



Community Interviews: Laying the Foundation for Local Policy Work

MTUPP Statewide Tobacco Summit
Sept. 20, 2022

Presented by John Firehammer, Tenacious Campaigns



Never underestimate the value of a cup of coffee!



Interviews = Conversations

They can help you:

- Assess how much local stakeholders know and care about tobacco risks and public health protections.
- Gauge support for local policies that protect public health.
- Develop a roadmap to success.
- Build your network of advocates.

Who Should I Interview?

People who should care about tobacco impacts:

- Local decision makers
 - City and County leaders, park officials.
- Health community
 - Hospital officials, pediatricians, respiratory therapists, nurses, your peers.
- Local business owners who benefit from clean air:
 - Restaurants, bars, libraries, museums, theaters, offices.
- People who work with kids
 - School superintendents, principals, teachers (health and P.E.), sports programs, YMCA, youth organizations (faith, scouts, 4-H, etc.)
- Social justice community
 - Faith leaders, nonprofits working with families, women, children, people with low-incomes, Native community, people of color.

What Should We Talk About?

- Attitudes about tobacco use and impacts.
- Impacts of tobacco use in their own lives: themselves, family and friends, their children.
- What they know about tobacco impacts and health protections.
- What they DON'T know
 - Second- and thirdhand impacts, flavors and youth targeting, emerging products, potential policies.
- Attitudes about tobacco health protections
 - Clean Indoor Air Act expansion, smoking distance provisions, self-service tobacco policies, smokefree parks, other ideas.
- Would the community support these protections? Why or why not?
- How can we increase community understanding about tobacco impacts and health protections?
 - Public events? Presentations to groups? Advertising? Social media?
- Who are the best spokespeople/advocates for local health protections?
- Who else should I talk to?

Tips

- Make the invite by phone.
 - Explain you'd like to hear their thoughts and ideas.
- Meet at a relaxed location, i.e. coffee shop, diner.
- Bring a laptop/notepad to take notes.
- Bring relevant handouts.
- Prepare questions, but let the conversation take its course.
 - Keep it friendly and casual.
- Thank them for making the time.
- Ask if they'd like to stay involved.
- Ask if it's ok to follow-up with questions and updates.

After the Interviews:

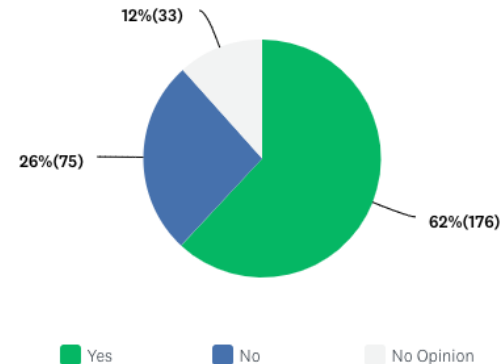
- Look for trends in the answers
 - What are most people concerned/passionate about?
 - What do people most need to learn re: tobacco and protecting public health?
- Who wants to stay updated and involved?
 - Make sure you stay in touch!
- What are your next steps?
 - Make an action plan based on what you've learned.
- Keep your notes for reference!

Further Assessment: Community Surveys

- Gain input from broader community.
- Gauge opinions and support for local policies.
- Community interviews can help shape questions.
- Variety of tools:
 - Survey Monkey, Google Forms, etc.
- MTUPP can provide help/samples.

Currently, there are no local regulations prohibiting the use of Electronic Smoking Devices in Gallatin County public places. Do you think Electronic Smoking Devices should be regulated similar to smoking in Gallatin County public places?

Answered: 284 Skipped: 0



We Can Help!

- Ellysse, Nicole, John - Ready to help you with first steps and next steps!
- Get in touch via phone or email!
- Join our monthly “office hours” calls!
 - First Thursday of every month @ 10:30 a.m.