

Tobacco



GOAL

- ☐ To eliminate exposure to secondhand smoke, prevent initiation of tobacco use, advance health equity, and promote quitting among adults and youth.



CERTIFICATION TARGETS

- ☐ Adopt 6 policies.



YEAR ONE TARGETS

- ☐ Adopt one policy.
- ☐ Advance two policies.
- ☐ Facilitate one capacity building initiative.

OBJECTIVE 1

Eliminate Exposure to Secondhand Smoke

- ☐ **Strategy 1.1:** Adopt comprehensive tobacco-free outdoor space policies, including signage. (Tobacco Policy Menu Strategy 1.1.1)
- ☐ **Strategy 1.2:** Adopt restrictions on smoking and vaping at outdoor bars and restaurants. (Tobacco Policy Menu Strategy 1.1.6)

PROGRESS MEASURES

- ☐ New or enhanced tobacco-free outdoor space policy.
- ☐ Policy restricting smoking at outdoor bars/restaurants.
- ☐ Policy approval including meeting minutes and/or agenda showing formal policy adoption.
- ☐ Documentation of educational materials/campaigns used to educate interested parties about updated policy.

OUTCOME MEASURES

- ☐ Number of new tobacco-free spaces.
- ☐ Number of restaurants and bars with outdoor space impacted by policy.
- ☐ Reduction in tobacco product litter in public spaces.
- ☐ Reduction in tobacco product litter at outdoor bars and restaurants.
- ☐ Estimated number of individuals frequenting newly tobacco-free bars and restaurants.
- ☐ Reduced tobacco use rates (adults and youth).
- ☐ Reduced secondhand smoke exposure (adults).

OBJECTIVE 2

Prevent Initiation of Tobacco Use Among Youth and Young Adults

- ☐ **Strategy 2.1:** Limit the location of tobacco and vape retail outlets in proximity to youth-oriented places, such as schools and parks. (Tobacco Policy Menu Strategy 2.1.3)
- ☐ **Strategy 2.2:** Prohibit the sale of flavored tobacco and nicotine products, including menthol products. (Tobacco Policy Menu Strategy 2.1.7)

PROGRESS MEASURES

- ☐ Ordinance/policy limiting the location of tobacco retail outlets.
- ☐ Ordinance/policy prohibiting the sale of flavored tobacco products, including menthol products.
- ☐ Documentation of policy approval including meeting minutes and/or agenda showing formal policy adoption.
- ☐ Documentation of educational materials/campaigns used to educate interested parties about updated policy.

OUTCOME MEASURES

- ☐ Number of youth-serving locations protected from proximity to tobacco retail locations.
- ☐ Reduction in sales of tobacco products.
- ☐ Reduction in retailer violations.
- ☐ Reduction in the number of youth attempting to purchase tobacco products in these locations.
- ☐ Number of brands of tobacco products no longer sold.
- ☐ Number of items removed from shelves.

- ☐ Number of tobacco retailers impacted by new policy.
- ☐ Reduced tobacco use rates (adults and youth).

OBJECTIVE 3

Promote Quitting Tobacco Among Adults and Youth

- ☐ **Strategy 3.1:** Integrate tobacco treatment systems change within all types of healthcare settings, including behavioral health. (Tobacco Policy Menu Strategy 4.1.2)
- ☐ **Strategy 3.2:** Require retail outlets that sell tobacco and vape products to post graphic warning and cessation messages, such as Quitline numbers or texting programs, near tobacco-product displays and/or at the point of sale. (Tobacco Policy Menu Strategy 4.1.6)

PROGRESS MEASURES

- ☐ Systems change implemented, informational campaign implemented for interested parties.
- ☐ Ordinance requiring retail outlets to post graphic warning and cessation messages.
- ☐ Documentation of policy approval including meeting minutes and/or agenda showing formal policy adoption, or updated policy documents showing incorporation of policy into existing policy framework.
- ☐ Documentation of educational materials/campaigns used to educate interested parties about requirements.

OUTCOME MEASURES

- ☐ Increase in individuals accessing cessation programs and services.
- ☐ Number of individuals referred to cessation programs.
- ☐ Reduced use of tobacco products (adult and youth).
- ☐ Graphic warning and cessation messages posted.
- ☐ Number of retail locations posting warnings and messages.
- ☐ Reduction in sales of tobacco products.
- ☐ Increased use of cessation programs and resources.
- ☐ Quitline referrals.

CAPACITY-BUILDING PROJECT CONSIDERATIONS

- ☐ **Complete an audit of public outdoor spaces** where smoking is allowed, update or add signage as needed.
- ☐ **Build capacity** with established tobacco and vaping prevention advocates or form a new multicultural, multiethnic, multigenerational coalition representative of the community.
- ☐ **Conduct an assessment of retail settings** to identify opportunities for retailers to come into alignment with retail best practices. Specifically, work with youth leadership and service organizations to increase youth volunteer participation with county and city minor decoy enforcement programs.
- ☐ **Create or expand upon partnerships** with public health, behavioral health, addiction treatment, and health care providers to identify gaps and assess resources available to quit tobacco and vaping.

