

Community Programs

Tobacco Grantees
FY 2009/10



Local Grantees

- 64 counties were awarded funding to implement policy and system changes:
 - 49 County Health Departments
 - 15 Community Based Organizations
- 58 counties have established tobacco prevention partnerships and six are in the process of establishing partnerships
- Counties have submitted their first quarterly progress reports which:
 - Provides the Bureau with an overview of the activities
 - Relates their activities to their SMART objectives for policy change.
 - Identifies barriers and opportunities for each activity
- County grantees are receiving technical assistance from the DOH in program evaluation and in partnership evaluation.

Types of Grantee Activities

- Preparing work plans and quarterly update reports
- Hiring and training qualified staff
- Participating in regional conference calls and activities
- Hosting partnership meetings
- Conducting local activities related to policy focused SMART Objectives
- Meeting with stakeholders and educating them on the new emphasis on policy and social norm change
- Hosting SWAT meetings and developing their youth movement

Other Grantee Activities

- Advocating with decision makers on anti-tobacco policies
- Obtaining earned media (no cost) promotions for anti tobacco work
- Conducting surveillance for product placement and candy flavored compliance
- Participating in four annual National Tobacco Prevention and Control Observances
- Conducting the “Face It” program to counsel school youth cited for tobacco use
- Promoting cessation activities (AHEC, quitline, CHD)
- Over 500 policies are being addressed by the grantees on a statewide basis

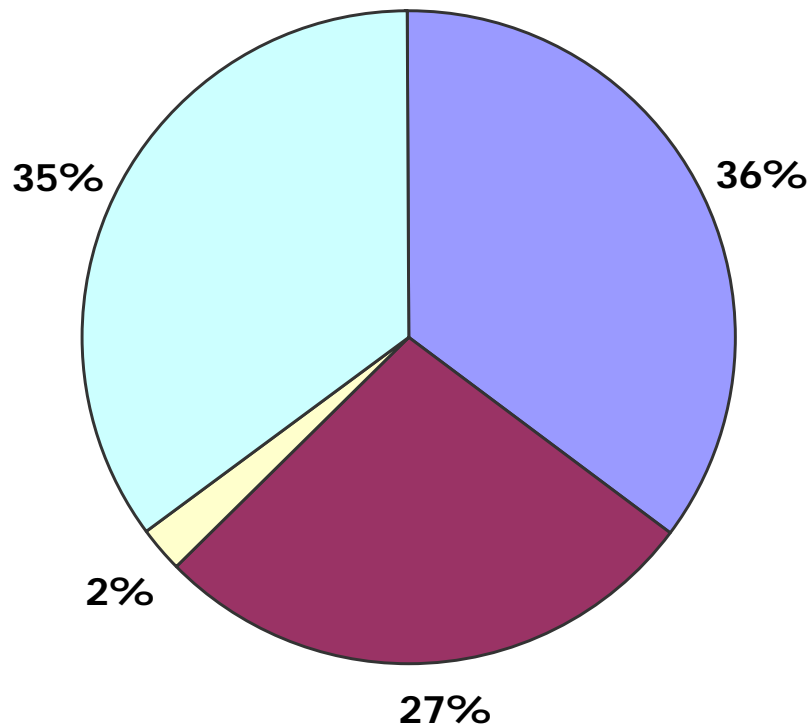
Types of Policy Initiatives

- **Ordinance** - a local law
- **Resolution** - a formal expression of opinion or intention made, usually after voting, by a formal organization, a legislature, a club, or other group.
- **Proclamation** - a public and official announcement. (a step towards a policy, but not a policy itself)
- **Business / Private policy** - policy established by a private business (may affect employees only or employees and customers)
- **Voluntary policy** - policy that is encouraged, but not enforceable
- **Systems change** - based upon a change in the business process

Policies

Prevent initiation of tobacco use among youth and young adults*

*48 Counties reporting

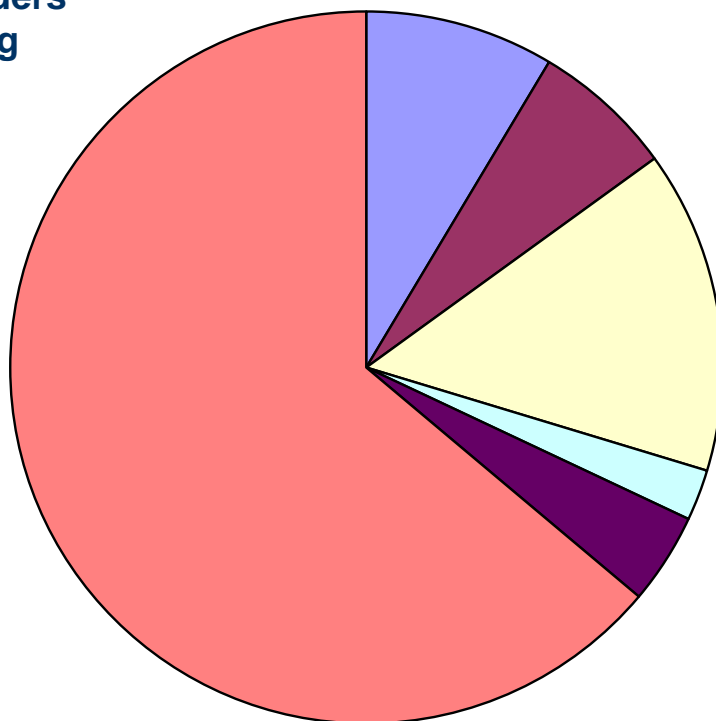


- Policy requiring retailer assisted tobacco sales (n=17)
- Policy to restrict/prohibit free sampling or distribution (n=13)
- Policy to control the location, number, and density of retail outlets (1)
- Policy to increase the number of compliance checks by enforcement agencies (n=17)

Policies

Prevent initiation of tobacco use among youth and young adults*

47 Providers Reporting

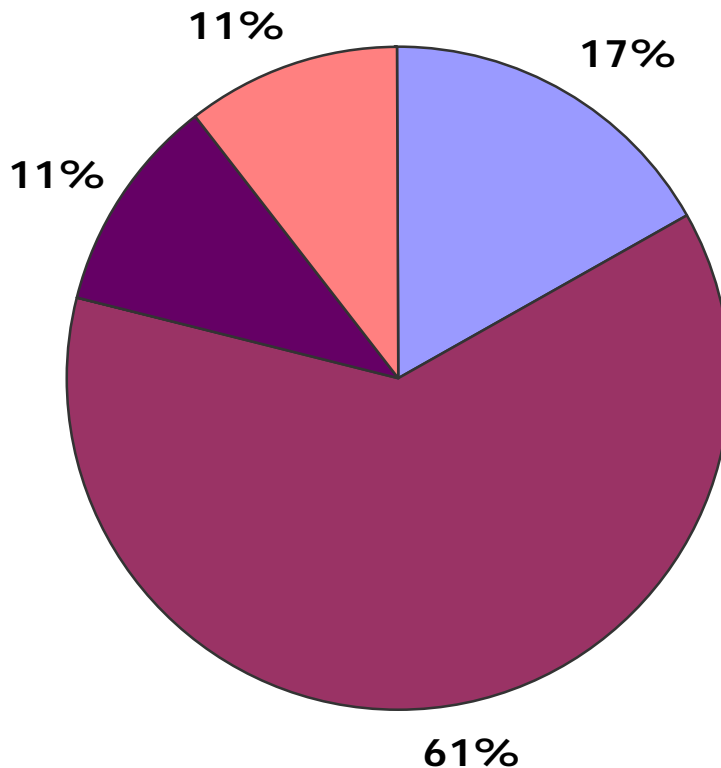


- Prohibiting tobacco industry sponsorship of events
- Prohibiting tobacco industry contributions to organizations
- Prohibiting or limiting tobacco advertisement-retail
- Prohibiting or limiting tobacco advertisement-media
- Limiting youth exposure to tobacco use in movie scenes
- Restricting the sale of candy flavored tobacco products

Policies

Eliminate exposure to secondhand smoke*

*47 Counties Reporting

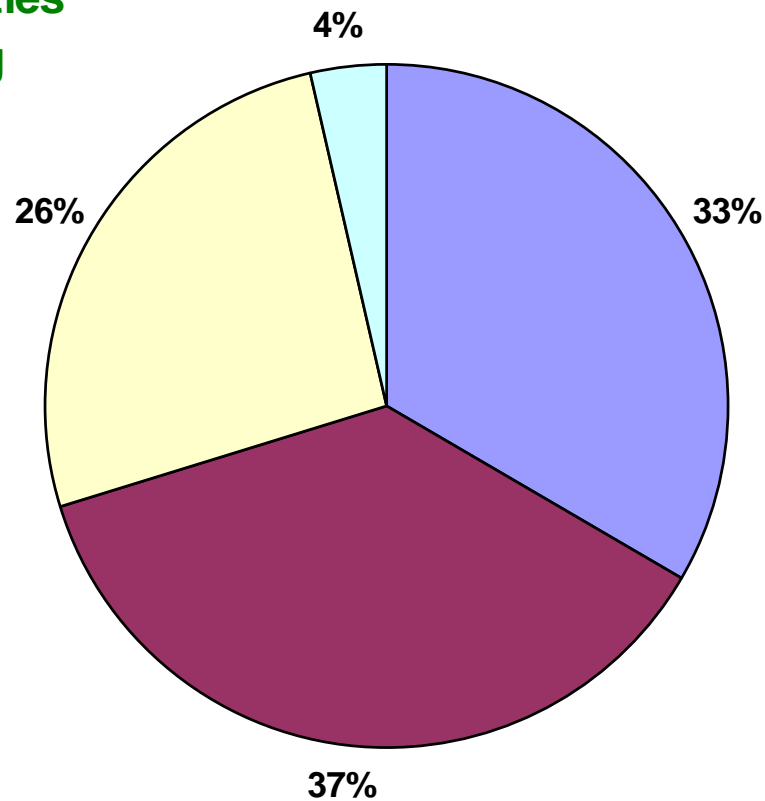


- Policy to create tobacco-free college campuses
- Policy to create tobacco-free grounds (i.e., healthcare facilities, businesses, and schools)
- Policy to create tobacco-free outdoor jurisdictions (i.e., parks/beaches)
- Policy to create tobacco-free multi-unit dwellings (i.e., condominiums/apartments)

Policies

Health care providers adopting CDC Clinical Guidelines *

***54 Counties
Reporting**



- 1 or 2 HC providers follow CDC Cessation Clinical Guidelines
- 3 to 9 HC providers follow CDC Cessation Clinical Guidelines
- 10 to 25 HC providers using CDC Cessation Clinical Guidelines
- 50 or more HC providers using CDC Cessation Clinical Guidelines