

Tobacco Prevention Accountability Metrics Workgroup



Overview

The purpose of the 2018 Tobacco Prevention Accountability Metrics Workgroup was to collaborate, plan and identify accountability measures to incorporate into the Tobacco Prevention Education Program (TPEP) program element and other contractual instruments to ensure that the statewide Tobacco Prevention Education Program investment is used in the most effective manner possible. The workgroup met in February 2018 to develop a list of tiered TPEP program components, strategies and activities. The list was reviewed and revised by the Conference of Local Health Officials (CLHO) Prevention and Promotion committee in June/July 2018. The identified program components will be used to guide the TPEP funding formula workgroup discussions beginning in August 2018. The list will provide a framework to determine the amount of resources necessary for each element of the program within local communities.

TPEP Accountability Workgroup: Identified Program Components

Basic – All programs should be doing this:

- Enforce Indoor Clean Air Act (ICAA)
- Educate elected officials and community leaders about effective tobacco prevention practices for reducing the burden of disease, cost and other data about the harms of tobacco
- Implement tobacco, smoke and vape-free policies for all County buildings (owned/managed)
- Ensure a workforce that is informed and aware of tobacco industry approaches
- Provide training support and continued education to maintain highly qualified staff
- Educate policy makers about the benefits of both ICAA and smoke and vape free campus policies for city government campuses
- Develop health systems partnerships to promote effective cessation practices, including promotion of the Oregon Tobacco Quit Line
- Advocate for insurance benefits to cover tobacco cessation for county employees
- Address inconsistencies (“carve outs”) in county property tobacco-free policies and educate policy makers about the benefits of policy consistency.
- Use of quantitative and qualitative data and methods to educate community, guide policy direction and evaluate efforts
- Use of quantitative and qualitative data highlighting local disparities
- Educate businesses on ICAA compliance
- Share state communications and encourage community partners do so also (strategic sharing)
- Earned/owned media to promote Quit Line number
- Earned-media activities to highlight dangers of tobacco industry tactics

Necessary for Mobilization and Passage of Local Tobacco Control Policies:

- Educate elected officials about tobacco retail policy options including addressing flavors in the retail environment
- Educate county and community leadership about tobacco policy goals, ICAA and tobacco retail restrictions

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- Model proposed policies and ordinances based on other Oregon jurisdictional examples of successful policy passage
- Develop strategies using processes that engage variety of perspectives from those most burdened by tobacco including representatives of racial/ethnic minorities, Medicaid users, LGBTQ community members, and people living with disabilities, including mental health and substance use challenges.
- Develop active, engaged, well facilitated coalitions focused on policy change
- Collaborate with alcohol and drug prevention partners to facilitate community partnerships to advance policy, system and environmental changes impacting use/abuse of tobacco, alcohol and other drugs
- Educate and mobilize community leaders in support of raising the price of tobacco and tobacco retail licensure
- Quickly mobilize community advocates to advance legislation or local policy
- Employ comprehensive communication strategies
- Educate county and city leadership about comprehensive ICAA policies
- Educate county and city leadership about smoke, tobacco and vape free worksites
- Communicate to Board of County Commissioners the importance of funding a comprehensive local and statewide tobacco prevention program
- Demonstrate executive leadership support of tobacco prevention (LHD administrators, Board of County Commissioners)
- Establish community norms that value prevention

Some counties/programs can do these strategic activities:

- Establish Tobacco Retail Licensure
- Collaborate with local youth to educate and engage local leaders to advance policy
- Engage CCO to implement screening, referral and policy goals
- Conduct minimum legal sales age inspections under Tobacco Retail Licensure program to impose penalties for violations
- Collaborate with local coalitions to advance tobacco-free county properties, tobacco retail policy goals and support/strengthen the ICAA
- Collaborate with partners to leverage funding for paid media
- Encourage smoke-free multi-unit housing
- Encourage the LHAs and CCOs to invest in evidence-based tobacco prevention
- Establish strong, trusting relationships between LHA and local policy makers and organizations
- Implement media strategies related to Quit Line, tobacco's links to the social determinants of health, health equity issues, etc.
- Leverage statewide health communication campaigns and encourage community partners do so also (strategic sharing)
- Build a coalition to expand clean air policy and close exemptions to the ICAA.
- Encourage hospitals and health system partners to use community benefit money for evidence-based tobacco prevention efforts in communities
- Create closed-loop referral systems within health and human services county programs