



Organization: Community Anti-Drug Coalition of Jackson-Madison County, Tennessee

Contact: Hilda Little

Q: What did you change a law, a regulation, an ordinance, a policy or other?

A: The Coalition worked with the American Cancer Society to convince Madison County to pass a resolution calling for an end to tobacco preemption, which the Jackson City Council passed. Preemption prohibits local governments from adopting any law regulating tobacco products in any way.

Q: Where did the idea to make the change originate?

A: The idea originated based upon data that the American Cancer Society presented to the Coalition.

Q: What elected or other government officials did you meet with to accomplish this change?

A: We met with members of the Jackson City Council before drafting the resolution. We also met with the assistant to the Mayor and with a representative in our state legislature. We sent cards to members of the state legislature calling for an end to preemption.

Q: What materials did you use to make your case that the change was necessary and would produce the desired results?

A: We presented a list of other cities and counties that had already passed similar resolutions.

Q: Through what system/process did you make your change?

A: We were able to pass the resolution through a vote by the mayor and the Jackson City Council. It helped to have the Mayor's wife on our Coalition.

Q: Who were your allies in making this change?

A: Our allies were the American Cancer Society, the Jackson-Madison County Health Department, the West Tennessee Cancer Center, an interested member of our local Red Cross, and numerous other agencies on our Coalition.

Q: Who opposed this change?

A: We did not have organized opposition. We did have a few councilmen who voted against it. They were concerned that if preemption were ended, we would lobby for the addition of new smoking laws in the city.

Q: Did you testify in front of local boards or state governing bodies?

A: We did not testify before the City Council, however we met with individual councilmen and state representatives. We were fortunate to have the Mayor be very supportive of the resolution.

Q: Did you participate in media advocacy to make your change?

A: We did receive coverage from the local media after the resolution was passed.

Q: Please describe in detail the outcome of your change.

A: Since tobacco is grown in our state, we recognized that it would be an uphill battle to end preemption. We decided that it could not be done at this time in the entire state; however, we do believe that continued pressure on the state legislature will eventually enable us to end preemption. We felt we had won a victory and been successful by getting our local government on board in ending preemption.