

## KCSP Conference Sponsorship Campaign

### Executive Summary

Thank you for your commitment to promoting healthy smoke-free environments and saving lives. When Lexington went smoke-free, the air quality improved, workers could breathe easier, asthma visits to the emergency room declined, and fewer people smoked, saving Lexington about \$21 million in health care costs per year!

**But more work remains and we need you to be part of our winning team! Be a sponsor of our statewide smoke-free conferences and help us bring smoke-free air to all Kentucky workers.**

With the support of health-conscious sponsors like you, the Kentucky Center for Smoke-free Policy (KCSP) will continue to help health advocates and policymakers advance smoke-free policies and educate communities about the importance of smoke-free environments. Thirty-two (32) Kentucky communities are now smoke-free, and KCSP has created a winning roadmap and tools to extend that protection to all communities across the state. Everyone deserves to breathe smoke-free air!



*Smoke-free advocates from across Kentucky accepting the Smokefree Indoor Air Challenge Award from Americans for Non-Smokers' Rights*

## About the Campaign

Sponsoring KCSP provides an opportunity to support two annual statewide conferences this year. KCSP will reach advocates and policymakers from health departments and boards of health, regional prevention centers, community coalitions, hospitals and healthcare institutions, nonprofit organizations, and local governments with the latest in smoke-free policy advocacy and the chance to exchange best practices.



In the Fall 2011, KCSP invited advocates from 22 rural communities who are involved in our Rural Smoke-free Communities Project and state organizational partners to participate in a Leadership Exchange conference.

In the spring (*scheduled for April 11, 2012*), KCSP will host its annual statewide Smoke-free Conference open to all advocates, policymakers, and elected officials in the state.

**Last year, about 160 participated in the spring conference and 100 at the fall conference, and the outcomes were impressive!** After the Fall and Spring 2010-11 KCSP conferences:

- 21 communities documented unsafe air by monitoring air quality.
- Advocates from nearly 35 communities were better able to educate their elected officials and the media about smoke-free policy.
- Four more communities passed smoke-free policies!