TEC Orientation
Last Updated: August 19, 2021
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.
Determinants of Health

A PUBLIC HEALTH FRAMEWORK FOR REDUCING HEALTH INEQUITIES
BAY AREA REGIONAL HEALTH INEQUITIES INITIATIVE

UPSTREAM

SOCIAL INEQUITIES
- Class
- Race/Ethnicity
- Immigration Status
- Gender
- Sexual Orientation

INSTITUTIONAL INEQUITIES
- Corporations & Businesses
- Government Agencies
- Schools
- Laws & Regulations
- Not-for-Profit Organizations

LIVING CONDITIONS
- Physical Environment
  - Land Use
  - Transportation
  - Housing
  - Residential Segregation
  - Exposure to Toxins
- Economic & Work Environment
  - Employment
  - Income
  - Retail Businesses
  - Occupational Hazards
- Social Environment
  - Experience of Class, Racism, Gender, Immigration
  - Culture - Ads - Media Violence

RISK BEHAVIORS
- Smoking
- Poor Nutrition
- Low Physical Activity
- Violence
- Alcohol & Other Drugs
- Sexual Behavior

DISEASE & INJURY
- Communicable Disease
- Chronic Disease
- Injury (Intentional & Unintentional)

MORTALITY
- Infant Mortality
- Life Expectancy

DOWNSTREAM

Strategic Partnerships
Advocacy

Community Capacity Building
Community Organizing
Civic Engagement

POLLICY

Emerging Public Health Practice

Tobacco Education Coalition
For a Tobacco-Free San Mateo County

Figure 1: A Public Health Framework for Reducing Health Inequities – Bay Area Regional Health Inequities Initiative
Local Data – Cigarette Smoking

- The cigarette smoking rate among California adults, 2016-2018:
  
  8.1%  
  San Mateo County

  11.1%  
  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
Cessation
Enforcement
Smoke-free Housing

Educates the public to prevent youth from initiating smoking and ensures the community is aware of harms of tobacco use

Adopts protective policies that keep air clean, the ground free of litter, and tobacco products out of the hands of youth

Supports smokers who wish to quit
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

3 years

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

Communities of Excellence (state driven) → Action Advocacy Tracking (local efforts)
Priority Areas

2017-2021
• Flavored Tobacco
• Smoke-free Multi-unit Housing
• Youth Engagement

2022-2025
• Comprehensive Tobacco Retail License
• 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.smchealth.org/TEC](http://www.smchealth.org/TEC)

Underlined: Click to access the jurisdiction's Smoking or Tobacco Retail Permit Policy. Last Updated: October 7, 2020

<table>
<thead>
<tr>
<th>Tobacco Retail Environment</th>
<th>Jurisdictions</th>
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<tbody>
<tr>
<td></td>
<td>Atherton</td>
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<tr>
<td></td>
<td>Belmont</td>
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<td></td>
<td>Brisbane</td>
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<td>Burlingame</td>
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<td>Colma</td>
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<td></td>
<td>Daly City</td>
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<td>East Palo Alto</td>
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<td>Foster City</td>
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<td>Half Moon Bay</td>
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<td>Hillsborough</td>
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<td>Delivery</td>
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<tr>
<td>Electronic Cigarettes</td>
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<tr>
<td>Flavored Tobacco Products</td>
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<tr>
<td>Tobacco Sampling Coupons</td>
<td></td>
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<tr>
<td>Tobacco Retail Permit/License (TRL)</td>
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</tbody>
</table>

## Smoke-free Housing

<table>
<thead>
<tr>
<th>Individual Units in Multi-Unit Housing</th>
<th>Jurisdictions</th>
</tr>
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<tbody>
<tr>
<td>*Shared floors or ceilings</td>
<td></td>
</tr>
<tr>
<td>*Condos exempt</td>
<td></td>
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<tr>
<td>*Elevators</td>
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</table>

<table>
<thead>
<tr>
<th>Multi-Unit Housing Common Areas</th>
<th>Jurisdictions</th>
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</thead>
</table>

## Smoke-free Outdoor Air

### Outdoor Eating Areas

<table>
<thead>
<tr>
<th>Sports Fields, Activities, &amp; Other City Events</th>
<th>Jurisdictions</th>
</tr>
</thead>
<tbody>
<tr>
<td>*Sel. city outdoor sports facilities</td>
<td></td>
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<tr>
<td>*Special events</td>
<td></td>
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<tr>
<td>*Enc. assembly place</td>
<td></td>
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</tbody>
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<table>
<thead>
<tr>
<th>Ticket Area, Indoor or Outdoor Sports Facilities</th>
<th>Jurisdictions</th>
</tr>
</thead>
<tbody>
<tr>
<td>*Enc</td>
<td></td>
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<thead>
<tr>
<th>Services Lines</th>
<th>Jurisdictions</th>
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<tbody>
<tr>
<td>*Indoor</td>
<td></td>
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<tr>
<td>*Enc. business establishments</td>
<td></td>
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<tr>
<td>*Indoor</td>
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<thead>
<tr>
<th>Sidewalks</th>
<th>Jurisdictions</th>
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<tr>
<td>*See notes</td>
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<thead>
<tr>
<th>Parks</th>
<th>Jurisdictions</th>
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<tr>
<td>*Rooms in parks</td>
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<tr>
<td>*Sel. city parks</td>
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<tr>
<th>Beaches</th>
<th>Jurisdictions</th>
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<tr>
<td>*Sel. city beaches</td>
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<thead>
<tr>
<th>Lagoons &amp; Waterways</th>
<th>Jurisdictions</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

<table>
<thead>
<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>
<th>Unincorporated areas</th>
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<tbody>
<tr>
<td><strong>Tobacco Retail Environment</strong></td>
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</table>
| Tobacco Retail Permit/License (TRL) | | | | | | | | | | | | *
| Tobacco-Free Pharmacies | | | | | | | | | | | | |
| **Smoke-free Housing** | | | | | | | | | | | | *See notes |
| Individual Units In Multi-Unit Housing | | | | | | | | | | | | *See notes |
| Multi-Unit Housing Common Areas | | | | | | | | | | | | *See notes |
| **Smoke-free Outdoor Air** | | | | | | | | | | | | *See notes |
| Outdoor Eating Areas | | | | | | | | | | | | *See notes |
| Sports Fields, Activities, & Other City Events | *Enc | *Enc | *City-owned | *Enc | | | | | | | | |
| Ticket Area, Indoor or Sheltered Boarding, Waiting Areas of Public Transit Depots | *Enc | | *Enc | | | | | | | | | |
| Service Lines | *Enc | *Enc | | *Enc | | | | | | | | |
| Sidewalks | *Enc | *Enc | | *Enc | | | | | | | | |
| Parks | | | | | | | | | | | | |
| Beaches | | | | | | | | | | | | *City-owned |
| Lagoons & Waterways | | | | | | | | | | | | |

**Key:**
- Enc: Enclosed
- Sol. city: Select city-owned

**Notes:**
- Redwood City Ticket Area: Max 50% waiting area as smoking area & separate waiting areas of equal size for smokers & non-smokers.
- 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-clig: City props, rec areas, Downtown, TRL., MUN, 21-story 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
SMC Tobacco Prevention Program (TPP) provides support to the TEC General Members through the following workgroups:

- **Retail Workgroup**
- **Membership & Recruitment Workgroup**
- **Smoke-free Multi-unit Housing Workgroup**
- **School Workgroup**
- **Youth Advisory Group (YAG)**

**TEC Structure**

- **Co-chair(s)**
- **Steering Committee**

**TEC General Members**
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 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
Smoke-free Multi-unit Housing Workgroup

- Partners advocate for smoke-free multi-unit housing ordinances
- Meet monthly via videoconference

Workgroup successes:
14 out of 21 jurisdictions in the County have a SF-MUH policy!
Workgroup successes:
• 9 out of 21 jurisdictions in the County have a flavored tobacco restriction
• Over the past year, some advocacy efforts for flavored tobacco restrictions have also included e-cigarette restrictions.

Retail Workgroup
• Partners advocate for flavored tobacco restrictions
• Meet monthly via video-conference
School Workgroup

- Partners working on tobacco prevention efforts in the school environment
- Meetings monthly via video-conference
Youth Advisory Group (YAG)

- Youth will raise awareness, promote tobacco prevention, and host community education events
- Meetings will be monthly via video-conference
Membership and 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
• Help eliminate the #1 cause of chronic disease in San Mateo County
• Network with other community partners