The Need for Tobacco Prevention Efforts
The Issue

• Although SMC adult smoking rates have decreased over the years, we are seeing a rising trend in vaping, especially among youth, nationwide.

• Secondhand smoke is still smoke, whether it be from tobacco, cannabis, or vapes.

• The smoke is harmful for our health and can drift into our homes, public spaces, etc.
Working Toward Health Equity

• Certain communities are disproportionately targeted by Big Tobacco and suffer a greater burden of tobacco-related health disparities: people of color, low-income folks, and members of the LGBTQIA+ community

This is a social justice issue.
Local Data – Cigarette Smoking

- The cigarette smoking rate among California adults, 2015-17:

  9.3% San Mateo County

  11.7% CA statewide
Local Data – E-cigarette Use Prevalence among High School Students

• According to the 2018 California Student Tobacco Survey, for Region 20 (San Francisco, San Mateo counties), the current e-cigarette use prevalence among high school students in 2017-2018 was 20.8%.

20.8%  10.9%
Region 20 prevalence  CA statewide prevalence
Tobacco Education Coalition - Background
How We’re Funded

- 1998 Master Settlement Agreement (MSA)
  - 7 tobacco companies agreed to change the way tobacco products are marketed and pay 46 states about $206 billion over 25 years

$206 billion

$25 billion

$245 million
How We’re Funded

• Prop 99
  – Approved by California voters in 1988
  – Increased the tobacco tax by twenty-five cents a pack
  – Devoted 20% of the money raised to fund a tobacco control program in every county
How We’re Funded

• Prop 56 (went into effect April 2017)
  – Approved by California voters in 2016
  – Increased the tobacco tax by $2.00 or equivalent amount for other tobacco products
  – 2% toward school programs focusing on tobacco-use prevention and reduction
How We Choose Our Focus

Coalition Priority Setting (local decision) ➔ Scope of Work (state and locally driven)

3 years

Communities of Excellence (state driven) ➔ Action Advocacy Tracking (local efforts)
2017 – 2021 Priority Areas

- Flavored Tobacco
- Smoke-free Multi-unit Housing
- Youth Engagement
Who We Are
What We Do → Tobacco/Smoke-free Community

- Policy promotion
- Advocacy
- Education
- Research
- Cessation promotion
- Law enforcement decoy program
Recent Policy Advocacy

San Mateo County Smoking & Tobacco-Related Policy Matrix
Available for online viewing at www.smhealth.org/TEC
Underlined: to access the jurisdiction’s Smoking or Tobacco Retail Permit Policy. Last Updated: December 19, 2019

<table>
<thead>
<tr>
<th>Jurisdictions</th>
<th>Atherton</th>
<th>Belmont</th>
<th>Brisbane</th>
<th>Burlingame</th>
<th>Colma</th>
<th>Daly City</th>
<th>East Palo Alto</th>
<th>Foster City</th>
<th>Half Moon Bay</th>
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Key:
- Enc: Enclosed
- Sel. city: Select city-owned

Notes:
- Daly City Sidewalks: In adjacent to common interest development, apt, shopping centers, & commercial properties
- Foster City Outdoor Eating: current restaurants that allow smoking will be grandfathered in...
Recent Policy Advocacy

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<tr>
<th>Jurisdictions</th>
<th>Menlo Park</th>
<th>Millbrae</th>
<th>Pacifica</th>
<th>Portola Valley</th>
<th>Redwood City</th>
<th>San Bruno</th>
<th>San Carlos</th>
<th>San Mateo</th>
<th>South San Francisco</th>
<th>Woodside</th>
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**Notes:**
- Redwood City Ticket Area etc.: Max 50% waiting area as smoking area & separate waiting areas of equal size for smokers & nonsmokers.
- Millbrae Individual Units In Multi-Unit Housing: Owner-occupied duplexes and triplexes are exempted.
- Foster City Outdoor Eating: Current restaurants that allow smoking will be grandfathered in.
- San Bruno Sidewalks: unless actively moving to another destination.
- San Mateo Sidewalks: grounds surrounding the buildings, facilities or areas owned or leased by City.
- S. SF E-cig etc.: S. City props, rec areas, Downtown, TRL, MUH. 21-only stores are allowed to sell flavored tobacco products and electronic cigarettes.
- S. SF Outdoor Eating: On City-owned property if designated by City Manager.
Tobacco Education Coalition - Structure
TEC Structure

Co-chair(s)

Steering Committee

TEC General Members

Retail Workgroup

Membership & Recruitment Workgroup

Smoke-free Multi-unit Housing Workgroup

School Workgroup

SMC Tobacco Prevention Program (TPP) provides support to the TEC
TEC Members

**Steering Committee Members**

- There are up to 9 elected members including the co-chair(s). They represent the health voluntary, education, health care, youth-serving, members at large, and priority populations sectors.
- Meet quarterly in-person to plan for the next General meeting.
- Only steering committee members can vote during these meetings, but meeting open to all.
- To be eligible to run for steering committee, you must have attended 75% of General meetings in the past year.

**TEC General Members**

- All partners who are interested in working toward a smoke-free San Mateo County.
- All members go through the TEC orientation to become familiar with the history, structure, and current priorities.
- In order to vote during a General meeting, you must have attended 50% of General meetings in the past year.
- Meet quarterly in-person. Lunch provided!
TEC Workgroups

**Retail Workgroup**
- Partners advocate for flavored tobacco restrictions.
- Meet monthly via teleconference

**Smoke-free Multi-unit Housing Workgroup**
- Partners advocate for smoke-free multi-unit housing ordinances.
- Meet monthly via teleconference

**School Workgroup**
- Partners working on tobacco prevention efforts in the school environment.
- Meetings TBD

**Membership & Recruitment Workgroup**
- Partners are involved in efforts to recruit members who represent our diverse SMC community
- Meetings TBD
Join the Tobacco Education Coalition

- Four meetings a year
- Lunch provided!
- Help eliminate the #1 cause of chronic disease in San Mateo County
- Network with other community partners

Tobacco Education Coalition
For a Tobacco-Free San Mateo County