

Branching Out!

To Labor

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Exploring New Ground

- Background
- Challenges
- Heroes
- Opportunities

Blue-collar workers 66% more likely to
smoke than the general population
(35% vs. 21%)

- Smoke more heavily
- Smoke more years
- Have a harder time quitting
- Fewer use effective help to quit

Tobacco industry targets workers

VICEROY.
IT'S GOT BLUE COLLAR TASTE.

Blue collar taste means taste that punches in every time you light up.

Taste that comes at you straight from the shoulder.

Taste that's never meek or wishy-washy.

Blue collar taste. The only place you'll find it is in Viceroy.

“We’re the tobacco industry, too.”



Source: Advertisement in *New Republic*, *Nation* & *In These Times*, sponsored by the Tobacco Industry Labor/Management Committee, 1983.

Tobacco industry frames issues

There are at least two potential "levers" to attract and expand the coalition in opposition to the proposed initiative:

1. Individual rights and freedom
2. Economics

Source: Pihas Schmidt Westerdahl Co. "Campaign in Opposition to Oregon's Clean Air Act," 1987.

Management Mutterings

- “We’re negotiating bigger issues: wages, benefits. We’re not willing to take on smoking.”
- “Our hospital takes everyone, the poor, the sick, the smokers.”
- “Workers will unionize if we ban smoking.”

Three Labor Successes

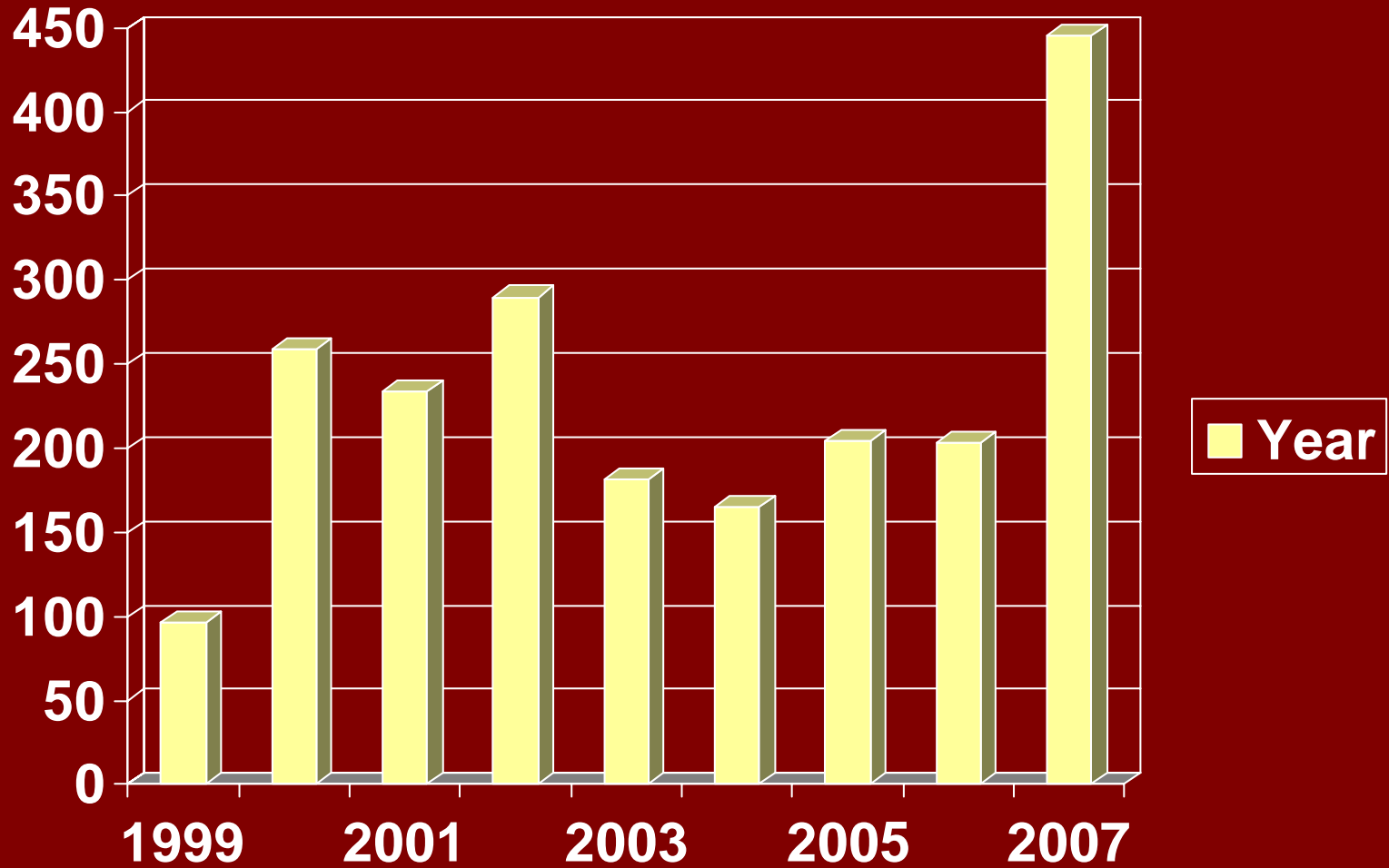
- Western Carpenters Union
- SEIU Homecare Workers
- IAFF

Western Washington Carpenter's Trust Fund

- 2077 total enrollments since 1999
- 49.4% responder quit rate



Carpenters Trusts Free & Clear Enrollments



HUBB Focus Group, July 2006

“I want therapy that will help us not only by putting on the patch—making them cheaper. Have you ever priced them?”

“We need a program for therapy ...something instead of a cigarette that makes it a social time.”

“I really like that commercial on TV that ‘anything we do well we have to practice’. ... Nobody’s going to quit the first time and make it.”

New Benefit!, April 2007

- No copayment for calls to Quit Line
- Unlimited calls
- Includes pharmacotherapy, as covered by insurance

IAFF Partnership



- 5-year Campaign to Save 2 Million Years
 - 230,000 households with 100,000-120,000 adult smokers
 - Tobacco-free firehouses within 5 years
 - Educational materials for communities
 - Seek cessation benefits in local health plans

Labor Opportunities

- Union households: 19% of Americans
- 35% smoke, roughly 14.2 million
- Have some of the best and continuous health benefits
- Few cover cessation

Strategic Options with Labor

- Place-based partnership
- Your hospital
- Other local chapters
- IAFF
- Labor trusts

