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The Tobacco Education Coalition

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Tobacco Education Coalition Member Handbook

2014-2017



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The Tobacco Education Coalition

MISSION STATEMENT

The Santa Cruz County Tobacco Education Coalition is committed to promoting and advocating a tobacco-free lifestyle and environment at the local, state, and national levels. We empower our communities to effect individual and social change through education, advocacy, collaboration, and coordination of resources. The Coalition recognizes individual rights and cultural traditions, while encouraging community responsibility and involvement.



YOUTH INVOLVEMENT



The Tobacco Education Coalition is looking for committed Youth interested in joining the coalition efforts in advocating for a tobacco-free Santa Cruz County!
To nominate a Youth, to join the Coalition, or for more information contact us or attend one of the coalition meetings.

CONTACT INFORMATION

Project Director: Andrea Silva Solano, MPH
Project Coordinator: Lorena Ramos, MPH
Coalition Chair: Gina Cole

For more information please:

Call: 454-4716, or

Email: Lorena.Ramos@co.santa-cruz.ca.us

or visit our web page and Facebook page:

<http://www.santacruzhealth.org/tobacco>
<http://www.facebook.com/sctobaccoeducation>

~3 to 6 Meetings are held during the year, on Wednesday from 9:30 to 11:00 a.m.

Please call or email to confirm date and location of our next meeting.

ACCOMPLISHMENTS

2010: Dominican Hospital adopts a smoke-free campus!
Worked with several youth serving agencies to provide tobacco education, prevention and cessation resources. Youth from this group successfully conducted youth decoy operations—laying the groundwork for the passage of a TRL ordinance.

Successfully advocated for a TRL ordinance in the City of Watsonville.

2011: Successfully advocated for a TRL ordinance in the County unincorporated area!

2013-2014: Worked with the cities of Santa Cruz, Scotts Valley and Capitola to modify zoning regulations to prohibit tobacco retailers near schools.

2014-2015: The cities of Santa Cruz, Scotts Valley, Watsonville and Capitola updated their definition of smoking in their existing ordinance to include Electronic Nicotine Delivery Devices (ENDDS).

2015: Successfully advocated for a TRL ordinance in the City of Scotts Valley.

HISTORY

Proposition 99 was passed by an overwhelming majority (63%) of Santa Cruz County voters in 1988. Proposition 99, also known as the Tobacco Tax and Health Promotion Act of 1988, was approved statewide by a majority (58%) of voters. The initiative increased the tax on cigarettes by \$0.25 beginning in January 1989. Other tobacco products were taxed under the initiative as well.

Funds from the new tax are to be spent in the following areas:

- 45% Medical Services (Physicians & Hospitals)
- 5% Tobacco Disease Related Research
- 20% Health Education (schools & community)
- 5% Public Resources
- 25% Unallocated

GOALS

1. REDUCE EXPOSURE TO SECOND HAND SMOKE
2. COUNTER PRO-TOBACCO INFLUENCES
3. REDUCE THE ILLEGAL SALE OF TOBACCO TO YOUTH
4. PROMOTE TOBACCO CESSATION SERVICES
5. INCREASE CULTURAL REPRESENTATION AND MEMBERSHIP ON THE COALITION.*

*FOR INFORMATION ON YOUTH MEMBERSHIP GO TO PAGE 11

ACCOMPLISHMENTS

2003: Successfully advocated for advertising policies at The Good Times newspaper.

Worked with local Tobacco merchants to achieve full compliance with state and local self-service tobacco display laws.

2004: Worked with The Santa Cruz Beach Boardwalk to develop and implement a smoke-free park policy.

2005: Joined forces with Santa Cruz & Capitola City Council to adopt and implement smoke-free beach ordinance for Main Beach in Capitola and Main and Cowell's Beach in Santa Cruz. Assisted Santa Cruz County Sheriff's Department in adopting and implementing a 100% smoke-free policy for the men's and women's minimum security correctional facilities in the County.

2006: Collaborated with The Diversity Center Pride Planning Committee to write and implement a smoke-free policy for the 2006 Pride Rally. Supported County Parks & Recreation Commission's city parks referendum.

2007: Successfully advocated for smoke-free parks and events in the city of Watsonville.

2008: Successfully advocated for smoke-free county parks and trails.

Provided FREE Smoking Cessation Classes to County Residents.

2009: Successfully advocated a comprehensive smoke-free outdoor ordinance in the City of Santa Cruz & City of Capitola.

Collaborated with PVPSA and The County Fair Board to develop and implement a smoke-free County Fair grounds.

MEMBER RESPONSIBILITIES

- Participate in determining the direction of the Coalition.
- Serve as a liaison to your agency
- Assist in drafting strategic plans for the work plan objectives.
- Assist in implementing activities including those that directly involve or relate to your organization
- Serve as a resource for developing program activities
- Help represent the Coalition at meetings and events.
- Serve as ambassador for the work of the Coalition and promote the mission where and whenever possible.
- Gather and relay appropriate information to the coalition for the purpose of making decisions.
- Provide a thorough update on your agency's tobacco related activities to the Coalition.

Objectives

2014-2017

By June 30, 2017, at least one of five jurisdictions in Santa Cruz County will adopt and implement and/or amend and implement a Tobacco Retail Licensing (TRL) policy to include a prohibition on the sale of flavored Other Tobacco Products (OTP) and Electronic Nicotine Delivery Device (ENDD) products.

By June 30, 2017, at least 1 jurisdiction and at least 1 public service agency within Santa Cruz County will establish or amend a smoke-free policy to prohibit the use of all combustible and non-combustible tobacco products and nicotine delivery devices, not approved by the Food and Drug Administration (FDA) for treating nicotine or tobacco dependence, in places where smoking is otherwise prohibited.

By June 30, 2017, The Tobacco Education Coalition will develop collaborative Partnerships with 2 local youth serving organizations to train and engage at least 3 youth per year in tobacco control activities such as letter writing, public speaking, and community education. .



COALITION BYLAWS

Structure: The Coalition was founded in 1985, and is made up of agency representatives and individuals committed to reducing tobacco use in Santa Cruz County.

Roles:

Coalition: The function of the Coalition is to serve as an advisory body to the Tobacco Education Program by forming a network of diverse agencies and motivated individuals to assist in the development and implementation of tobacco control efforts, including community education, policy advocacy, and collaboration.

Officers: In January of every year, the Coalition elects two Co-Chairs. The officers may serve two terms. The Chairs work with staff to develop meeting agendas and correspondence. The Chairs facilitate the Coalition meetings, sign correspondence, and speak on behalf of the Coalition. In the event that a Chair is unable to complete a term, a new Chair will be elected.

Staff: Is provided by the Health Department Tobacco Control Program. Staff works with the Coalition Chairs to prepare meeting agendas; take notes; type, and distribute meeting minutes and other relevant information; secure meeting rooms; set meeting schedules; provide clerical support; support committees and task forces through research, information and technical assistance.

COALITION BYLAWS

Staff will keep Coalition members apprised of developments in tobacco control, various presentations and trainings can be provided throughout the year, either at regularly scheduled Coalition meetings or at special meetings held for that purpose.

Membership: Members shall be recruited to include a diverse membership that reflects the geographic, cultural, and ethnic diversity of Santa Cruz County. Members shall be recruited by program staff and other Coalition members through networking with individuals and organizations. Members of the Coalition may serve indefinitely. Coalition membership and activities should always support the mission of the Coalition. Agencies and individuals directly in conflict with the mission and goals of the Coalition are subject to exclusion from the Coalition. Coalition members will have the opportunity to contribute meaningfully to Tobacco Education Program interventions, including participation in Communities of Excellence (CX) assessments, offering feedback on the Work Plan objectives, developing local strategies, advocating for policy adoption, and volunteering for various community events. Trainings will be provided as needed to coalition members in the fulfillment of their roles. Members are expected to participate in at least 3 Coalition activities annually.

Voting: Each member is able to vote on Coalition items; However, no more than 2 votes per agency or affiliation.