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NPHIC/CDC Health Promotion Conference Call
September 28, 2017
PUBLIC INFORMATION OBJECTIVES

• Frame smokefree housing as a public health, public safety issue among key audiences
  • Latino & African-American community members
  • Landlords
  • Community stakeholders, housing and tenant advocates, policymakers

• Neutralize opposition
• Foster voluntary smokefree housing policy adoption
**What Key Messages will Unify Competing Interests and Reframe the Issue of Smokefree Housing?**

**Collecting the Data**

- Tenant and Landlord Opinion Surveys
- Key Informant Interviews with representative stakeholders including opposition
- Message concept testing
- Assessment of media options
MEDIA ECOSYSTEMS & MULTIPLE STAKEHOLDERS:
A Smokefree Living Media Advocacy Campaign

It’s time for all LA to breathe easy

SMOKE FREE
MAKE IT HAPPEN!
www.SmokeFreeAptsLA.org

Message
MEDIA ECOSYSTEMS & MULTIPLE STAKEHOLDERS: A Smokefree Living Media Advocacy Campaign

- BILLBOARDS
- BUS CARDS & SHELTERS
- MAILER/POST CARD DROP
- COMMUNITY NEWSPAPERS
- TRADE PUBLICATIONS
- GOOGLE ADWORDS
MEDIA ECOSYSTEMS & MULTIPLE STAKEHOLDERS: A Smokefree Living Media Advocacy Campaign

Earned Media

Nineteen media outlets

Audience reach of nearly 7 million

Media value of approximately $2.5 million
Welcome to Smokefree Apartments
Los Angeles

Join the conversation - click here
Conclusions

• Some public health issues, such as smokefree housing, are challenged by competing and compelling public interests.
• A media ecosystems approach can be a useful communications strategy targeting multiple stakeholders in a fragmented media environment.

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