

Tobacco- Free Funding Policies

Part Two: Policy Steps

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Tobacco-Free Funding Policies: Approaching Nonprofit Organizations

For some nonprofit organizations, adopting a tobacco-free funding policy may be viewed as a waste of time. Persuading nonprofit Boards to consider adopting a tobacco-free funding policy is the biggest barrier to policy adoption. In order to maximize success, carefully review organizations and initially seek “low-hanging fruit,” or those organizations who are most likely to adopt a policy.

I. Organizations to approach:

- 1) Members of tobacco control coalitions.
- 2) Organizations with whom you have a relationship.
- 3) Organizations who do not accept, and have never accepted, tobacco funding.
- 4) Organizations with a public health mission.
- 5) Organizations with a youth group that might be motivated to become advocates.

II. Lessons learned while approaching nonprofits:

- Cold calling has not been an effective approach in reaching out to organizations.
- Mass mailing also has not been an effective approach to passing policies. However, when organizations who have adopted a tobacco free funding policy are listed on the mailing, they appear to be proud to be on the list and appreciate the publicity. Mass mailing also have a beneficial educational approach and may help put the issue on the radar screen.
- Information about tobacco-free funding is not enough. The information must be delivered by a passionate internal voice. Using youth advocates as the messenger on the importance of adopting a tobacco-free funding policy has been successful. For further information please see Lesson Plan in Part 1.

III. How to approach nonprofits:

- 1) For organizations where a relationship is established, a phone call to request a one-on-one meeting with the Executive Director would be appropriate. During the meeting, the students should give a short explanation of the project and request to give a presentation in front of the Board of Directors.
- 2) For organizations where a strong relationship has not been developed, a letter detailing the project with a request to meet with the Executive Director would be the recommended first step. A follow up phone call to set-up the meeting should be completed approximately five business days after the letter was mailed.



Below is a sample letter to send to nonprofit organizations to request a short meeting with the Executive Director. The letter should be written on your organization's letterhead.

[Date]

[Name]

[Organization]

[Street Address]

[City, State Zip]

Dear [Name];

We are writing to request a meeting to discuss how your organization can play a key role in reducing youth tobacco use. The youth at [your organizations name], with the assistance of the Ramsey Tobacco Coalition, have been studying the methods the tobacco industry uses to target youth. For instance, in neighborhood stores we have discovered a high number of brightly colored ads placed next to candy, ice cream and pop, or signs that are low to the ground where young children are most likely to notice. We have also learned that the tobacco industry used phrases such as, "Until I find a real man, I'll take a real smoke" which makes tobacco use appear cool and sexy.

Another form of advertisement that we learned about is how the tobacco industry uses sponsorships and donations to nonprofits as a tool to improve the industry's image and sell a product that kills more than 400,000 Americans each year. Unfortunately, with a tobacco youth use rate of 28% in Minnesota the tobacco industry's strategy is working. The good news is, there are counter tactics we as a community can use to protect the people and youth we serve.

We would like to meet with you for ten to fifteen minutes to discuss how an ethical funding policy can play a key role in reducing youth tobacco rates in Minnesota. We will call you soon to set up a date and time to meet. Please join us in protecting youth from tobacco by saying "no thanks" to the tobacco industry.

Sincerely,

[Your Name]

[Your Organization's name]

[Your Organization's contact information]



Why Adopt a Written Tobacco-Free Funding Policy Instead of Having an Verbal Policy?

The best way to protect an organization's image and the community they serve is for the Board members to have a discussion on gift acceptance policies and put a policy in writing before they are approached by the tobacco industry. Even if an organization has never accepted tobacco money and does not plan to in the future, a written policy is the best approach to ensure continuity for the following reasons:

- A written policy adopted by the Board of Directors has a greater impact than an informal policy that cannot be seen or modeled.
- A written policy will withstand the test of time and extends beyond the current board and staff.
- A written policy ensures that the organization, its members, and staff will uphold their stand against corporate gifts, financial contributions, advertising and event sponsorship by tobacco companies.

Steps to Adopting a Written Tobacco-Free Funding Policy

- 1) Have your organization's decision makers review the purpose and mission of your organization, your current funding policy and funding sources.
- 2) Develop a tobacco-free funding policy and present it to your organization's Board of Directors for adoption. See part three of this guide for a sample policy.
- 3) Notify your staff and the community you serve about your new policy.



Tobacco-Free Funding Policies: Youth Presentation

The following is a presentation guide for youth. It is designed to use what they have learned from the Ramsey Tobacco Coalition Lesson Plans to demonstrate the need for organizations to take action to protect the people they serve and their good name by adopting a tobacco-free funding policy.

Materials needed:

- 1) 2 display boards.
 - A. Findings of tobacco advertising in community survey.
 - B. Information on donations and sponsorship from the tobacco industry.
- 2) BB Demonstration materials.
- 3) What's in cigarette materials.
- 4) Magazine advertising of tobacco products.
- 5) Candy and tobacco products designed to appear similar to candy.
- 6) Folders with information on adopting a tobacco-free funding policy.

Included in the folder (most of these materials can be found in part three of this guide):

 - Sample policy
 - List of tobacco companies and their subsidiaries
 - Brochure or fact sheets on tobacco-free funding policy
 - List of other organization who have adopted a tobacco free funding policy
 - Media from other policy adopters

Prior to presentation each member of the Board of Directors should be provided with an informational folder.

The presentation should be no more than 15 minutes plus an additional 5 minutes for question and answers.

Order of Presentation:

- 1) Introduction/Narrator - 1 student
Have one student introduce the group and the purpose of the presentation. This person will also introduce each group prior to their demonstration.
- 2) BB Demonstration from Ramsey Tobacco Coalition Lesson Plans – 2-3 Students
- 3) Narrator- introduce next group
- 4) What is in a cigarette demonstration from Ramsey Tobacco Coalition Lesson Plans- 2-3 students
Have students present on what chemicals are in a cigarette and show the other products that contain the same chemical can be found. For example: acetone is in a cigarette and is also in nail polish remover.
- 5) Narrator- introduce next group
- 6) Magazine advertising from Ramsey Tobacco Coalition Lesson Plans. 1-2 students
Have students show copies of magazine advertising (2-4 examples) and discuss the methods the tobacco industry uses to make tobacco appear appealing. Pass the advertisements to Board members to view.

- 7) Narrator- Introduce next group
- 8) Advertising in the neighborhood as found through Ramsey Tobacco Coalition scavenger hunt- 2-4 students

Prior to the presentation have students create a display board with photographs of tobacco advertising that the students found in the neighborhood and facts about tobacco use and youth.

Students will present findings such as:

- Stores they went to
- Number of ads in stores (high, low, average etc...)
- How placement of ads attracts youth, (low to ground, close to candy, ice cream, pop etc...)
- How the of ads are attractive to youth (size, color, words etc...)
- How ads attract people of color (who is in the ad, language used)
- How ads attract low income (price, where placed in store)

- 9) Narrator – introduce next group
- 10) Product design and new products. 2-4 students
Have students show and pass out displays and fact sheets of products designed similar to candy products and new products coming out. (Examples Camel Orbs, Strips, and Sticks)
- 11) Narrator – introduce next group
- 12) Tobacco-free funding information. 2-3 students
Prior to the presentation students will create a display board with information on tobacco industry donations and sponsorships. Students will present findings to board.

A) Why the industry makes charitable donations (include industry quotes):

- Sell tobacco/ brand identity (youth)
- Stop unfavorable laws to industry
- Create positive laws for industry
- Create positive image of corporate giving
- Silence the community
- Other

B) List of organizations who accept tobacco industry money

C) What organization can do to protect community from tobacco industry

Adopt tobacco-free funding policy

D) Reasons for policy:

- Protect organizations image
- Protect the people you serve
- All staff//members will know about policy
- Policy will remain in place even if staff leave
- Makes a statement against the tobacco industry
- Protect ability and credibility to speak out against the tobacco industry
- Other

- 13) The “Ask”- 1 student
Adopt a tobacco free funding policy to:
A) Protect image, protect people served
B) Take a stand against the tobacco industry
- 14) Narrator-
Closings remarks and thank you.



Tobacco-Free Funding Policies: After Presentation Follow-Up

After the presentation the work is not finished. Follow-up is needed to ensure the policy is both understood and enforced. The following are a list of recommended steps to be taken after the student presentation.

- 1) Send thank you cards to each Board member and the Executive Director.
- 2) Contact the Executive Director to find out results of vote.
- 3) Request a copy of the signed policy. Note, the organization may have a policy not to share internal written policies with outside agencies.
- 4) If a policy is passed, CONGRATULATE the organization.
- 5) If a policy does not pass inquire as to the reason and ask what next steps the Executive Director would recommend.
- 6) When policy is passed, inquire if the organization is willing to announce the new policy to the public.
Ideas to announce policy:
 - News release;
 - Article in organizations newsletter;
 - Article in RTC newsletter;
 - Article in ANSR newsletter;
 - Organization's Facebook page;
 - RTC Facebook page;
 - Add name to RTC list of organizations with policy.
- 7) Inquire if any assistance is needed to ensure proper enforcement of policy.