

Coalition Member Handbook



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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.

Tobacco Education History

Proposition 99 was overwhelmingly (63%) passed by 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:

- ✓ Medical services (physicians and hospitals) 45%
- ✓ Tobacco-related disease research 5%
- ✓ Health education (schools and community, media) 20%
- ✓ Public resources (environmental programs) 5%
- ✓ Unallocated 25%

State Tobacco Education Goals

- ❖ The initial goal of the education component of the program was to reduce tobacco consumption in California by 75% by 1999.
- ❖ Results from a study in 2005 show that smoking rates in California have dropped 33% since the program began in 1988 with the passage of Proposition 99.
- ❖ The California Department of Health Services/Tobacco Control Section has three main areas of focus in tobacco education and prevention:
 - ✓ Eliminate exposure to environmental tobacco smoke (ETS).
 - ✓ Eliminate youth access to tobacco products.
 - ✓ Counteract pro-tobacco influences in the community

Coalition Roles

Tobacco Education Coalition

**California Department of Health Services
Tobacco Control Section
Proposition 99 Tobacco Tax Funding**

Tobacco Education Staff

Dena Loijos, Project Director
Joanna Reed, Project Coordinator

Coalition Members

Establish/support group goals
Provide input on group activities
Represent HSA and coalition

Co-Chairs

Bob Correa/Diversity Center
Denise Gannon/Pajaro Valley
Prevention & Student Assistance

Member Responsibilities

- Participate in determining the direction of the Coalition;
- Serve as a liaison to your agency;
- Assist in drafting strategic plans for scope of work 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 key official meetings and events;
- Serve as ambassador for the work of the coalition and promote its mission where and whenever possible;
- Gather and relay appropriate information to the coalition to serve as a basis for decisions;
- Attend meetings on a regular basis;
- Help to develop and implement a self-sufficiency plan;
- Provide a thorough update on your agency's tobacco related activities to the coalition each month.

2004-2007 Scope of Work

At least 1 outdoor tourist destination (such as Capitola Village, Santa Cruz Wharf, or Pacific Avenue) in Santa Cruz County will adopt and enforce a policy to prohibit smoking within 20 feet of entrances, exits, and operable windows of buildings accessed by the public; and/or adopt and enforce a policy to prohibit smoking on public beaches.

At least 3 multi-unit housing complexes in Santa Cruz County will adopt a policy restricting smoking in common areas (laundry room, court yards, recreation areas, walkways) and at least 2 (either of the 3 or in addition) multi-unit housing complexes will set aside a minimum of 25% of their units as smoke-free.

Blaine Street minimum security women's jail will adopt a policy prohibiting smoking.

One (1) outdoor LGBT event or parade in Santa Cruz County will adopt a policy designating a portion or all of the outdoor area or event as smoke-free.

At least 5 local community groups or venues in the County of Santa Cruz, such as the Santa Cruz Diversity Center, Rotary Club, or Women's Health Center, will adopt formal written policies against accepting any form of tobacco industry sponsorship or donation.

At least one jurisdiction in Santa Cruz County will adopt a tobacco retail licensing policy.

Recent Accomplishments

2003

- Successfully advocated for advertising policies at Good Times newspaper;
- Worked with local tobacco merchants to achieve full compliance with state and local self-service tobacco display laws

2004

- Worked with Santa Cruz Beach Boardwalk to develop and implement a smoke-free park policy;

2005

- Joined forces with Santa Cruz and Capitola City Councils to adopt and implement smoke-free beach ordinance for Main Beach in Capitola and Main and Cowells 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 Diversity Center Pride Planning Committee to write and implement a smoke-free policy for the 2006 Pride Rally
- Supported County Parks and Recreation Commission's smoke-free city parks referendum

Coalition Contact Information

Project Director

Dena Loijos **454-5018**

Project Coordinator

Joanna Reed **454-4304**

Coalition Co-chair

Bob Correa/Diversity Center **425-5422**

Coalition Co-chair

Denise Gannon/Pajaro Valley Prevention &
Student Assistance **728-6445**

Meeting Schedule

All meetings take place on the 4th Wednesday of every month at the Aptos Library from 12:00pm-2:00pm unless otherwise noted. Typically the group does not meet in July or November. Please call to confirm time and location.