

# **Oregon Statewide Tobacco Control Plan**

## **Taking Action for a Tobacco Free Oregon**

### **Year 3 Operations Plan-2007**

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## **GOAL 1: Eliminate Exposure to Secondhand Smoke**

### **Priority Objective 1**

Reduce the percentage of individuals exposed to second-hand smoke by increasing the percentage of indoor public places and workplaces that prohibit smoking.

#### **Strategy 1:**

Improve the current law by removing exemptions and strengthening statutory enforcement, penalty language and surveillance of the State Indoor Clean Air Act (Current Status – Bills have been drafted and are moving through the legislative process.)

#### **Year 3 Activities:**

1. Policy Committee (ACS, AHA, ACS, OPHD) will finalize a plan for strategic coordination including earned media among entire tobacco control community.
2. ALAO/TOFCO will develop tools for grassroots leaders (with specific tools for service professionals) to share with grassroots.
3. Grassroots leaders will develop local champions/spokespeople leaders.

#### **Lead Agencies and Contacts:**

Lead Agency Activity 1, ACS  
Contact: Courtni Dresser

Lead Agency Activity 2 and 3, TOFCO  
Contact: Tabithia Engle

## Priority Objective 2

Reduce the percentage of individuals exposed to second-hand smoke in homes and vehicles.

### Strategy 1:

Identify and evaluate the best practices for how to reduce smoking in homes and vehicles.

### Year 3 Activities:

1. Encourage ongoing training for landlords emphasizing the dangers of SHS and the importance of reducing smoking in rental properties.
2. Advocate and work with major property management companies to have them adopt no-smoking policies.
3. OPHD will coordinate a project, including the development of a task force, to identify best and promising practices for reducing smoking in homes and vehicles.
4. Collaborate with the Oregon Department of Human Services, Public Health Division, Office of Family Health, Child Health Section, to develop questions about exposure to secondhand smoke for inclusion on MCH intake forms, and appropriate methods of intervention.

### Lead Agencies and Contacts:

Lead Agencies Activity 1 and 2, ALAO, Multnomah County Health Dept., TPEP

Contacts: Diane Laughter, ALAO

Kylie Meiner, MCHD

Jill Thompson, TPEP

Lead Agency Activity 3 and 4, TPEP

Contacts: Jill Thompson and Stacey Schubert

## **Priority Objective 3**

Increase the number of outdoor places that prohibit smoking.

### **Strategy 1:**

Promote local policies prohibiting smoking around building entrances, in parks, at public transit stops, and in other outdoor public places.

### **Year 3 Activities:**

1. OPHD will develop a system of cataloging local ordinances, including public policy efforts around parks, campuses and other outdoor areas. OPHD will disseminate inventory.
2. Research and develop messages for promoting smokefree outdoor places.

### **Lead Agency and Contacts:**

Lead Agency Activity 1, TPEP  
Contacts: Jill Thompson and Cathryn Cushing

Lead Agency Activity 2, None  
Note: This activity is dependent on policy decisions and TPEP receiving additional funds.

## **GOAL 2: Prevent the Initiation of Tobacco by Youth**

### **Priority Objective 1**

Decrease young people's desire to use tobacco.

#### **Strategy 1:**

Increase the percentage of school districts with comprehensive tobacco use prevention policies and programs.

#### **Year 3 Activities:**

1. Provide technical assistance for all school districts to develop comprehensive tobacco policies.
2. Develop a youth tobacco prevention task force to coordinate and communicate activities between counties, schools, ODE, parents, youth, and specific population networks including adoption of research based tobacco curriculum.
3. TPEP funded school programs (including staff and volunteers) will participate in cultural competency training.
4. Work through Policy Committee to assure adequate advocacy efforts are directed toward policy makers during the 2007 Legislative Session to increase and restore funding to TPEP that will provide more funding opportunities for comprehensive tobacco control programs at the school and community levels.

#### **Lead Agencies and Contacts:**

Lead Agency Activity 1, ALAO  
Contact: Dana Kaye

Lead Agency Activities 2 and 3, ALAO and TPEP  
Contact: Dana Kaye, ALAO  
Kirsten Aird, TPEP

Lead Agency Activity 4, TOFCO  
Contact: Tabithia Engle

# Priority Objective 1

## Strategy 2:

Support and expand the Coordinated School Health Program infrastructure to implement and enforce a statewide comprehensive school tobacco policy and assure effective tobacco prevention programs.

## Year 3 Activities:

1. Establish a youth tobacco prevention task force to coordinate and communicate activities between counties, schools, ODE, parents, youths, and specific population networks.
2. Seek and apply for opportunities that will increase coordinated school health programs.
3. TPEP and CSH-Physical Activity, Nutrition, and Tobacco (PANT) funded school programs (including staff and volunteers) will participate in cultural competency training.

## Lead Agencies and Contacts:

Lead Agency Activity 1, TPEP  
Contact: Kirsten Aird

Lead Agency Activity 2, ODE  
Contact: Gary English

Lead Agencies Activity 3, TPEP and ODE  
Contacts: Kirsten Aird, TPEP  
Gary English, ODE

## **Priority Objective 2**

Decrease youth access to tobacco.

### **Strategy 1:**

Increase tobacco taxes where a portion of the revenue is dedicated in perpetuity to support comprehensive tobacco prevention programs as recommended by the CDC guidelines, including effective strategies for preventing youth access to tobacco.

### **Year 3 Activities:**

1. Develop a written proposal to earmark a tobacco tax increase and restoration of Tobacco Use Reduction Acct.
2. Develop strategies for educating decision makers on the importance of local programs and their work to reduce youth access to tobacco.

### **Lead Agencies and Contacts:**

Lead Agency Activity 1, TOFCO  
Contact: Tabithia Engle

Lead Agency Activity 2, TOFCO and TPEP  
Contact: Tabithia Engle, TOFCO  
Kirsten Aird and Jill Thompson, TPEP

## **GOAL 3: Provide Access to Cessation Resources for Adults and Youth**

### **Priority Objective 1**

Increase the percentage of Oregonians who have access to cessation benefits through their employer or health insurance.

#### **Strategy 1:**

Create a widespread communication plan targeting businesses, the uninsured, labor, the health industry, the insurance industry and the brokers. The communications plan will build awareness in these target groups, sending the message that tobacco cessation assistance works and provides health improvements, financial benefits and productivity gains for everyone.

#### **Year 3 Activities:**

1. Identify Oregon's uninsured tobacco users and develop strategies to reach them with cessation resources.
2. Partner with Emergency Departments, Federally qualified health clinics, health departments and other health services to deliver cessation support.
3. Update and widely distribute toolkit urging employers to cover and promote tobacco cessation for employees.

#### **Lead Agencies and Contacts:**

Lead Agencies

Activities 1 and 2, TPEP

NOTE: Activities 1 and 2 require a full-time cessation specialist. TPEP does not have the capacity to meet these needs at this time.

Contact: TPEP staff (TBD)

Lead Agency

Activity 3, Make it Your Business Campaign: Insure a Tobacco Free Workforce

Contact: Dawn Robbins

## **Priority Objective 2**

Increase the demand for and use of cessation services and programs for adults, youth and populations with tobacco use disparities.

### **Strategy 1:**

Raise tobacco taxes significantly, with new revenue to enhance the comprehensive tobacco prevention program (including the expansion of cessation services).

### **Year 3 Activities:**

1. TOFCO Policy Committee will continue to educate constituencies about importance of increased revenue and how a portion of that money would be spent on expanding cessation resources.
2. Ensure TOFCO Policy Committee representation at DHS open budget hearings, legislative committee hearings and other appropriate tobacco control opportunities.
3. Develop strategies to counter identified adversaries and present talking points/strategies to entire network.

### **Lead Agency and Contact:**

Lead Agency  
Activities 1-3, TOFCO  
Contact: Tabithia Engle

## **Priority Objective 2**

### **Strategy 2:**

Engage in a public-private partnership in finding and funding creative ways to increase access to pharmacological interventions and cessation counseling support.

### **Year 3 Activities:**

1. Develop partnerships with substance abuse centers to broaden consideration of tobacco use as abuse.
2. Pursue federal matching funds for TPEP's cessation services to Medicaid recipients.
3. Provide train the trainer workshops for health care providers on quick cessation interventions including 5A's, and 2 A's and an R.
4. Target cessation materials appropriately by populations, ages, and stages throughout different media.

### **Lead Agency and Contact:**

Lead Agency  
Activities 1-4, TPEP  
Contact: Cathryn Cushing

## **GOAL 4: Eliminate Disparities in Tobacco Use**

### **Priority Objective 1**

Develop and implement effective population-specific tobacco control programs directed at specific ethnic and cultural groups affected by tobacco use disparities.

#### **Strategy 1:**

Increase the involvement of tobacco control partners and populations affected by tobacco related disparities in the development and implementation of tobacco control programs.

#### **Year 3 Activities:**

1. Assure representation by populations experiencing disparities in the Tobacco Disparities Advisory Council or Multicultural Council.
2. Link tobacco with other health priorities and chronic disease programs, by collaborating with OMAP and other health care systems and agencies.
3. Have the Tobacco Disparities Advisory Council explore roles and capacities for providing technical assistance and leadership to TPEP programs and partners.
4. Capitalize on common policy goals and policy advocacy opportunities (i.e., the legislative session) to highlight disparities, in order to build leadership and support for tobacco prevention and eliminating disparities. Frame messages with social justice stories.

#### **Lead Agencies and Contacts:**

Lead Agency Activities 1-4, TPEP and TOFCO

Contacts: Luci Longoria, TPEP

Tabithia Engle, TOFCO

## **Priority Objective 1**

### **Strategy 2:**

Develop a task force to disseminate the results of the CDC-sponsored disparities planning project. Inform influential community leaders from the disparate groups, advocating for tobacco control programs and activities targeted toward specific populations.

### **Year 3 Activities:**

1. Continue Year 2 activities to assure cross-communication between the Tobacco Disparities Advisory Council and TPEP partners and Programs. Utilize a variety of communication vehicles, including newsletters, email and web-based systems.
2. Revisit and explore opportunities to promote chew tobacco prevention projects, advocacy, and policy, with leadership from the Tobacco Disparities Advisory Council. Target rural males, American Indians, youth, or the oral health community.

### **Lead Agency and Contact:**

Lead Agency  
Activities 1 and 2, TPEP  
Contact: Luci Longoria

## **Priority Objective 2**

Expand data collection and develop innovative data collection strategies for populations affected by tobacco-related disparities.

### **Strategy 1:**

Obtain funding for effective data collection on those affected by tobacco-related disparities.

### **Year 3 Activities:**

1. Maintain Year 2 activities: Promote the use of tobacco prevention funds to support effective data collection.
  - Assure data on disparities collected for other goal areas
  - Encourage the use of quantitative and qualitative data methodologies,
  - Publish process indicators, findings and methodologies.
2. Support data literacy with populations experiencing disparities
3. Inventory existing data systems, gaps in data, and opportunities for gathering new data, to assist program implementation and build rationale for more data and funding.

### **Lead Agency and Contact:**

Lead Agency Activities 1-3, TPEP  
Contact: Luci Longoria

## **GOAL 5: Develop the Infrastructure for Tobacco Use Prevention**

### **Priority Objective 1**

Reevaluate and rebuild the infrastructure for tobacco use prevention and control and the level of funding and commitment necessary to implement the new Statewide Plan.

#### **Strategy 1:**

Enhance and advance the communication, coordination and cooperation among all partners to implement the Statewide Plan.

#### **Year 3 Activities:**

1. Update an inventory of current tobacco control infrastructure and communication by the Statewide Annual Tobacco Meeting on an annual basis.
2. Identify gaps and opportunities to improve communication and coordination using a Continuous Quality Improvement (CQI) process
3. Define Statewide Strategic Planning Steering Committee roles and responsibilities.
4. Develop communication tools and products that enhance communication among partners.

#### **Lead Agencies and Contacts:**

Lead Agency

Activities 1-4 TPEP and TOFCO

Contacts: Karen Girard, TPEP

Tabithia Engle, TOFCO

## **Priority Objective 1**

### **Strategy 2:**

Ensure that all partners have adequate funding to implement the Statewide Plan.

### **Year 3 Activities:**

1. Actively participate to ensure CDC Best Practices are implemented.
2. Broaden stakeholder representation on the Tobacco Reduction Advisory Committee.
3. Provide capacity building technical assistance to ensure access to and implementation of effective tobacco prevention programs.

### **Lead Agencies and Contacts:**

Lead Agencies Activity 1-3 TPEP and TOFCO  
Contacts: Karen Girard, TPEP  
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## LEAD CONTACT INFORMATION

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NOTE: Please feel free to contact the above lead contacts for further information,  
networking or program updates.