





☐ 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.



- ☐ 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		0	OUTCOME MEASURES	
	educed tobacco use rates (adults and		<ul> <li>Increase in individuals accessing cessation programs and services.</li> </ul>	
youth).  DBJECTIVE 3			Number of individuals referred to cessation programs.	
Promote Quitting Tobacco Among Adults and Youth			Reduced use of tobacco products (adult and youth).	
☐ <b>Strategy 3.1:</b> Integrate systems change within	ettings, including behavioral acco Policy Menu Strategy  Require retail outlets that sell vape products to post graphic cessation messages, such umbers or texting programs, p-product displays and/or at sale. (Tobacco Policy Menu		Graphic warning and cessation messages posted.	
health. (Tobacco Policy			Number of retail locations posting warnings and messages.	
4.1.2)			Reduction in sales of tobacco products.	
tobacco and vape prod			Increased use of cessation programs and resources.	
as Quitline numbers or			Quitline referrals.	
		C	APACITY-BUILDING	
Strategy 4.1.6)		P	ROJECT CONSIDERATIONS	
PROGRESS MEASURES			☐ Complete an audit of public outdoor spaces where smoking is allowed, update or add signage as needed.	
	Systems change implemented, informational campaign implemented for interested parties.			
interested parties.			Build capacity with established tobacco	
<ul> <li>Ordinance requiring ret graphic warning and ce</li> </ul>	·		and vaping prevention advocates or form a new multicultural, multiethnic, multigenerational coalition representative	
☐ Documentation of police	tion of policy approval eeting minutes and/or wing formal policy adoption, policy documents showing on of policy into existing policy		of the community.	
agenda showing forma or updated policy docu			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	
	tation of educational materials/ s used to educate interested out requirements.		increase youth volunteer participation with county and city minor decoy enforcement programs.	
74 BLUE ZONES PI	ROIFCT		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.	
74 DEGL ZONES FI	NO JECT			

