



Crushing Out Tobacco in San Joaquin County

2014 Quarter 4 STOPP Newsletter

As the fiscal year comes to a close, the San Joaquin County Smoking and Tobacco Outreach/Prevention Program (STOPP) reflects on accomplishments and challenges from the past year and looks forward to future activities.

2013-2014 Year in Review:

Our first priority (Objective 1) focused on tobacco influences in the retail environment. Last fall, STOPP staff and Coalition members participated in the planning, coordination, and implementation of data collection related to the statewide *Healthy Stores for a Healthy Community* Campaign. Utilizing results from the survey, STOPP staff and volunteers conducted intercept surveys to gauge public opinion on the availability and marketing of healthy and unhealthy options offered in stores that sell tobacco in our community. Of the 344 completed surveys, almost 80% of respondents noted that it is easy to buy cigarettes in stores in their community, and over 50% of respondents stated that tobacco sales to youth is a

big problem in Stockton. Since stores impact the economic well-being of neighborhoods and the physical health of the people who visit them, results from these public opinion surveys will be critical in helping to guide future STOPP activities.

Our second priority (Objective 2) focused efforts on establishing a voluntary smoke-free policy in at least two multi-unit housing (MUH) complexes in San Joaquin County. Smoke-free MUH has been an ongoing effort of STOPP since 2007, but managers have been reluctant to adopt such policies due in part to perceived opposition from tenants. STOPP staff provided educational materials to MUH complex owners and managers and offered technical assistance to those interested in learning

more about their policy options for smoke-free housing.

Our third priority (Objective 3) involved developing coalition partnerships. STOPP staff was tasked with recruiting and maintaining a minimum of five new strategic community partners in order to support and strengthen tobacco-related policy, systems, and environmental change activities in San Joaquin County. Over the past year, the Coalition welcomed partners from the American Cancer Society, the San Joaquin County Asthma and COPD Coalition, Sutter Tracy Community Hospital, Health Plan of San Joaquin, and the U.S. Department of Health and Human Service's Office of the Assistant Secretary for Health/Office of the Regional Administrator.



STOPP volunteer conducting education and outreach at the Second Annual Unity Fair, Cesar Chavez High School

Moving Forward:

2014-2017

As the program transitions from 2013-2014 to the next three year plan, STOPP staff and Coalition members look forward to future endeavors. The STOPP 2014-2017 plan starts on July 1, 2014 with a new set of goals and objectives addressing smoking and tobacco use in San Joaquin County.

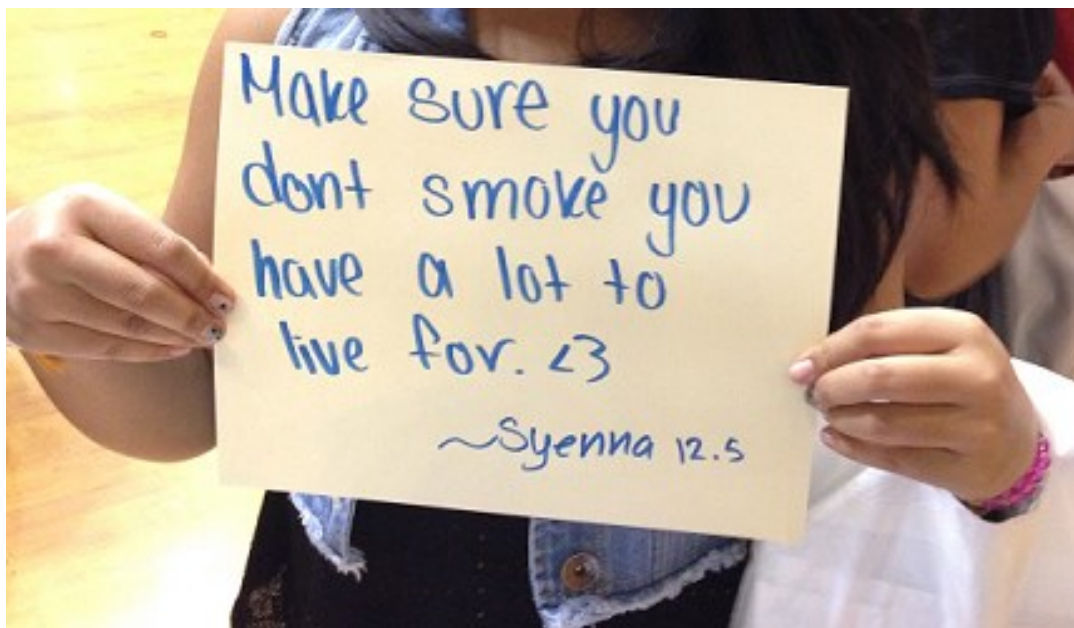
Objective 1 will take on the challenge of smoke-free outdoor non-recreational areas, particularly public transit stops. High-risk populations, including children, the elderly, pregnant women and low-income workers are largely affected by secondhand smoke in public places, such as transit stops. STOPP staff hopes to partner with San Joaquin County Regional Transit District to address health concerns and educate community partners and riders on the benefits of smoke-free transit.

Objective 2 focuses on tobacco advertisements and their influences on the retail environment – specifically increasing awareness and enforcement of the Lee Law. The Lee Law states that no more than one third of window space can be covered with advertising or signs, and window

signage must be placed so that law enforcement personnel have a clear and unobstructed view of the interior of the store, including the cash registers. As a health and public safety issue, STOPP staff and Coalition members aim to establish new partnerships and build on existing ones while working toward a common goal of healthier stores in our communities.

Finally, Objective 3 will seek to engage tobacco control advocates in the San Joaquin County Community Health Needs Assessment (CHNA) process. The CHNA will use an inclusive, data rich, and community driven process, thus representation from STOPP will promote the inclusion of indicators and interventions that support tobacco-free living.

STOPP staff would like to thank Coalition members and volunteers who continue to provide support and assistance in addressing smoking and tobacco use in our county. If you are interested in learning more about the STOPP Coalition or would like to get involved, please contact STOPP staff at (209) 468-2415.



Student holds sign at a community health event attended by STOPP staff