

Healthy Carolinians Action Plan - 6

100% Tobacco Free Schools

County: Forsyth **Partnership:** Forsyth County Healthy Community Coalition **Period Covered:** July 2004 to June 2011

LOCAL PRIORITY ISSUE

- Priority issue: Health Behaviors
- Was this issue described in your county's most recent Community Health Assessment? Yes
- List other sources of information about this priority issue: YRBSS, local restaurant inspections

LOCAL COMMUNITY OBJECTIVE - Please check one: New Ongoing from last certification

- By: 2011
- Objective 1: To pass the 100% tobacco free school policy for the Winston-Salem / Forsyth County Schools.
- Objective 2: to Increase the number of smoke-free restaurants by 5%.
- Original Baseline:
 - The tobacco-free school policy is NOT in place
 - By the end of 2006, we will have an accurate count of all smoke-free restaurants in Forsyth County compared to total restaurants.
- Date and source of original baseline: local school board policy; environmental health database.
- Date and source of updated information:

POPULATION(S)

- Local population(s) experiencing disparities in relation to this local objective: Minority women, youth, lower income adults
- Describe the local population(s) that will benefit: All youth that attend public school and all community residents, regardless of health status, who frequent local restaurants.
- Total number in population: 350,000. Total number in public school system: 48,513
- Number you plan to reach: 50,000 general public - adults, 48,513 youth

NC 2010 FOCUS AREA AND NC 2010 HEALTH OBJECTIVE ADDRESSED

- Check one NC 2010 focus area:

<input type="checkbox"/> Access to Health Care	<input type="checkbox"/> Infant Mortality
<input type="checkbox"/> Chronic Disease	<input type="checkbox"/> Infectious Diseases
<input type="checkbox"/> Community Health	<input type="checkbox"/> Injury
<input type="checkbox"/> Disability	<input type="checkbox"/> Mental Health
<input type="checkbox"/> Environmental Health	<input type="checkbox"/> Older Adult Health
<input checked="" type="checkbox"/> Health Promotion	<input type="checkbox"/> Oral Health
<input type="checkbox"/> Other - Please Describe:	
- NC 2010 Health Objective: 1 = Reduce tobacco use by high school students. 2 = Reduce tobacco use (cigarette smoking) by adults.

INTERVENTIONS, SETTING, & TIMEFRAME	COMMUNITY PARTNERS Roles and Responsibilities	EVALUATION PLAN & PROGRESS TO DATE
<p>1. In order to secure the active involvement of the priority population(s), our Partnership will: Ensure that youth groups and community members are engaged in planning and implementation of a 100% tobacco free school policy and of promoting smoke free restaurants.</p>		<p>Progress to Date: A variety of volunteers (including youth) have been involved in the selection and design of the restaurant portion of the Smoking & Babies Just Don't Mix campaign and in the effort to encourage school board members to pass a 100% smoke-free school policy.</p>
<p>2. Marketing/Communication activities related to this community objective: Hold press conferences; call individual reporters at local TV, print, and radio media; highlight smoke-free restaurants on the FCIMRC website, the FCHCC website, and like to the list from the Department of Public Health website.</p>		<p>Progress to Date: Significant press coverage of the smoke-free restaurant list on the Forsyth County Infant Mortality Reduction Coalition's website (www.HelpOurBabies.org) has been generated. Additional media coverage of the tobacco free schools issue has run.</p>
<p>3. Intervention: Encourage school board members to pass a policy for Forsyth County school to become 100% tobacco free.</p>	<p>Lead agencies: FC Department of Public Health</p>	<p>This is <input checked="" type="checkbox"/> New <input type="checkbox"/> Ongoing <input type="checkbox"/> Completed Process: Students have met with 4 of the 9 school board members.</p>

<p><u>Settings:</u> schools <u>Dates:</u> May 2005 to 2011 <u>Activities:</u> Coordinate meetings of youth and local community members with each school board member that is deemed open to the policy.</p>	<p><u>Other agencies:</u> Coalition for Drug Abuse Prevention FCHCC 100% Tobacco Free School Task Force</p> <p><u>Roles and Responsibilities:</u> FCDPPH will: - hire a full time youth tobacco prevention coordinator, - work with local youth groups to determine if any are interested in advocating for a 100% tobacco free school policy, - assure training of students in tobacco information and in empowerment and advocacy - arrange meetings, and - provide transportation as needed.</p>	<p><u>Impact:</u> By 2011, Forsyth County school board will have adopted the 100% tobacco free school policy <u>Health/ Safety Outcomes:</u> Long-term goal: By 2011, the percentage of high school students who are current smokers will decline by 5%</p> <p><u>Progress to Date:</u> A team of students have been engaged and are very interested in this issue. Youth have received training and are strong advocates for their own health</p>
<p>4. <u>Intervention:</u> Encourage local restaurants to cut out their smoking section and encourage community residents to eat at smoke-free restaurants. <u>Settings:</u> restaurants <u>Dates:</u> May 2004 to 2011 <u>Activities:</u> - Offer free listing of smoke-free restaurants by creating a web-based smoke-free restaurant list - re-create restaurant inspection form so that all restaurant inspections will indicate if restaurants are smoke free (this does NOT impact their sanitation grade). - hold press events to draw attention to smoke-free restaurants - engage youth , pregnant women, and families with young children to participate in press events and meetings with restaurant owners and managers.</p>	<p><u>Lead agencies:</u> FC IMRC FCDPH - Youth Tobacco Prevention</p> <p><u>Other agencies:</u> FCHCC Community volunteers</p> <p><u>Roles and Responsibilities:</u> FCIMRC and FCDPH will: - coordinate volunteer training and equip community members with the information and resources to approach local restaurant owners - maintain a website to list smoke-free restaurants - create media messages for a "Breathe Easy" media campaign (funded by the Health and Wellness Trust Fund) - re-create the restaurant inspection form to include information on smoking status</p>	<p>This is: X New _ Ongoing _ Completed <u>Process:</u> The smoke-free web site listing has been created. 175 restaurants are now listed. Publicity in the form of earned (free) media for restaurants that switch to non-smoking will continue 2 times per year throughout the coming years.</p> <p><u>Impact:</u> Workers and customers are now more likely to have an environment free of second hand smoke in which to eat and work.</p> <p><u>Health/ Safety Outcomes:</u> By 2011, the number of Forsyth County adults who report that they smoke will decrease by at least 5%.</p> <p><u>Progress to Date:</u> The Advocacy team of the FCIMRC created the Smoking & Babies Just Don't Mix campaign when we realized that the high percentage of minority pregnant women who smoke was one major contributor to our high infant death rate. The policy piece of the campaign focused on promoting smoke-free restaurants.</p> <p>Campaign is well underway and has received much local media attention. Restaurant inspection form has been re-done and list of smoke-free restaurants are shared monthly with the FCIMRC.</p>