Statewide Tobacco Control Projects

Linda Dornseif
Zoila Reyna

November 8, 2012

What is a “Statewide” Tobacco Control Project?

A CTCP-funded project designed to have a statewide impact & to provide technical assistance and/or services on a statewide basis.

- Direct Service Providers
- Training and Technical Assistance Providers

Direct Service Providers

- California Smokers' Helpline
  1-800-NO-BUTTS

- Tobacco Education Clearinghouse of California, aka "TECC"

California Smokers' Helpline

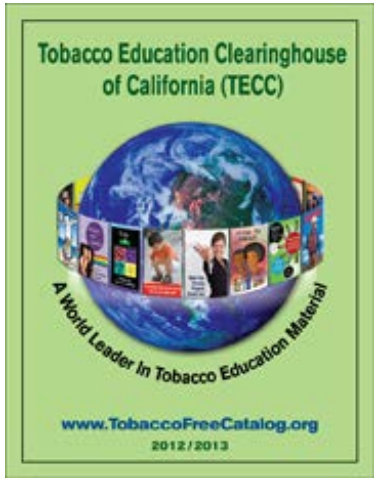
- Provides intensive telephone cessation counseling to callers
- Provides self-help kits and referral services
- Serves approximately 2500 new clients per month
- Doubles odds of long-term quitting success
- www.californiasmokershelpline.org/

California Smokers' Helpline

Tobacco Education Clearinghouse OF CALIFORNIA

Affordable Resources, Reliable Services

- Online sales catalog
- Bulk, custom printing and distribution of educational materials
- Material development guides & tip sheets
- Resource center and library services
- www.tecc.org/



TECC & Rover

- Reference and research
- Topic-specific tobacco control resources
- Loan library materials including reports, books, journal articles, videos, and training materials
- Top 10 (or so) New Resources, Secondhand Smoke Collection, and the Research Wire
- https://rover.catcp.org/

ROVER
California's Tobacco Control Library

Training & TA Providers

- ChangeLab Solutions
- The Center for Tobacco Policy & Organizing
- Tobacco Control Evaluation Center
- California Youth Advocacy Network (CYAN)
- Capacity Building Network
- Center for Tobacco Cessation
- Tobacco Education and Materials Lab

ChangeLab Solutions

- A "one-stop" source on tobacco law and policy issues in California
- Provides high-quality legal technical assistance free of charge for advocates, health professionals, government attorneys, and elected officials in California
- http://changelabsolutions.org/

ChangeLab Solutions
Law & policy innovation for the common good.

ChangeLab Solutions

- E-mail and telephone consultations
- Review of draft ordinances, resolutions, or policies
- Model ordinances on various tobacco control strategies
- Fact sheets, how-to guides, FAQs
- Conference and webinar presentations
- In-person trainings in California

ChangeLab Solutions
Law & policy innovation for the common good.

The Center for Tobacco Policy & Organizing

- Assists local communities meet their policy objectives by using community organizing strategies
- Provides campaign consultation, meeting facilitation, media advice, message crafting; and local and regional trainings
- Provides policy information and analysis regarding significant tobacco control bills, TI campaign contributions

The Center for Tobacco Policy & Organizing
AMERICAN LUNG ASSOCIATION IN CALIFORNIA

The Center for Tobacco Policy & Organizing

- Capitol Information & Education days
- Local Legislative District Days
- New Legislator Orientation
- Local Campaigns Websites
- Center Policy Updates
- Center's Stage: http://blog.center4tobaccopolicy.org/
- www.center4tobaccopolicy.org/

The Center for Tobacco Policy & Organizing
AMERICAN LUNG ASSOCIATION IN CALIFORNIA

Tobacco Control Evaluation Center

- Assistance with the development of Local Lead Agency evaluation plans
- Coalition Survey and Analysis Service
- Evaluation instruments
- Tip sheets, how-to evaluation guides and publications on various topics
- Trainings and webinars
- Brief Evaluation Reports

impact

CENTER FOR EVALUATION AND RESEARCH

TOBACCO CONTROL EVALUATION CENTER

TCEC & Retail Campaign

- Access resources, provide regional trainings, data collection devices TA
- Individual TA with preparation/planning/data collection
- Download your data set, create simple charts and graphs, package the data to influence opinions and more
- tobaccoeval.ucdavis.edu/

impact

CENTER FOR EVALUATION AND RESEARCH

TOBACCO CONTROL EVALUATION CENTER

Tobacco Education and Materials Lab

- Contact TeamLab if you are developing or updating **ANYTHING !!!!**
  (brochure, flyer, logo, etc.)

- Provide services: to help in the development of high quality tobacco educational materials
  - Literacy tips
  - Templates
  - Literature reviews
  - Translation services **AND MORE!!!!**

- http://teamlab.usc.edu/

teamlab
TOBACCO EDUCATION AND MATERIALS LAB

Center for Tobacco Cessation

- Training, TA, and Webinars: Evidence-based behavioral treatments, comprehensive cessation strategy, cessation facilitator training, healthcare provider trainings

- Provide Materials: marketing cessation messages, cessation pharmacotherapy, helping patients quit

- http://centerforcessation.org/

center for TOBACCO CESSATION

California Youth Advocacy Network

- Provide tangible tools for action and mobilization in changing the tobacco-use culture in all levels of the young adult community.

- TA and training for youth/adult partnerships, youth development, recruitment and retention of advocates, social media training, materials development, and more!

- http://www.cyanonline.org

California Youth Advocacy Network

- How can they help for the Retail Campaign?
  - Tools to recruit data collectors, advocacy skills, coalition building, engaging youth, and more!
  - **The possibilities are endless!!**

- Day of Action – Spring 2013
  - Turnkey kits, recommended activities, ample materials, media advocacy tools

- Youth Quest
  Spring 2013

COMING SOON!

CYAN – Youth

- Training topics and materials: tobacco, youth access, tobacco industry targeting of youth, advocacy skills, youth/adult partnerships, social media skills

- Youth Board of Directors: a statewide youth coalition that guides activities and trainings to empower highs school youth to take action

- Youth Advocate of the Year Scholarship $2000

CYAN – College

- College Program helps transform colleges and universities to go smoke-free by supporting policies and campaigns
  - resources for adoption and implementation of campus policies

- COUGH (Campuses Organized and United for Good Health)
  - student-led coalition that helps drive the transformation of tobacco-related norms in college and universities

CYAN – Military

Project UNIFORM

- Project UNIFORM (Undoing Nicotine Influence From Our Respected Military)
- Mission: to create a collaborative bridge between military tobacco cessation programs and services offered by the State of California.
- http://projectuniform.org/

Capacity Building Network

- Services provided: connect with peers for questions and support, archival of resources, TA trainers to support your campaigns and coalition activities.

- https://www.tcspartners.org/CBN_Subsite/CBNResources.cfm

- TA Trainers provide expertise and competency in specific area or field
  - Brief TA (15 mins to 3 hrs) – contact TA Trainer
  - Complex TA (more than 3 hrs) – request form

- Topics of expertise: cultural competency, coalition building, priority populations, asset-mapping, community organizing, working with public officials, and MORE!!

- **Facilitator** who helps perfect your question and monitor responses
- **Email listserv** gets your questions to peers quickly and directly to their inbox and is relayed to content experts in the tobacco control field
- **Package Your Response and Archive the Question** so projects can search any existing information on a topic of interest

- Behavioral Health
- Coalition Building
- Communications
- Community Asset Mapping
- CTCPeers Archived Questions
- Impacts of Menthol
- Tobacco Waste
- Social Determinants of Health
- Priority populations
  - Low SES
  - Latino
  - LGBT

AND SO MUCH MORE!!!

COMING SOON!

Cultural Competency Toolkit

COMING SOON!

Thank you!

Questions?