

## Activities and accomplishments, 2004-05

- a. **Track resolutions for local authority and smokefree air legislation.** We tracked signed resolutions in the Local Authority Resolution Project, created new systems to track population and legislative district, provided technical assistance and coordination, and repeatedly encouraged entities to sign and colleagues to encourage signing. There are 416 signed resolutions, including resolutions signed by 199 municipal and county governing entities. The municipal governing bodies and/or municipal boards of health that signed represent 165 municipalities with a combined population of 2,623,870 New Jerseyans.
- b. **Track state laws.** We tracked state laws and the progress of bills. On June 20 the Smokefree College Residential Housing Law passed both houses. The Director of New Jersey GASP's Tobacco Control Policy and Legal Resource Center, attorney Karen Blumenfeld, and other staff members provided information that supported the legislation. In particular, we educated the legislators that smoking is a major cause of dorm fires and the leading cause of dorm fire fatalities, that several fires in New Jersey dorms were caused by smoking, that students and parents have come to us with ETS problems in dorms in New Jersey, and that a Harvard School of Public Health study showed that students who live in smokefree dorms are less likely to become smokers. Our technical assistance included line-by-line analysis of the language of the proposed legislation.
- c. **Track local laws.** We tracked local laws, we obtained a copy for our library and our staff, including our attorney, analyzed them, and posted them on our website. During this period we added 19 ordinances, including 16 passed during this period. Almost all were laws to make beaches, parks, school grounds, and other municipal outdoor areas smokefree. Of 642 such laws in the nation, 91 are here in New Jersey. New Jersey GASP not only tracks these ordinances, we actively encourage them via mailings, presentations, and consultations. Of the 16 outdoor ordinances passed this year, New Jersey GASP provided individual and direct information for six. Others may have had our assistance in past years and/or via our assistance to local colleagues. All municipal governing bodies and local boards of health had regular, grouped input from us.
- d. **Track smokefree restaurants and bars.** We tracked smokefree restaurants by using information from our news-clipping service, several web sources, printed publications, colleagues, and our members. This year we unearthed several new sources for information. We verified and corrected all listings before entry into our database. Additionally, we investigated many potential reports, which turned out to be incorrect. During this grant period we added 465 restaurants and deleted 76.
- e. **Publish an update to *100% Smokefree Dining in New Jersey 2004-2005*.** We published an update in November.
- f. **Publish an update to *Local Laws on Tobacco in New Jersey*.** We published an update in June.
- g. **Produce other materials, as needed.** We saw a need for, and created, *Loopholes in State Statutes on Tobacco in New Jersey*, an analysis, statute-by-statute, with citations, of the shortcomings of state ETS legislation. Our lobbyist has discussed it with key legislators and reports they've been impressed with the need to remedy poor

coverage.. We also created a number of fact sheets and cover letters for specific audiences and particular mailings.

- h. **Provide consultations.** We provided more than 500 consultations. For instance, we've reached out to the New Jersey Licensed Beverage Association, to encourage them to support smokefree air policies and legislation; we've met with their lobbyist twice and several times sent them timely and appropriate information. Our attorney has provided Commissioner Jacobs with timely information that he used in his first press conference and on other occasions. Other times, we responded to inquirer's needs and solved problems; a bingo in Sparta is now smokefree because of our assistance.
- i. **Provide presentations and trainings.** We provided 14 presentations. Two of these presentations were radio shows.
- j. **Maintain and update website.** We maintained and updated our website, which attracted a total of 65,511 visits during the grant period.
- k. **Distribute materials by mail and email, grouped an individual.** We provided information to hundreds of decision makers, media, businesses, and colleagues in grouped mailings. Our Legislators Information Service on Tobacco did 14 mailings to federal, state, and county legislators, continually informing them about ETS issues and actions elsewhere. Throughout the grant period, we distributed materials in quantity, primarily to colleagues, for example, restaurant directories to health officers for food handlers' courses, brochures to CAT coordinators, etc. We also have provided individual packets of information in response to requests for assistance with multi-dwelling problems, workplace problems, passage of ordinances, and other individual consultations.

**Beyond contracted activities, New Jersey GASP took action this year when action was needed.** When Philip Morris aka Altria announced its annual meeting would be in East Hanover, New Jersey this year, we swung into action. We did advance publicity for colleagues from around the world; we hosted a night-before-the-meeting strategy session for colleagues from several states and provided them with lodging; Carlson presented official shareholder resolutions at the meeting; and we featured a report about the meeting, with out-of-state colleagues as guest speakers, for citizens, GASP members, and colleagues at our annual meeting.

We're helping a colleague in China, too. Bonnie Vierthaler's Badvertising Institute has created world-famous spoofs of cigarette ads. Bonnie is in China now, teaching and working for tobacco control. We have volunteered to be the distributor for the posters and slide kits of her artwork, so we're mailing stuff off around the nation and to foreign nations, keeping valuable materials available.

**Now we've begun a project to test indoor air for ETS in workplaces and public places, especially restaurants, bars, bowling alleys, and casinos.** At a session at the national conference in Chicago in May, Carlson learned about easily-concealed air testing equipment that colleagues at Roswell Park Cancer Institute have used around the nation. So we've moved along smartly, and will soon be trained and go out around the state to

gather information. We've also invited colleagues to join in the training. This should provide dramatic support for ETS controls.