

## Congressional Prevention Caucus Briefing

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## Tobacco Control and Prevention Program (TCPP)

Vision: A smoke-free Los Angeles County

Mission: To reduce tobacco-related death, disease, and disability in Los Angeles County

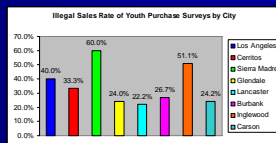
Priority Areas:

- Decrease exposure to secondhand smoke
- Reduce youth access to tobacco products
- Promote cessation services
- Counter pro-tobacco influences

## Reduce Youth Access

Challenge:

- 11.8% youth smoking prevalence - higher than the California State 2008 goal of 8%
- Youth smoking increased in 2006
- High illegal sales rate



## Reduce Youth Access

Intervention:

Community mobilization combined with stronger local tobacco retailer laws that includes active enforcement:

- Mobilize community agencies, city and county officials, and community stakeholders to advocate for strong local tobacco retail licensing policies.



## Reduce Youth Access

Status:

- 7 cities have a strong tobacco retail licensing program
- 8 coalitions working to address youth access
- Los Angeles County BOS introduced a motion to draft tobacco retail licensing policy
- Evaluation to begin in July 2007



## Decrease Secondhand Smoke Exposure

Challenge:

- SHS exposure higher is higher for African Americans adults and youth compared to other race/ethnic groups
- Approximately 308,0220 non-smoking Hispanic adults exposed to secondhand smoke
- Approximately 164,900 non-smoking Hispanic youth exposed to secondhand smoke

## Decrease Secondhand Smoke Exposure

### Intervention:

#### Smoking bans and restrictions:

- Mobilize communities to advocate for the adoption of secondhand smoke policies designating a percentage units in any new multi-unit rental housing development as smoke-free.



## Decrease Secondhand Smoke Exposure

### Status:

- 1 city restrict smoking in common indoor and outdoor areas
- 1 city restricts smoking in common outdoor areas only
- 2 coalitions working to address secondhand exposure in multi-unit housing



## Promote Cessation Services

### Challenge:

- Over one million smokers in Los Angeles County
- Smoking prevalence is increasing among African Americans while either decreasing or remaining stable among the other race/ethnic groups
- 44% of smokers were advised to quit by their healthcare provider
- 80% tried to quit "cold turkey"

## Promote Cessation Services

### Interventions:

Multi-component interventions that include provider education, health system reminders, patient education, telephone support and media:

- It's Quitting Time L.A.! Campaign
  - Provider Education
  - Employer Programs
  - Media
  - Community Based Cessation Services
  - Youth Education
  - Pharmacy/Pharmacotherapy
  - CA Smokers' Helpline



## Promote Cessation Services

### Status:

- Healthcare provider training
- Implement smoking cessation program in L.A. County public health clinics
- Partnerships to promote CA Smokers' Helpline
- Increase community cessation service providers
- Media campaign



## Thank You!

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