



## Rebuilding Momentum for Local Smoke-free Air Policies: An Indiana Case Study

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### Our Tobacco Control Context

- Cigarette Tax: \$0.995 (36<sup>th</sup>)
- Adult Smoking Rate: 21% (12<sup>th</sup> highest)
- Currently 13 Commercial Casinos; 1 Tribal Casino Pending
- FY2017 State Tobacco Prevention Funding: \$5.9M (9.9% of CDC Recommendation)
- State-funded Coalitions in 36 of 92 Counties
- 2012 Statewide Smoke-free Air Law: Exempts Bars, Membership Clubs, Casinos



## Policy Advances & Setbacks

### Indiana: Local Smoke-free Air Policy Activity, 2012 – 2017

Indianapolis – **Vetoed**

Lawrence – **Passed**

Evansville – **Passed**

Beech Grove – **Failed**

Statewide Law – **Passed**

Johnson County – **Passed**

Indianapolis – **Passed**

Columbus – **Passed**

South Bend – **Tabled**

Johnson County – **Repealed**

Vigo County – **Passed**

2012



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## Policy Advances & Setbacks

### Indiana: Local Smoke-free Air Policy Activity, 2012 – 2017

Indianapolis – **Upheld in Court**

Evansville – **Heard by State Supreme Court**

Bedford – **Failed**

2013



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## Policy Advances & Setbacks

### Indiana: Local Smoke-free Air Policy Activity, 2012 – 2017

Evansville – **Overtured**

Indianapolis – **Challenged in Court (Again)**

South Bend – **Tabled**

South Bend – **Failed**

Kokomo – **Failed**

Indianapolis – **Upheld in Court (Again)**



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## Policy Advances & Setbacks

### Indiana: Local Smoke-free Air Policy Activity, 2012 – 2017

Greenwood – **Passed (E-Cigarettes Added)**



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## Policy Advances & Setbacks

### Indiana: Local Smoke-free Air Policy Activity, 2012 – 2017

South Bend – **Passed**

Indianapolis – **Upheld by State Supreme Court**

Franklin – **Passed (E-Cigarettes)**

Salem – **Failed**



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## Policy Advances & Setbacks

### Indiana: Local Smoke-free Air Policy Activity, 2012 – 2017

Kokomo – **Passed**



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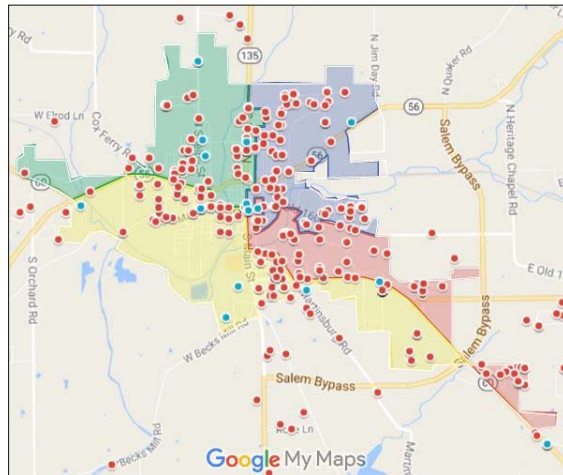
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## Rebuilding Local Momentum

### 2015 Midwest Academy Training Organizing for Social Change

#### Key Takeaways:

- Local Election Awareness
- Power Analysis
- Being “right” is not enough!



Breathe Easy Salem Supporters

## South Bend's Coalition

### Coalition Strengths

- ✓ Deep Community Ties
- ✓ Long-Term Commitment to Policy Work
- ✓ Diverse Cross-section: Health, Social Services, Labor Unions



## Local Coalition Strength

### Two Local Policy Champions:

- **Gavin Ferlic**
  - ✓ Respected and Seasoned
  - ✓ Open Lines with Coalition
- **Mayor Pete**
  - ✓ Revitalization Agenda
  - ✓ Political Cover for Council

Councilmember  
Gavin Ferlic



Mayor  
Pete Buttigieg



## Intense Opposition



South Bend bar owner stands by Nazi salute after smoking ban passed by City Council

In case you didn't see it last night, R.C. Chevie does it again. Reporter says: "So you stand by that?" "I stand by that, they're fascist," Chevie said.

[WWW.FOX28.COM](http://WWW.FOX28.COM)

## Lessons Learned

### Lessons from South Bend

- Study Local Power Dynamics
- Engage Candidates
  - Educate on Do's & Don'ts
- Developing Champions Takes Time
- Start with Model Language

