

Point of Sale Assessment and Engagement Tool

ASSESS THE COMMUNITY



Completing an assessment before you begin building a coalition and working on educational outreach will provide you with an analysis of where your community and elected officials stand on tobacco control issues, as well as their readiness policy change. A thorough assessment will help you be responsive to the specific needs of your community.



Questions for your team

- Do you have a history with and base of support in the community?
- What are the current policies regarding the sale of tobacco in your community?
- How is tobacco sold within your community? How many tobacco outlets are there and what types and quantities of tobacco products do they sell?
- What communications outlets exist? What newspapers, television and radio stations comprise the media in your community?
- Who are the decision makers within the community? Who influences the decision makers?



Activities to consider:

Complete a point-of-sale assessment.	Review your local tobacco ordinance.
Make a list of new and existing community supporters, including individuals and groups.	Research media outlets in your community. Determine how you would submit a Letter to the Editor or paid ad.
Collect the bios of elected officials, review trends in their decision making and determine if there are currently any relevant issues being considered.	Determine who the big players are in your community and who helps shape the opinions of decision makers.

BUILD YOUR COALITION & COMMUNITY SUPPORT



Identifying, recruiting and engaging key partners and community members to communicate your message to the decision makers will help you meet your goals.



Questions for your team

- Who are your existing allies? How will we engage them in our efforts?
- Who are your potential allies, including youth? How will we recruit and engage them?
- How will we reach out to the broader community?



Activities to consider:

Share the results of your community assessment(s) with your coalition.	Table at community outreach events.
Conduct a community opinion survey	Present to community groups, including youth groups.
Conduct a training or series of trainings for your new and existing allies.	

FRAME MEDIA & PUBLIC EDUCATION



Using local media to get the word out about your efforts will help increase community awareness and demonstrate community support to decision makers.



Questions for your team

- What message do we want to communicate in the local media?
- Should we focus on earned media (articles and letters to the editor), paid media (ads) or both?
- What are the best outlets for each message?
- What coalition members are best situated to submit a letter to the editor or speak with a reporter?



Activities to consider:

Conduct a media training for coalition members. Teach them how to speak to reporters and how to respond to questions about your efforts.	Purchase ad space in your local newspaper. Use an existing ad or create one of your own to run.
Support coalition members in submitting letters to the editor in the local paper.	Purchase advertising in the locals newspaper or on local radio.
Contact local newspaper, television or radio reporters. Submit press releases when you achieve milestones.	Use social media sites such as Facebook and Twitter to share information about your efforts.

EDUCATE DECISION MAKERS & PLAN FOR SUPPORT



Talking to your community's decision makers about the harms of tobacco, the findings of your local assessment and the menu of policy options is a key activity. Your coalition members should be engaged in these efforts to demonstrate broad community support. You should also prepare to support your community in its enforcement of the new policy.



Questions for your team

- Have you met with your city council members or county commissioners?
- How many of them have expressed interest in your efforts
- Have members of your coalition contacted decision makers to express their support for a policy?
- What resources can we offer the community to support enforcement of a new policy?



Activities to consider:

Present at a council or county commission work session. Share assessment findings.	Work with city or county staff to navigate the local ordinance process and city or county procedures.
Meet one-on-one with decision makers to answer their questions and respond to their concerns.	Continue to have coalition members contact decision makers and express their support.
Prepare testifiers for a public hearing.	Publicly thank supporters via local media.
Inform tobacco vendors of the updated policy. Provide information and trainings as necessary.	