



3801 Harney Street
Omaha, NE 68131



Fighting Tobacco Through Community Action

Metro Omaha Tobacco Action Coalition

February 2013

Fighting Tobacco Through Community Action!

The **Metro Omaha Tobacco Action Coalition (MOTAC)** is a dynamic coalition comprised of over 50 health related individuals, organizations, and educational groups. MOTAC was formed in 1992 in order to strengthen tobacco control and prevention efforts in the metro Omaha area. Since its inception, MOTAC has taken the lead within Douglas County to address tobacco related issues through public education and community action.

Mission

To prevent and reduce tobacco use and the accompanying health and economic consequences in the Omaha area via prevention through public policy and education.

Goals

Reduce tobacco use, reduce exposure to secondhand smoke and increase capacity from diverse groups and stakeholders.

Join Us!

MOTAC meets the first Tuesday of each month at 10:00 am at the UNMC College of Public Health Mauer Building, Room 3009. (Address: 519 S. 40th Plaza Circle Omaha, NE 68198)

Learn more by visiting motac.org

PARTNERS & MEMBERS

Alegent Creighton Health	Pfizer
American Lung Association	Region 6 Behavioral Healthcare
Christ Cathedral	Tobacco Free Cass County (TFCC)
Creighton Cardiac Center	Tobacco Free Sarpy (TFS)
Douglas County Health Department	University of Nebraska Medical Center - Evaluation
Douglas County Housing Authority	University of Nebraska Medical Center - College of Nursing
Family Housing Advisory Services	University of Nebraska Medical Center - Center for Reducing Health Disparities
Group to Alleviate Smoking Pollution of Nebraska (GASP-NE)	University of Nebraska at Omaha
Health Education Inc.	
Heartland Family Services	We are always seeking new members!
LiveWise Coalition	For more information, please visit www.motac.org .
Nebraska Department of Health & Human Services/Tobacco Free Nebraska	
Nebraska State Patrol	
No Limits	
Omaha Police Department	
Omaha Public Schools	

Reducing Tobacco Use. Improving Lives.

Since 1992, the Metro Omaha Tobacco Action Coalition (MOTAC) has been leading the charge to strengthen tobacco control and prevention efforts in our community. Our members include representatives from more than 50 health-focused organizations, educational groups, and community stakeholders who understand the impact that tobacco use and secondhand smoke have in our community.

The bottom line is tobacco kills. Every year, more than 400,000 people die from tobacco use, making it the leading preventable cause of death in the United States.

You Can Help!

We are always looking for new members to add to our diverse group of supporters. By reducing tobacco use and secondhand smoke exposure throughout the metro Omaha area, *together*, we can improve the lives of those who live in our community.

How to Get Involved

Learn the facts, become aware of the issues, volunteer for a committee or event and become a member of MOTAC! Visit our website to learn about our community initiatives including smoke-free housing, tobacco-free parks and business recognitions.

Policy Advocacy

Research has shown that one of the most effective ways to reduce tobacco use is to raise the price of tobacco products. Raising the price of tobacco products is especially helpful for reducing tobacco use among young people and assisting people of all ages to quit.

MOTAC has created a Support Form that encourages communication with State Senators. Visit our website at www.motac.org to find the form. MOTAC and the community working together on this issue can have a positive impact on the health and wellness of people in our city, county and state.

Media Awareness

Do you love social media? Follow us on Facebook and Twitter. You can easily help out by liking, sharing and commenting on posts on Facebook and retweet MOTAC's posts on Twitter.
<https://www.facebook.com/Motac>
<https://twitter.com/MOTACOmaha>

Additional opportunities are available to help with effective counter-advertising strategies and efforts to educate the public on analyzing media messages.

Volunteer for Special Events

MOTAC is active in the community through parades, community outreach events and conferences.

Serve in a Leadership Role

Volunteers are welcome and encouraged to serve as an officer of the coalition or as chair of a committee.

Visit our website www.motac.org for additional information. To learn our more about volunteering, please call (402) 546-1099.

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Smoke-Free Parks Contest Winner

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Email: info@motac.org

www.motac.org
www.motac.org/Spanish

MOTAC Officers

Michael Robinson
Interim President

Toni Hernandez
Vice President

Caroline Nubel
Treasurer

Aja Anderson
Secretary

Jasmine Williams
Clean Air Chair



Smoke-Free/Tobacco-Free Business Recognitions

MOTAC recognizes businesses in Douglas County that voluntarily implement smoke-free or tobacco-free policies above and beyond the current requirements of the statewide smoke-free air law.



Bethlehem House was recognized on November 7, 2012. Pictured from left to right: Marcy Thompson, Joan Friedman, McKinsey Mulroy, Toni Hernandez, Aja Anderson, Ariss Rogel-Mendoza, Mary Crosby, Jasmine Williams, and Gina Tomes.



Heartland Family Service was recognized in collaboration with Tobacco Free Sarpy on October 1, 2012. From left to right: McKinsey Mulroy, John Jeanetta, Joan Friedman, Ariss Rogel-Mendoza, Jasmine Williams, Nicole Clark



Apple Creek Apartments was recognized on January 10, 2013. From left to right: Jasmine Williams, Paula Caveye (Property Manager), Aja Anderson, Ariss Rogel-Mendoza. Picture Taken by: April Dixon



On January 9, 2013 Auburn Apartments was recognized for offering residents smoke free apartments. From left to right: (back) Caroline Nubel, Aja Anderson (front) Ariss Rogel-Mendoza, Jasmine Williams, Property Manager Jay Stanley. Picture taken by April Dixon.



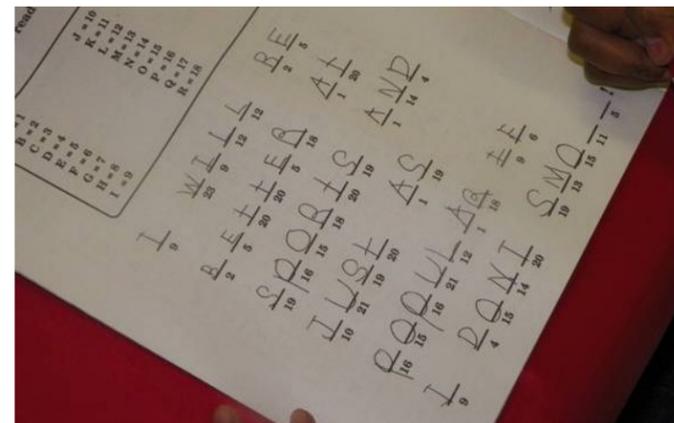
Tobacco: Past, Present, Future and You

Creighton University and MOTAC presented the community event "Tobacco: Past, Present, Future and You" on November 13, 2012. This event was held to commemorate the American Cancer Society Great American Smokeout. The activities included the screening of the film *Addiction Incorporated* and a panel discussion about tobacco prevention and control efforts in Nebraska.

The film, *Addiction Incorporated*, won critical acclaim for its riveting, true story of the tobacco industry's lies and its attempt to silence the scientist, Victor DeNoble, who blew the whistle on the industry. The film shows footage of the scientist testifying at the Congressional hearing at which tobacco firm executives all lied. The film was well received by all in attendance. Attendees included tobacco prevention workers, healthcare providers, and students.

The panel discussion offered attendees the opportunity to hear from experts on tobacco prevention and control in Nebraska. The panel included Antonia Correa – Outreach Project Specialist of UNMC College of Public Health Center for Reducing Health Disparities, Amanda Mortensen – Project Coordinator of No Limits, Matt Prokop – Grassroots Manager of American Cancer Society Cancer Action Network, and Jeff Soukup – Program Manager of Tobacco Free Nebraska. The panel provided answers to the questions that were brought forth by the audience which included a discussion on smoking in foreign countries and how it affects immigrants who come to the United States.

This event reminded all in attendance of the hard work and successes that have been achieved in the effort to decrease tobacco usage; but it was also a reminder of the hard work that lies ahead.



MOTAC activities and resources at *Christmas in the Village* on December 1st. MOTAC works to educate all ages the benefits of not smoking.

DID YOU KNOW?

Each year, 2,000 Nebraska youth (under the age of 18) will become new daily smokers.

In Nebraska, smoking rates decrease with education level from 32.1% with less than a high school education to 9% with college degrees.

Douglas County had 17% who report being occasional or regular in 2010.

Nationally, each year more than 47,000 African Americans die from smoking related diseases.

The money that African American smokers spend on cigarettes nationally in a single day could send more than 2,500 students to college for an entire year.

67% of African American smokers buy menthol.

More than 80% of the world's one billion smokers live in low and middle-income countries.

Over 30,000 Lesbian, Gay, Bisexual, and Transgender people die each year of tobacco-related disease.

Those with incomes less than \$15,000 have a 29.7% smoking rate compared to 13% for those with higher incomes of more than \$50,000 per year.

Sources: Tobacco Free Nebraska, CDC.



"Smoking hurts hearts and could burn this one up."

MOTAC hosted a "Smoke-Free Parks Photo Contest." The winner, Mark Welsch, President of the Group to Alleviate Smoking Pollution of NE.