2009 Indicators and Assets List

California Department of Public Health, Tobacco Control Program

2009 Communities of Excellence Indicators and Assets List

California Tobacco Control Program
California Department of Public Health

Communities of Excellence Indicators

Priority Area: Counter Pro-Tobacco Influences (1) Tobacco Marketing and Deglamorization Indicators (.1)	
Definition: These indicators address: 1) the marketing tactics used to promote tobacco products and their use, 2) public image of tobacco companies, and 3) strategies to counter the marketing, glamorization, and normalization of tobacco use.	
1.1.1	Number, type, time, place and manner of in-store tobacco advertising and promotions -or- Number of communities with a policy that imposes a specific ban or restrictions on time, place, and manner of in-store tobacco advertising and promotions consistent with the First Amendment and Food and Drug Administration (FDA) tobacco control legislation
1.1.2	Number, type, time, place, and manner of tobacco advertising and promotions outside of stores -or- Number of communities with a policy that imposes a specific ban or restrictions on time, place, and manner of outdoor store tobacco advertising or promotions consistent with the First Amendment and FDA tobacco control legislation
1.1.3	Number and type of tobacco advertisements in print media such as magazines and newspapers -or- Proportion of print media organizations (e.g., magazines and newspapers) with a voluntary policy that regulates tobacco advertising
1.1.4	Retired
1.1.5	Number and type of violations by tobacco manufacturers or retailers for advertising, sponsorship, promotional or other marketing requirements identified in the Master Settlement Agreement (MSA) or FDA tobacco control legislation

Priority Area: Counter Pro-Tobacco Influences (1) Tobacco Marketing and Deglamorization Indicators (.1)	
1.1.6	Number and type of tobacco company sponsorship at public and private events including entertainment and sporting venues (e.g., county fairs, rodeos, motor sports, other sporting events, parades, concerts, museums, dances, festivals, business) -or- Number of public and private entertainment and sporting venues with a voluntary policy that regulates tobacco company sponsorship (e.g., county fairs, rodeos, motor sports, other sporting events, parades, concerts, museums, dances, festivals, business) -or- Number of communities with a policy that imposes a specific ban or restrictions on time, place, and manner of tobacco company sponsorship and marketing consistent with the First Amendment and FDA tobacco control legislation at public, entertainment and sporting venues (e.g., county fairs, rodeo, motor sports, other sporting events, parades, concerts, museums, dances, festivals, businesses)
1.1.7	Number of adult-only-facilities (e.g., bars, night clubs) with a voluntary policy prohibiting tobacco company/product marketing/sponsorship -or- Number of communities with a policy that imposes a specific ban or restrictions on time, place, and manner of tobacco product marketing and sponsorship at adult-only facilities (e.g., bars and night clubs) consistent with the First Amendment and FDA tobacco control legislation
1.1.8	Number and type of tobacco company/product marketing and sponsorship of college-related events -or- Number of colleges and universities with a policy that regulates tobacco company/product marketing and sponsorship
1.1.9	Number of institutions and groups such as education, research, public health, women's, cultural, entertainment, fraternity/sorority groups, and social service institutions that accept tobacco-related contributions -or- Number of groups and institutions such as education, research, public health, women's, cultural, entertainment, fraternity/sorority groups, and social service institutions with a policy to prohibit acceptance of tobacco-related contributions
1.1.10	Amount of tobacco industry contributions to support political campaigns of elected officials or political caucuses -or- Number of elected officials or political caucuses that have signed a pledge not to accept tobacco company contributions
1.1.11	Number and type of tobacco use, tobacco advertising, and secondhand smoke depiction by the entertainment industry (e.g., movies, music videos, TV, music, etc.) -or- Number of elected officials, parent organizations, health groups, and others that have adopted resolutions and voluntary policies that promote a socially responsible depiction of tobacco use, tobacco advertising, and secondhand smoke by the entertainment industry (e.g., movies, music videos, TV, music)

Priority Area: Counter Pro-Tobacco Influences (1) Tobacco Marketing and Deglamorization Indicators (.1)	
1.1.12	Number of retailers with a voluntary policy prohibiting the sale of edible products packaged to resemble tobacco products (e.g., candy cigarettes, bubble gum cigars, chewing gum) -or- Number of communities with a policy to prohibit the sale of edible products packaged to resemble tobacco products (e.g., candy cigarettes, bubble gum cigars, chewing gum)
1.1.13	Number and quality of news media stories, blogs, or social media efforts focusing on the harmful impact of tobacco industry practices and/or political lobbying to health and/or the environment
1.1.14	Retired
1.1.15	Number of local resolutions in support of the FDA regulating use of menthol in cigarettes and/or the use of an artificial or natural flavor, herb, spice or other flavoring addictive in other tobacco products (e.g., smokeless, little cigars, hookah tobacco, dissolvable tobacco products) including but not limited to strawberry, grape, orange, clove, cinnamon, pineapple, vanilla, coconut, licorice, cocoa, chocolate, cherry, or coffee flavorings
1.1.16	Number of communities with a policy that imposes a specific ban or restrictions on time, place, and manner of any tobacco advertising or marketing (other than retail or sponsorship) consistent with the First Amendment and FDA tobacco control legislation
1.1.17	Number of communities with a policy that requires a 1:1 or 3:1 placement of anti-tobacco advertising in prime retail locations to counter tobacco company buydown or promotion offers

Priority Area: Counter Pro-Tobacco Influences (1)
Economic Indicators (.2)

Definition: These indictors address the financial incentives and disincentives that can be implemented to reduce tobacco industry influence and promote non-tobacco use norms.

1.2.1	Number and type of public (e.g., county and city government) and private institutions (e.g., unions; private universities) divested from tobacco stock
1.2.2	Number and type of public and private employers that offer discounted health insurance premiums to non-tobacco users
1.2.3	Retired
1.2.4	Number of communities with a mitigation fee on tobacco products or manufacturers with a portion of the generated revenue earmarked for tobacco control
1.2.5	Number of public or private funders that have a policy or contract language that prohibits any institution and/or group (e.g., education, research, social service, community) from accepting tobacco funding during the period which it is funded
1.2.6	Number of communities with a policy that sets a minimum retail sale price for tobacco products and bans or constrains buydowns and tobacco industry promotional practices such as buydowns, multi-pack offers, and discounts
1.2.7	Number of communities with a policy that permits carton only sales of cigarettes

Priority Area: Counter Pro-Tobacco Influences (1)
School and Community-based Prevention Indicators (.3)

Definition: These indicators address the availability and provision of tobacco use prevention education that impacts youths in school and youth serving programs, such as the Scouts or 4-H.

1.3.1	Proportion of schools that provide instruction on tobacco-use prevention that meets CDC guidelines (e.g., intensive tobacco use prevention instruction in junior high. middle school years with reinforcement in high school using a curricula that addresses the negative physiologic and social consequences of tobacco use, social influences on tobacco use, peer norms regarding tobacco use and refusal skills)
1.3.2	Proportion of schools or school districts that provide tobacco use prevention specific instruction for teachers
1.3.3	Retired
1.3.4	Number of youth serving programs (e.g., 4-H, Girl Scouts, etc.) that provide intensive tobacco use prevention instruction using a curriculum that addresses the physiologic and social consequences of tobacco use, social influences on tobacco use, peer norms regarding tobacco use, and refusal skills

Priority Area: Countering Pro-Tobacco Influences (1)
Physical Environment Indicators (.4)

Definition: These indicators address the pollution and safety hazards of the natural environment caused by the production and use of tobacco products.

1.4.1	The amount of tobacco-related litter at public places including parks, playgrounds, beaches, etc. -or- Number of communities with a policy that prohibits tobacco litter in public places including parks, play grounds, beaches, etc
1.4.2	Retired

Priority Area: Countering Pro-Tobacco Influences (1)
Global Movement Indicators (.5)

Definition: These indicators address: 1) countering the national and international sale and promotion of tobacco products by tobacco companies in other states and countries

1.5.1	Number of local resolutions in support of national policies to hold U.S. tobacco companies to the same standards in the sale and marketing of their products nationally and internationally
1.5.2	Retired
1.5.3	Number of local resolutions in support of the United States ratifying the Framework Convention on Tobacco Control (FCTC)
1.5.4	Retired

Priority Area: Reduce Exposure to Secondhand Smoke (2)
Enforcement/Compliance Indicators (.1)

Definitions: These indicators address enforcement and/or compliance of policies intended to reduce or control exposure to secondhand smoke in indoor and outdoor settings. Enforcement agencies means those agencies that are designated by federal, state, local or tribal law or delegated enforcement authority by a government agency to enforce policies, laws, and regulations. Multi-unit housing means those dwellings containing two or more housing units, including, but not limited to, market rate rental housing, condominiums, town homes, subsidized affordable public housing, and single residency occupancy hotels.

2.1.1	Number of warnings, citations and fines issued for violations of non-tribal indoor smoke-free worksite policies, excluding bars and gaming policies -or- Proportion of worksites in compliance with non-tribal indoor smoke-free worksite policies excluding bars and gaming policies
2.1.2	Number of warnings, citations, and fines issued for violations of American Indian tribal government indoor smoke-free worksite policies, excluding gaming/leisure complexes policies -or- Proportion of worksites in compliance with indoor smoke-free American Indian tribal government worksite policies, excluding gaming/leisure complexes policies
2.1.3	Number of warnings, citations, and fines issued for violations of non-tribal indoor smoke-free bar and gaming worksite policies -or- Proportion of worksites in compliance with non-tribal indoor smoke-free bar and gaming worksite policies
2.1.4	Number of warnings, citations, and fines issued for violations of American Indian tribal government indoor smoke-free gaming/leisure complex worksite policies -or- Proportion of worksites in compliance with American Indian tribal government indoor smoke-free gaming/leisure complex worksite policies
2.1.5	Proportion of schools or school districts in compliance with the state law that prohibits the use of tobacco by all students, school staff, parents, and visitors in public school district-owned or leased buildings, on district grounds, and in district vehicles
2.1.6	Number of warnings, citations and fines issued for violations of policies that prohibit smoking within 20 feet or more of doorways, windows, vents, and openings -or- Proportion of worksites in compliance with policies that prohibit smoking within 20 feet or more of doorways, windows, vents, and openings
2.1.7	Number of warnings, citations and fines issued for violations of policies that regulate smoking in outdoor recreational areas, facilities, and venues such as amusement parks, beaches, fairgrounds, parks, parades, piers, playgrounds, sport stadiums, tot-lots, zoos, and service lines -or- Proportion of outdoor recreational areas, facilities, and venues in compliance with policies that regulate smoking in places such as amusement parks, beaches, fairgrounds, parks, parades, piers, playgrounds, sport stadiums, tot-lots, zoos, and service lines

Priority Area: Reduce Exposure to Secondhand Smoke (2) Enforcement/Compliance Indicators (.1)	
2.1.8	Proportion of communities with policies that include enforcement mechanisms in smoke-free multi-unit housing laws, such as enforcement by government agencies, enforcement by tenants and/or landlords, and enforcement by private citizens
2.1.9	Number of warnings, citations, or fines issued for violations of the state law that prohibits smoking in vehicles when a minor is present -or- Proportion of vehicles in compliance with the state law that prohibits smoking in vehicles when a minor is present
2.1.10	Number of warnings, citations, or fines issued for violations of policies that regulate smoking in outdoor public areas not primarily intended for recreational use (e.g., walkways, streets, plazas, college campuses, shopping centers, transit stops, farmers markets, swap meets, service lines) -or- Proportion of public places in compliance with policies that regulate smoking in places not primarily intended for recreational use (e.g., public walkways, streets, plazas, college campuses, shopping centers, transit stops, farmers markets, swap meets, service lines)

Priority Area: Reduce Exposure to Secondhand Smoke (2) Policy Indicators (.2)	
Definitions: These indicators address the adoption of voluntary and legislated policies to reduce or control exposure to secondhand smoke in indoor and outdoor settings by families, agencies, organizations, businesses, boards, government bodies, and others. Multi-unit housing means those dwellings containing two or more housing units, including, but not limited to, market rate rental housing, condominiums, town homes, subsidized affordable public housing, and single residency occupancy hotels.	
2.2.1	Proportion of homes (e.g., single dwelling house, mobile home, apartment, boat) with a smoker in the household who report their home is smoke-free -or- Proportion of families with a policy that does not permit smoking in the home (e.g., single dwelling house, mobile home, apartment, boat)
2.2.2	Retired
2.2.3	Number of businesses on American Indian tribal lands with a voluntary smoke-free workplace policy, excluding casino/leisure complexes -or- Number of American Indian tribal governments with a smoke-free worksite policy covering worksites on American Indian lands, excluding casino/leisure complexes
2.2.4	Number of communities with a policy that regulates indoor worksite smoking in those areas that are exempted by the state smoke-free workplace law, such as owner operated bars and tobacco shops (excluding hotels)

Priority Area: Reduce Exposure to Secondhand Smoke (2) Policy Indicators (.2)	
2.2.5	Number of hotels/motels with a voluntary policy that designates the following areas as smoke-free: guest rooms, guest room balconies and patios, lobbies, and outdoor common areas (e.g., swimming pools, dining patios, reception areas, hotel entrances) -or- Number of communities with hotel/motel policies that designates the following areas as smoke-free: guest rooms, guest room balconies and patios, lobbies, and outdoor common areas (e.g., swimming pools, dining patios, reception areas, hotel entrances)
2.2.6	Number of outdoor restaurant, bar, and mobile catering businesses with a voluntary policy that designates the outdoor dining, bar, and service line as smoke-free -or- Number of communities with a policy that designates the outdoor dining, bar and service line of mobile catering businesses as smoke-free
2.2.7	Number of non-dining outdoor worksites (e.g. construction sites, lumber mills, forests) with a voluntary policy designating the worksite as smoke-free -or- Number of communities with a policy that designates non-dining outdoor worksites (e.g., construction sites, lumber mills, forests) as smoke-free
2.2.8	Number of worksites with a voluntary policy that prohibits smoking within 20 feet or more of all doorways, windows, vents, and openings -or- Number of communities with a policy that prohibits smoking within 20 feet or more of all doorways, windows, vents, and openings
2.2.9	Number of outdoor public areas, not primarily intended for recreational use, with a voluntary policy that regulates smoking (e.g., walkways, streets, plazas, college campuses, shopping centers, transit stops, farmers markets, swap meets, service lines) -or- Number of communities with a policy regulating smoking at outdoor public areas that are not primarily intended for recreational use (e.g., walkways, streets, plazas, school college campuses, shopping centers, transit stops, farmers markets, swap meets, service lines)
2.2.10	Number of businesses providing in-home health care and assistance with daily living services which have a policy that prohibits smoking by employees when delivering in-home services -or- Number of licensed health care and/or assisted living facilities (e.g., acute health care facilities; drug and rehab facilities; adult residential care facilities for the chronically ill, elderly, or people with developmental or mentally disabilities; social rehabilitation facilities; adult group homes; assisted living facilities; skilled nursing facilities) with a voluntary policy that designates the premises, inside and out, as smoke-free at all times - or- Number of communities with a policy that designates the premises, inside and out, of licensed health care and/or assisted living facilities (e.g., acute health care facilities; drug and rehab facilities; adult residential care facilities for the chronically ill, elderly, or people with developmental or mental disabilities; social rehabilitation facilities; adult group homes; assisted living facilities; and skilled nursing facilities) as smoke-free at all times

Priority Area: Reduce Exposure to Secondhand Smoke (2) Policy Indicators (.2)	
2.2.11	Retired
2.2.12	Retired
2.2.13	Number of multi-unit housing owners and/or operators with a voluntary policy that restricts smoking in individual units (including balconies and patios) -or- Number of communities with a policy that restricts smoking in the individual units of multi-unit housing (including balconies and patios)
2.2.14	Retired
2.2.15	Retired
2.2.16	Number of outdoor recreational facilities, areas, and venues with a voluntary policy that regulates smoking in places such as amusement parks, beaches, fairgrounds, parks, parades, piers, sport stadiums, zoos, and service lines (e.g., movie theaters, food service, restrooms) -or- Number of communities with a policy that regulates smoking at outdoor recreational facilities, areas, and venues in places such as amusement parks, beaches, fairgrounds, parks, parades, piers, playgrounds, sport stadiums, tot lots, zoos, and service lines (e.g., movie theaters, food service, restrooms)
2.2.17	Number of private elementary, middle, and high schools that designate campuses as tobacco-free (Note, state law requires public schools to be tobacco-free vs. smoke-free, which is why this indicator uses the term tobacco-free)
2.2.18	Number of licensed child care homes and foster care homes that are smoke-free inside at all times - or - Number of communities with a policy that requires licensed child care homes and foster care homes to be smoke-free inside at all times
2.2.19	Retired
2.2.20	The number of faith community organizations (e.g., churches, synagogues, mosques, and temples) with a policy that regulates smoking on their grounds and at events
2.2.21	Retired
2.2.22	The number of communities that use zoning regulations, building codes, housing or other general plan elements, HUD consolidated plans, permitting processes, etc. to increase the amount of smoke-free indoor or outdoor areas in multi-unit housing
2.2.23	The number of communities with a policy that requires landlords, affordable housing providers, condo associations, single residency occupancy hotels, and other similar groups to disclose the location of smoking and non-smoking units, the smoking history of a unit, and require rental vacancy listings to include a category for smoking and non-smoking units
2.2.24	The number of communities with a policy declaring non-consensual exposure to secondhand smoke as a nuisance

Priority Area: Reduce Exposure to Secondhand Smoke (2) Policy Indicators (.2)	
2.2.25	The number of businesses with a voluntary policy that designates American Indian casino/leisure complexes as smoke-free - or- Number of American Indian tribal governments with a policy that designates casino/leisure complexes as smoke-free
2.2.26	Number of multi-unit housing complexes with a voluntary policy that designates common indoor (e.g., laundry room, hallways, stairways, and lobby) and outdoor areas (e.g., playground, swimming pool area, and lobby) as smoke-free -or- Number of communities with a policy that designates common indoor (e.g., laundry room, hallways, stairways, and lobby) and outdoor (e.g., playground, swimming pool area, and entrances) areas of multi-unit housing complexes as smoke-free
2.2.27	Number of licensed child care centers and children's residential facilities (e.g., commercial and non-profit child care centers, crisis nurseries, youth group homes, transitional living centers) with a voluntary policy that designate the premises, inside and out, as smoke-free at all times -or- Number of communities with a policy that designates the premises, inside and out, of licensed child care centers and children's residential facilities (e.g., commercial and non-profit child care centers, crisis nurseries, youth group homes, transitional living centers) as smoke-free at all times

Priority Area: Reduce the Availability of Tobacco (3) Enforcement/Compliance Indicators (.1)	
Definitions: These indicators address enforcement and/or compliance of state, local, or tribal legislated policies intended to control the sale, distribution, sampling, or furnishing of tobacco or nicotine containing products that are not specifically approved by the FDA for use in treating nicotine or tobacco dependence. Enforcement agencies means those agencies that are designated by federal, state, local or tribal law or delegated enforcement authority by a government agency to enforce policies, laws, and regulations.	
3.1.1	Number of warnings, citations, and fines issued for violating policies that prohibit the sale of tobacco to minors and that require ID checking -or- Proportion of tobacco retailers in compliance with policies that prohibit the sale of tobacco to minors and that require ID checking
3.1.2	Retired
3.1.3	Retired
3.1.4	Retired
3.1.5	Retired
3.1.6	Retired
3.1.7	Number and type of violations of the MSA and FDA tobacco control legislation by tobacco companies, distributors/wholesalers or retailers for tobacco sale and distribution requirements

Priority Area: Reduce the Availability of Tobacco (3) Enforcement/Compliance Indicators (.1)	
3.1.8	Retired
3.1.9	Number of warnings, citations, and fines issued for violations of policies that prohibit the distribution of free or low-cost tobacco products, coupons, coupon offers, rebate offers, gift certificates, gift cards or other similar offers for tobacco products -or- Proportion of venues and businesses in compliance with policies that prohibit the distribution of free or low-cost tobacco products, coupons, coupon offers, rebate offers, gift certificates, gift cards or other similar offers for tobacco products
3.1.10	Retired
3.1.11	Number of warnings, citations, and fines issued for violations of policies that require display of STAKE Act age-of-sale warning signs and the tobacco retail license; prohibit the sale of single cigarettes; prohibit the sale of tobacco products from self-service displays; and prohibit the sale of bidis in businesses where minors are not allowed -or- Proportion of tobacco retailers in compliance with policies that require display of STAKE Act age-of-sale warning signs and the tobacco retail license; prohibit the sale of single cigarettes; prohibit the sale of tobacco products from self-service displays; and prohibit the sale of bidis in businesses where minors are not allowed

Priority Area: Reduce the Availability of Tobacco (3) Policy Indicators (.2)	
Definition: These indicators address the adoption of voluntary or legislated policies intended to control the sale, distribution, sampling, or furnishing of tobacco or nicotine containing products that are not specifically approved by the FDA for use in treating nicotine or tobacco dependence.	
3.2.1	The number of communities with a tobacco retail licensing policy that earmarks a portion of the license fee for enforcement activities
3.2.2	Number of communities with a policy that regulates the number, location, and/or density of tobacco retail outlets through use of any of the following means: conditional use permits, zoning, tobacco retail permits or licenses
3.2.3	Retired
3.2.4	Number and type of venues/events (e.g., county fairs, rodeos, motor sports, other sporting events, parades, concerts, museums, dances, festivals, business) with a voluntary policy that prohibits the distribution of free or low-cost tobacco and nicotine products, coupons, coupon offers, gift certificates, gift cards, rebate offers or other similar offers for tobacco and nicotine products -or- Number of communities with a policy that prohibits the distribution of free or low-cost tobacco and nicotine products, coupons, coupon offers, gift certificates, gift cards, rebate offers or other similar offers for tobacco and nicotine products
3.2.5	Retired

Priority Area: Reduce the Availability of Tobacco (3) Policy Indicators (.2)	
3.2.6	Retired
3.2.7	The number of independent/chain pharmacy stores, health care facilities or businesses that engage in the delivery of direct health care services that have a voluntary policy to NOT sell tobacco products -or- Number of communities with a policy that bans the sale of tobacco products wherever prescription medications are sold and dispensed -or- Number of communities with a policy that prohibits the issuance of a tobacco retail license to any business or facility that engages in the delivery of direct health care services to consumers including, but not limited to, such activities as dispensing prescription medications, providing health screenings, and direct health care services provided by a licensed health care professional
3.2.8	Retired
3.2.9	Number of tobacco retailers that adopt a voluntary policy to eliminate the sale of mentholated cigarettes and other tobacco products (e.g., smokeless tobacco, hookah tobacco, little cigars, and dissolvable tobacco products) flavored by artificial or natural flavor, herb, spice, or other flavoring additive including, but not limited to strawberry, grape, orange, clove, cinnamon, pineapple, vanilla, coconut, licorice, cocoa, chocolate, cherry, or coffee flavorings -or- Number of communities with a policy that prohibits the sale and distribution of mentholated cigarettes and other tobacco products (e.g., smokeless tobacco, little cigars, hookah tobacco, and dissolvable tobacco products) flavored by artificial or natural flavor, herb, spice, or other flavoring additive including, but no limited to strawberry, grape, orange, clove, cinnamon , pineapple, vanilla, coconut, licorice, cocoa, chocolate, cherry, or coffee flavorings
3.2.10	Number of tobacco retailers that adopt a voluntary policy to eliminate the sale and distribution of tobacco products -or- Number of communities with a policy that prohibits the sale or distribution of tobacco products
3.2.11	Number of communities with new or updated policies that define "tobacco product" broadly to include not only cigarettes, smokeless tobacco, and cigars, but also any product or formulation of matter containing biologically active amounts of nicotine that is manufactured, sold, offered for sale, or otherwise distributed with the expectation that the product or matter will be introduced into the human body, but excluding cessation products specifically approved by the FDA for use in treating nicotine or tobacco dependence

Priority Area: Reduce the Availability of Tobacco (3) Behavior Indicators (.3)	
Definition: These indicators address individual behaviors related to controlling the sale, distribution, sampling, or furnishing of tobacco products or nicotine containing products that are not specifically approved by the FDA for use in treating nicotine or tobacco dependence.	
3.3.1	Proportion of minors reporting they have received tobacco products from a social source

Priority Area: Promote Tobacco Cessation (4) Cessation Service Indicators (.1)	
Definition: These indicators address the direct provision of culturally and linguistically appropriate cessation services or pharmacotherapy (not provided as a health insurance benefit)	
4.1.1	Extent to which evidence-based and culturally and linguistically appropriate behavior modification-based tobacco cessation services are available in the community
4.1.2	Retired
4.1.3	Extent to which free or low cost pharmacological quitting aids are available to tobacco users who are not eligible for this benefit through a government or employer subsidized health insurance plan
4.1.4	Extent to which health care and social service providers refer patients and clients to accessible, evidence-based tobacco cessation programs such as the California Smokers' Helpline

Priority Area: Promote Tobacco Cessation (4) Policy Indicators (.2)	
Definition: These indicators address the adoption of voluntary or legislated policies designed to increase the availability of behavior modification and cessation pharmacotherapy services.	
4.2.1	Extent to which health insurance purchasers make tobacco assessment and coverage of treatment a contractual obligation of health care insurers and/or the clinicians who provide services to them, consistent with the U.S. Public Health Service Clinical Practice Guidelines, Treating Tobacco Use and Dependence (2008 Update)
4.2.2	Extent to which health care administrators and insurers provide clinicians with assistance to ensure that institutional changes promoting tobacco dependence treatment are implemented universally and systematically, consistent with the U.S. Public Health Service Clinical Practice Guidelines, Treating Tobacco Use and Dependence (2008 Update)
4.2.3	Number of policies that restrict or prohibit use of alternative tobacco products (e.g., smokeless tobacco) at the worksite
4.2.4	Number of alcohol and drug treatment programs, mental health treatment programs, migrant clinics, and other health or social service programs that have implemented evidence-based tobacco cessation treatment, consistent with the U.S. Public Health Service Clinical Practice Guidelines, Treating Tobacco Use and Dependence (2008 Update)
4.2.5	Number of employers that have adopted a comprehensive plan to promote tobacco cessation among their employees, including covering multiple evidence-based treatments, promotion awareness of these benefits and of the importance of quitting, and providing financial incentives for employees use of cessation services

Communities of Excellence Assets

Tobacco Control Funding Assets (1)	
Definition: These assets address the availability of funding to support tobacco control efforts.	
1.1	Global per capita appropriation for tobacco control activities, from various sources, is consistent with the recommendations of the National Association of County and City Health Officials: • <100,000 population: $8-$10/capita; • 101,000-500,000 population:$6-$8/capita; • >501,000 population: $4-$6/capita. Subset of Global per capita funding for school programs: • $4-$6 per student regardless of student population size
1.2	Amount of MSA funds that are appropriated for the purpose of tobacco control activities
1.3	Amount of local Prop 10 funds that are appropriated for cessation and secondhand smoke education targeting pregnant women and families with young children

Social Capital Assets (2)	
Definition: These assets address the extent that people and organizations work collaboratively in an atmosphere of trust to accomplish goals of mutual interest.	
2.1	Number, type, and availability of technical assistance and resources including, but not limited to advocacy, coalition building, participatory community planning, community assessment, community organizing, cessation, countering pro-tobacco influences, enforcement, evaluation, legal, secondhand smoke, social determinants of health, and tobacco availability
2.2	Amount of satisfaction among coalition or advisory committee members with program planning, involvement of the community, implementation activities, quality of services, and progress made by the project
2.3	Amount of support by local key opinion leaders for tobacco related community norm change strategies
2.4	Amount of community activism among youth to support tobacco control efforts
2.5	Amount of community activism among adults to support tobacco control efforts
2.6	Number and type of non-traditional partners participating in coalitions or advisory committees facilitates tobacco control efforts
2.7	Number and quality of collaborative partnerships with health, education, social, environmental, business, political, and other organizations and agencies to address tobacco control and social determinants of health

Cultural Diversity and Cultural Competency (3)

Definition: These assets address behaviors, attitudes, and policies that enable effective work in cross-cultural situations within the work environment and community. Culture refers to patterns of human behavior that includes the language, thoughts, communications, actions, customs, beliefs, values, and institutions of racial, ethnic, religious, sexual orientation, or social groups. Competency refers to having the capacity to function effectively as an individual or organization within the context of the cultural beliefs, behaviors, and needs presented by consumers and the community.

3.1	Number and diversity (i.e., ethnic, cultural, sexual orientation) of partners participating in coalition or advisory committee is relative to their proportion in the community
3.2	Retired
3.3	Extent that the coalition or advisory committee by-laws and member agency mission statements promote cultural diversity and competency
3.4	Extent that educational and media materials used by the agency reflect the culture, ethnicity, sexual orientation, and languages of the communities served, relative to the demographics of the community
3.5	Retired
3.6	Extent to which culturally and ethnically diverse organizations are funded to implement community norm change-focused tobacco control efforts in the community, in proportion to the demographics of the community
3.7	Extent to which a tobacco control program implements organizational policies and practices that promote and institutionalize the provision of culturally competent and linguistically appropriate services for diverse populations, including organizational values that articulate commitment to cultural competency, participatory collaborative planning, provision of community capacity building, translation policies, staff diversity, and formative research/surveillance within diverse communities