

Highlights of Tobacco Prevention Initiative Activities Proposed for 2009 - 2010

The Jefferson County Department of Health and Environment's Tobacco Prevention Initiative (TPI) implements activities which address four over-arching goals in tobacco control: 1) preventing youth from initiating tobacco use, 2) promoting quitting among youth and adults, 3) eliminating secondhand smoke exposure, and 4) identifying and eliminating tobacco-related health disparities among population groups. **The proposal for funding program activities for 2009 – 2010 was submitted in January 2009 and, if funded, activities for this grant year will begin July 1, 2009. The TPI expects to hear about the status of funding late in March 2009.**

The summary which follows highlights the major work plan activities under each of four strategies. If you have any questions or concerns after reviewing this summary, please contact us at 303-275-7555 or through email at dviveret@jeffco.us and we can provide more information/clarification.

Strategy I – Coalition and Policy Work - This strategy covers the convening, sustaining/expanding, and strengthening of community coalitions which drive policy campaigns, as well as the specific policy activities which support implementation and enforcement of local laws and voluntary policies. There are five major projects under this strategy as detailed below:

- A) Develop and maintain community tobacco control coalitions to support local education and policy initiatives - TPI currently supports three distinct coalitions in advancing their aims. CAUSE (Citizens Against Unhealthy Smoke-filled Environments) working on local smoke-free law compliance, enforcement and strengthening; CASH (Colorado Alliance for Smoke-Free Housing) continuing their work to increase smoke-free multi-unit housing (MUH) policies, particularly in low income housing and to support family/individual participation in smoke-free home and auto commitments; the Youth Access/BE Team coalition in their efforts to organize, grow and begin assessing community readiness for policies which help prevent youth tobacco use.
- B) Engage in policy advocacy activities through coalition and partnership efforts to address priority tobacco control policy needs in the following areas:
 - Policies/laws which help to reduce youth access to tobacco products and reduce the influence of tobacco advertising.
 - Policies/laws which strengthen compliance/enforcement and language of local smoke-free laws.
 - Policies/laws which increase protections from secondhand smoke in homes (particularly low income, multi-unit housing) and autos.
 - Policies/laws which increase the number of organizations, schools, campuses and worksites which prohibit smoking/tobacco use in these settings, on the grounds of these settings, and which help decrease tobacco use through increased access and utilization of cessation resources.

Strategy II – Activities which help identify and eliminate tobacco-related health disparities among population groups (low income, people of color, people with mental health or substance abuse issues, people with disabilities, spit tobacco users, gay/lesbian/bi-/transgender adults and youth)

- A) Expand participation of and services to the Latino community to address priority tobacco-related needs.
- B) Work with low/very low income families to reduce tobacco use and secondhand smoke exposure.
- C) Address tobacco control needs among clients/patients receiving services in the substance abuse treatment setting.

- D) Identify and address spit tobacco use among priority Jefferson County groups.
- E) Work with the gay/lesbian/bi-sexual/transgender population to address priority tobacco-related needs.

Strategy III – Systems integration – achieve sustainable integration of tobacco control into community/organizational systems

- A) Integrate tobacco control activities into county systems (WIC, HCP, Food stamps, etc.)
- B) Integrate tobacco control activities into “external systems”, including health care providers, behavioral healthcare providers, public schools, childcare centers.

Strategy IV – Build infrastructure activities which support the capacity of our program to fulfill work plan activities

- Continue collecting implementation and short term outcome data to assure completion of work plan activities and increase impact of these activities.
- Support staff in professional development needs.
- Participate in area/regional/state-level trainings, committees and other learning opportunities.
- Collaborate with Boulder County Health, Clear Creek County Health and Gilpin County Health Departments to increase infrastructure and capacity of Gilpin County to conduct comprehensive tobacco control. These activities include continuing to support efforts to increase compliance with the smoke-free Casinos law.