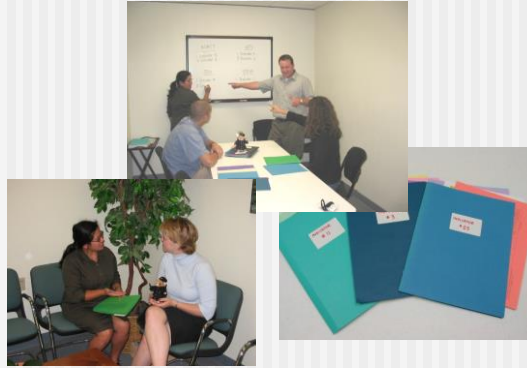


Communities of Excellence In Tobacco Control



Health Protection Act of 1988

Proposition 99

The Ultimate Goal

Eliminate death and disease resulting from
tobacco use and exposure to secondhand
smoke

Health Protection Act of 1988

Proposition 99

Community Norm Change Strategy

Emphasizes changing norms in the larger physical and social environment, rather than changing the behavior of individuals

For Example...

All of the work we do falls into four Priority Areas:

1. Limit tobacco promoting influences
2. Reduce exposure to secondhand smoke and tobacco waste
3. Reduce the availability of tobacco
4. **Promote Tobacco Cessation**

All of the work we do falls into four
Priority Areas:

Pop Quiz – What are the four Priority Areas?

Why Communities of Excellence?

1. Community planning framework
2. Assesses the tobacco control-related needs of a community
3. Used for developing, implementing, and evaluating a tobacco control plan to address the needs.

Takes Place for Every 3 Year Work Plan



2001-204
204-2007
2007-2010
2010-2013
2013-2017

Getting Organized

- I. Staff
- II. Research
- III. Community Partners

I. Staff

- Staff are trained by California Tobacco Control Program (CTCP)
- Measures (Indicators and Assets)
- Core requirements
- Additional requirements





All of the work we do falls into four
Priority Areas:

Pop Quiz – What are the four Priority Areas?

Indicators

- Represent environmental or community level measures which ask, to what extent a certain condition exists

Indicators

- For Example:
- Indicator: 2.1.13 – The number of jurisdictions covered by a public policy that prohibits smoking in the individual units of multi-unit housing

Indicators

- For Example:
- Indicator 3.2.9- The number of jurisdictions covered by a public policy that requires tobacco retailer to purchase a license to sale tobacco

Assets

- Factors that promote and sustain tobacco control efforts in the community by facilitating tobacco control work

Assets

- For Example:
- Asset 2.4- the extent our program has participatory collaborative partnerships with youth and mobilizes their involvement in community tobacco control efforts (planning, implementing, evaluating)

Assets

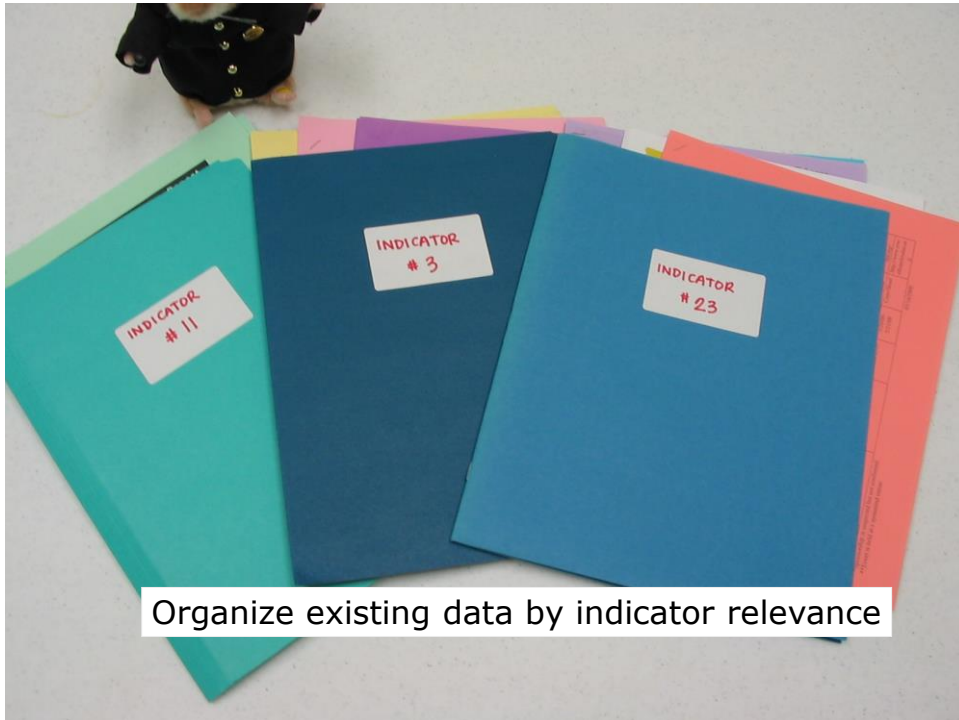
- Other Examples?



II. Research

Create Data Packets for each indicator and asset





Organize existing data by indicator relevance

Ready to Start the Assessment

The Indicator Assessment process consists of two parts:

1. Rate Community Readiness (worksheet B)
2. Rate Policy or System Stage of Change Status (Worksheet C)

The Assessment

1. Community Readiness (worksheet B)

- Scope of the Problem
- Community Awareness
- Community Support
- Decision Maker Support
- Earned Media

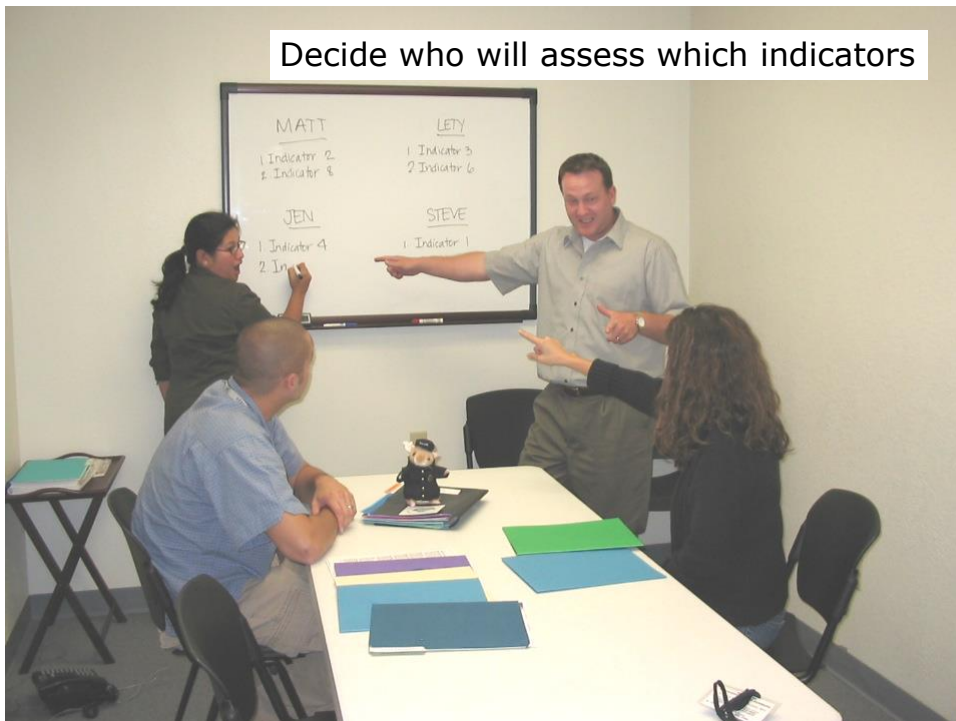
The Assessment

2. Policy or System Stage of Change Status

- | | |
|---------------------------------|---|
| • No Formal Activity | 0 |
| • Planning/Advocating | 1 |
| • Policy/System Change Proposed | 2 |
| • Policy/System Change Adopted | 3 |
| • Policy Implemented | 4 |
| • Compliance/Enforcement | 5 |

III. Community Volunteers

The Key to a Successful Community Assessment





Provide volunteers with worksheets and relevant data prior to assessment

