

Changing Policies & Conversations in Commercial Tobacco and Nicotine Prevention in South Carolina



ChangeLab Solutions

www.changelabsolutions.org

Speaker



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Agenda

1. ChangeLab Intro and Goals with OSH
2. Equity Foundations + Framing Research
3. SC Regional Conversations Summary
4. Statewide Planning

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Funding Disclaimer

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Commercial Tobacco

We recognize the important role of ceremonial and traditional uses of tobacco in many Indigenous communities. This conversation and the Preemption Playbook are intended to address commercial tobacco, not tobacco products used as part of an Indigenous practice or other recognized religious or spiritual ceremonies or practices. All references to tobacco and tobacco products here refer to commercial tobacco.



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Our Mission

Healthier communities for all through
equitable *laws and policies.*

EQUALITY



EQUITY



Health Equity

“...means everyone has a fair and just opportunity to be as healthy as possible. This requires removing obstacles to health such as poverty, discrimination, and their consequences...”

OSH Partnership

- Local focus via key state partners (TA, trainings, products)
- National trainings driven by conversations at local and state levels
- Across policy types (smokefree, retail)
- Across the policy process
- Grounded in community-driven partnerships and the goals of those most affected by the issues

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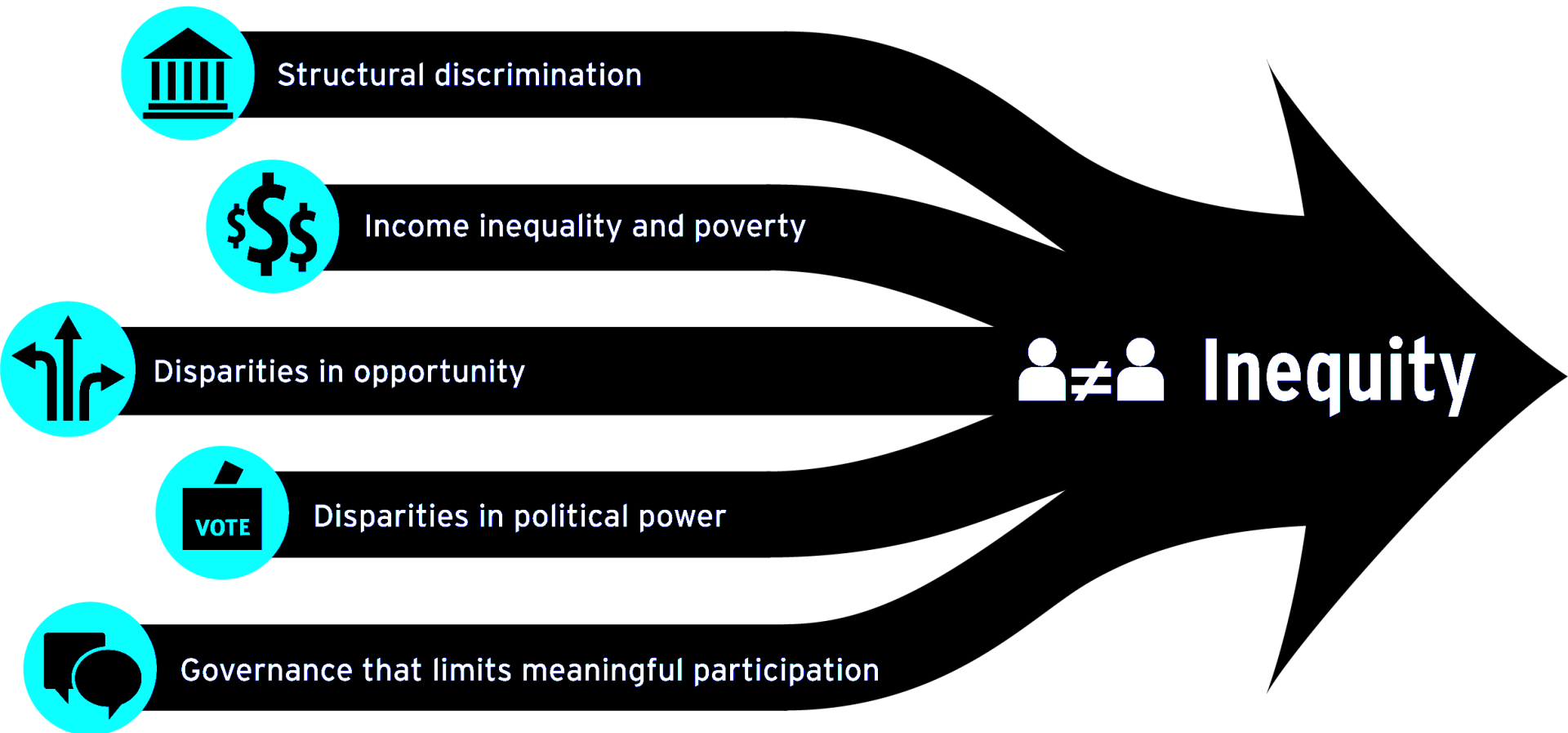
A Blueprint for Changemakers

Achieving Health Equity Through Law & Policy



- Leverage the unique power and efficacy of local policy solutions
- Incorporate health in all policies
- Engage diverse community members in the policy process

A Framework For Policy Interventions: Five Drivers of Inequity



Pause

How does this list strike you?

Does anything about it feel particularly poignant?

Does anything feel difficult about this?



**Equity is about
more than
outcomes**



Robust community engagement



Focus on the strengths in a community, build partnerships



Invite varying perspectives



Consider how you use data



Equitably direct resources



Promote systems thinking



Evaluation & accountability

Health Impact Assessments

ADDRESSING TOBACCO-RELATED HEALTH INEQUITIES

Resources to Inform Point-of-Sale Policies



- Causes of tobacco-related health disparities
- Tools to counter inequities: Retail, community & equity assessments
- Examples: How assessments can help communities identify inequities
- Resources

TOBACCO POINT OF SALE PREEMPTION PLAYBOOK 2022



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COUNTER
TOOLS

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- Preemption Basics
- Case Studies
- Local Authority
- Progress Under Preemption

POINT-OF-SALE STRATEGIES



PLACE
refers to where tobacco products are sold and their availability to consumers.

PRICE
includes retail pricing and discount strategies.

PRODUCT
includes the physical characteristics of the item being sold, such as flavors, including menthol.

PROMOTION
refers to advertising, displays, direct marketing, and other related strategies.

- Place
- Proximity
- Prevalence
- Price
- Product
- Promotion

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Smoke-Free Multi-Unit Housing

Approaches to Protect Tenants from Secondhand Smoke

Disclosure

State law requires landlords to indicate in new leases where smoking is prohibited on the property. Local governments can require landlords to provide all tenants with this information directly (landlords can also provide this voluntarily).



Smoke-Free Common Areas

Many indoor common areas, like hallways and laundry rooms, are already required by state law to be smoke-free. Local governments and landlords can also make outdoor common areas, like gardens and pool areas, smoke-free.

Smoke-Free Units

Local governments and landlords can make some or all individual units smoke-free, including patios and balconies.

Smoke-Free Buffer Zones

Local governments and landlords can prohibit smoking within a specific distance from all entrances, doorways, or operable windows of a building. Landlords who want to create designated smoking areas for their tenants who smoke should take care to locate them outside of the buffer zone.

Above: Essential elements of smoke-free housing (can be adopted by landlords or local government)

Below: Additional approaches that could be adopted by local government



Nuisance and Trespass

Local governments can declare involuntary exposure to secondhand smoke a nuisance, and designate unwanted tobacco smoke on residential property a trespass. This may give tenants greater legal recourse against drifting smoke.



Last Resort Move Out Options

Local governments can also pass a law allowing tenants to break their lease early and without penalty in cases where they're exposed to secondhand smoke from another tenant, and where the landlord fails to take adequate steps to remedy the problem. Local governments can make a landlord's failure to remedy a drifting secondhand smoke problem grounds for a claim of constructive eviction, which might allow tenants to escape their lease without penalty.



Implied Warranty of Habitability / Implied Covenant of Quiet Enjoyment

Local governments can make drifting secondhand smoke a potential violation of a landlord's responsibility to maintain property in habitable condition and to protect tenants' right to enjoy their unit.

Equitable Enforcement to Achieve Health Equity

An Introductory Guide for Policymakers and Practitioners



- **Graduated enforcement**
 - Ranges of sanctions
 - Use of non-punitive enforcement measures
- Careful designation of **enforcement bodies**
- Guardrails for discretion and **ongoing training**
- Data collection & ongoing **evaluation**
- **Policy updates** based on evaluation

- Research-based strategic brief
- Framing recommendations
- Talking points
- Examples
- Guides for specific focus areas, eg, rural areas, children and youth, etc.

<https://www.changelabsolutions.org/product/framing-tobacco-disparities>

Justice In The Air: Framing Tobacco-Related Health Disparities A FrameWorks Strategic Brief

Released Winter 2020 / Updated Fall 2021



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Equitable Policymaking in Tobacco Control
Overcoming Barriers to Policy Change
Framing Tobacco as an Equity & Justice Issue
Questions & Answers
Additional Resources



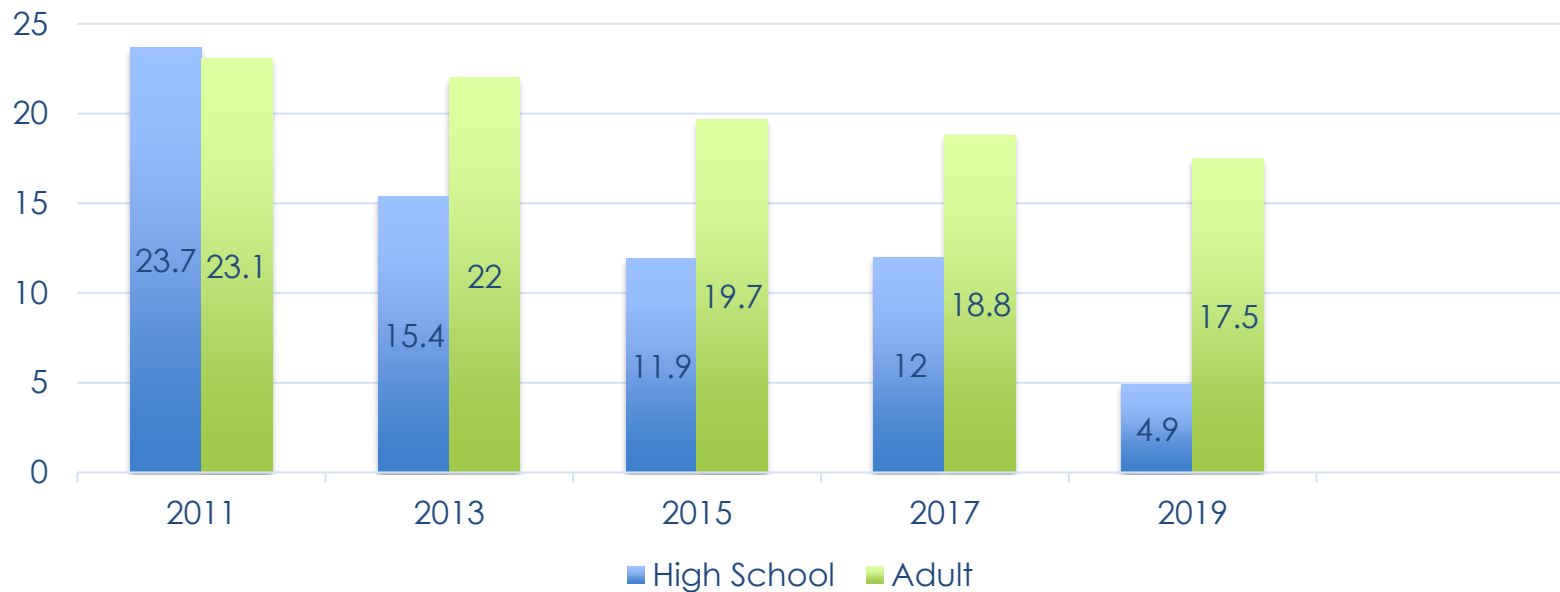


What Health Inequities Are & Why They Exist



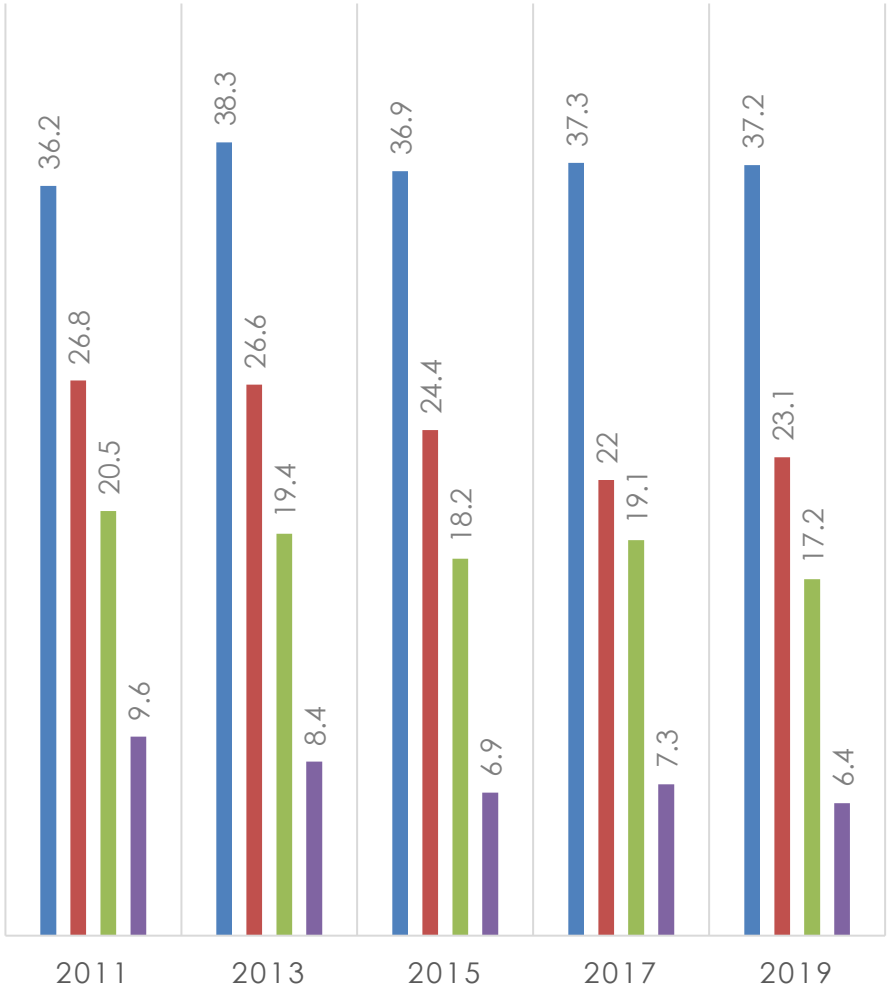
Making Strides

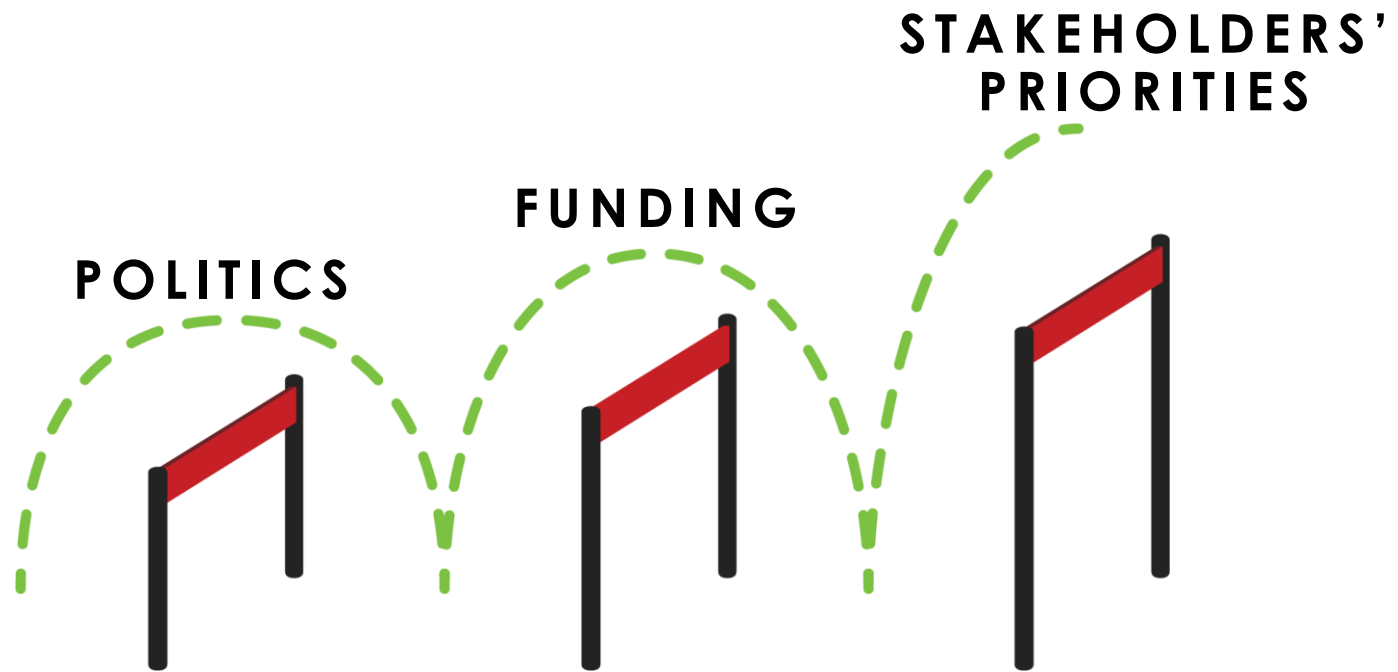
Cigarette Use in South Carolina



SMOKING PREVALENCE BY EDUCATION LEVEL

■ Less than HS ■ HS or GED
■ Some College ■ College Graduate





**Equitable changemaking
requires navigating challenges**

Be sensitive to the fact that efforts to remove resources—even unhealthy ones—from already under-resourced communities may not be received well

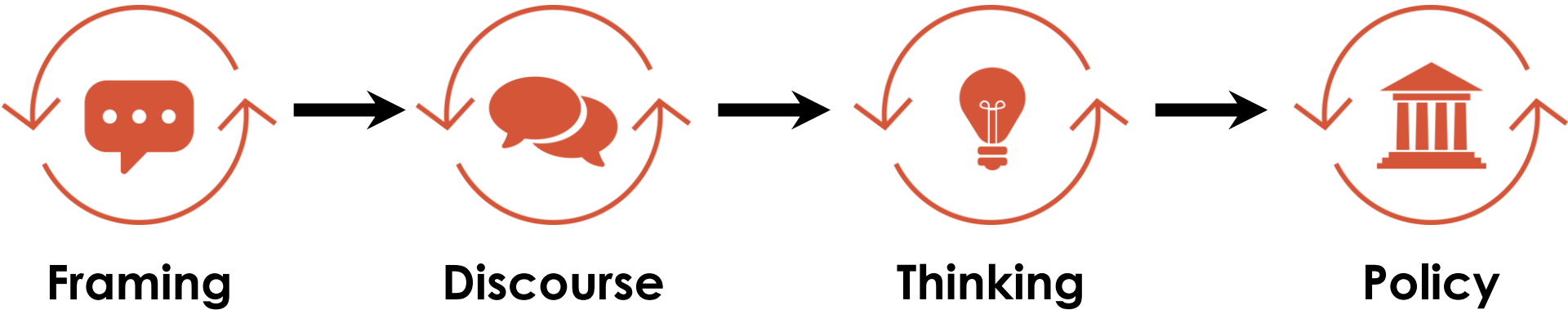




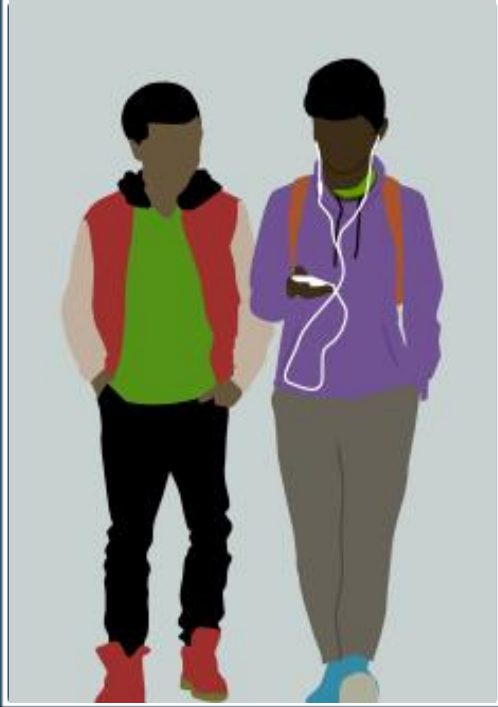
Change the conversation

Reframing tobacco
with shared values to
motivate action

Disclaimer: Adapted from materials originally developed by FrameWorks Institute. Expressed views do not necessarily reflect those of FrameWorks Institute.



**Frames can drive
broad social change**



**How to change
the frame**

AVOID

Economic toll

Public health crisis

**We've come so far –
this is the last mile**

ADVANCE

Justice/fairness issue

**Here's how this
problem works**

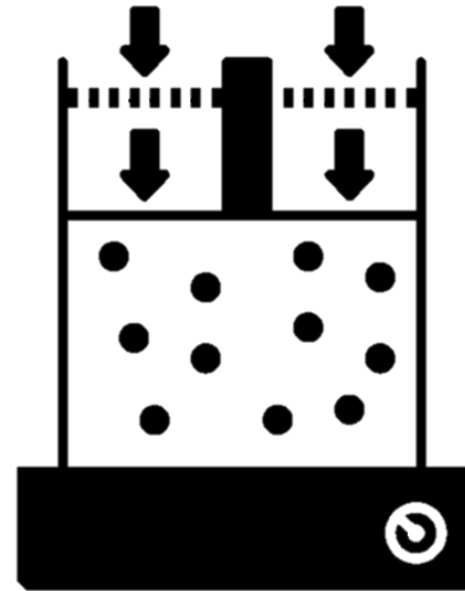
Youth sensitivity

**Industry tactics, past &
present**

Local empowerment

Pressure:

A metaphor for social and environmental stressors



“The pressures in an environment affect tobacco use. As many kinds of stressors build up, the combined force can increase health problems related to tobacco.”

Builds understanding of factors like...

Poverty

Stress

Discrimination

Effect of marketing

The burden of tobacco

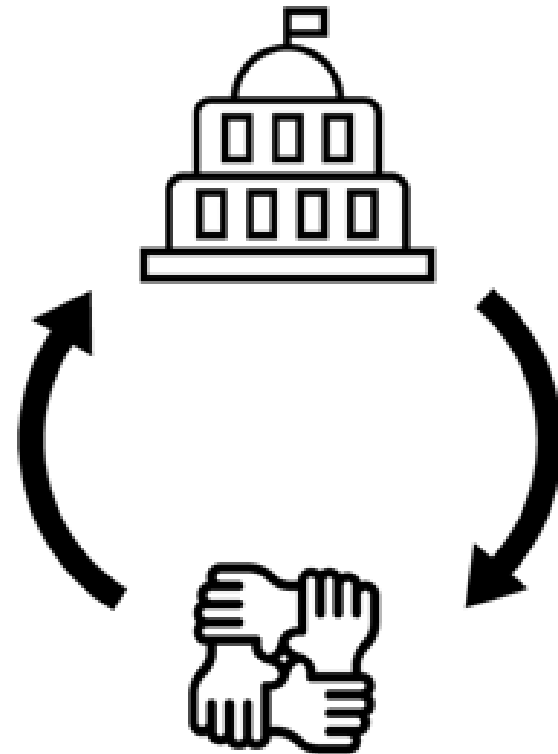
Acknowledging past harms to create a more just future

Shift the frame to systems thinking and away from the idea that individuals bear the responsibility for poor health caused by decades—or centuries—of systematic harm



Local voice before industry influence

Local governments
can and should
be effective partners
in addressing
community priorities



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Your questions and input

1. Unique strengths of partners and communities?
2. Key challenges to working on policy or moving policy forward?
3. Key resources in overcoming these challenges?
4. Opportunities for further research, outstanding questions, etc?



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Thank you!

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