



The Tobacco Education Coalition

Tobacco Education Coalition Member Handbook

2010-2013



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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.



The Tobacco Education Coalition

CONTACT INFORMATION

Project Director:

Natasha Kowalski, MPH

Project Coordinator:

Andrea Silva Solano, MPH

Coalition Chair

Kathleen Hofvendahl-Clark, MPH

For more information please check out our

Facebook Page:

<http://www.facebook.com/sctobaccoeducation>

Phone: 454-4319

Email: andrea.silva@health.co.santa-cruz.ca.us

All meetings take place on the 4th Wednesday of odd months.

Please call or email to confirm location

The Tobacco Education Coalition

ACCOMPLISHMENTS

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.

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!



The Tobacco Education Coalition

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 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

The Tobacco Education Coalition

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.

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.

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.



The Tobacco Education Coalition

Objectives

2010-2013

By June 30, 2013, at least 1 of 5 jurisdictions in Santa Cruz County will adopt and implement a tobacco retail licensing policy that includes sufficient annual fees to conduct regular compliance checks of retailers.

By June 30, 2013 5 out of 9 migrant housing centers in Santa Cruz County will adopt and implement a policy prohibiting smoking in outdoor and/or common areas as evidenced by a no smoking clause in the resident mandatory lease or agreement.

By June 30, 2013 recruit and maintain at least 5 representatives from diverse populations, priority populations, and non-traditional partners to participate in the Santa Cruz County Tobacco Education Coalition.



The Tobacco Education Coalition

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: The Health Department; Tobacco Control Program provides staff to the Coalition. 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.