

Santa Cruz County Tobacco Education Coalition

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Welcome!

Dear New Coalition Member,

Thank you for your interest in the Santa Cruz County Tobacco Education Coalition. We've put together this packet to help you learn more about the Coalition, its mission, and its members, and to help you discover the areas of tobacco education that you want to get involved in. In addition, this packet contains some useful background information such as local tobacco statistics, common acronyms, and a brief history of the Proposition 99 Tobacco Tax.

I hope these materials will answer many of your questions about the Coalition and its work. I serve as staff to the Coalition and I would be happy to speak to you if you would like to learn more. I can be reached at 831-454-4304.

Thank you for joining the Santa Cruz County Tobacco Education Coalition and our mission to make Santa Cruz a safer, cleaner, healthier place to live and breathe.

Joanna Reed, MPH, CHES

Health Educator

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Mission Statement

The Santa Cruz County Tobacco Education Coalition is committed to promoting and advocating a tobacco-free lifestyle and environment at the local, state, and national levels. We empower our communities to effect individual and social change through education, advocacy, collaboration, and coordination of resources. The Coalition recognizes individual rights and cultural traditions, while encouraging community responsibility and involvement.



2001-2004 Coalition Goals

1. 3 entertainment newspapers that attract youth or young adults, with at least one that targets the Latino/a culture in Santa Cruz County, will adopt a voluntary policy to eliminate tobacco company brand advertising.
2. First Night, an outdoor community event conducted in Santa Cruz County, will adopt and implement an outdoor smoke-free policy.
3. 100% of stores in each jurisdiction in Santa Cruz County (cities of Santa Cruz, Capitola, Scotts Valley, Watsonville, and County unincorporated areas) will not have self-service tobacco displays.
4. 100% of Stand-alone bars in Santa Cruz County will comply with the California Smoke-Free Workplace Law (AB13).

Coalition History

Proposition 99 was overwhelmingly (63%) passed by Santa Cruz County voters in 1988. Proposition 99, also known as the Tobacco Tax and Health Promotion Act of 1988, was approved statewide by a majority (58%) of voters. The initiative increased the tax on cigarettes by \$0.25 beginning in January 1989. Other tobacco products were taxed under the initiative as well. Funds from the new taxes are to be spent in the following areas:

- **Medical services (physicians and hospitals) 45%**
- **Tobacco-related disease research 5%**
- **Health education (schools, community, media) 20%**
- **Public resources (environmental programs) 5%**
- **Unallocated 25%**

Once passed by the voters, legislation directed that the funds be administered by the California Department of Health Services and the California Department of Education.

The goal of the education component of the program is to reduce tobacco consumption in California by 74% by 1999. In terms of smoking prevalence, this achievement would result in 6.5% of Californians smoking in 1999, from a rate of approximately 27% in 1990. This can be accomplished by working on three priority areas:

- **Eliminate exposure to environmental tobacco smoke (ETS).**
- **Eliminate youth access to tobacco products.**
- **Counteract pro-tobacco influences in the community.**

The Santa Cruz County Tobacco Education Coalition has had numerous successes over the past few years.

- **Strict smoking ordinances have been adopted by all five jurisdictions in Santa Cruz County.**
- **Local smoking rates have fallen by 30% (to approximately 13%) in Santa Cruz County.**
- **Illegal tobacco sales to minors have decreased dramatically (80%) following merchant education campaigns.**

Tobacco Education Coalition Operating Procedures

Co-Chair: Deb Bolt

Co-Chair: Lynn Lauridsen

Staff: Joanna Reed

Day: Fourth Wednesday of every month (except for holidays).

Time: 10:00am-11:30 am

Place: County Health Services Agency Building
1060/1070 Solarium

Coalition Member Roles

Chair:

- Facilitate meetings;
- Set/plan agenda with the staff;
- Act as spokesperson for the coalition;
- Edit/sign off letters or communication;
- Optional: sit on steering committee for Central Coast Regional Group or designate someone to attend;
- Provide leadership for the coalition;
- Show commitment to Coalition goals.

Staff:

- Write up meeting minutes, maintain minutes, set agenda;
- Set up meetings/retreats;
- Write letters as necessary;
- Support the goals of the coalition;
- Act as spokesperson for the Health Services Agency, and sometimes for the coalition;
- Budget funds and provide support for coalition activities;
- Be a resource for information related to the coalition;
- Be active in the Regional Group;
- Keep coalition aware of resources.

Members:

- Establish and support the goals of the coalition;
- and implement activities to support goals;
- Give input on the Health Services Agency plan;
- Network among other agencies and community groups;
- Represent the Health Services Agency and yourself;
- Show commitment to coalition goals.

Coalition Members

Cabrillo College Student Health Center
Dominican Hospital Cancer Resource Center
MedicalWorks
Prescription For Change
Santa Cruz County Health Services Agency
Santa Cruz County Medical Society
Santa Cruz County Sheriff's Department
UCSC Cowell Student Health Center

American Cancer Society
American Heart Association
American Lung Association of the Central Coast
Central Coast Alliance For Health
Children and Families First Commission
City of Santa Cruz Parks and Recreation
City of Santa Cruz Police Department
Community Connection
ETR
Live Oak School District
Mountain Community Resources
Pajaro Valley Prevention & Student Assistance, Inc.
Planned Parenthood
Salud Para La Gente
San Lorenzo Valley Unified School District
Santa Cruz City School District
Santa Cruz County Office of Education
Santa Cruz County Parks Department
Community members-at-large