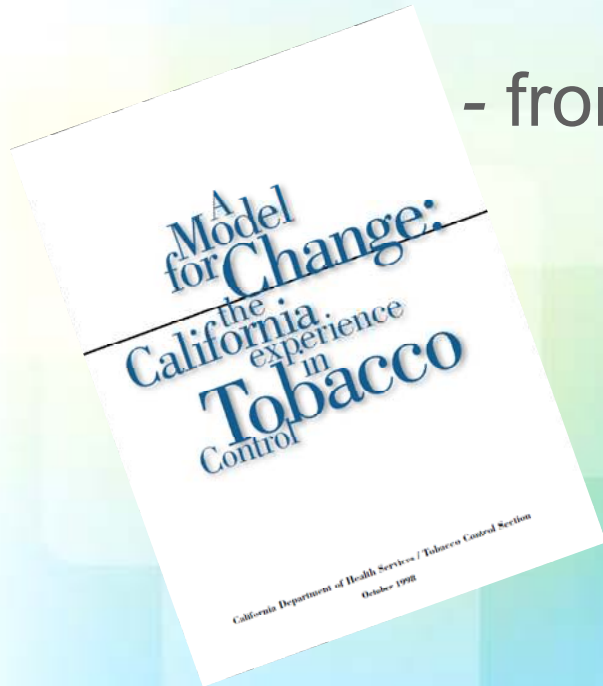


Tobacco-Free Policy Action

Social Norm Change

“Tobacco becomes less desirable, less acceptable, and less accessible.”

- from *A Model for Change: the California experience in Tobacco Control*



Tobacco Control Priority Areas

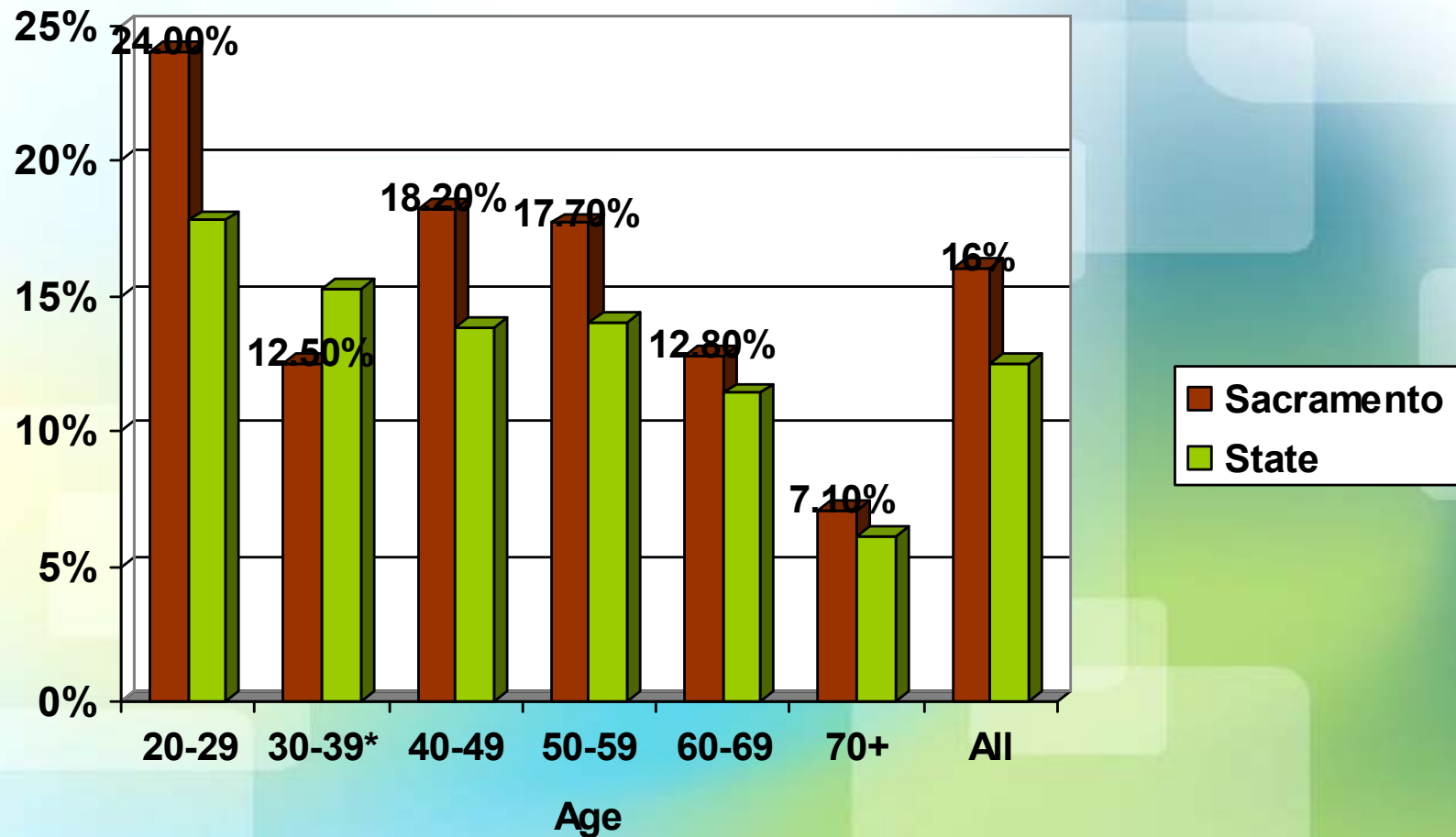
- Protect from Secondhand Smoke (SHS)
- Reveal & counter tobacco industry
- Reduce access to tobacco products
- Provide cessation services & increase motivation to quit



Tobacco Use in Sacramento County

California Health Interview Surveys

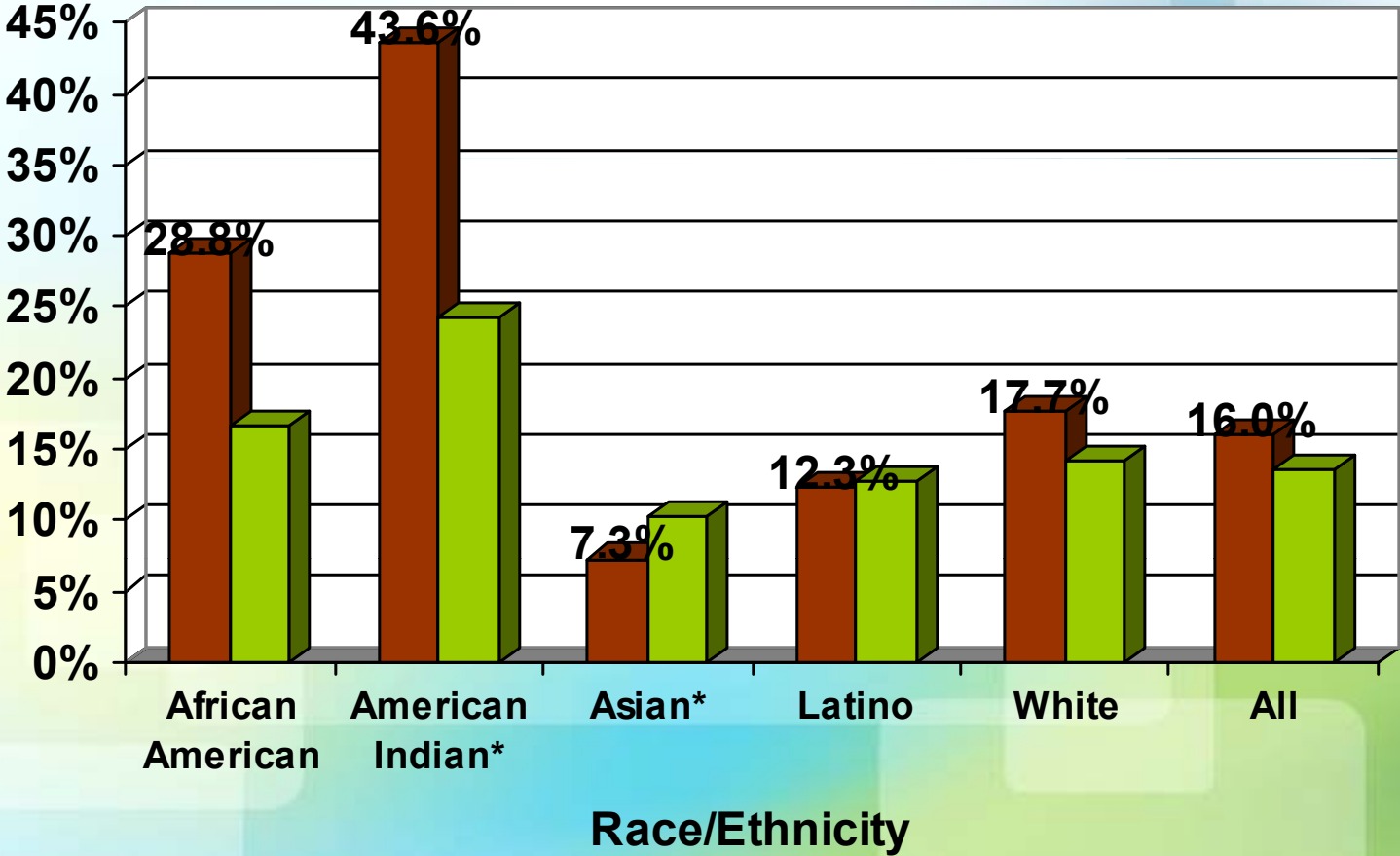
Smoking Prevalence (2009)



*data statistically unstable

Smoking Prevalence (2007 & 2009)

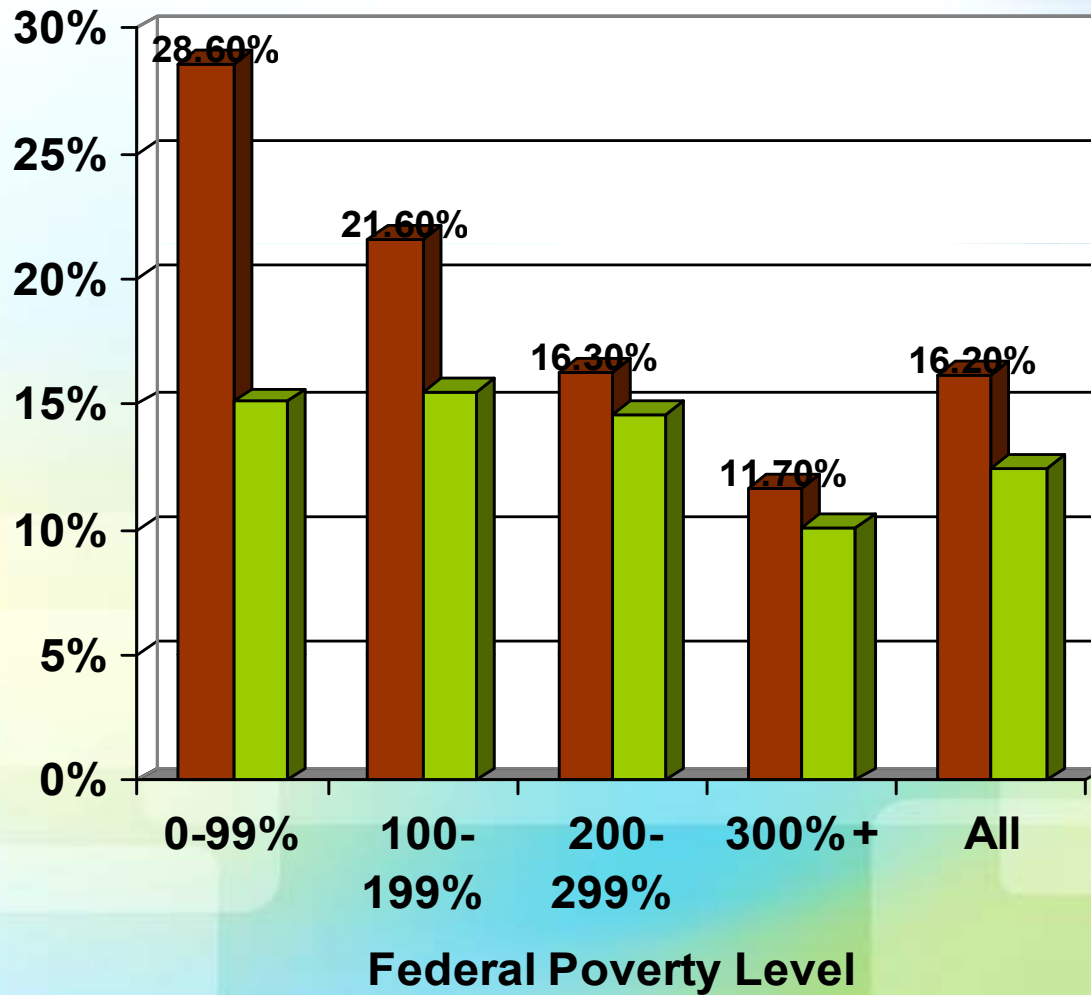
■ Sacramento ■ State



*data statistically unstable

Smoking Prevalance (2009)

■ Sacramento ■ State



Midwest Academy Chart

Tobacco Use Assessments

Goals	Organizational Considerations	Constituents, Allies, and Opponents	Targets	Tactics
<p>Long Term:</p> <ul style="list-style-type: none"> Community wide social norms change <p>Short Term:</p> <ul style="list-style-type: none"> Tobacco use assessments <ul style="list-style-type: none"> - Community centers and/or events - Schools - Social services - Pharmacies 	<p>Schools Community groups</p>	<p>Constituents:</p> <p>Allies:</p> <p>Pharmacies Schools Social services Health professionals – dentists, physical therapists, etc. Include businesses – Metro PCS, etc. Regional Transit Insurance companies Athletic trainers, coaches, etc. Community clinics</p> <p>Opponents:</p> <p>Tobacco stores Corner stores Clubs, bars Health care providers (too much work!) Insurance companies Tobacco corps.</p>	<p>Primary target – smokers</p> <p>Prevention is secondary – non smokers</p> <p>Specific subgroups – young adults, youth, etc.</p>	<p>Mobile billboards Training on how to ask Training on how to respond Asking x-smokers to share Track information from tob. assessments Reach youth at locations where they congregate Utilize businesses to distribute communication Texting Reinforce non-smoking Recruit community role models Discourage smoking Community surveys Hide tobacco out of sight Require permits for smoking Coaches to deliver tobacco cessation Negative consequences</p>

Policy Priority Areas

Recommended by Healthy Sacramento Coalition:

1. Smoke-free multi-unit/family housing (MUH)
2. Systemize tobacco assessments & cessation procedures during points-of-contact (i.e., medical, dental, service-oriented, HSC agencies, etc.)
3. Change social norms (*make tobacco unacceptable*) in the 15 zip codes in cultural and age sensitive ways.

Smoke-Free MUH

SHS exposure at home

34% live in MUH

Smoke drifts from unit-to-unit

Populations affected -



Systemize Tobacco Assessments

- Tobacco dependence is a chronic disease
- Brief advice interventions work
- Combination treatments are best (Counseling, patch, gum, etc.)
- Cost-effective

Make Tobacco Unacceptable

Change social norms (*make tobacco unacceptable*) in the 15 zip codes in cultural and age sensitive ways where the community accesses products & services (i.e., mobile phone outlets, corner stores, clubs, etc.)



Policy Activities

Basic



Intermediate



Advance



POLICY IS POWERFUL

Process & Timeline Erratic
Plan for a range of involvement
Preparation & Persistence

Success is sweet and long lasting!