

Name of campaign: “Don’t Blow It!”

Purpose: To educate on (a) secondhand smoke and (b) the proposed ordinance.

Strategic Plan:

1. Residence Hall Bulletin Boards – these will focus on both purposes of the campaign. Locations have already been negotiated in Discovery, Excellence, Jones, Gillett, Shurz, and Hatch Halls.
2. Potty Paper – will need approval by residence life. Tiffany can possibly make contact with Kristen Temple, who would then distribute to all community and peer advisors for placement in restrooms. These will primarily focus on secondhand smoke, as they will be after the City Council meeting. However, should it go to a vote, they could double over and relate to the ordinance.
3. Student Health Center – would require SHC approval. Dean is a possible contact on this. Possible locations include patient rooms and various locations throughout the building. These will be strictly limited to education on secondhand smoke.
4. News Stands – approach the Maneater and MU Student News to see if we can place these posters on their distribution stands. This would expose every student reading such papers to our educational material. These will also be limited to the issue of secondhand smoke.

Facts/Statistics for Posters:

The facts and statistics must follow two requisites: (a) communicate a message and (b) be factual. They need to be real evidence based statements.

1. Secondhand smoke is classified as a known human carcinogen along with asbestos and lead. (Environmental Protection Agency)
2. Secondhand smoke increases risk of developing heart disease in nonsmokers by 25-30%. (2006 Surgeon General Report)
3. Secondhand smoke increases the risk of lung cancer in nonsmokers by 20-30%. (2006 Surgeon General Report)
4. Smoke-free workplace policies are the only effective way to eliminate secondhand smoke exposure in the workplace. (2006 Surgeon General Report)

Timeline:

- 9/19: Approval by Peers Against Secondhand Smoke (plan of action; mockups)
- 9/20: Approval by Dr. Everett, Dean Anderson, Shelly Rodgers, Tiffany Bowman, and other members of grant team. This allows them to monitor what is going on and to maintain future funding efforts.
- 9/21-9/24: Placement in Residence Halls