

**Timeline and Key Events: State and Local Public Health
Implementation of N.C.'s new Smokefree Restaurant and Bars Law
September –December 2009
(As of November 16, 2009)**

Month/YR	State level	Local level
July/Aug. 09	<ul style="list-style-type: none"> ✓ Identify potential funding sources ✓ Submit application to ANR Foundation ✓ Submit application to HWTF ✓ Plan LHD Webinar w/UNC SoG and NCALHD 	<ul style="list-style-type: none"> ✓ NCALHD appoints adhoc committee for H2 implementation
September 09	<ul style="list-style-type: none"> ✓ Budgeted ANR Foundation grant ✓ Gain approval of HWTF grant; get contract and budget in place ✓ Webinar for LHD's Sept 18 ✓ Public hearing smoking ban rules Sept 17 ✓ Invited all LHD's to apply for mini grant funding courtesy 	<ul style="list-style-type: none"> ✓ LHD's attend Webinar Sept 18 ✓ Review letter to go to all restaurants and return to DPH on letterhead with signature for mailing in early October
October 09	<ul style="list-style-type: none"> ✓ Website www.smokfree.nc.gov launched October 23, 2009. ✓ This has brief language for LHD's to post on their websites. ✓ LHD's approved letters mailed to all businesses impacted (on LHD letterhead) ✓ Webinar for LHD staff held Oct 29 ✓ Public Health Commission met October 30 and adopted proposed rules ✓ Educated health reporters about the new law 	<ul style="list-style-type: none"> ✓ Apply to DPH for mini-grants courtesy HWTF ✓ LHD staff attend Webinar October 29 • Add a link to the new website www.smokefree.nc.gov and brief language about the new law on the LHD website. • Begin promoting the new law • Educate during scheduled visits • Get extra signs out to restaurants that are ready for them
November 09	<ul style="list-style-type: none"> ✓ Presented at the Environmental Health Supervisors meeting Nov 5 ✓ Train CARE-LINE staff about the new law ✓ CARE-LINE begins taking calls ✓ Business packets go out to all businesses impacted Nov 12-18. The packet contains: <ul style="list-style-type: none"> • A letter from State Health Director • A letter on LHD letterhead and signed by the Local Health Director <p>Tools for Businesses – see http://tobaccopreventionandcontrol.ncdhhs.gov/smokefree.nc/</p> <ul style="list-style-type: none"> • The Business Guide • Three copies of the DPH recommended sign • A Quitline card to post on the employee bulletin board with the number – 1-800-Quit-Now or 1- 	<ul style="list-style-type: none"> • Educate businesses during scheduled visits • LHD's budget funds from mini grants and purchase bar coasters • County/City Attorneys attend Webinar November 18 • Distribute bar coasters as business incentives • Begin planning celebration and media events for Jan. 2 and the month of January. Choose local spokespeople, including health and business folks who can provide good information to the press about the benefits of the new law.

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	<p style="text-align: center;">800-784-8669</p> <ul style="list-style-type: none"> • Webinar for County/City Attorneys November 18 • Educate health reporters about the new law • Provide packets to Local Health Departments for Celebration events and public education of Jan 2 and the month of January! • Submit ARRA application for funding 	
December 09	<ul style="list-style-type: none"> • Business packets go out to all businesses impacted Nov 12-18. The packet contains: <ul style="list-style-type: none"> ○ Letter from LHD's ○ Employee Training Poster ○ Consumer Guide to the New Smokefree law ○ Sample coaster ○ Quitline flyer • Rules Review Commission Meeting December 17 • HWTF plans to launch Public Education Campaign • UNC School of Gov't will post information for owners/managers of restaurants and bars • UNC School of Government will post information for local law enforcement • Educate health reporters about the new law 	<ul style="list-style-type: none"> • Educate businesses during scheduled visits • Distribute bar coasters as business relations • Finalize planning for celebration and media events for Jan. 2 and the month of January. Choose local spokespeople, including health and business folks who can provide good information to the press about the benefits of the new law.
January 2010	<ul style="list-style-type: none"> • At midnight on January 2, 2010 the new law goes into effect! • Participate in celebrations and Press events January 2, 2010 • Launch complaint data function on website • Launch Air Quality Monitoring post study • Begin collecting and sharing complaint data • Educate health reporters about the new law • Analyze news coverage and report back to NCALHD and partners 	<ul style="list-style-type: none"> • Hold celebrations and Press events January 2, 2010 • Sponsor other events to celebrate, such as <i>Tasty Tuesdays</i> • Increase the Positive earned media • Analyze local news coverage; seek consult from TPCB if need assistance with public education and communications • Assure there are spokespeople prepared to talk about the benefits of the new law from: <ul style="list-style-type: none"> ○ Public health perspective ○ Business perspective ○ Public/consumer perspective • Educate businesses during scheduled visits • Begin responding to complaint data • TPCB funded counties begin air quality monitoring

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February 2010	<ul style="list-style-type: none"> • Positive earned media on what to expect for heart disease – Valentine’s day • Educate health reporters about the new law • Analyze news coverage and report back to NCALHD and partners • Review data on public perception of the new law 	<ul style="list-style-type: none"> • Increase the Positive earned media • Analyze local news coverage; seek consult from TPCB if need assistance with public education and communications • Assure there are spokespeople prepared to talk about the benefits of the new law from: <ul style="list-style-type: none"> ○ Public heath perspective ○ Business perspective ○ Public/consumer perspective • Educate during scheduled visits • Continue responding to complaint data • Report Noncompliant restaurants to DPH
March 2010	<ul style="list-style-type: none"> • Conduct Key informant interviews with LHDs • Positive earned media • Review data on public perception of the new law • Analyze news coverage and report back to NCALHD and partners • Educate health reporters about the new law 	<ul style="list-style-type: none"> • Positive earned media • Analyze local news coverage; seek consult from TPCB if need assistance with public education and communications • Assure there are spokespeople prepared to talk about the benefits of the new law from: <ul style="list-style-type: none"> ○ Public heath perspective ○ Business perspective ○ Public/consumer perspective • Educate during scheduled visits • Continue responding to complaint data • Report Noncompliant restaurants to DPH
April 2010	<ul style="list-style-type: none"> • Hold statewide press event with before and after Air Quality Monitoring data with Roswell Park Ca Center and local coalitions 	<ul style="list-style-type: none"> • Positive earned media • Analyze local news coverage; seek consult from TPCB if need assistance with public education and communications • Assure there are spokespeople prepared to talk about the benefits of the new law from: <ul style="list-style-type: none"> ○ Public heath perspective ○ Business perspective

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		<ul style="list-style-type: none"> ○ Public/consumer perspective • Educate during scheduled visits • Continue responding to complaint data • Report Noncompliant restaurants to DPH • Plan to spend 100% of HWTF funding
May 2010	<ul style="list-style-type: none"> • Plan to spend 100% of HWTF funds • Compile final report to HWTF on mini-grants 	<ul style="list-style-type: none"> • Positive earned media • Analyze local news coverage; seek consult from TPCB if need assistance with public education and communications • Assure there are spokespeople prepared to talk about the benefits of the new law from: <ul style="list-style-type: none"> ○ Public health perspective ○ Business perspective ○ Public/consumer perspective • Educate during scheduled visits • Continue responding to complaint data • Report Noncompliant restaurants to DPH • Send DPH TPCB final report on mini-grants