
Contact Information

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Visit our website and Facebook page:

www.santacruzhealth.org/tobacco
www.facebook.com/sctobaccoeducation

Meetings take place on the third Wednesday of every other month, from 9:30 to 11:00 a.m.

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

Tobacco Education Coalition

Member Handbook 2022-2025



*A program of the Santa Cruz County
Health Services Agency*

Welcome!

We are so glad that you have decided to join the Santa Cruz County Tobacco Education Coalition!

This Member Handbook explains everything you need to know to be an active, informed member of the Coalition, including our:

- Mission Statement
- History
- Operations
- Goals
- Member Activities
- 2022-2025 Objectives
- Bylaws
- Member Responsibilities
- Accomplishments
- Contact Information

Accomplishments

- Worked with the cities of Capitola, Santa Cruz and Watsonville, and the County to ban the sale of flavored tobacco products.
 - Worked with the cities of Santa Cruz and Watsonville to pass Resolutions Recognizing Tobacco Waste as a Public Health and Environmental Threat.
 - Successfully advocated for comprehensive smoke-free outdoor ordinances in the cities of Santa Cruz and Capitola.
 - Passed tobacco retail licensing (TRL) ordinances in all five jurisdictions.
 - Collaborated with PVPSA and The County Fair Board to implement smoke-free County Fairgrounds.
 - Worked with Dominican Hospital to become a smoke-free campus.
 - Worked with the cities of Capitola, Santa Cruz, Scotts Valley and the County to prohibit new tobacco retailers near schools.
 - Worked with the cities of Santa Cruz, Scotts Valley and the County to update existing tobacco ordinances to include electronic smoking devices.
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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.
- **Engage** 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 an ambassador for the work of the Coalition, and promote the mission wherever 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.

Mission Statement

The Santa Cruz County Tobacco Education Coalition (TEC) is a nonprofit partnership of people and organizations, committed to promoting and advocating for 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.



History

The Tobacco Education Coalition was formed in 1985 and is funded by Propositions 99 and 56, the sales taxes on tobacco products.

It is staffed by the County of Santa Cruz Health Services Agency, and chaired by individuals from member organizations.

The Coalition is open to all community members including parents, youth advocates, environmentalists, health professionals, and representatives from schools, public agencies, and community-based organizations.



Bylaws

Members: Diverse members shall be recruited to reflect the geographic, cultural, and ethnic diversity of Santa Cruz County. Members shall be recruited by program staff, officers, and members through networking with individuals and organizations. Members 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 participating in Communities of Excellence (CX) assessments, 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 three Coalition activities annually.

Voting: Each member votes on Coalition items; however, no more than two votes per organization.

Bylaws

The roles of Tobacco Education Coalition participants are outlined below.

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: Every year, the Coalition elects two Co-Chairs. 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: Staff support is provided by the Health Department's 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; support committees and task forces through research, information, and technical assistance. Staff will keep members apprised of developments in tobacco control.

Goals

Educate about the dangers of tobacco, tobacco waste, and secondhand smoke.

Reduce youth access to tobacco.

Advocate for non-smokers' rights.

Collaborate with local policy makers to pass tobacco-related policies.

Promote tobacco cessation services.

Train and engage diverse community members to participate in tobacco control activities.



Member Activities

Members are expected to participate in at least three Coalition activities annually.

- Meet with local policy makers, public officials and their staff to share information about tobacco issues.
- Use hand-held devices to complete public awareness surveys about tobacco issues and support for policy changes.
- Train and engage local youth to complete tobacco waste litter cleanups and data collection, including maps, photos, experiential artwork, and personal observations.
- Submit letters to the editor regarding specific tobacco issues to educate the public and encourage support for policy changes.
- Speak at City Council or Board of Supervisors meetings in support of tobacco policies under consideration.
- Provide presentations on tobacco-related issues to schools, neighborhood groups, youth groups, etc.

2022-2025 Objectives

By June 30, 2025, at least one jurisdiction in Santa Cruz County will:

- 1) Adopt and implement a policy to eliminate the sale and distribution of a class of tobacco products or paraphernalia that demonstrably contributes to **tobacco product pollution**.
- 2) Adopt a Tobacco Retail Policy (TRL) to include a prohibition on the sale and distribution of **flavored tobacco products** and electronic smoking devices.
- 3) Adopt a policy prohibiting smoking in **outdoor dining spaces**, beverage and service areas of restaurants, bars, nightclubs, and mobile catering businesses and their service lines.

In addition, by June 30, 2025, the Tobacco Education Coalition will **develop collaborative partnerships** with eight organizations and/or individuals representing priority populations, to participate in a minimum of three tobacco-control activities that focus on policy, systems, and environmental change, such as community assessment, data collection, and education of community members and decision makers.
