**Policy Implementation Tips**

*This document includes policy implementation tips from legacy Tobacco use Prevention and Control Community Partnerships (CP) throughout Iowa to build off one another’s experiences.*

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How to start the conversation:

* This depends on if you know the partner or not. One CP shared that if they don’t know the community partner, they show up in person to introduce themself and talk about their position, then simply start talking! This CP puts themselves out there; they make sure to wear their nametag and public health badge. Then use the TUPC fact sheets to talk about the smokefree air act (SFAA) and benefits of adopting a TF/NF policy. While there, they look around to see if there is TF/NF signage, SFAA window clings, ash receptacles outside, etc.

Steps to begin talking about policy change:

1. Introduce yourself and ask to speak with HR or a manager.
2. Follow up by sending a letter.
   1. Do you remember when we met and spoke about…
   2. Do you have any questions?
3. Work with your TUPC CHC and contact business to offer assistance in TF/NF policy.
4. Do you have signs in place? Remember, IDPH will give free signs if you put a policy in place.
5. Are they interested in moving forward?
   1. Yes...
      1. Point out the sample policy and customize it for their business.
      2. Take the next steps to get them signage.
   2. No...
      1. Remind them that the CP would be their contact if they ever change their mind and we do provide other information and services such as Quitline, etc.

If a business does not have a SFAA sign in the window/door, Share with them how vapes are not included in the SFAA but they can adopt a policy to include vaping devices. A CP will normally give a packet of information including model policy, SFAA information, available resources including free signage, tobacco 101 product list and an understanding e-cigs for businesses sheet.

If a community has a Healthy Hometown coalition in partnership with Wellmark, Recommend reaching out to them and partnering. Chamber offices also are a great group to reach out to, and most are willing to share information out to their members.

Getting into local organizations to complete one-time presentations have been most successful in securing policy implementation. As a part of any one-time presentation, discussions could include content and dialogue surrounding the local community partnership and objectives. Also, supplying attendees and organizations with Quitline Iowa and TUPC fact sheets can help supplement and overcome potential objections. Recently this action benefited one of our CPs in big ways. A previous one-time presentation to an organization gave them great community recognition, which led to the local Chamber of Commerce adopting a policy.

Additionally, one CP began a relationship with a local college and gave several presentations for different classes and departments, including the Health and Wellness Department. This gave them the exposure and credibility to be included during a Student Government session that ultimately passed a comprehensive tobacco policy. By getting into places and sharing knowledge about tobacco use prevention and control, while getting "brand" recognition out in the community, it makes it much easier to begin conversations with other organizations and businesses regarding TF/NF policy adoption.

One CP works with a County Community Transformation Consultant, who meets with cities and businesses about the importance of adopting healthy policies. The consultant gives clients the CP’s card to reach out if they are interested in learning more about a TF/NF policy. The CP also utilizes the TUPC fact sheets about the benefits of adopting policies and provides them to community members. The TUPC fact sheets are used as talking points. [ATTACHMENT HERE.](https://drive.google.com/file/d/1FvnWAmKefbspUM1wtTHydGD8rkeh_ZsF/view?usp=sharing)

Lead policy efforts by providing resources and assessing the culture, rather than a policy. The CP develops a relationship with the organization and fulfills the agency goals first, then works to fulfil the CP’s goals. The following attachments are used to start the conversation.

[Tobacco/Nicotine Free Worksite Policy Meeting](https://drive.google.com/file/d/1-fbT9aXMzoOgkTtZdC9XRCQZ8Lgvuy6x/view?usp=sharing)

[TF/NF Worksite Document](https://drive.google.com/file/d/1Qd9VDxNeEsqoeN8IxNoAg7CbXo5MoVgh/view?usp=sharing)

Coalition meetings

* At every coalition meeting, CP staff asks members if they’re aware of any businesses that would be interested in a TF/NF policy. This helps the CP to get out of their own scope and learn about new opportunities.

[Tobacco information sheet - workplaces](https://drive.google.com/file/d/1cdzE0KhFSm-28Y-Mk1PNDkGY8AwMeShb/view?usp=sharing)

* First gray box - CP staff highlights it to draw attention to it. They stress the SFAA does not extend to vaping devices and new tobacco products, and a policy is needed if they’d like those covered.
* This experienced CP likes to tell new CPs that there are TUPC fact sheets for: workplaces, preschool/childcare, multi housing units and parks/trails.
* This CP received approval by TUPC to add the CP contact information into the bottom of the sheet, then they highlight the contact information on the sheet during the meeting. This saves using a business card, plus their contact information won’t be lost since it’s on the same sheet of paper that has the information about policy adoption.

[Signage picture](https://drive.google.com/file/d/1w38zUt3N5z7xmQs0etxi5BhnhKBItJZh/view?usp=sharing)

* CP always brings the signage for the recipient to see in person (a metal sign, vehicle cling, window cling and sticker). CP staff leaves this printed picture with the business as a reminder of the free signage available to them. This helps them to know what the signage looks like without actually leaving it with them. (These signs now come bilingual, so this picture is out of date and needs updated).
* The CP always follows up with schools and bigger businesses later since they end up needing more signage as time goes on. They tend to not order enough - especially school bus barns. The CP has learned to talk to and follow up with the right people - bus barns, custodians, superintendents, etc.

[TF/NF model policy](https://drive.google.com/file/d/1TEsKLF2zg3XjDgSCDdmWBQsMhc3loYe5/view?usp=sharing)

* CP staff brings a colored copy of the template to the policy meeting. If the recipient is interested, CP staff plugs in the business’ information to [another version](https://drive.google.com/file/d/1e2nytrKUmI4oQ2gYgPbLMQVBnEYT4Lq9/view?usp=sharing).
* CP tells them “You can leave this policy as is and it will be approved, or you can make changes as you see fit.“ CP reiterates that it’s their policy and they can do what they want to personalize it, as long as the requirements are covered. It can be as simple as they’d like, as long as everything is covered. Format can be simple or in-depth. The model policy is easy and everything is covered. By reminding them that they can customize their policy, it helps them feel ownership of the policy, which will also lead to them being more onboard with following the policy.
* CP staff offers to type everything up for them to make it as easy as possible.
* CP staff reminds them their business and policy will be put into a state database.

[New policy database form](https://drive.google.com/file/d/1rz48kWiyO11_Bq4vdQOR0iP6u6L5mHf5/view?usp=sharing)

* This is helpful to have printed when talking with businesses so important questions aren’t forgotten. This helps the CP to be more prepared. Having this printed and in front of them during the conversation, ensures the CP staff will not have to call them back with follow up questions.

[Quitline posters](https://drive.google.com/file/d/1qOnQuA5N2VIeP4zAPNbVMoktduWteS2b/view?usp=sharing)

* This gets CP in the door by offering free posters/materials.
* Can add their county logo onto the posters (if TUPC approves).
* CP prints them in color once a month and delivers them to the businesses. This enables recipient and CP to see each other in person on a regular basis. CP will also drop off the Quitline Iowa rack cards and Quit Tip cards. They plan to also include My Life My Quit items moving forward.

Schools

* Schools often have a resource table in the office and CP drops off ISTEP information and MLMQ brochures. CP staff also posts the Think Before You Vape poster on the school/community bulletin boards to spread awareness.

[Clearinghouse items](https://drive.google.com/file/d/1pJSAv6K8n-luiAV0SPx4g5dVly3GhM-b/view?usp=sharing)

* When giving presentations or having meetings, CP staff gives away clearinghouse items to entice community partners and for them to remember CP goals.
* The Quit Tip cards can be very helpful for a range of opportunities. The variety of Quit Tip pictures allows partners to relate them to specific programs. Example, the popcorn one is taken to the theaters, veggies are shared with the Healthy Families staff.