



## Santa Cruz County Tobacco Education Program 2007- 2010 Objectives

### **Objective 1: Tobacco Retail Licensing**

By June 30, 2010, at least 1 of 5 jurisdictions in Santa Cruz County will adopt and implement a tobacco retail licensing policy that includes sufficient annual fees to conduct regular compliance checks of retailers.

### **Objective 2: Countering Pro-Tobacco Influences**

By June 30, 2010, at least 2 youth serving programs such as Juvenile Hall's Healthy Returns Initiative, Gay Straight Alliance chapters, YWCA Watsonville, or Strategic Health Communications, will adopt and implement a sustainable intensive, evidence-based, tobacco use prevention curriculum.

### **Objective 3: Secondhand Smoke**

By June 30, 2010, at least 1 outdoor public area (such as Pacific Avenue in downtown Santa Cruz, Santa Cruz Wharf, or Capitola Village) in Santa Cruz County will adopt and implement a legislative comprehensive policy to prohibit smoking.

### **Objective 4: Cessation**

By June 30, 2010, a minimum of 4 culturally and linguistically appropriate adult behavior modification-based smoking cessation programs will be offered for Santa Cruz County Residents, with at least 20% of participants completing the program (at least 7 sessions), and 25% of those reporting that they are smoke free at 6 months post intervention.

### **Objective 5: Coalition**

The Santa Cruz County Tobacco Education Coalition will increase the active membership, to include at least three programs activities annually, of non-traditional partners and ethnically/racially diverse groups in the 64 member coalition from 2006 baseline of 15%(10) to 25%(16), as measured by participation tracking forms.