EDUCATING SAN FRANCISCO ABOUT LOCAL REGULATION ON E-CIGARETTES

San Francisco Health Commission
Tuesday, January 20th, 2015
Derek Smith, MPH, MSW
San Francisco Tobacco Free Project
Community Health Equity & Promotion Branch
## Supporting the Population Health Division Strategic Plan and DPH CHIP

<table>
<thead>
<tr>
<th>Area</th>
<th>Indicator</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Safe / Healthy Living Environments (CHIP)</strong></td>
<td>Percent of adults who smoke (and objective to reduce exposure to secondhand smoke)</td>
</tr>
<tr>
<td><strong>Safe / Healthy Living Environments (PHD Strategic Plan)</strong></td>
<td>Percent of adults who smoke (strategies section of the Plan highlights a focus on addressing e-cigarettes and other emerging nicotine products)</td>
</tr>
<tr>
<td><strong>Black/African American Health (PHD Strategic Plan)</strong></td>
<td>% Blacks/African Americans with heart disease (providing tailored tobacco education/cessation to the African-American community)</td>
</tr>
</tbody>
</table>
E-Cigarette Public Policy and Education Timeline

- Health Commission resolution June 2011
- Local data collection and discussion 2012, San Francisco and other large cities consider regulations 2013
- San Francisco Board of Supervisors creates Health Code 19N to regulate e-cigarettes March 2014
- Department of Public Health educational mailings to various sectors and to tobacco retailers June 2014
- Planning for e-cigarette public education campaign Sum/Fall 2014
- January 2015 e-cigarette public education kickoff
HEALTH CODE SECTION 19N

- E-cigarettes are generally treated in an equivalent way to cigarettes in San Francisco.
- A permit is required for the sale of e-cigarettes.
- E-cigarettes cannot be used anywhere that cigarettes are not allowed— including most indoor areas, parks, 15 feet from public entrances and windows.
EDUCATING THOSE IMMEDIATELY AFFECTED

- California Department of Public Health contract includes activities to educate the San Francisco community about the new e-cigarette law
- Annual mailing sent to all tobacco retailers with a fact sheet on e-cigarettes, 19N ordinance, and guidelines on sales of tobacco products
- Mailed also to the handful of “e-cigarette only” stores, now considered tobacco retailers as well
- Prepared educational letters and fact sheets for transit, parks, human resource professionals, business associations, bars/restaurants, law enforcement, schools, etc.
PREPARING A PUBLIC EDUCATION CAMPAIGN

- Department of Public Health and the Tobacco Free Coalition aim to:
  - Inform San Francisco about the new e-cigarette use ("vaping") ordinance and reinforce our current smoke-free laws
  - Educate the public about e-cigarettes
  - Encourage smokers and e-cigarette users to quit

- Initiated summer brainstorming with the Tobacco Free Coalition to identify key messages to be delivered, creative concepts, and interest in connecting via social media as well as traditional media
GRAPHIC DESIGN AND MESSAGING

- Department of Public Health gathered survey and focus group results on e-cigarettes to better comprehend what the community thought/knew about e-cigarettes
- Drafted a variety of messages and visual reinforcements for the campaign
- Identified some catchphrases including “Curb It” which serves as the name of the overall campaign
- These initial concepts were shared with the Coalition and top contenders selected for further development
REFINING THE CAMPAIGN

- The graphic design consultant and staff developed a no vaping/no smoking sign that would be featured throughout.
- Graphic images paired with hashtags were developed to express the key messages- use at the curb, quit smoking now, what is in an e-cigarette, and concerns about increasing youth e-cigarette use.
- These designs were shared with a focus group of 12 people (many smokers and most lower-income San Franciscans with varied language skills).
TRANSLATION, ADVERTISEMENT BUY, AND SOCIAL MEDIA

- Messages that translated most clearly from English to Chinese and Spanish were identified.
- A mix of BART, Muni bus (large outside poster) and Muni interior placement was selected for advertising buy using tobacco master settlement funds.
- The advertisement concepts themselves were put through several revisions for image modification and rewording.
- Website was updated to include these graphics, further information about the issue, and links to quitting programs.
- Initial social media plan was developed and is being extended with a schedule of supporting messages through February 2015.
THE CURB IT CAMPAIGN

THANKS FOR CURBING IT.
E-cigarettes are harmful.
Vaping & smoking allowed only outdoors at the curb.

感謝您在路邊抽煙
電子煙是有害的 只許在路邊抽食電子煙及香煙.
LOS CIGARRILLOS ELECTRÓNICOS SON PELIGROSOS.
Solo se permite vapear y fumar en la orilla de la acera. ¡Gracias!

E-CIGARETTES ARE HARMFUL, LIKE CIGARETTES. NOT ALLOWED IN PUBLIC VAPE AND SMOKE ONLY AT THE CURB.

Vaping and Smoking are not allowed in Muni & BART • Buildings Lobbies • Enclosed Structures • Restrooms • Indoor & Outdoor Dining Hallways • Elevators • Cab Stands • Lounges • Waiting Areas • Sports Arenas • Playing Fields • Marine Facilities • Piers • Docks • Wharfs • Residential Hotels • Laundry Facilities • Ticket Lines • Farmer’s Markets Workplaces • Eating & Break Rooms • Senior Housing & Condos • Covered Parking Areas • Entrances to Public Places • Event Lines • Playgrounds & Tot Lots • ATM & Bank Teller Windows • Meeting Rooms • Public Transit Buses & Trains • City Parks & Recreational Areas • SF Housing Authority Buildings • Single Room Occupancy Hotels • Taxis/Vehicles for Hire • Outdoor Events on City & County Property • Multi-Unit Housing Enclosed Common Areas • Ticketing Areas • Stairways • Outdoors within 15 Feet of Operable Windows & Vents
NOT AGAIN, BIG TOBACCO!

E-Cigarette, the new Cigarette:
• Sold by Tobacco Industry
• Highly Addictive Nicotine
• Toxic & Cancer-Causing Metals & Chemicals
• Secondhand Harm to Others
• Public Use Restricted to Curb

INO VOLVERÁ A SUCEDER, INDUSTRIA TABACALERA!

El cigarrillo electrónico, el nuevo cigarrillo:
• Vendido por la industria tabacalera
• Con nicotina altamente adictiva
• Contiene metales y sustancias químicas que causan cáncer
• Causa daños de segunda mano a otras personas
• Se permite usar en público solamente en la orilla de la acera
¿Nicotina para niños?
¡INACEPTABLE,
INDUSTRIA TABACALERA!

Los cigarrillos electrónicos de sabores adictan a los jóvenes con la nicotina para reemplazar a los fumadores. Este año 263,000 jóvenes usaron cigarrillos electrónicos pero nunca han fumado.

向孩子們提供尼古丁？
是不能接受，煙草業巨頭

添加口味的電子煙使青少年迷上了尼古丁，取代煙民。
今年有263,000名從沒有吸過煙的青少年使用電子煙。
BACK OFF, BIG TOBACCO!
We know e-cigarettes are harmful, just like cigarettes.
PUBLIC EDUCATION HAS INITIATED

- Advertisements already up online and coming soon to transit
- Requests for project artwork have already come in from other California counties and communities around the US
- Engaging health and community supporters to spread the word are important as San Francisco is the first city to launch such an effort educating about e-cigarettes
- Will utilize social media, traditional media, and website interactions to help evaluate the campaign