
M E M O



Date: February 1, 2012

To: Chair Steve Albers and members of the Board of Trustees

From: Mary Getchell, Marketing & Community Relations Director

Subject: Tobacco Free Communications Strategy

Pierce County Library System is becoming tobacco free on April 2, 2012. To ensure the Library is welcoming to all people, all of the Library System's properties will be tobacco free. On March 5, the Library System will launch communications to inform the public that the Library will be tobacco free beginning April 2, 2012.

The Library will use a variety of communications tools and strategies to inform the public. Those tools and strategies include: posters in buildings going tobacco free, information cards with a proactive distribution in all buildings, Web page, home page ad on Library's Web page, mass and social media communications, listserv messages and e-newsletter article, information to schools and cities in Pierce County, Pierce County, Washington State Library, and other libraries. Our goals include:

- To provide repetitive and recurring messages to increase the public's awareness and knowledge.
- To result in a seamless transition and people feeling welcomed, comfortable in their access to the Library's tobacco free properties.