

METRO OMAHA TOBACCO ACTION COALITION

2009-2010 Annual Report

The Metro Omaha Tobacco Action Coalition is a dynamic coalition comprised of health related individuals, organizations, and educational groups. MOTAC was formed in 1992 in order to strengthen tobacco control and prevention efforts in the metropolitan Omaha, Nebraska community. MOTAC's mission is to prevent/reduce tobacco use and the accompanying health and economic consequences in the Omaha area via prevention through public policy and education. The coalition uses many different strategies to accomplish its mission.

MOTAC is in the forefront of fighting tobacco through community action!

Respectfully Submitted,
2009-2010 MOTAC Executive Committee
August 3, 2010



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President Report

As the President of the Metro Omaha Tobacco Action Coalition, I have had the privilege of serving another year in tobacco prevention, education, and policy. As a team leader and prevention specialist, I have witnessed the great strides MOTAC has made in building relationships in diverse communities, establishing policy in the legislature, and educating individuals about the dangers of tobacco and secondhand smoke. Thank you to the MOTAC membership, advisors, staff, committees, volunteers, Region 6 Behavioral Healthcare and Tobacco Free Nebraska-TFN for your support and the willingness to share talent, wisdom, and resources. Let's look forward to another year of fighting tobacco through community action!

Secretary Report

MOTAC currently has 40 members, both active and advocate, representing 25 different organizations in our community. Our members are involved and show their support in many ways. They regularly attend monthly general meetings, volunteer at MOTAC sponsored events, forward information, news and events on the MOTAC list serve, participate in smoke-free business recognitions, and attend clean air and media subcommittee meetings. MOTAC has gained 15 new members since October 2009.

MOTAC Coordinator Report

On October 1, 2009, MOTAC hired Melanie Ogomo as the Coalition Development Coordinator, which is a new position for the Coalition. As the Coordinator, her duties consist of managing the MOTAC website; including the smoke-free apartment list, creating the MOTAC newsletter, and recruiting volunteers. The MOTAC website, updated on a regular basis, is now in Spanish www.motac.org/spanish. MOTAC has 32 Omaha properties listed on their smoke-free housing page and two properties outside of the Metro. The fourth issue of the MOTAC newsletter, printed in June, highlights the work MOTAC has done in addressing health disparities as it relates to tobacco. The newsletter is mailed to approximately 12,400 people quarterly and emailed to 250 individuals. MOTAC continues to get positive feedback from the community. With all of the changes and growth of MOTAC in the past year, it will be exciting to see what will happen next year.

Media/Public Relations Committee

MOTAC's Media Committee focused on designing and implementing a campaign to target landlords and property owners to encourage smoke-free housing options. Committee members developed a Landlord Toolkit in addition to a variety of outreach materials, some of which are in the toolkit, including flyers, brochures and advertisements for distribution via print ads, television, radio, and internet advertising. The Media Committee also sponsored a number of local community events, including the Red Ribbon Rally; 2009 Youth Summit; Keep it Real Wednesday; Minority Youth Congress; Mad City Money Financial Workshop; Cinco De Mayo Celebration; Juneteenth Celebration; and Arbor Creek Apartments. Finally, the Committee provided information and incentive outreach at booths at the Apartment Association of Greater Omaha and Lincoln (AAGOL) Tradeshow; Kidz Explore; the Omaha Home & Garden Show.

Clean Air Committee

The Clean Air Committee played an active role in educating the community and business owners about the statewide smoke-free law that took effect on June 1, 2009. Twelve businesses have had on-site inspections due to NCIAA complaints received by the public. Information and resources about the new law can be found on the newly restructured MOTAC website, www.motac.org. As a result of the Committee's outreach efforts, members recognized nine businesses that opened with or implemented 100% smoke-free or tobacco-free policies in Douglas County. Additionally, the Clean Air Committee has taken several opportunities to reach out to landlords and property owners about the benefits of smoke-free housing for some or all of their units. To generate interest and increase awareness of the resources available to landlords and property owners, MOTAC members made presentations on two separate occasions to the Metro Omaha Property Owner's Association (MOPOA). Additionally, shared the benefits to property owners' bottom line as guests on *The Real Estate Factor*, a Saturday morning radio program produced by KKAR, and developed a 5-minute video with Cox Communications in an effort to reach those that serve in health disparate populations. Smoke-free housing resources, including contents of the new Landlord Toolkit can be found at MOTAC's new sister web page, www.rentsmokefree.org.

Health Disparities

Several population groups are disproportionately affected by tobacco use and its negative health effects. There is often a higher prevalence of tobacco use in ethnic minority communities, lower socioeconomic groups and among the Lesbian, Gay, Bisexual, Transgender, Questioning and Intersex –LGBTQI population. The tobacco industry spends millions of dollars each year to target these groups with their deadly products. As a result, MOTAC addresses health disparities in Douglas County through programs such as **Not in Mamas Kitchen (NIMK)**, a smoke-free homes initiative for African American women and **Latinas Tabaco y Cáncer (LTC)**, an educational group for Latina women that focuses on tobacco and cancer related issues. Our 2010-2011 goal is to increase our impact within the African American and Hispanic Communities, as well to expanded our outreach in the lower socioeconomic and LGBTQI communities.

Universal Media Campaign

With the assistance of advertising agency Snitily Carr, the MOTAC Media Committee worked to develop various items created to educate and encourage landlords and property owners to rent smoke-free. All creative work is available in both English and Spanish. From left to right, top to bottom – door hanger, yard sign, window cling, booth display, and advertisement.



A FRIENDLY REMINDER

This building will become smoke-free on

Thank you for helping us create a healthier home for everyone.

RENT
Smoke-Free
A better choice for everyone.

A project by Metro Omaha Tobacco Action Coalition (MOTAC)



Smoke-free apartments available.

RENT
Smoke-Free
A project by Metro Omaha Tobacco Action Coalition (MOTAC)

RENT
Smoke-Free
A better choice for everyone.

Making your rentals smoke-free can help you:

- a. Save money
- b. Reduce fire risk
- c. Attract renters
- d. All of the above

Get the facts at RentSmokeFree.org

A project by Metro Omaha Tobacco Action Coalition (MOTAC)



Soy una propiedad libre de humo con orgullo!

Alquila Viviendas Libre de Humo

Un proyecto de la Coalición de Acción en Contra del Tabaco de la zona metropolitana de Omaha (MOTAC)



Proud to be a smoke-free property.

RENT
Smoke-Free
A project by Metro Omaha Tobacco Action Coalition (MOTAC)



Now renting smoke-free: Arbor Creek Apartments

Learn the benefits at RentSmokeFree.org

RENT
Smoke-Free
A better choice for everyone.

Cultural Competency Network

MOTAC partners were involved in forming the Cultural Competency Network (CCN); currently 20 members, representing Cass, Dodge, Douglas, Sarpy, and Washington County. As a member of CCN, MOTAC representatives and other prevention partners develop and implement education opportunities for members and partners to grow in cultural competency.

In April, CCN hosted cultural competency training, *A Difficult Conversation: Communication Support for a Human Experience*. The goal of the workshop was to encourage the understanding of diverse cultures and spark discussion on how to communicate and work with individuals and families from those cultures. There were 44 individuals in attendance representing agencies from across Nebraska. The facilitator was Valda Ford of The Center for Human Diversity, Inc.

Tobacco Compliance Checks

Since 2002, MOTAC has partnered with Douglas County officials on a quarterly basis to check all tobacco license holders in Douglas County. Cooperating minors assist in the effort using their own identification and make no attempt to appear over the legal purchase age. In an effort to reduce tobacco use among youth, a total of 2,383 tobacco compliance checks were completed with failure rates remaining below 5.9%. Studies show, and history has proven, that the percentage of adolescents using tobacco decreases when compliance checks are conducted regularly and when the rate of failure stays below 10%. MOTAC is committed to helping to keep this gateway drug out of the hands of youth.

MOTAC & Policymakers

MOTAC has found it very important to meet with elected officials with the primary purpose of dialoguing about Douglas County TFN funded activities and the importance of maintaining this funding to continue these initiatives. An initial letter was mailed to policymakers that highlighted at least one activity each Douglas County Tobacco Free Nebraska subcontractor implemented as a result of TFN funds. The second communication was an invite to MOTAC's Holiday Party; both Mayor Jim Suttle and Douglas County Commissioner Marc Kraft attended. The MOTAC newsletter was mailed to policy-makers to give them and their staff a snapshot of what MOTAC is doing in the community. Knowing that it is more influential for policymakers to hear from their constituents, MOTAC representatives continue to have on-going communications with their Senators.

MOTAC Recognition Luncheon

The 7th annual luncheon, themed "Smoke-Free Partnering for a Better Tomorrow" was held at Creighton University's Mike & Josie Harper Center on May 27, 2010. MOTAC celebrated 18 years of fighting tobacco through community action and recognized individuals from the community who have taken leadership roles in creating healthier, safer, tobacco-free environments. A Certificate of Appreciation was presented to guest speaker and President of the Metro Omaha Property Owners Association (MOPOA), Paul Vojchegoske, for his efforts to assist the coalition in reducing exposure to secondhand smoke.

Volunteer of the Year

Claudia Ceja

Smoke-Free Business of the Year

Henry Doorly Zoo

Smoke-Free Landlord/Multi-family Housing of the Year

Dana Mann, Arbor Creek Apartments

Faith Communities in Tobacco Control

New Creations, Inc.

Youth Advocate of the Year

Nathaniel Young

Above and Beyond

Antonia Correa

Healthcare Organization/Medical Professional for the Cause

Wayne Houston, Black Family Health & Wellness Association



2009-2010 MOTAC Business Recognitions

MOTAC recognized nine business that voluntarily implemented or opened with 100% smoke-free or tobacco-free policies in Douglas County:



UNMC
August 27, 2009



Henry Doorly Zoo
October 16, 2009



Weatherization Trust, Inc.
October 26, 2009



**Kroc Center
November 10, 2009**



**Calamar at Woodbridge
Senior Village
January 27, 2010**



**Douglas County Housing
Authority
February 26, 2010**



**Armando Salgado of
LingoDocs Marketing
April 29, 2010**



**Certified Property
Management
May 27, 2010**



**Justice For Our
Neighbors-Nebraska
June 25, 2010.**

2009-2010 MOTAC Executive Committee

President	Vickie Young
Vice President	Paul Carter
Secretary	Christine Stewart
Treasurer	Tamicka Bradley
Media Chairperson	Mary Crosby
Clean Air Chairperson	Hanneka Brown

2009-2010 MOTAC Membership

Alegent Health System	Omaha Police Department
American Cancer Society	Omaha Public Schools
American Lung Association	PRIDE-Omaha, Inc.
Christ Cathedral	Region 6 Behavioral Healthcare
Creighton Cardiac Center	Setting the Captives Free (STCF)
Douglas County Health Department	Tobacco Free Cass County (TFCC)
Douglas County Housing Authority	Tobacco Free Nebraska
Girl Scouts Spirit Nebraska	Tobacco Free Sarpy (TFS)
Gray Group, Inc.	University of Nebraska Medical Center - College of Nursing
Group to Alleviate Smoking Pollution of Nebraska (GASP-NE)	University of Nebraska Medical Center - Center for Reducing Health Disparities
Hidden Hills Health & Rehab	University of Nebraska Medical Center - Evaluation
Iowa Western Community College	Mayor's Office – Community Liaison, Stacy Henry
LiveWise Coalition	Congressman Lee Terry's Office- Outreach Director, Karen Davis
New Creations Inc.	...and many individuals
No Limits	
Omaha Healthy Kids Alliance	

MOTAC on the Move!





Tobacco Free Nebraska-TFN

Tobacco Free Nebraska (TFN) is the statewide comprehensive tobacco prevention and cessation program and is a key partner of MOTAC. TFN continues to implement effective strategies to achieve its four primary goals of preventing youth from starting to use tobacco, eliminating exposure to secondhand smoke, helping people quit and reaching underserved populations. Strategies include community-based funding and technical assistance, youth empowerment activities, media campaigns, policy development and free tobacco cessation counseling through the **Nebraska Tobacco Quitline (1-800-QUITNOW)**. Nebraska has seen tremendous progress over the last 10 years. Since 2000, the Nebraska adult smoking rate has decreased from 22.7% to 16.7% in 2009 – which translates to over 56,000 fewer smokers in Nebraska.



This project is supported in part by Region 6 Behavioral Healthcare through funding provided by the Nebraska Department of Health and Human Services/Tobacco Free Nebraska Program as a result of the Tobacco Master Settlement Agreement.