

Work With Media

- Tobacco Free Lancaster County (TFLC) website was developed and launched in August 2010. The site has been visited 1,107 times by 536 people. The site is frequently updated to attract interest and to keep information current. Find us at www.tobaccofreelancastercounty.org
- Four E-news letters containing a tobacco education article were sent from LCAD to 7,500 educators, parents, community members and prevention/ treatment specialists.
- Six newsletters with tobacco prevention messages were sent by the Salvation Army Tobacco Free Club to over 300 parents and children.



- The relationship between chronic disease and tobacco use was addressed in eight articles for youth and adults and submitted to area recreation centers, community learning centers, businesses, neighborhood associations, and health-related coalition members.
- 42 tobacco prevention articles were placed on LCAD's Facebook page reaching 9,700+ people.
- The Lincoln Journal Star printed the news release summarizing 2010 tobacco compliance data.
- Channel 10/11, KOLN/KGIN, reported on the November compliance checks for LPD and the April compliance check for LSO. Channel 8 and a reporter from UNL's Net News rode along with the LPD compliance check in April. They were given media packets and both provided excellent coverage of the compliance effort.
- Three ads were placed in the Neighborhood Extra congratulating those tobacco retailers who did not sell tobacco to minors during compliance checks. An article explaining tobacco compliance checks accompanied the ad.
- A live interview covering 'World No Tobacco Day' on the Channel 8 (TV) Midday Forum was conducted in May.

Community Partners

American Cancer Society
American Heart Association
Asian Community and Cultural Center
Attack on Asthma Nebraska
Boys & Girls Club of Lincoln
Bryan Community School
BryanLGH Medical Center
Community Asthma Education Initiative
Girl Scouts Homestead Council
Health Education Inc.
Lancaster County Medical Society
Lancaster County Sheriff's Office
LifePointe by BryanLGH
Lighthouse
Lincoln Council on Alcoholism and Drugs
Lincoln-Lancaster County Health Department

Lincoln Medical Education Partnership
Lincoln Police Department
Lincoln Public Schools
Madonna Rehabilitation Hospital
Madonna ProActive
Malcolm Public Schools
Malone Community Center
Nebraska Heart Hospital
No Limits
Norris Public Schools
Saint Elizabeth Regional Medical Center
The Salvation Army
Snitily Carr
Tobacco Free Nebraska
University of Nebraska-Lincoln
Workwell Inc.
...and many individuals

Tobacco Free Lancaster County HIGHLIGHTS

2010-2011

The Tobacco Free Lancaster County coalition exists to protect the public by eliminating exposure to secondhand smoke, preventing youth from starting to use tobacco, providing tobacco education to all populations, and encouraging people to quit.



<http://tobaccofreelancastercounty.org>
TFLC was chartered in 1992 and now has representation from more than twenty organizations.
Tobacco Free Lancaster County (TFLC) meets the first Wednesday of every month.
For meeting times and location, call the Lincoln-Lancaster County Health Department at (402) 441-6225.

Tobacco Related Information

U.S. residents that die each year from smoking-related illnesses*	400,000
Nebraska residents that die each year from smoking-related illnesses*	2,200
Amount spent each year in Nebraska to treat residents with smoking-related illnesses*	\$537 million
Adult Smoking Rate Lancaster County*	15.5%
Youth Smoking Rate Lancaster County*	16.4%
% of Lancaster County High School students who used chew/snuff tobacco in the past 30 days:	
2009	8.1%
2011*	7.7%

*campaign for Tobacco-Free Kids
+2010 Behavioral Risk Factor Survey
*2011 Youth Risk Behavior Survey (grades 9-12)

During the 2010-2011 Fiscal Year, the Coalition coordinated or was involved in the following:

Tobacco-Free & Smoke-Free Policies

- The public made 15 complaints to the Health Department regarding the Lincoln Smoking Regulation Act (LSRA) and the Nebraska Clean Indoor Air Act (NCIAA). Follow-up visits were made to each of the businesses to assist them in being compliant with the law. In addition, the Lincoln Police Department (LPD) issued 14 citations to individuals who did not comply with the LSRA. No tickets were issued by the Lancaster County Sheriff’s Office (LSO).
 - 53 businesses have been identified as having smoke-free/tobacco-free campuses.
 - 28 of 59 motels in Lancaster County are completely smoke-free.
- To eliminate exposure to secondhand smoke, one of the coalition’s priorities has been to identify, educate and encourage property owners to develop smoke-free housing policies.
- 213 contacts have been made with landlords/owners of multi-unit housing properties in Lancaster County to inquire about smoke-free apartment properties. Of those contacts, 95 requested a copy of the “Smoke-Free Housing Options for Lancaster County” guide.
- 126 multi-unit residential buildings representing 1,324 units in Lincoln are identified as smoke-free. See the Smoke-Free Housing Registry on our website.
- Schools are developing smoke-free/tobacco-free campus policies.
 - Malcolm Public Schools enacted a tobacco-free policy for their entire school grounds, including sports fields and vehicles.



Tobacco Compliance Checks

- National research indicates that when communities consistently conduct compliance checks and keep failure rates below 10%, children in those communities are less likely to use tobacco products.
 - To monitor illegal tobacco sales to minors, 33 youth participated in 11 compliance checks.
 - In the City of Lincoln, 388 attempts by minors to purchase tobacco resulted in 46 illegal sales by tobacco retailers or 88.1% compliance.
 - In rural Lancaster County, 24 attempts by minors to purchase tobacco resulted in 1 illegal sale by a tobacco retailer or 95.8% compliance.
 - To assist businesses in being compliant with the law, LPD provided “Tobacco & ID Check Training” for 15 employees of Lincoln and Lancaster County tobacco retailers.

Tobacco Cessation Efforts

- Comprehensive tobacco control programs include promoting quitting tobacco products among adults and youth. To this end, the coalition supported the following activities:



- 502 clients seeking substance abuse evaluations at Lincoln Council on Alcoholism & Drugs (LCAD) were provided tobacco cessation information.

- For “Through With Chew” week, copies of a video on quitting chewing were provided to LLCHD Dental Clinic, Eastview Family Dental, People’s Health Center Dental Clinic, and the UNL Dental College.
- ‘Cold Turkey Sandwich Exchange’ events were held at the Bryan Community School and College of Hair Design’s Southeast Campus in order to reach students who use tobacco. The exchanges offered students a cold turkey sandwich lunch, a tobacco quitkit and the “Quitting for Life” self-care handbook in exchange for their tobacco products.



- Consumer summaries of the Surgeon General’s Report on “How Tobacco Smoke Causes Disease...What It Means to You” were provided to the LLCHD Clinic, St. Elizabeth Regional Medical Center’s tobacco cessation program, People’s Health Center, People’s City Mission Health Clinic, Southeast Lincoln Family Medicine and the Veteran’s Administration Cessation Program.
- 450 people called the Nebraska Tobacco Quitline for the first time.

Outreach

- Over 25,000 people have been reached during health fairs and presentations.

Attack on Asthma Nebraska

- An At Bat for Asthma event was held during a Family Day Salt Dogs game. Event attendees were given secondhand smoke as an asthma trigger and other asthma educational materials. 75 lung function tests were conducted free of charge.
- An asthma prevention presentation was conducted for three businesses who were concerned about employee/family asthma. Four employee asthma awareness presentations were given to 775 employees at two businesses.

Community Asthma Education Initiative

- Tobacco avoidance measures were key asthma management strategies taught to:
 - 75 families who attended asthma management clinics held monthly at local physician offices throughout the year.
 - 35 school nurses during asthma prevention/management training.

Lincoln Council on Alcoholism and Drugs

- NCIAA information was distributed to 38 Asian owned businesses, 30 Chinese restaurants, 3 Vietnamese restaurants, a Thai and a Korean grocery store. Information included quitline cards.

- Two secondhand smoke prevention posters, developed in English, Spanish and Vietnamese, were delivered to 116 minority owned businesses. A total of 285 posters were delivered.
- Vietnamese families at the Asian Community and Cultural Center received printed tobacco prevention information in conjunction with a presentation. Over 670 documents were distributed.

Lincoln-Lancaster County Health Department

- Students, families, and staff signed and displayed a “stay tobacco-free” pledge wall at Pershing, Elliott and West Lincoln Elementary Schools, F Street Recreation Center, Malone Center, Carol Yoakum Family Resource Center, Southeast Community College, Salvation Army, and Boys & Girls Club.



- Staff from the Health Department assisted Boys & Girls Club in incorporating tobacco prevention into their “Smart Moves” club. Through this club, they outreached to diverse youth and families by designing t-shirts with personal anti-tobacco messages and sponsoring a tobacco prevention booth at their neighborhood health fair.
- The “Team Up! Tell A Friend” initiative had middle school aged youth provide positive tobacco prevention messages to their peers at Culler, Park and Lefler Middle Schools, Malone Community Center, The Lighthouse, F Street Recreation Center, Boys and Girls Club, and The Salvation Army. These youth present a view of tobacco prevention through posters and bookmarks drawing interest from both youth and adults. This project utilizes community youth which is intended to draw viewers to the message and give the message credibility. When viewers recognize people sharing the education and awareness message, they may pay more attention and be more inclined to incorporate the message into their own lives.



Salvation Army

- The Salvation Army educational activities, reaching over 500 adults and youth, included a Tobacco-Free Family Fun Night, a 3 on 3 tobacco-free basketball tournament, Small Fry basketball games, after-school programs, and summer camp.
 - 325 teens attended a tobacco-free teen night and two dances at the Salvation Army.
- Quitline information was placed in 475 Salvation Army holiday food baskets.