

# Tobacco Prevention & Control Strategic Plan for FY2012-2013

Austin/Travis County Health and Human  
Services Department

Health Promotion and Disease Prevention  
Chronic Disease Prevention and Control Program

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## Table of Contents

- I. Community Statistics
  - Population demographics
  - Tobacco use among Adults
  - Quit Smoking Behavior Among Adults in Travis County
  - Attitudes toward Smoke Free policies Among Adults
  - Tobacco-related morbidity and mortality
  - Tobacco use among Youth
- II. 2012-2013 Community Strategic Plan by Goal

### Appendices:

- A. FY12 Action Plan
- B. KPMs by strategy
- C. Logic Model (separate document)

## COMMUNITY STATISTICS

### Population demographics

The Austin Tobacco Prevention and Control Coalition (ATPCC) will serve all of Travis County which has an estimated population of 1,024,266,<sup>1</sup> a population that has grown 26% since the year 2000. Travis County is located in central Texas and has 22 municipal jurisdictions, 15 school districts and a land area of 989 square miles. Austin is the largest city in the county, which is part of the five county Austin-Round Rock Metropolitan Statistical Area.<sup>2</sup>

The median household income is \$54,044 and 15.2% of residents live below the poverty line. Racial/ethnic breakdown of Travis County residents are 50.5% white, 33.5% Hispanic, 8.1% African American, 5.7% Asian and 2.2% other.

Seven public independent school districts serve Travis County, the largest being the Austin Independent School District (AISD), serving 86,008 students in 124 schools. Just over 63% of AISD students are economically disadvantaged and 29% have limited English proficiency. The racial/ethnic breakdown of students enrolled for the 2010-2011 school year was: Hispanic 59.1%, White 25.5%, African-American 9.4%, Asian 3.2% and all others equal 2.8%.

Approximately 200,000 Travis County residents live in rural subdivisions and unincorporated settlements with limited infrastructure including limited access to healthcare facilities and pharmacies, transportation, inadequate wastewater infrastructure and potable water.

### Tobacco Use Among Adults<sup>3</sup>

The prevalence of current cigarette use by adults in Travis County is 17.2% (Table 1).<sup>4</sup>

**Table 1. Prevalence by smoking status for three geographic areas, 2007-2009**

Smoking Status	Travis County			Eastern Travis County		Texas	
	Est Pop*	Percent	95% CI	Percent	95% CI	Percent	95% CI
Current smoker	176,600	17.2%	(14.6-19.7)	22.7%	(18.1-27.3)	18.6%	(17.9-19.4)
Former smoker	249,400	24.3%	(21.9-26.8)	18.7%	(15.3-22.1)	21.4%	(20.8-22.1)
Never smoked	600,300	58.5%	(55.5-61.5)	58.6%	(53.8-63.4)	59.9%	(59.0-60.8)

SOURCE: Texas BRFSS 2007-2009

\* Rough estimate of population by smoking status (not weighted by age/gender/race/ethnicity), using the Census 2009 estimate of Travis County population of 1,026,158

Note: Eastern Travis County is composed of 17 Zip Codes

Table 2 illustrates that adult smoking rates vary by gender, age, race/ethnicity, annual income and educational attainment. African Americans in Travis County have a lower prevalence of smoking (18.9%) than the state of Texas (20%), but prevalence among African Americans in

<sup>1</sup> 2010 U.S. Census Bureau estimates.

<sup>2</sup> Travis County government website, <http://www.co.travis.tx.us/>. Accessed August 15, 2010.

<sup>3</sup> The 2010 BRFSS results have not been released internally so data from the combined BRFSS 2007-09 is presented

<sup>4</sup> Texas BRFSS 2007-2009 combined

Eastern Travis County is 28.1%. The same is true for Hispanics and Whites. Eastern Travis County has a higher proportion of the county’s minority populations, in addition to greater health disparities related to tobacco use.

**Table 2. Prevalence of current smoking among demographic groups, 2007-2009**

		Travis County		Texas	
		Percent	95% CI	Percent	95% CI
Total		17.2%	(14.6-19.7)	18.6%	(17.9-19.4)
Gender	Male	21.7%	(17.4-26.0)	21.8%	(20.5-23.2)
	Female	12.2%	( 9.7-14.7)	15.5%	(14.8-16.2)
Age Group	18-34	23.5%	(17.6-29.4)	21.6%	(19.8-23.4)
	35-64	14.6%	(12.3-16.8)	19.3%	(18.4-20.1)
	65+	6.8%	( 4.6- 9.1)	9.1%	( 8.4- 9.8)
Sex and Age Group	Males, age 18-34	30.9%	(21.8-39.9)	26.2%	(23.2-29.3)
	Males, age 35-64	16.8%	(13.0-20.5)	21.9%	(20.5-23.3)
	Males, age 65+	7.1%	( 3.3-10.9)	8.8%	( 7.7- 9.9)
	Females, age 18-34	14.0%	( 7.9-20.1)	16.7%	(15.0-18.3)
	Females, age 35-64	12.3%	( 9.8-14.8)	16.7%	(15.8-17.6)
	Females, age 65+	6.6%	( 3.8- 9.4)	9.3%	( 8.5-10.2)
Race/Ethnicity	White	17.8%	(14.6-21.1)	19.6%	(18.7-20.5)
	Black	18.9%	(11.4-26.5)	20.0%	(17.6-22.4)
	Hispanic	17.4%	(11.7-23.1)	16.8%	(15.3-18.2)
Income Categories	< \$25,000	31.0%	(23.6-38.4)	25.6%	(23.7-27.5)
	\$25,000 to < \$75,000	18.4%	(14.2-22.6)	20.1%	(18.8-21.4)
	\$75,000+	10.7%	( 6.9-14.4)	12.1%	(11.0-13.2)
Education Categories	< High School	21.1%	(12.4-29.7)	25.4%	(23.1-27.7)
	High School Graduate	24.5%	(17.1-31.8)	24.5%	(22.9-26.1)
	Some College	21.2%	(15.4-26.9)	20.1%	(18.7-21.5)
	College Graduate	12.3%	( 9.1-15.6)	10.2%	( 8.9-11.5)

SOURCE: Texas BRFSS 2007-2009

### **Quit Smoking Behaviors Among Adults in Travis County, 2007-2009**

The majority of smokers tried to quit in the previous year; 59% of current smokers reported trying to quit in the last 12 months. Of former smokers, 10.6% reported their last cigarette was within the last year. About 4 of 5 survey respondents reported seeing a health professional for care in the last year. Only 60.4% of current smokers who had sought health care in the last year were advised by a health professional to quit smoking. The advised cessation method varied; 39.1% reporting being advised to use medication (including NRT, Zyban, and Chantix) and 25.9% reporting being advised to use non-medication strategies.

**Table 3. Smoking cessation behaviors among adult current and former smokers**

Subgroup			Travis County		Texas	
			Percent	95% CI	Percent	95% CI
Current smoker	Did you try to quit smoking in last 12 months?	Yes	59.0%	(49.6-68.4)	58.7%	(56.2-61.1)
Current, former smoker	Did you try to quit smoking by using smokeless tobacco?	Yes	10.6%*	( 0.8-20.4)	19.5%	(15.3-23.8)
Former smoker	Last cigarette?	< 3 m ago	4.2%*	( 0.7- 7.6)	4.9%	( 3.7- 6.0)
		> 3 m ago	95.8%	(92.4-99.3)	95.1%	(94.0-96.3)
Former smoker	Last cigarette?	< 1 y ago	10.6%	( 5.2-16.0)	12.1%	(10.5-13.8)
		> 1 y ago	89.4%	(84.0-94.8)	87.9%	(86.2-89.5)
Population	In last 12 months, seen health professional for care	Yes	79.4%	(75.0-83.8)	77.5%	(75.9-79.1)
Current smoker	In last 12 months, advised by health professional to quit smoking	Yes	60.4%	(48.5-72.4)	60.8%	(57.5-64.2)
Current smoker	In last 12 months, advised to quit smoking using medication	Yes	39.1%	(27.7-50.4)	34.2%	(31.0-37.3)
Current smoker	In last 12 months, advised to quit smoking using non-medication strategy	Yes	25.9%	(16.4-35.4)	23.4%	(20.7-26.0)

SOURCE: Texas BRFSS 2007 (2 of 4 parts) and 2009

\* Indicates that estimates are unstable and should be interpreted with caution

**Attitudes toward Smoke-Free Policies among Adults in Travis County, 2007-2009**

**Table 4. Smoke-free policies at home and work**

		Travis County		Texas	
		Percent	95% CI	Percent	95% CI
<b>Smoke-free home policy</b>					
	Smoking is not allowed anywhere inside your home	87.8%	(85.2-90.3)	84.0%	(83.1-84.9)
	Smoking is allowed in some places or at some times	3.6%	( 2.4- 4.9)	5.2%	( 4.7- 5.8)
	Smoking is allowed anywhere inside the home	0.7%*	( 0.3- 1.1)	1.4%	( 1.2- 1.7)
	There are no rules about smoking inside the home	7.9%	( 5.7-10.2)	9.3%	( 8.6-10.0)
<b>Smoke-free work policy</b>					
	Not allowed in any work areas	92.3%	(89.4-95.3)	86.3%	(85.0-87.6)
	Allowed in some work areas	3.9%	( 1.7- 6.1)	8.6%	( 7.6- 9.7)
	Allowed in all work areas	0.1%*	( 0.0- 0.3)	1.2%	( 0.7- 1.6)
	No official policy	3.7%	( 1.6- 5.8)	3.9%	( 3.3- 4.5)
<b>Smoke-free indoor work policy</b>					
	Not allowed in any public areas	86.7%	(82.7-90.7)	80.8%	(79.3-82.2)
	Allowed in some public areas	10.6%	( 6.8-14.4)	13.1%	(11.8-14.4)
	Allowed in all public areas	0.3%*	( 0.0- 0.8)	1.1%	( 0.7- 1.5)
	No official policy	2.3%	( 1.0- 3.7)	5.1%	( 4.3- 5.9)

SOURCE: Texas BRFSS 2007 (2 of 4 parts) and 2009

\* Indicates that estimates are unstable and should be interpreted with caution

Fewer adults are exposed to environmental tobacco smoke at home and at work in Travis County than in Texas. 87.8% of adults report that smoking is not allowed anywhere inside their home. Interpretation and knowledge of smoke-free work policies differ by the question asked. When asked “Which of the following best describes your place of work's official smoking policy for work areas?”, 92.3% of workers report that smoking is not allowed in any work areas. When asked “Which of the following best describes your place of work's official smoking policy for indoor public or common areas, such as lobbies, rest rooms and lunchrooms?”, 86.7% of workers report that smoking is not allowed in any indoor public area.

Almost two-thirds of Travis County residents reported they would not change their frequency of eating out or going to bars and music clubs (Table 5). Only 5.7% reported they would eat out less often and 7.1% reported they would go to bars and music clubs less often.

**Table 5. Attitudes toward smoke-free policies in bars and restaurants**

	Travis County		Texas	
	Percent	95% CI	Percent	95% CI
If restaurants were smoke-free, change frequency of eating out?				
More often	31.0%	(27.9-34.1)	25.9%	(25.0-26.8)
Less often	5.7%	( 4.0- 7.4)	6.9%	( 6.3- 7.4)
No difference	63.3%	(60.0-66.6)	67.2%	(66.2-68.1)
If bars, music clubs were smoke-free, change frequency of going out?				
More often	27.2%	(24.2-30.3)	18.0%	(17.2-18.8)
Less often	7.1%	( 5.3- 8.9)	9.3%	( 8.7- 9.9)
No difference	65.6%	(62.4-68.9)	72.7%	(71.8-73.6)

SOURCE: Texas BRFSS 2007 (2 of 4 parts), 2008 and 2009

Of note, the City of Austin’s Smoking in Indoor Public Places Ordinance was enacted in May of 2005 and covers bars, restaurants, workplaces, and indoor public places within Austin’s city limits. The majority of Austin is included in Travis County; Austin has approximately 69% of the population, 83% of the households, 77% of the businesses and 25% of the land of Travis County.

## Death & Disease Incidence<sup>5</sup>

**Table 6. Estimated New Cases of Lung and Bronchial Cancer**

County Name	New Cases 2007	Estimated New Cases 2011 <sup>a</sup>	Difference
Texas	12,649	14,358	+ 1,709
Travis County	327	450	+123

Source: Texas Cancer Registry

<sup>5</sup> Source: Texas Cancer Registry, Selected Cancer Facts by PHR, 2007, <http://www.dshs.state.tx.us/tcr/>  
Texas Cancer Registry, Expected Number of Cancer Cases and Deaths, 2010, <http://www.dshs.state.tx.us/tcr/expected-2010.shtm>

**Table 7. Estimated Number of Lung and Bronchial Cancer Deaths**

County Name	Deaths 2007	Estimated Deaths 2011	Difference
Texas	9,668	10,625	+ 957
Travis County	254	324	+ 70

Source: Texas Cancer Registry

### Tobacco Use Among Youth

Data on the prevalence of tobacco use among youth in Austin and Travis County is limited, partially due to the largest school district's (Austin) nonparticipation in the Youth Tobacco Survey after 2006. Currently Travis County has two sources of youth data available; the Student Substance Use and Safety Survey<sup>6</sup> that was developed by the Austin Independent School District (AISD) with data for years 2008-2010, and the YRBS, developed by the Centers for Disease Control in conjunction with the Communities Putting Prevention to Work tobacco grant. AISD students only are the respondents for both surveys. Data for the YRBS is only available for 2009. Both surveys are self-reported surveys to a random sample of AISD students. The Student Substance Use and Safety Survey is administered in the Spring with a sample of students grades 8-12 while the YRBS respondents were students in grades 9-12.

Unfortunately, due to the varying questions and methodologies, the results from the YRBS and the Student Substance Use and Safety Survey cannot be compared.

#### *Student Substance Use and Safety Survey results, years 2008-2010*

For year 2010, the sample size was 8,162 with a 70% response rate; 2009 had 8,320 respondents and a 72% response rate. Year 2008 had 8,436 respondents and a 73% response rate.

Below are the questions asked in the surveys for years 2008 to 2010. Generally speaking, use of tobacco and perception of peer use is higher among high school students than middle school students (Tables 8, 9, 10).

**Table 8. What is the most recent you have used Tobacco?**

Response	2008		2009		2010	
	% MS	% HS	% MS	% HS	% MS	% HS
Never used it/heard of it	89	72	90	76	91	76
More than a year ago	4	6	3	5	3	5
Within the past year	3	6	3	6	2	6
Within the past month	5	15	4	13	3	14

<sup>6</sup> More information on the AISD survey is available on the AISD website below  
[http://archive.austinsisd.org/inside/accountability/evaluation/survey\\_reports.phtml](http://archive.austinsisd.org/inside/accountability/evaluation/survey_reports.phtml)

**Table 9. During this year, how often did you use Tobacco?**

Response	2008		2009		2010	
	% MS	% HS	% MS	% HS	% MS	% HS
Never used it/heard of it	90	75	91	79	92	79
Less than once a year	3	4	3	4	2	4
About once this year	2	5	2	4	2	4
About once a month	2	5	1	3	1	4
Several times a month	1	4	1	3	1	3
Several times a week	1	3	1	3	1	3
Every day	1	3	1	3	1	3

**Table 10. Within the past month, how many kids at your school do you think have used Tobacco?**

Response	2008		2009		2010	
	% MS	% HS	% MS	% HS	% MS	% HS
Less than 25%	-	-	65	38	66	41
Between 25% and 50%	-	-	20	29	19	27
Between 50% and 75%	-	-	8	18	8	17
More than 75%	-	-	7	14	7	14

\*Question not asked in 2008

**Table 11. How dangerous is it for kids your age to use Tobacco?**

Response	2008		2009		2010	
	% MS	% HS	% MS	% HS	% MS	% HS
Very dangerous	69	46	68	48	68	47
Somewhat dangerous	16	28	17	28	17	29
I don't know/Never heard of it	6	5	6	6	6	6
Not very dangerous at all	5	15	6	13	6	12
Not at all dangerous	3	6	3	5	3	6

**Table 12. During the school year, how many times have you experienced advertisements (tv, radio, billboard, magazine, internet, etc.) for tobacco products?**

Response	2008		2009		2010	
	% MS	% HS	% MS	% HS	% MS	% HS
0 times	-	-	45	41	46	43
1-2 times	-	-	24	24	24	24
3-4 times	-	-	11	11	11	10
5 or more times	-	-	20	24	19	23

\*Question not asked in 2008

The number of times students experienced tobacco advertisements is similar across middle and high schoolers, but high schooler respondents felt tobacco was less dangerous than middle school respondents (See Tables 11, 12).

**Table 13. During this school year, have you received any information on drugs, alcohol, or violence from any of the following school sources?**

Response	2008		2009		2010	
	% MS	% HS	% MS	% HS	% MS	% HS
Advisory/seminar class	28	40	36	49	48	42
Health class	35	39	36	40	36	40
Another class	49	34	45	35	44	33
Science class	52	28	57	29	50	27
Special school event about tobacco, drugs, alcohol or violence	15	13	38	30	33	26
Student support group meetings at school	15	13	15	13	13	11
Guidance counselor	28	11	28	12	24	11
Other school source not mentioned above	22	18	23	19	22	19
None of the above	9	21	9	18	11	22

\*Respondents could choose multiple answers

**Table 14: During this school year, have you brought any of the following items to school?**

Response	2008		2009		2010	
	% MS	% HS	% MS	% HS	% MS	% HS
Illegal drugs	5	10	7	11	6	10
Tobacco	3	10	4	9	4	8
Knives	5	8	8	8	6	8
Prescription drugs	3	6	5	7	5	6
Alcohol	2	5	4	6	4	5
Other weapons	5	4	6	6	6	5
Gun	2	2	3	3	3	2
None of the above	87	77	85	79	87	79

\*Respondents could choose multiple answers

*CPPW YRBS results, 2010*

The 2010 YRBS was funded by the Communities Putting Prevention to Work Centers for Disease Control grant. The sample size was 1,796 students.

Thirty-eight percent of survey respondents have tried cigarette smoking and 8.6% report smoking a whole cigarette for the first time before age 13 years old. Eleven percent of all students smoked cigarettes on one or more of the past 30 days (See Table 15) and 3% smoked cigarettes on 20 or more of the past 30 days.

**Table 15. Percentage of students who smoked cigarettes on one or more of the past 30 days**

		Total	
		Percent	95% CI
Total		10.6	(9.1-12.4)
Gender	Male	11.2	(8.8-14.0)
	Female	10.1	(8.2-12.3)
Age Group	15 or younger	8.8	(6.4-11.8)
	16 or 17	11.0	(9.0-13.5)
	18 or older	18.1	(12.9-24.8)

Grade	9 <sup>th</sup>	8.2	(5.4-12.2)
	10 <sup>th</sup>	8.9	(6.3-12.4)
	11 <sup>th</sup>	10.7	(7.8-14.5)
	12 <sup>th</sup>	14.9	(10.9-20.1)
Race/Ethnicity	White	12.0	(9.4-15.3)
	Black	2.5	(.8-7.4)
	Hispanic/Latino	12.1	(9.9-14.7)
	All other races	7.0	(3.1-15.4)

SOURCE: CPPW YRBS, 2010

Among students who reported current cigarette use, 11% (6.4-18.1) reported smoking more than 10 cigarettes per day on the days they smoked during the past 30 days and 38% have tried to quit smoking during the past 12 months.

**Table 16. Prevalence of tobacco use, by type**

	Percent	95% CI
% of students who used chewing tobacco, snuff, or dip on one or more of the past 30 days	4.9	(3.7-6.4)
% of students who smoked cigars, cigarillos, or little cigars on one or more of the past 30 days	14.2	(12.2-16.3)
% of students who smoked cigarettes or cigars or used chewing tobacco, snuff, or dip on one or more of the past 30 days	16.3	(14.3-18.7)

SOURCE: CPPW YRBS, 2010

Among students who less than 18 years of age and who reported current cigarette use, 15.0% (10.1-21.7) usually got their own cigarettes by buying them in a store or gas station during the past 30 days.

## Compliance with tobacco laws

### *State laws – Retail sales to minors*

The Austin Police Department (APD) receives a block grant from the Texas Comptroller's Office to increase compliance with the Texas Tobacco Law. For the last three grant years FY 2009-2011, APD received \$36,500 a year, 60% of which is allocated to controlled buy expenses, 20% to retail compliance inspections, 15% to retailer and judiciary education and 5% to reporting activities. There are over 2,000 stores licensed to sell tobacco in Austin. During FY2010, there were 409 controlled buy attempts in these stores in the 17 zip code area to monitor compliance with the law, which yielded 7 violations and 7 citations.

**Table 17: Enforcement of Tobacco Sales to Minors**

Enforcement of Texas Laws Restricting Youth Access to Tobacco	FY 2008 17 zip codes	FY 2010 17 zip codes	Percent Change
Number of stings	354	409	
Overall percent Tobacco Sales to Minors	4.81% -	1.72% -	-3.09

	17 violations/14 citations	7 violations/7 citations	
Percent youth monitors whose age was not questioned in successful buy	82.36	71.43	-10.93
Is your community above or below the state average in compliance with the restriction on sales to minors? (Above/Below)	Below	Below	

*State Laws – Minor in Possession laws*

The Texas Comptroller’s Office also provides grants to two school-based tobacco law enforcement programs that are housed in Austin Independent School District and Eanes Independent School District. In FY10 and FY11 AISD received \$33,000 and Eanes received \$4,100, respectively.

*City of Austin No Smoking in Public Places Ordinance*

Austin’s No Smoking in Public Places Ordinance (SIPPO) was passed by the City Council in 2005 and went into effect in September 1, 2005. The ordinance prohibits smoking in public places and within 15 feet of an entrance or open window of a public place. The ordinance also stipulates that “No Smoking” signage must be displayed and properly posted at all venues where the ordinance is enforced and that no ashtrays can be displayed where smoking is forbidden. Enforcement authority for SIPPO is the Health and Human Services Department, Environmental and Consumer Health Unit (ECHU). It is complaint driven or can be initiated by Smoking Investigator/Food inspector (sanitarians) staff if they observe a violation while conducting other ECHU investigations/inspections. The ordinance also mandates an educational component, and an ECHU educator gives presentations about the ordinance to youth and adults in diverse venues throughout the city.

**Table 18. Number of SIPPO complaints, legal charges and investigations, FY08-FY11**

	FY08	FY09	FY10	FY11 (September- April 2011)	Total
# complaints received from general public	120	80	97	75	372
Legal charges (non-citation) filed in municipal court against establishment owners/operators	9 <sup>2</sup>	27	19	11	66
Investigations for smoking for by individuals/patrons <sup>7</sup>	17 <sup>2</sup>	15	12	9	53

Source: A/TCHHSD, Environmental and Consumer Health Unit

From September 1, 2008-April 2011, ECHU has received 372 SIPPO complaints from the general public. Sixty six legal charges were filed against establishment operators and 66 smoking citations have been written since November 1, 2006, when the ticket issuance program became effective.

To report a SIPPO violation, citizens can either call ECHU directly during the work day, leave a message afterhours or file a complaint online.

<sup>7</sup> Since implementation of ECHU citation issuance program 11/1/2006

## 20012-2013 Community Strategic Plan by Goal

### Notes on the development of the Strategic Plan

A primary consideration in developing the revised strategic action plan was developing activities that were complementary to the federal Communities Putting Prevention to Work tobacco grant to leverage all resources for the most effective programming.

The structure of the strategic plan that follows includes the primary strategies by goal, with measureable outputs, and short-term, intermediate term and long-term outcomes. The key performance measures (KPMs), for which the ATPCC is contractually obligated, are included as outputs and also listed together in Table 19. A detailed list of activities for each strategy with the associated key performance measures can be found in the Appendix A. FY12 Action Plan.

**Table 19: FY12 Annual Key Performance Measures**

1.	Number of renewed written community agreements	25
2.	Number of new written community agreements	13
3.	Number of cessation consultations with health care providers	100
4.	Number of work site cessation services consultations	98
5.	Number of adults receiving information	13,000
6.	Number of youth receiving information	10,000
7.	Number of tobacco prevention presentations	130
8.	Number of adults attending tobacco presentations	400
9.	Number of youth attending tobacco presentations	1,000
10.	Number of tobacco media contacts	20
11.	Number of tobacco media awareness activities	20
12.	Number of adults involved in tobacco alternative activities	6,500
13.	Number of youth involved in tobacco alternative activities	6,500
14.	Number of environmental regulatory and/or legal strategies implemented or changed	1
15.	Number of youth receiving education/skills training	300
16.	Number of adults receiving coalition training	50

Thus, in order to address Goal 5, the Elimination of Health Disparities, the ATPCC will focus many of its resources on the priority populations described in the needs assessment, which include males 18-34, individuals with low educational attainment and those with an annual income of less than \$25,000.

## GOAL 1: PREVENT TOBACCO USE AMONG YOUTH

### Strategy 1.1: Provide opportunities to receive skills and training

This strategy includes all leadership development conferences, Teen Ambassador activities, implementing the Towards No Tobacco curriculum in schools and after school centers and conducting Operation Store Alert. The results of this strategy will prepare youth to engage in the activities in Strategy 1.2.

### Strategy 1.2: Provide opportunities for youth engagement, counter marketing, media advocacy and outreach

This strategy includes all the activities where youth use the skills they have learned to advocate for different tobacco prevention policies and social norm changes in their communities. It includes activities for Tobacco-Free Kids Day and other tobacco “holidays” as well as the many opportunities available to them to work with the CPPW staff on policy change.

### Strategy 1.3: Conduct tobacco prevention education activities for youth

This strategy includes all the school and community events where youth receive education on the health and legal consequences of tobacco use.

GOAL 1 OUTCOMES MEASURES	Indicator source
<b>Outputs and Key Performance Measures</b>	
# youth receiving information	Subcontractor monthly data display
# of tobacco presentations	Subcontractor monthly data display
# of youth attending presentations	Subcontractor monthly data display
# of media awareness activities	Subcontractor monthly data display
# of youth involved in tobacco alternative activities	Subcontractor monthly data display
# of youth receiving education/skills training	Subcontractor monthly data display
# of adults receiving information	Subcontractor monthly data display & ECHU reports
# stores surveyed for Operation Store Alert	Subcontractor monthly data display
# adults involved in tobacco alternative activities	ECHU reports
<b>Short-term outcomes</b>	
Increase knowledge of tobacco, improved anti-tobacco attitudes	YRBS, Student Substance Use and Safety Survey
Decreased exposure to tobacco advertising	
<b>Intermediate outcomes</b>	
Reduced susceptibility to experimentation with tobacco	YRBS, Student Substance Use and Safety Survey
<b>Long-term outcomes</b>	
Reduced initiation of tobacco use by young people	YRBS, Student Substance Use and Safety Survey
Reduced tobacco-use prevalence among youth people	

## GOAL 2: ENSURE COMPLIANCE WITH STATE AND LOCAL TOBACCO LAWS

**Strategy 2.1:** Educate public on SIPPO and tobacco use consequences

**Strategy 2.2:** Conduct additional sweeps for SIPPO violations

An assessment will be conducted to identify the hot-spots for SIPPO indoor and outdoor violations in Austin. Once these hot spots are determined, additional sweeps will be conducted.

GOAL 2 OUTCOMES MEASURES	Indicator source
<b>Outputs and Key Performance Measures</b>	
# of tobacco prevention presentations	ECHU reports
# of adults attending tobacco presentations	ECHU reports
# of youth attending tobacco presentations	ECHU reports
% citations issued	ECHU reports
<b>Short-term outcomes</b>	
Increased awareness of health consequences of tobacco	BRFSS, YRBS
Increased awareness of legal consequences	
<b>Intermediate outcomes</b>	
Increased complaints	ECHU reports
<b>Long-term outcomes</b>	
Increased compliance, decrease in # of citations	ECHU reports

## GOAL 3: INCREASE CESSATION AMONG YOUTH AND ADULTS

**Strategy 3.1:** Mass media campaign

The ATPCC will use grant funding to purchase additional media for Quitline promotion to supplement media already funded by TX DSHS

**Strategy 3.2:** Institutionalize PHS guidelines

This strategy will target smaller primary practices in health disparate areas.

**Strategy 3.3:** Provide technical assistance to worksites to increase cessation services & benefits to employees

**Strategy 3.4:** Community Education

GOAL 3 OUTCOMES MEASURES	Indicator source
<b>Outputs and Key Performance Measures</b>	
# of media contacts	ATPCC & media contractor report
# of media awareness activities	Media contractor
# of consultations with health care providers	ATPCC
# of toolkits distributed	ATPCC
# of presentations conducted	ATPCC
# of adults attending presentations	ATPCC
# of adults receiving information	CPPW, ATPCC, ECHU reports
# calls to Quitline	Alere

# quit attempts	Alere
<b>Short-term outcomes</b>	
# providers who implement some or all of PHS guidelines	ATPCC
# of worksites that implementation cessation services and/or benefits changes	ATPCC
<b>Intermediate outcomes</b>	
Increase in calls to Quitline	Alere
# of fax referrals to Quitline	Alere
Increase in quit attempts	
<b>Long-term outcomes</b>	
Increased cessation	BRFSS
Reduced tobacco prevalence	BRFSS

#### GOAL 4: ELIMINATE EXPOSURE TO SECONDHAND SMOKE

##### Strategy 4.1: Usage Bans

GOAL 4 OUTCOMES MEASURES	Indicator source
<b>Outputs and Key Performance Measures</b>	
# of employers approached	ATPCC
Policy developed	Employer reports
# of presentations	Subcontractor monthly data display
# adults receiving info	ATPCC
# of adults attending pres	Subcontractor monthly data display
<b>Short-term outcomes</b>	
# of facilities that adopt comprehensive tobacco-free policies	ATPCC
# environmental regulatory and/or legal strategies implemented or changed	ATPCC
<b>Intermediate outcomes</b>	
Compliance with tobacco free worksite policies	Individual worksites assessments
<b>Long-term outcomes</b>	
Decreased in % of respondents who do not have workplace smoking policy	BRFSS
Reduced exposure to SHS	BRFSS
Reduced tobacco consumption	BRFSS
Reduced tobacco-related morbidity and mortality	BRFSS

**GOAL 5: REDUCE TOBACCO USE AMONG POPULATIONS WITH THE HIGHEST TOBACCO-RELATED DISEASE BURDEN**

**Strategy 5.1:** Gear youth education & training activities to youth and schools in health disparate areas

**Strategy 5.2:** Focus on health disparate areas for SIPPO education activities & surveillance

**Strategy 5.3:** Focus cessation efforts on health disparate populations

**Strategy 5.4:** Focus elimination of SHS strategies on health disparate populations

**Strategy 5.5:** Recruit priority populations to serve on coalition

All KPMs for Goal areas 1-4 include a component to measure involvement of priority populations.

**GOAL 6: DEVELOP AND MAINTAIN THE CAPABILITY TO IMPLEMENT COMPREHENSIVE TOBACCO PROGRAMS**

**Strategy 6.1:** Recruit and retain coalition members

**Strategy 6.2:** Improve capacity of coalition

**Strategy 6.3:** Convene meeting opportunities for coalition members

<b>GOAL 6 OUTCOMES MEASURES</b>	<b>Indicator source</b>
<b>Outputs and Key Performance Measures</b>	
# of new written community agreements	Copies of agreements
# of renewed community agreements	Copies of agreements
# of SPF trainings	Sign-in sheets, agenda
Developed sustainability plan	Plan
Cultural competency plan	Plan
Recruitment Action Plan	Plan developed
<b>Short-term outcomes</b>	
# of residents and organizations from Focus Area are active ATPCC members	ATPCC coalition membership list
Identify external funding sources	ATPCC
<b>Intermediate outcomes</b>	
Partner organizations contribute resources to sustain ATPCC.	City of Austin Budget Office
Institutionalize ATPCC work within coalition’s member agencies	ATPCC & coalition member strategic plans
Contact & cultivate potential funding sources & submit proposals	ATPCC Sustainability committee
<b>Long Term outcomes</b>	
ATPCC is sustained with partner resources	ATPCC budget
Members of priority populations play a leadership role in the ATPCC	ATPCC
Sufficient funding from diverse sources is obtained to sustain basic operation of ATPCC	ATPCC

**GOAL 1: PREVENT YOUTH TOBACCO USE**

<b>Strategy 1.1: Provide opportunities for youth to receive skills &amp; training</b>					
<b>Activity/Task</b>	<b>Start/End</b>	<b>Responsible party</b>	<b>Resources &amp; Training</b>	<b>Measure/Output</b>	<b>Indicator and Documentation</b>
Tobacco-Free Teen Leadership Summit	TBD	Contractor	-	10 youth attended 2 adults attended	Agenda, list of attendees
Say What Teen Tobacco Summit	Summer 2012	Contractor	-	10 youth attended 2 adults attended	Agenda, list of attendees
Towards No Tobacco curriculum	Jan 2012-Aug 2012	Contractor	Train facilitators, purchase materials	300 complete TNT course # people certified to teach # teacher trainings	Sign-in sheets for trainers and students
Operation Store Alert	TBD	Contractor	Updated list of tobacco retailers, modified survey, cameras & video recorders	25 youth trained 50 stores surveyed 50 retailers receive results 1 report of findings 1 photo voice	List of retailers surveyed, copy of letters to retailers, photovoice fotos, findings report
<b>Strategy 1.2: Provide opportunities for youth engagement, counter marketing, media advocacy and outreach</b>					
<b>Activity/Task</b>	<b>Start/End</b>	<b>Responsible party</b>	<b>Resources &amp; Training</b>	<b>Measure/Output</b>	<b>Indicator and Documentation</b>
Youth-led event for Great American Smokeout	11/17/2011	Contractor	Ed materials		Proclamation, fotos
Youth-led event for Tobacco-Free Kids Day (report to TXSSC)	3/21/2012	Contractor	Ed materials		Fotos, event plan
Youth-led event for World No-Tobacco Day	5/31/2012	Contractor	Ed materials		Fotos, event plan
Counter marketing, media advocacy & policy activities for selected policies (MAPPS)	Oct 2011-Aug 2012	ATPCC, Contractor & ISD	CDC's Best Practices for Youth engagement	# events # counter marketing # press releases # presentations to leaders	Copies of press releases, fotos,

<b>Strategy 1.3: Conduct tobacco prevention education activities for youth</b>					
<b>Activity/Task</b>	<b>Start/End</b>	<b>Responsible party</b>	<b>Resources &amp; Training</b>	<b>Measure/Output</b>	<b>Indicator and Documentation</b>
Tobacco prevention education	Oct 2011-Aug 2012	Contractor	List of events, educational materials	# youth attendees # adult attendees # presentations	Schedule of events
Back to school events (sports physicals, backback, student folders, etc)	August 2012	Contractor	List of events, educational materials	# youth attendees # adult attendees # schools participating	Type of material distributed
Send educational messaging materials for parents to reinforce anti-tobacco msgs during tobacco curriculum period in schools	Varies on timing of tobacco ed in school	Contractor	Educational materials, list of schools	1000 folder distributed # HS that participate # MS that participate	List of schools that participated and # of youth who received materials
Distribute Worth it? posters (school nurses, coaches, and teachers, driver's ed schools, community centers, etc)	Oct 2011	Contractor	Your New Ride posters?,	# posters to HS # posters to MS # posters to driver's ed schools # posters to community centers	Mailing/distribution list

**Other Requirements:**

1. Contact all school districts for involvement in youth activities
2. Youth groups must be linked with the DSHS branded "Say What" campaign
3. Coalition represented by Teen Ambassador(s) on Youth Advisory Board

**GOAL 2: ENSURE COMPLIANCE WITH STATE AND LOCAL TOBACCO LAWS**

<b>Strategy 2.1: Educate public on SIPPO and tobacco use consequences</b>					
<b>Activity/Task</b>	<b>Start/End</b>	<b>Responsible party</b>	<b>Resources &amp; Training</b>	<b>Measure/Output</b>	<b>Indicator and Documentation</b>
Conduct educational presentations in diverse community settings	Sept 2011- August 2012	ECHU	Educational materials, list of events	# of presentations # of attendees	Schedule of events
<b>Strategy 2.2: Conduct additional surveillance for SIPPO violations</b>					
<b>Activity/Task</b>	<b>Start/End</b>	<b>Responsible party</b>		<b>Measure/Output</b>	<b>Indicator and Documentation</b>
Assess level of SIPPO compliance & identify hot spots	Oct 2011- August 2012	ATPCC/ECHU/	SIPPO reports	# venues surveyed Assessment completed	ECHU List of anticipated surveillance spots
Conduct additional sweeps in identified hot spots	Sept 2011- August 2012	ECHU/APD	List of hot spots	# of sweeps conducted # of citations issued	ECHU Report of ATPCC-funded stings and citations

**GOAL 3: INCREASE CESSATION AMONTH YOUTH & ADULTS**

<b>Strategy 3.1: Mass Media campaign</b>					
<b>Activity/Task</b>	<b>Start/End</b>	<b>Responsible party</b>	<b>Resources &amp; Training</b>	<b>Measure/Output</b>	<b>Indicator and Documentation</b>
DSHS media campaign messages (add'l)	TBD	Media company		from Media company	TXDSHS report
ATPCC funded media	Nov 2011-Aug 2012	Media company-TBD		From Media co	Media company report
<b>Strategy 3.2: Institutionalize PHS-recommended guidelines</b>					
<b>Activity/Task</b>	<b>Start/End</b>	<b>Responsible party</b>	<b>Resources &amp; Training</b>	<b>Measure/Output</b>	<b>Indicator and Documentation</b>
Public health detailing in small MD practices	Nov 2012-July 2012	ATPCC/Contractor	Yes you can toolkits, Training, list of practices	*Various clinical changes in Yes You Can! Toolkit. See Evaluation plan for details	List of practices and activities per practice
Public health detailing in dental practices	Nov 2011-July 2012	ATPCC/Contractor	Yes you can toolkits, Training, list of practices	*Various clinical changes in Yes You Can! Toolkit. See Evaluation plan for details	List of practices and activities per practice
MD resident education	Nov 2011-July 2012	ATPCC	Yes you can Toolkits	# residents educated	Sign-in sheet
Presentations at health provider association meetings, etc	TBD	ATPCC	Yes you can Toolkits	# of presentations # of providers attendees	Sign-in sheet
<b>Strategy 3.3: Provide TA to worksites to increase cessation services &amp; benefits to employees</b>					
<b>Activity/Task</b>	<b>Start/End</b>	<b>Responsible party</b>	<b>Resources &amp; Training</b>	<b>Measure/Output</b>	<b>Indicator and Documentation</b>
Provide TA to worksites	Nov 2012-July 2012	ATPCC & MFC	Worksite toolkit, list of worksites	# of worksites contacted # of worksites that offer new cessation services # worksites that change benefits	Company produced items that detail cessation benefits
<b>Strategy 3.4: Community Education</b>					
<b>Activity/Task</b>	<b>Start/End</b>	<b>Responsible party</b>	<b>Resources &amp; Training</b>	<b>Measure/Output</b>	<b>Indicator and Documentation</b>
Health Fairs, events, etc	Sept 2011-Aug 2012	ATPCC/CPPW	Educational material	# of attendees # of events	List of events and estimated attendance

**GOAL 4: ELIMINATE EXPOSURE TO SECONDHAND SMOKE**

<b>Strategy 4.1: Usage bans</b>					
<b>Activity/Task</b>	<b>Start/End</b>	<b>Responsible party</b>	<b>Resources &amp; Training</b>	<b>Measure/Output</b>	<b>Indicator and Documentation</b>
Assist worksites adopt tobacco-free campus policies	Oct 2011-Aug 2012	ATPCC	Worksite toolkit, list of worksites to target	# worksites contacted # meetings with worksites # worksites that implement tobacco free campus policies	Copy of adopted policy, # of employees protected
Assist post-secondary institutions of learning adopt tobacco-free campus policies	Oct 2011-Aug 2012	ATPCC	Worksite toolkit, list of institutions to target	# worksites contacted # meetings with worksites # worksites that implement tobacco free campus policies	Copy of adopted policy, # of students protected

**GOAL 5: ELIMINATE HEALTH DISPARITIES**

<b>Strategy 5.1 Gear youth education and training activities to youth and schools in health disparate areas (See Strategies 1.1, 1.2, 1.3)</b>					
<b>Activity/Task</b>	<b>Start/End</b>	<b>Responsible party</b>	<b>Resources &amp; Training</b>	<b>Measure/Output</b>	<b>Indicator and Documentation</b>
Recruit youth who reside in health disparate area or who attend a school in a health disparate area for conferences and trainings		ATPCC, Youth contractor	Culturally appropriate Worth it? And Duck materials used	% of KPMs who are youth and adults from priority population	
Focus advertising surveillance issues on tobacco retailers in health disparate areas		ATPCC, Youth contractor		# of retailers in health disparate areas	
Focus general tobacco education initiatives on health disparate areas		ATPCC, Youth contractor		# of education activities in health disparate areas	
<b>Strategy 5.2 Focus on health disparate areas for SIPPO education activities and surveillance</b>					
Conduct educational presentations on SIPPO in health disparate areas		ECHU		# of presentations in health areas or with health disparate populations	
Conduct additional surveillance activities in restaurants and bars in health disparate areas		APD		# of surveillance activities in health areas or with health disparate populations	
<b>Strategy 5.3 Focus cessation efforts on health disparate populations</b>					
75% of public health detailing efforts will focus on health practices with health disparate clientele		ATPCC, Youth contractor		# of practices who serve health disparate pops	
Focus TA on eliminating financial barriers to cessation benefits on businesses that have blue collar employees – lower income jobs		ATPCC, Youth contractor		# of employers who have over 50% blue collar employees	
<b>Strategy 5.4 Focus elimination of secondhand smoke strategies on health disparate populations</b>					
For technical assistance to adopt tobacco free worksite policies, focus on businesses that have blue collar employees – lower income jobs		ATPCC & MFC	Worksite toolkit (when available), list of worksites	# of employers who have over 50% blue collar employees	
For technical assistance to adopt tobacco free worksite policies, focus on post secondary institutions that serve low educational attainment students		ATPCC & MFC	Post secondary institution list	% low ed attainment students	
<b>Strategy 5.5 Recruit priority populations to serve on Coalition</b>					

**GOAL 6: ENSURE SUSTAINABILITY OF THE COMPREHENSIVE PROGRAM**

<b>Strategy 6.1: Recruit and retain coalition members</b>					
<b>Activity/Task</b>	<b>Start/End</b>	<b>Responsible Party</b>	<b>Resources &amp; Training</b>	<b>Measure/Output</b>	<b>Indicator and Documentation</b>
Identify other partners to join coalition	Sept- August	ATPCC staff and member input	ATPCC staff and member input	Potential member/contact list	
Recruitment Action Plan	October		ATPCC staff and member input		Plan document
Written community agreements	Sept- August	ATPCC staff	ATPCC staff and member input	# of MOU's created	25 of renewed written community agreements 10 of new written community agreements
Weekly email update to coalition members	Sept- August	ATPCC	ATPCC staff		Copy of emails
Regular updates on webpage	Sept- August	ATPCC	ATPCC staff		Copy of updates
<b>Strategy 6.2: Improve capacity of the coalition</b>					
<b>Activity/Task</b>	<b>Start/End</b>	<b>Responsible party</b>	<b>Resources &amp; Training</b>	<b>Measure/Output</b>	<b>Indicator and Documentation</b>
2 TPCC Contractor meeting	Sept- August	TX DSHS			Agendas
2 Youth Engagement Initiative training workshops	Sept- August	TX DSHS			Agendas
4 SPF trainings	Sept- August	TST			50 adults receiving coalition training
Revise sustainability plan	Sept- August	ATPCC staff	CPPW NYC training		Revised plan
Develop cultural competency plan	Sept- August	ATPCC staff	CPPW NYC training		Plan
<b>Strategy 6.3: Convene meeting opportunities for coalition members</b>					
<b>Activity/Task</b>	<b>Start/End</b>	<b>Responsible party</b>	<b>Resources &amp; Training</b>	<b>Measure/Output</b>	<b>Indicator and Documentation</b>
Conduct quarterly coalition meetings	Sept- August	ATPCC			Agenda & minutes
Conduct regular workgroup meetings	Sept- August	ATPCC			Agenda & minutes



APPENDIX B

	<b>Sub Totals</b>	0	0	0	0	10	0	30	0	0	0	0	3300	2000	0	0	0	
INCREASE CESSATION	Media	0	0	0	0	10	0	30	0	0	0	0	3300	2000	0	0	0	
	Public health detailing in small MD practices			75														
	Public health detailing in dental practices			20														
	MD resident education			5														
	Presentations at health provider association meetings, etc			10					200									
	Provide TA to worksites				98				200									
	Health Fairs, events, etc					1000							3300	4000				
	<b>Sub Totals</b>	0	0	110	98	1010	0	30	400	0	0	0	6600	6000	0	0	0	
ELIMINAT E SHS	Assist worksites adopt tobacco-free campus policies										3	3						
	Assist post-secondary institutions of learning adopt tobacco-free campus policies					2000					3	3			1			
	<b>Sub Totals</b>	0	0	0	0	2000	0	0	0	0	6	6	0	0	1	0	0	
SUSTAIN COALITION	Written community agreements	25	10															
	4 SPF trainings																50	
	<b>Sub Totals</b>	25	10	0	0	0	0	0	0	0	0	0	0	0	0	0	50	
	<b>TOTAL</b>	25	15	110	98	13074	10045	160	400	1045	20	20	9900	8645	1	300	50	
	<b>Annual KPM Goals</b>	25	13	100	98	13000	10000	130	400	1000	20	20	6500	6500	1	300	50	