

Engaging community leaders & youth in promoting smoke-free policies for parks



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Santa Clara County
PUBLIC HEALTH

Presenter Disclosures

Nicole Coxe

(1)The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

No relationship to disclose

Presentation Outline

- Our strategy for creating smoke-free parks
- Results of the campaign
- Overcoming challenges
- Questions

Why smoke-free parks... why NOW?



- Reduce secondhand smoke exposure
- Limit youth exposure to tobacco use
- Reduce tobacco litter
- Highlight parks as a symbol of health in our community

The why now? Question

In March 2010, Santa Clara County was awarded a \$6.9 million Communities Putting Prevention to Work (CPPW) grant through the American Recovery & Reinvestment Act, to implement strategies to reduce the burden of chronic disease



Santa Clara County CPPW Strategies



Media Campaigns



Smoke-free Initiatives



Tobacco Retail Interventions



Increase Price of Tobacco



Youth Engagement



Cessation Utilization & Coverage

Promote health equity & reduce health disparities

Santa Clara County Demographics

- 1.78 million residents¹
- Most populated county in the Bay Area; 6th most populated in CA¹
- 20% of the population is <15¹
- Diverse population¹
 - 35% White
 - 32% Asian
 - 27% Hispanic
 - 2% African American
- 10% of adults smoke²; 8% of youth smoke³



Image source: Los Angeles Public Relations

¹Source: U.S. Census Bureau, 2010 Census

²Source: Santa Clara County Public Health Department, 2009 Behavioral Risk Factor Survey

³Source: California Healthy Kids Survey, 2009-10

Prior to smoke-free parks intervention – March 2010



City Policy

- 100% smoke-free
- Allows designated areas or only designated parks are smoke-free
- None

County Adopts Smoke-free Parks Policy



- In November 2010, Santa Clara County Board of Supervisors adopted a comprehensive smoke-free policy (including all county parks + trails)
- Strong county leadership paved the way for other cities to follow

Our Strategy to Engage Other Cities



city & county
collaboration



+ community
engagement

How We Engaged Cities (Insider Strategy)

- Funding Opportunity
 - \$30,000 base award + per capita
 - 10 cities chose to focus on smoke-free parks
- CPPW Leadership Team
 - Helped build connections & linkages
- Cities Network Formed
 - Training & networking sessions
 - Cities could troubleshoot with each other
 - Connected cities with experts in the field



Engaging the Community (Outsider Strategy)

5 Phases / Policy Adoption Model

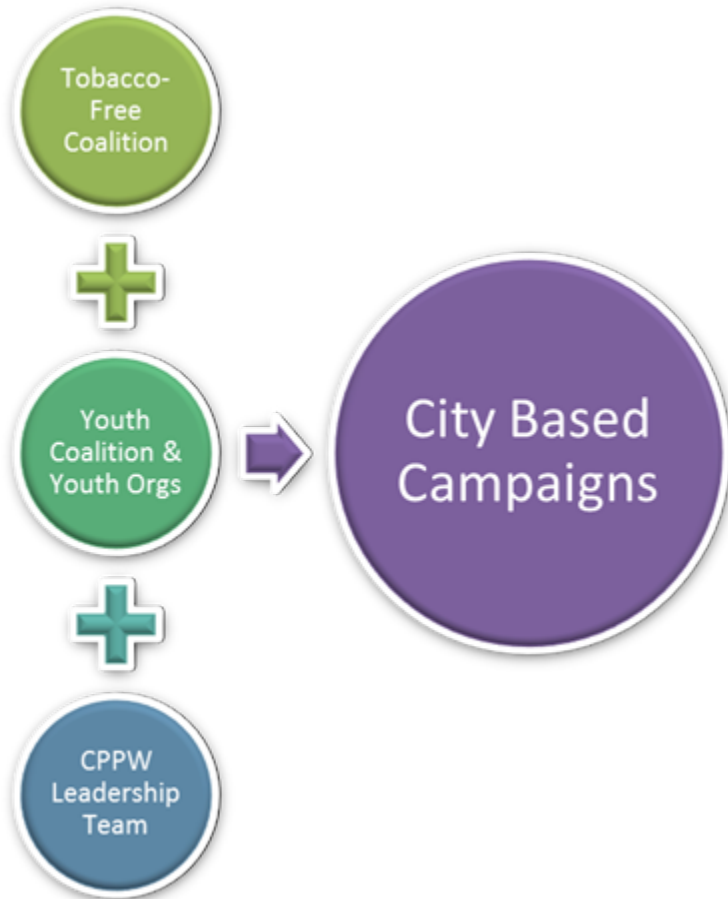
(Developed by Los Angeles County & Center for Tobacco Policy and Organizing)



1. Community Assessment
2. Strategy Planning
3. Recruitment
4. The Campaign
5. Implementation & Evaluation



City Action Team Approach



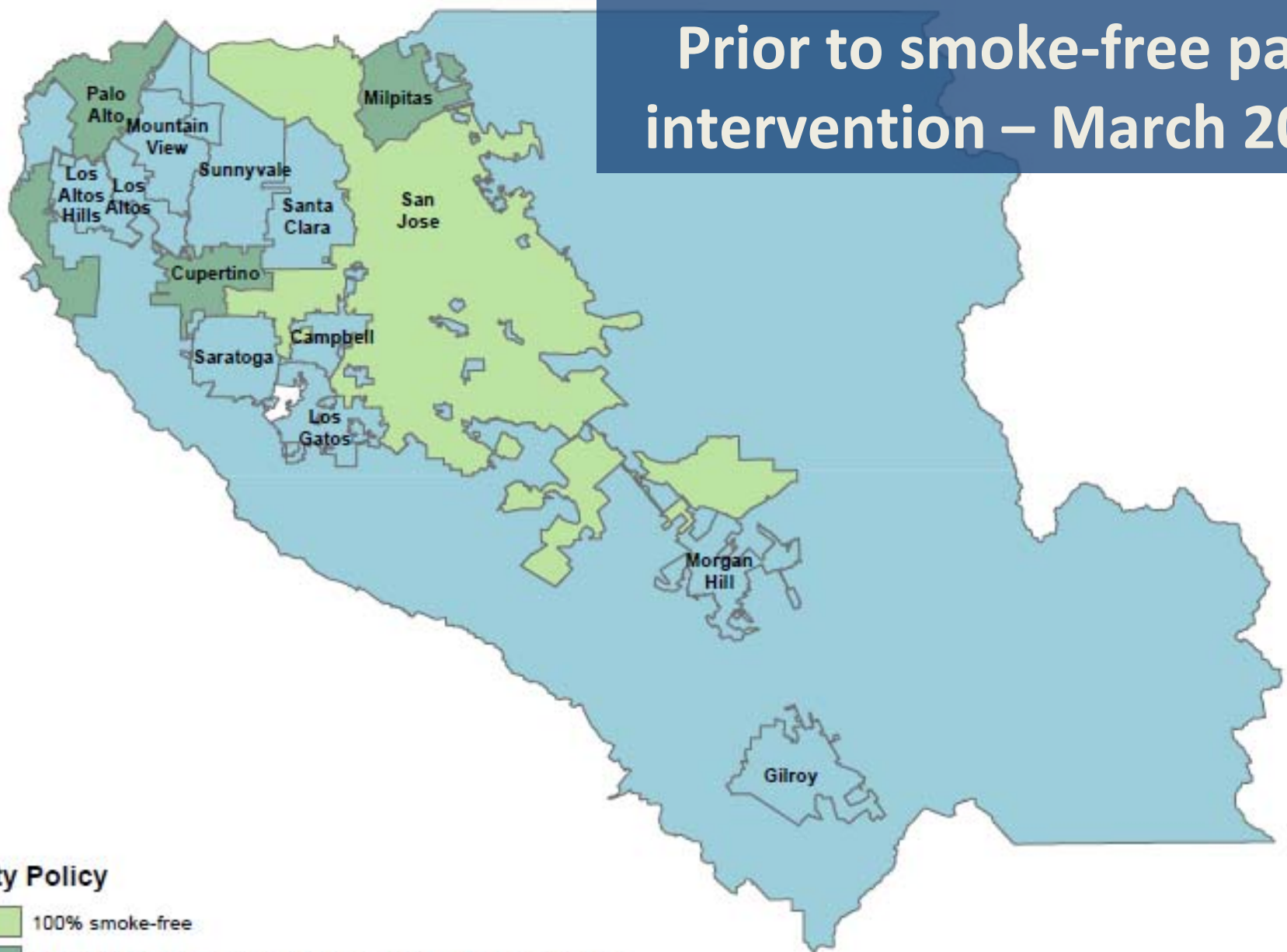
- Prioritized & formed 5 city-based campaigns
 - Recruited from existing coalitions
 - Further engaged youth, residents, stakeholders, community leaders
- Youth Mini-Grant project
 - Engaged 50 youth on 9 different tobacco prevention projects

Youth in Action: Success in promoting smoke-free parks

**50 local youth put into action
9 projects showing the harm
that tobacco causes in their community
& how to work together
to change its influence!**

<http://vimeo.com/50999949>

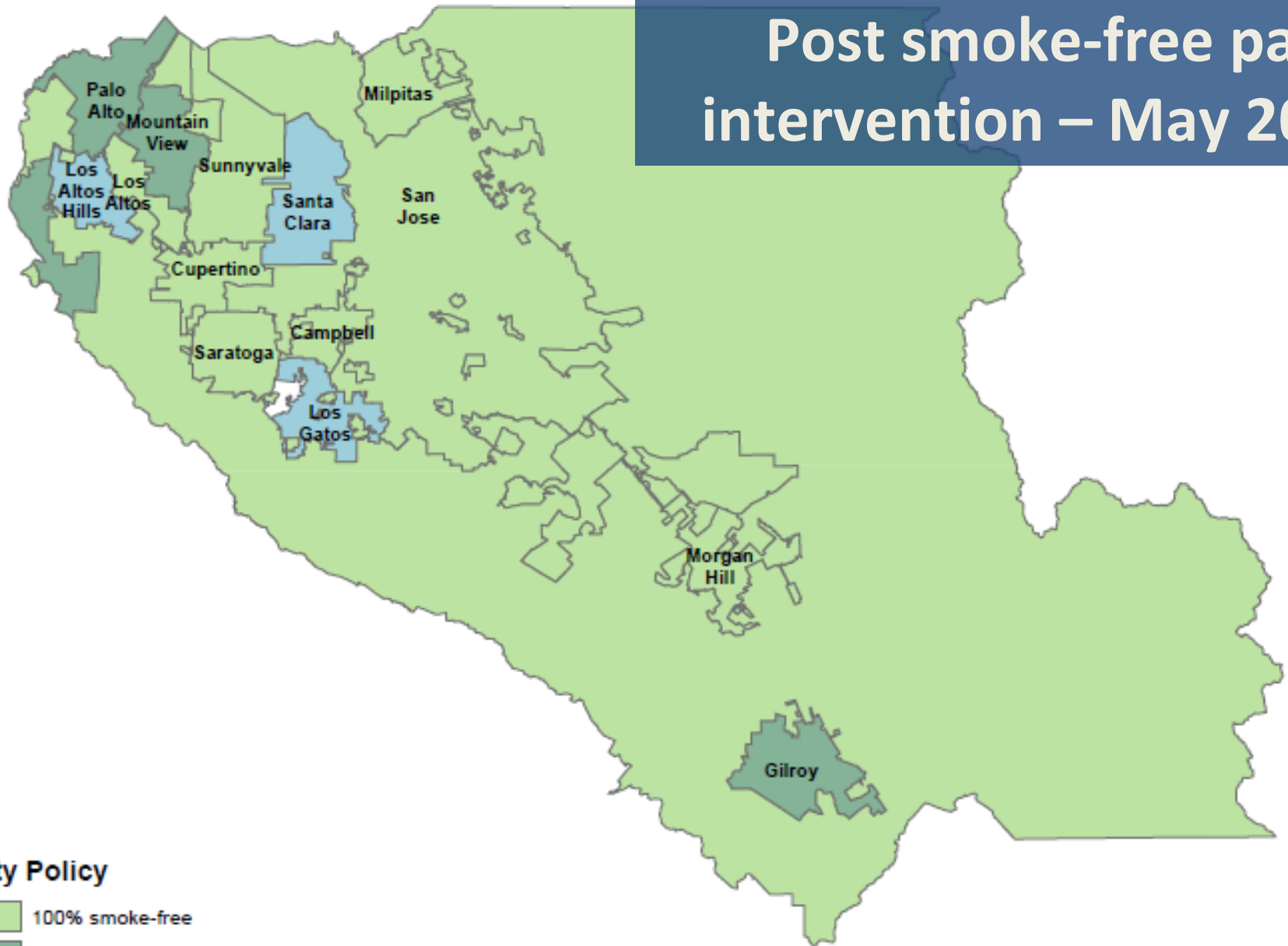
Prior to smoke-free parks intervention – March 2010



City Policy

- 100% smoke-free
- Allows designated areas or only designated parks are smoke-free
- None

Post smoke-free parks intervention – May 2012



City Policy

- 100% smoke-free
- Allows designated areas or only designated parks are smoke-free
- None

Cities Make Great Strides in Going Smoke-free

- 9 cities and the County implemented smoke-free parks
 - 6 are 100% smoke-free; 1 is 100% tobacco-free
 - 1 city was not CPPW funded
- 15 additional smoke-free provisions implemented across these cities (ex. smoke-free dining, service areas, common areas of multi-family housing)



Overcoming Challenges to Engaging Community Leaders & Youth



Overcoming Challenges

- Engaging cities
 - Strong county & community leadership helped to engage cities
 - Funding collaboration led to prioritization
 - Access to technical assistance, field experts, peers in other cities helped build capacity
- Engaging youth & the community
 - Youth mini-grant project
 - Localized action & specific activity focused actions
 - Incentives
 - Establishing a coalition (sustainability, recruitment)

Prohibiting Smoking Tobacco in Certain Areas

Recommendation

-Waive the first reading beyond the title of Ordinance No. 227.5

-Introduce Ordinance No. 227.5

Milpitas

Thank you! Questions?

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