level for the procedures of ordinance change.
 - <https://legislature.vermont.gov/statutes/title/24>

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