

F.Y.I.



A PROJECT UPDATE FROM THE CONTRA COSTA COUNTY TOBACCO PREVENTION PROJECT

Fall 2014

As of January 1, 2015 **every property owned or leased by Contra Costa County, including parking lots and grounds, will be smoke-free.** Smoking, including use of medical marijuana and electronic smoking devices such as e-cigarettes, will not be allowed anywhere on the campuses of these facilities, including inside buildings, in parking lots (including inside vehicles), courtyards or driveways. For more information about this new law, visit www.smokefreec.org.

On 8/19/14, the **El Cerrito City Council voted 5-0 to adopt what may be the most comprehensive secondhand smoke protections ordinance in CA**, with 100% smoke-free multi-family housing (both new and existing units), and smoke-free outdoor commercial areas, dining areas, parks, special events, service areas and sidewalks. The use of electronic smoking devices are prohibited wherever smoking of tobacco is prohibited. The American Lung Association, Americans for Non-Smokers Rights, Save the Bay, the West County Sierra Club and three residents provided supportive testimony. The City Council also heard testimony about secondhand smoke in apartments; about the impact of cigarette butts on El Cerrito creeks and the San Francisco Bay; and how flavored tobacco products and electronic smoking devices are being marketed to youth. The American Cancer Society, as well as the Tobacco Prevention Coalition, sent letters of support, and the County Tobacco Prevention Project provided information on the importance of secondhand smoke protections and regulating the use of electronic smoking devices. City Councilmember Mark Friedman referred to the American Lung Association's Tobacco Report Card and declared that the city "...needs to go from an F to an A+ and deal with this issue in an aggressive, health-oriented way. We pride ourselves in being the greenest city we can." The Council formally adopted the policy on 10/7/14. The law will come into effect 30 days after adoption. For more information, contact Denice Dennis at 925-313-6825 or denice.dennis@hsd.cccounty.us.

On **10/15/14, El Cerrito's Planning Commission will hold a study session to discuss tobacco retail sales regulations** that may help achieve the City Council's stated goal of ending illegal sales of tobacco to minors and preventing initiation of tobacco use among youth and young adults. Options to be discussed include tobacco retailer licensing; creating "buffer zones" to reduce density of retailers and prohibit retailers near youth sensitive areas; and prohibiting distribution of tobacco and electronic smoking devices samples and coupons. For more information, contact Jaime Jenett at (925) 313-6216 or jaime.jenett@hsd.cccounty.us.

On 9/8/14, the **Pleasant Hill City Council** unanimously voted to direct staff to **explore policy options that would regulate electronic smoking devices and make the downtown area smoke-free.** Tobacco Prevention Project staff will be in contact with city staff to offer technical assistance. Coalition members will be notified when there is an opportunity to provide input to the City Council. For more information, contact Jaime Jenett at 925-313-6216 or jaime.jenett@hsd.cccounty.us.

Tobacco Prevention Coalition Meeting

Monday, November 17, 1:30 -3:30 pm

**Contra Costa County Office of Education, Briones Room,
77 Santa Barbara Road, Pleasant Hill**

Topics include: Selecting the next community for secondhand smoke protections campaign; Speaking Up: learn how to explain why stores matter; discussion of newest "Cost of Smoking Report"

For more information, call (925) 313-6216 or email cctobaccopreventioncoalition@gmail.com
Non-members welcome to attend meetings. To become a member, click [here](#).

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COMMUNITY WELLNESS & PREVENTION PROGRAM

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On 9/11/14, the **Pleasant Hill Parks and Recreation District** voted to strengthen their existing secondhand smoke law by **prohibiting the use and disposal of electronic smoking devices in parks, recreation areas and facilities**, including parking lots, under the jurisdiction of the Parks and Recreation District.

Tobacco companies and their products have cost Contra Costa \$540 million dollars, according to a new study just released by the Tobacco-Related Disease Research Program (TRDRP). **Contra Costa ranks ninth in the state for the highest cost of smoking and ninth for the most direct healthcare costs attributable to smoking.** While the smoking rate in California has decreased by 50 percent over the last two decades, the price tag for tobacco use continues to increase in the State and Contra Costa County because of inflation and the rising cost of healthcare, the report explains. The TRDRP-funded “Cost of Smoking in California” report—which was recently completed by University of California, San Francisco (UCSF) researchers, Drs. Wendy Max and HaiYen Sung—analyzes the economic burden of smoking, including direct healthcare costs and indirect costs from lost productivity due to illness and premature death. The report is the third in a series of reports on California smoking-attributable costs, following reports done in 1989 and 1999. For more about the report, go to: <http://www.trdrp.org/>.

For over a decade the American Lung Association has released a national State of Tobacco Control (SOTC) report, with the next one scheduled to be released in January 2015. This year, the American Lung Association in California has developed a new grading methodology to use for the annual report to better reflect the strong local policies passing throughout the state. In the new ALA Report Card Methodology, grades are assigned for the following policy categories: Smokefree Outdoor Air, Smokefree Housing and Reducing Sales of Tobacco Products. These three grades, plus an Emerging Issues bonus point section, are then averaged for one Overall Tobacco Control Grade. **The updated grading methodology for the State of Tobacco Control Report California Local Grades may result in jurisdictions receiving adjusted grades.** For more information, go to <http://www.lung.org/associations/states/california/advocacy/fight-/>.

Save the Bay has collected information about tobacco waste throughout Bay Area waterways and has created an interactive map to show tobacco butt hotspots. Four Contra Costa cities, **Hercules, Martinez, Pittsburg and Antioch, are highlighted as having very high rates of tobacco butts collected during last year's Coastal Clean-up Day.** Save the Bay partnered with the Tobacco Prevention Coalition in advocating for smokefree policies in the city of El Cerrito, specifically because of the Creeks there, and interest in reducing the amount of tobacco waste that is going into the Bay. They are currently conducting a survey on which jurisdiction they should be working with next. The interactive map and survey can be accessed at: https://www.savesfbay.org/secure/cigbutthotspots?ms=EML_POL_ButtFreeBayTHS#vote.

The California Tobacco Control Program (CTCP) has released a Funding Alert, #15-100, for Achieving Tobacco-Related Health Equity Among California's Diverse Populations. The Funding Alert can be found by clicking [Funding Alert here](#) for more information. Any updates will be available through the CDPH/CTCP Tobacco Control Funding Opportunities and Resources (TCFOR) website at: <https://tcfor.catcp.org/>. The Request for Applications will be released on November 13th through the same website. **The grants are intended to fund projects to implement and evaluate policy, system, and environment change efforts aimed at preventing and reducing tobacco use among population groups with high rates of smoking.** The specific priority policy areas are to: 1) Limit Tobacco Promoting Influences; 2) Reduce Exposure to Secondhand Smoke, Tobacco Smoke Residue, Tobacco Waste, and Other Tobacco Products; 3) Reduce the Availability of Tobacco, including Emerging Products; and 4) Promote Tobacco Cessation.

Friend the Tobacco Prevention Coalition on Facebook:

“[Tobacco Prevention Coalition of Contra Costa](#)” Visit us online at:

<http://www.cchealth.org/topics/tobacco/>