

Inspiring a Healthier Santa Clara County

Santa Clara County is making huge strides in creating a healthier smoke-free community through the efforts and activities of the INSPIRE Tobacco Prevention Initiative funded by *Communities Putting Prevention to Work* (CPPW). Since the launch of the initiative in March 2010, the \$6.9 million federal grant has funded and mobilized communities throughout the county to create changes in tobacco policies, systems and environments. Using a comprehensive approach to system-level change, the INSPIRE initiative has forged new partnerships and worked strategically to leverage existing resources to reduce the toll of tobacco related diseases in the county. A recent national report showed that within only three years, rates of lung cancer have decreased by 13%. This significant decrease can be attributed to many factors, including the work of local tobacco control programs and policies. This county-wide collaborative effort has paved the way for continued work in tobacco prevention which will sustain current progress and enable future endeavors beyond the life of the initiative.

A Year in Review

The INSPIRE Tobacco Prevention Initiative aims to reduce smoking rates among youth and adults, as well as protect all county residents from secondhand smoke. At the end of the first year, the Public Health Department, partnering with various sectors of the county, has already achieved over 65% of the policy, system and environmental change goals. The County is on target to achieve the remaining goals by the end of the grant in March 2012. Goals address city/county policy work,

expansion of cessation support services, limiting youth access to tobacco products, engaging youth in tobacco prevention activities, and launching hard-hitting media campaigns. Of the \$6.9 million received, \$2.7 million has been awarded to 25 contract recipients. In addition, 63 full/part-time positions were funded through this grant. This report highlights the specific progress made toward creating a healthy and smoke-free Santa Clara County.

Recent Successes

Healthy Mountain View



Liz Kniss, Santa Clara County Board of Supervisors.

Santa Clara County Supervisor Liz Kniss recently convened "Healthy Mountain View," an event to highlight the multi-level effort and commitment required

to ensure the health of a city's residents. Many successes were shared, including employee wellness programs, "walkable" communities, and tobacco and obesity prevention efforts. The program featured a keynote by The California Endowment's Senior VP, Dr. Anthony Iton, focusing on the relationship between your health and where you live. Workshops outlined best practices in policy implementation and community organizing.

New Policies at Regional Medical Center of San Jose

RMCSJ has partnered with Santa Clara County Public Health Department and Breathe California to implement comprehensive tobacco prevention policies. Intake and treatment options will now include *Tobacco Use as a Vital Sign* and *Ask, Advise, and Refer* programs, in addition to offering Breathe California's *Ash Kickers Quit Smoking* program classes in the fall. A smoking ban has been established at all of its parking lots, complimented by enforcement training for its employees. The medical center's 50,000 patients per year, many of whom are low income, will now benefit from these comprehensive anti-tobacco policies—a major step toward creating a smoke-free Santa Clara County.

County Policies

The Smoking Pollution Control Ordinance

further protects non-smokers from the negative effects of secondhand smoke by restricting smoking in public areas;

The Multi-Unit Residences Ordinance

protects non-smokers within their individual units against secondhand smoke exposure by restricting smoking; and

The Tobacco Retailer Permit Ordinance

limits tobacco sales to youth through an annual fee and penalties for selling to youth.

City Policies

The Saratoga City Council adopted a new comprehensive smoke-free policy for recreational/park areas including parking areas in October 2010.

The City of San Jose adopted a tobacco retail licensing ordinance in January 2011 and is currently working on a secondhand smoke-free policy.

The City of Cupertino adopted a smoke-free ordinance for all City parks and recreational facilities effective June 2011.

The City of Campbell adopted a smoke-free ordinance for outdoor dining and parks in October 2011.

Since the beginning of the INSPIRE initiative in March 2010, four jurisdictions have passed smoke-free policies and two jurisdictions have passed tobacco retail licensing/permit policies. Twelve cities in Santa Clara County are currently working on policy changes, which include tobacco retail licensing, smoke-free outdoor ordinances, smoke-free events and smoke-free indoor worksites. We anticipate several of the twelve cities passing policies before the end of March 2012.

Schools & Campuses

DeAnza Community College adopted a stronger smoke-free campus policy limiting smoking to "clearly marked designated areas within the parking lots." This policy impacts approximately 22,000 students, faculty and staff at the college campus.

Gavilan Community College adopted a stronger tobacco-free campus policy effective July 2011. A one-year transitional policy designated smoking areas in selected parking lots, with the entire campus to be 100% tobacco-free in July 2012. This new policy will impact over 11,950 students at this campus as well as its satellite campuses.

Six other universities and community colleges in the county have efforts underway to adopt similar policies, potentially impacting over 96,500 students.

Healthcare Facilities & Tobacco Cessation

An important goal of the INSPIRE initiative is to promote specific system changes within healthcare facilities, health plans and community based organizations to ensure Santa Clara County residents have access to tobacco cessation support. Below are some of the key changes happening to assist community members in quitting.

INSPIRE Cessation Network

Over 50 clinics, hospitals and community based organizations are actively participating in the INSPIRE Cessation Network and have distributed approximately 2,500 units of Nicotine Replacement Therapy (NRT). Initial survey results show a 50% success rate of quitting! Currently, 45 staff from many of these organizations are certified as cessation counselors and provide group counseling classes to help people stop smoking. An

additional 90 clinicians have been trained in brief therapy. Santa Clara County residents who want to quit can call Breathe California directly at 408-998-5865 to access the INSPIRE Cessation Network or they can call the state No Butts hotline at 1-800-662-8887.

Hospitals, Clinics and Community Organizations

Ten health facilities have implemented practices such as the *Tobacco Use as a Vital Sign* and *Ask, Advise, and Refer* methods for intake and referrals to smoking cessation programs for patients, reaching almost 420,000 people in Santa Clara County. Eight university and college clinics have also implemented policy changes to support smoke-free campus policy work reaching over 130,000 students. Five community based organizations, such as the African American Community Services Agency, have implemented similar policy changes and are providing outreach to vulnerable groups who have a higher rate of smoking, reaching approximately 6,000 people in the county.

Health Plans

Valley Health Plan has added lozenges to their formulary to expand NRT options to members who want to quit smoking. They have also expanded their tobacco cessation program to include one-on-one support as well as classes.

Media Campaigns



In April 2011, the INSPIRE Tobacco Prevention Program launched the “You Smoke, They Smoke” media campaign to draw attention to the dangers of secondhand smoke especially to children. The campaign ran TV commercials and print ads in English, Spanish and Vietnamese. A website (www.yousmoketheysmoke.org) and Facebook page (www.facebook.com/YouSmokeTheySmoke) were created to increase awareness of the dangers of secondhand smoke and promote policy change. The media campaign reached over 1,340,000 Santa Clara County residents.

Two additional media campaigns focusing on youth tobacco prevention and adult smoking cessation have launched during fall and winter. The youth prevention campaign includes a strong social media and web presence including a Facebook page and YouTube spots. Ads are also displayed in malls, movie theaters and on college campuses. Complimenting the local campaign, The Center for Disease Control (CDC) Secondhand Smoke ads and local TV and radio spots focused on both secondhand smoke and smoking cessation both started in November 2011.

Five New Members* Join the Leadership Team

In spring of 2011, the INSPIRE Tobacco Prevention Initiative welcomed the addition of five new community leaders to its Leadership Team. These five individuals join a cohort of eleven high-level community leaders representing multiple segments of Santa Clara County, and bring to the team a history of leadership for making policy, system and environmental changes to create a healthier Santa Clara County. Their involvement in the Leadership Team has provided invaluable expertise and resources to recent successes of the initiative.

Ken Yeager, County Supervisor, District 4

Sam Liccardo, City of San Jose Councilmember

Margaret Abe-Koga, City of Mountain View Councilmember

Nora Campos, Assemblymember for the 23rd District

Dan Peddycord, Director of the Santa Clara County Public Health Department

Martin Fenstersheib, MD, Health Officer for Santa Clara County Public Health Department

Don McClosky, Director of Student Services at San Jose Unified School District

Carl Guardino, President and CEO of the Silicon Valley Leadership Group

***Fred Ferrer**, CEO of The Health Trust

***Poncho Guevara**, Executive Director of Sacred Heart Community Service

Cindy Chavez, Executive Officer of the South Bay AFL-CIO Labor Council

Raj Bhandari, MD, Physician-in-Chief, Kaiser Permanente San Jose Medical Center

Roger Kennedy, MD, Chair of the Santa Clara County Tobacco Free Coalition

***Kathleen King**, Executive Director of the Santa Clara Family Health Foundation

Michelle Lew, President and CEO of Asian Americans for Community Involvement.

***Rhonda McClinton-Brown**, Executive Director of Office of Community Health, Stanford School of Medicine

***Connie Martinez**, Managing Director and CEO of 1st ACT Silicon Valley

Communities Putting Prevention to Work (CPPW) Obesity Prevention Initiative

Jumpstarting Health at the Children's Discovery Museum (CDM), San Jose

Let's Move Cities, Towns, and Counties

The First Lady's *Let's Move Cities and Towns Initiative* was designed as a way of encouraging local mayors and city officials to become involved in the struggle to eliminate childhood obesity in a generation. In order to participate, cities must commit to taking significant actions in four areas that include: helping parents make healthy family choices, creating healthy schools, providing access to healthy and affordable food, and promoting physical activity.

We are proud to announce that Santa Clara County is the first county in the nation to show unanimous, multi-jurisdictional support for this initiative. Through the collaboration of Santa Clara County Public Health Department (SCCPHD) and the Santa Clara County Cities Association the leadership of 15 cities and the county are participating in the *Let's Move Cities and Towns Initiative* and these jurisdictional efforts will support the obesity prevention movement and create a healthier Santa Clara County.

Increasing Access to Healthier Foods

The INSPIRE-Obesity Prevention Initiative is making it possible for residents in Santa Clara County that rely on CalFresh/EBT (Electronic Benefits Transfer) to enjoy broader access to fresh healthy produce at Santa Clara County farmer's markets. Technical assistance and marketing support are available through a partnership between the Public Health Department, cities and SCC Farmer's Market Associations. Two markets, in Sunnyvale and Mountain View, have successfully expanded CalFresh/EBT access.

The Restaurant Meals Program allows elderly, disabled or homeless to use CalFresh/EBT cards to purchase prepared food. Thanks to a collaborative effort between the Santa Clara County Social Services Agency and the Public Health Department, six additional restaurants and retailers have joined the program since September 2010 and many more are in process to offer this service. Making nutritious food more accessible is a critical step towards creating a healthier community.

New Policies on the Horizon

The collaboration of public-private partnerships is advancing organizational wellness and work together is helping to create a healthier environment for those living in Santa Clara County. The development of healthier food and beverage policies are currently underway and many near adoption in home childcare settings, faith-based organizations, after-school programs, city and county organizations, private sector business, and labor-union groups. Policies designed to promote walking and biking, also known as "active transportation", and efforts to promote Safe Routes to School are being undertaken in cities and school districts across the County. To support these obesity prevention efforts, a social marketing campaign focused on consuming healthier beverages or ReThink Your Drink will be launched in early spring.



The Children's Discovery Museum hosted a kickoff of the new Jumpstarting Health Initiative on October 19, 2011. Kaiser Permanente, FIRST 5 Santa Clara County, and the Santa Clara County Public Health Department participated in this event which helped to showcase the museum's healthy Kids Café menu and encouraged the visitors, both children and adults alike, to participate in the CDM ReThink Your Drink Week and Potter the Otter Month. This multi-agency collaboration highlights simple and fun ways to be healthy. This was made possible in part through the INSPIRE Obesity Prevention Initiative.

During the Potter the Otter Month, a giant inflatable Potter the Otter was prominently placed atop the museum to welcome their thousands of guests. Visitors received copies of a locally produced, "Potter the Otter: A Tale About Water" book during the month of October. The book, designed specially for young children, promotes the importance of drinking water and low fat milk, as the healthier alternatives. And to further support the healthy beverage message, water and low fat milk were promoted in the Kid's Café that's located within the museum.