

Tobacco Control Activities in Major Systems

These activities target major organizational systems (i.e., Head Start, health care, human service agencies, etc.) particularly those that serve health disparity-affected populations, and address tobacco cessation, secondhand smoke and youth prevention issues through media efforts, training of trainers, agency capacity building, etc. **Primary contact:** Alma Sandoval – 303-275-7566; asandova@jeffco.us; worksite programs: Flo Cisan – 303-275-7509 fdjcisan@jeffco.us

Quarter 2 – Highlights of Accomplishments

- We began working with 4 Jefferson County (governmental) agencies to help them integrate tobacco-related information and resources for their clients (i.e., assisting Food Stamps clients with accessing tobacco cessation resources). We worked with 2 organizations to sign agreements of collaboration to continuously provide tobacco control services within these organizations.
- We are working with WIC, pediatric providers and childcare providers – to support them in integrating tobacco control strategies into their agencies in order to reach their clients. This quarter we have conducted 4 training sessions with staff from these agencies.
- We have worked with six health care providers, including a major healthcare system, Exempla Lutheran Medical Center to provide support for system-wide changes. In the case of Exempla, the work included staff training on strategies to help patients quit, support for reducing tobacco use among employees, instituting tobacco-free grounds policies, etc.
- Efforts to address worksite tobacco control needs this quarter resulted in working with a major employer that has committed to implement a tobacco-free campus policy and to support staff and consumers in tobacco use cessation. The organization has not yet announced the plan to staff or the community, but expects that implementation will occur in 2009, serving over 200 employees and countless consumers on an annual basis; staff is providing leadership and assistance through all phases of the process.
- We are working with Jefferson County government as a worksite to improve tobacco-related services for employees and to strengthen policy language; the City of Westminster has also begun working with us to expand the strength of its employee tobacco policy.
- Work continues with the classified staff of Jefferson County Public Schools' Transportation Department – reaching nearly 400 employees with tobacco-related education, resources and incentives to quit tobacco.
- Worksite-based Great American Smokeout activities were estimated to have reached nearly 4,000 members of our workforce with many employees taking the challenge to “Quit for the Day or for Life”.
- Collaboration with the West JeffCo Chamber to provide education and resources to their more than 1,000 members.