

**Oregon Statewide Tobacco Control Plan**

**Taking Action for a  
Tobacco Free Oregon**

**Year 4/5 Operations Plan  
2008-2009**

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

### **Goal 1, Priority Objective 1**

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

#### **Goal 1, Obj.1, Strategy 1:**

Develop and implement enforcement and surveillance systems for the 2009 State Indoor Clean Air Act (ICAA). *(This is a re-worded strategy)*

#### **Year 4/5 Activities:**

1. Continue to develop infrastructure for enforcement of the ICAA, including establishing Intergovernmental Agreements with all counties, and training counties on enforcement and compliance tracking protocols and systems.  
*Lead Agency: TPEP*
2. County health departments will operationally and institutionalize the ICAA through Intergovernmental Agreements.  
*Lead Agency: TPEP*

### **Goal 1, Priority Objective 2**

Reduce the percentage of individuals exposed to secondhand smoke in homes and vehicles.

#### **Goal 1, Obj. 2, Strategy 1:**

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

#### **Year 4/5 Activities:**

1. Implement a statewide smokefree multi-unit housing campaign that includes evaluation and tracking, as well as technical assistance, training, and support for community-level campaigns.  
*Lead Agencies: Health In/Sight through a contract with TPEP; ALAO*
2. Develop and implement strategies to promote passage of a state law requiring landlords to disclose a property's smoking policy in the lease.  
*Lead Agencies: ALAO; TPEP; Health In/Sight through a contract with TPEP*
3. Analyze data and explore policy options around smoking in cars.  
*Lead Agency: TPEP*

### **Goal 1, Priority Objective 3**

Increase the number of outdoor places that prohibit smoking.

#### **Goal 1, Obj. 3, Strategy 1:**

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

#### **Year 4/5 Activities:**

1. Provide technical assistance to support and sustain comprehensive tobacco-free policies at K-12 schools, Head Starts, and community colleges, including support for the development of communication, enforcement, and cessation systems.  
*Lead Agency:* ALAO through a contract with TPEP
2. Support the Step-Up! Partnership, urging hospitals to develop and sustain tobacco-free campus policies.  
*Lead Agencies:* Community Programs through grants from TPEP
3. Continue local campaigns for smokefree and tobacco-free\* properties and entryways at workplaces, parks, rodeos, fairgrounds, and other community settings.  
*Lead Agencies:* Community Programs through grants from TPEP
4. Communicate and enforce the 10-foot setback provision of the 2009 Indoor Clean Air Act (ICAA).  
*Lead Agencies:* TPEP; Community Programs through grants from TPEP

*\*Note:* "Tobacco-Free" refers to environments free from commercial tobacco products and does not prohibit the use of tobacco in ceremonial, spiritual, or religious practices by American Indians.

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

### **Goal 2, Priority Objective 1**

Decrease young people's desire to use tobacco.

#### **Goal 2, Obj. 1, Strategy 1:**

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

#### **Year 4/5 Activities:**

1. ALAO and counties work with school districts to improve enforcement and communication of the tobacco-free school policies. This may include, but is not limited to increasing signage on school campuses, developing comprehensive enforcement plans, and developing communication strategies for schools.

*Lead Agencies:* Community Programs through grants from TPEP; ALAO through a contract with TPEP

2. Mobilize a coalition to encourage the Department of Education to support tobacco use prevention programs and policies in school.

*Lead Agency:* Healthy Kids Learn Better Coalition

3. Increase the number of schools that participate in the Oregon Healthy Teens Survey.

*Lead Agency:* Healthy Kids Learn Better Coalition and TPEP

#### **Goal 2, Obj. 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 4/5 Activities:**

1. Build capacity among county health departments and school districts to address tobacco prevention and education using a Coordinated School Health approach.

*Lead Agencies:* TPEP; DHS/Office of Family Health

2. County health departments and schools access available funding opportunities to address tobacco prevention and education using a Coordinated School Health approach.

*Lead Agencies:* Community Programs through grants from TPEP

3. Develop messages for school and community leaders on the importance of integrating tobacco prevention efforts with other student and staff wellness issues throughout the community.  
*Lead Agencies:* Tobacco-Related and Other Chronic Disease Community Programs through grants from DHS Health Promotion and Chronic Disease Prevention Programs

## **Goal 2, Priority Objective 2**

Decrease youth access to tobacco.

### **Goal 2, Obj.2, 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 tobacco access to tobacco.

### **Year 4/5 Activities:**

1. Support a tobacco tax increase and work to ensure the money is dedicated to TPEP.  
*Lead Agency:* ALAO
2. Educate local decision makers about the need and benefits of a tobacco tax, specifically as it relates to reducing youth initiation of tobacco.  
*Lead Agency:* ALAO
3. Seek opportunities to engage new partners and champions in the promotion of a tobacco tax.  
*Lead Agency:* ALAO

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

### **Goal 3, Priority Objective 1**

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

#### **Goal 3, Obj.1, 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 4/5 Activities:**

1. Encourage businesses, non profits, labor and other employers to cover and promote cessation services.  
*Lead Agency: Make it Your Business, a program of the Washington Health Foundation*
2. Encourage tobacco-free environments as a means of supporting quitting efforts.  
*Lead Agency: TPEP*

### **Goal 3, Priority Objective 2**

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

#### **Goal 3, Obj.2, Strategy 1:**

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

#### **Year 4/5 Activities:**

1. Support a tobacco tax increase and work to ensure the money is dedicated to TPEP.  
*Lead Agency: ALAO*
2. Educate local decision makers about the need and benefits of a tobacco tax, specifically as it relates to reducing tobacco consumption.  
*Lead Agency: ALAO*

3. Seek opportunities to engage new partners and champions in the promotion of a tobacco tax.

*Lead Agency: ALAO*

**Goal 3, Obj.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 4/5 Activities:**

1. Provide cessation intervention training for providers (5A's) and promote evidence-based referral resources.

*Lead Agency: TPEP*

2. Incorporate the promotion of the Oregon Tobacco Quit Line in the Indoor Clean Air Act implementation materials.

*Lead Agency: TPEP*

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

### **Goal 4, Priority Objective 1**

Develop and implement effective population specific tobacco and smokeless tobacco control programs/policies directed at specific systems, organizations and environments where disparities exist.

#### **Goal 4, Obj. 1, 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 4/5 Activities:**

1. Maintain the Tobacco Disparities Advisory Council (TDAC) and ensure representation by populations experiencing disparities.

*Lead Agency: TPEP*

2. Support the provision of technical assistance and mentorship across all partners including TDAC, voluntaries, and all others addressing disparities.

*Lead Agency: TPEP*

#### **Goal 4, Obj. 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 4/5 Activities:**

1. Highlight and raise visibility of what the disparities are (data) and how we are addressing decreasing disparities at TPEP, with grantees and partners.

*Lead Agency: TPEP & TDAC*

2. Strengthen communication on ways to integrate/collaborate efforts to address disparities in workplans, policy agendas and fact sheets.

*Lead Agency: TPEP & TDAC*

3. Build capacity of all community programs to address disparities in local work.

*Lead Agency: TPEP & TDAC*

## **Goal 4, Priority Objective 2**

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

### **Goal 4, Obj. 2, Strategy 1:**

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

### **Year 4/5 Activities:**

1. Continue quantitative and qualitative data activities and support data literacy.  
*Lead Agency: TPEP & TDAC*
2. Publish and communicate findings to legislators, community leaders and others in the tobacco prevention community.  
*Lead Agency: TPEP & TDAC*
3. Support interventions to address disparities using public health data, best and promising practices and research on social determinants of health.  
*Lead Agency: TPEP & TDAC*
4. Support a tobacco tax increase and work to ensure the money is dedicated to TPEP.  
*Lead Agency: ALAO*

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

### **Goal 5, 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 Statewide Plan.

#### **Goal 5, Obj. 1, Strategy 1:**

Enhance and advance the communication, coordination, and cooperation among all partners to implement the statewide plan.

#### **Year 4/5 Activities:**

1. Update an inventory of current tobacco control infrastructure and communication on a semi-annual basis.  
*Lead Agency: TPEP & Statewide Strategic Planning Steering Committee*
2. Create one listserv or web resource that provides essential policy and advocacy information to the tobacco control community.  
*Lead Agency: ALAO*
3. Develop a mentorship program for community programs and partners.  
*Lead Agency: TPEP & Training Task Force*

#### **Goal 5, Obj. 1, Strategy 2:**

Ensure that all partners have adequate funding to implement the statewide plan.

#### **Year 4/5 Activities:**

1. Actively participate to ensure CDC Best Practices are implemented.  
*Lead Agencies: TPEP; Community Programs through grants from TPEP*
2. Expand tobacco prevention partnerships by integrating with other chronic disease prevention activities.  
*Lead Agency: TPEP*
3. Support a tobacco tax increase and work to ensure the money is dedicated to TPEP.  
*Lead Agency: ALAO*

## LEAD AGENCY CONTACT INFORMATION

### **American Lung Association of Oregon**

Contact: Dana Kaye, Executive Director  
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503-924-4094

### **DHS/Office of Family Health**

Contact: Isabelle Barbour, School Health Coordinator  
Adolescent Health Section  
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971-673-0376

### **DHS/Tobacco Prevention and Education Program DHS/Health Promotion & Chronic Disease Prevention Programs**

Contact: Karen Girard, Health Promotion Program Manager  
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971-673-1046

### **Health In/Sight**

Contact: Diane Laughter, Consultant  
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503 291-9134

### **Healthy Kids Learn Better Coalition**

Contact: Maesie Speer, Co-Chair  
Oregon School-Based Health Care Network  
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503-595-8423

### **Make It Your Business: Insure a Tobacco-Free Workplace**

Contact: Dawn Robbins, Program Director  
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