
CORE AND RECOMMENDED INDICATORS AND ASSETS

CORE INDICATORS AND ASSETS

The **core** indicators and assets used in the Communities of Excellence (CX) Needs Assessment conducted in 2013 as part of the Phase I Comprehensive Tobacco Control Plan period are as follows:

Reduce Exposure to Secondhand Smoke, Tobacco Smoke Residue, Tobacco Waste, and Other Tobacco Products

2.2.9* Smoke-free Outdoor Non-recreational Public Areas: The number of jurisdictions covered by a public policy that designates outdoor non-recreational public areas as smoke-free (e.g., walkways, streets, plazas, college/trade school campuses, shopping centers, transit stops, farmers markets, swap meets). Note: do not use this indicator, if the outdoor non-recreational public area is addressed by one of the following indicators: health care campuses (2.2.10), K-12 schools (2.2.17), faith community campuses (2.2.20), and commercial or non-profit child care facility premises (2.2.27).

2.2.13* Smoke-free Multi-Unit Housing: The number of jurisdictions covered by a public policy that prohibits smoking in the individual units of multi-unit housing including balconies and patios.

2.2.22* Tobacco Control Elements in General Plans/Building Codes/Zoning Requirements: The number of jurisdictions that use zoning regulations, building codes, housing or other general plan elements, Housing and Urban Development consolidated plans, permitting processes, etc. to increase the amount of smoke-free indoor and outdoor areas in multi-unit housing.

Reduce the Availability of Tobacco

3.2.1 Tobacco Retail Licensing: The number of jurisdictions covered by a tobacco and/or ENDD retail licensing policy that earmarks a portion of the license fee for enforcement activities.

3.2.2* Tobacco Retailer Density/Zoning: The number of jurisdictions covered by a policy that restricts the number, location, and/or density of tobacco and/or Electronic Nicotine Delivery Device (ENDD) retail outlets through use of any of the following means: conditional use permits, zoning, tobacco retail permits or licenses, or direct regulation.

3.2.9* Menthol and Other Flavored Tobacco Products: The number of jurisdictions covered by a public policy that eliminates the sale and distribution of mentholated cigarettes and/or other flavored tobacco and ENDD products (e.g., smokeless tobacco

CORE AND RECOMMENDED INDICATORS AND ASSETS

CORE INDICATORS AND ASSETS (cont'd)

products, dissolvable tobacco products, non-premium cigars such little cigars, cigarillos, hookah tobacco, e-cigarettes, e-hookah).

Promote Tobacco Cessation

4.2.4* Behavioral Health Cessation Treatment Programs: The number of alcohol and drug treatment programs, mental health treatment programs, migrant clinics, and other health or social service agencies that have systematically implemented evidence-based tobacco cessation treatment, consistent with the U.S. Public Health Service Clinical Practice Guidelines, *Treating Tobacco Use and Dependence* (2008 Update).

Social Capital Assets

2.4* Youth Engagement in Tobacco Control: The extent our tobacco control program has participatory collaborative partnerships with diverse youth and youth serving organizations and mobilizes their involvement in community assessments; development, implementation, and evaluation of interventions to support tobacco control-related policy, environmental, and system change; and engages them in activities that address tobacco-related determinants of health.

2.5* Adult Engagement in Tobacco Control: The extent our tobacco control program has participatory collaborative partnerships with diverse adults and non-Proposition 99 funded adult serving organizations and mobilizes their involvement in community assessments; development, implementation, and evaluation of interventions to support tobacco control-related policy, environmental, and system change; and engages them in activities that address tobacco-related determinants of health.

*These core indicators/assets are in line with California Tobacco Control Program's (CTCP) 2013 Health Equity Summit findings that have been identified as the top most promising strategies to reduce tobacco-related disparities and promote health equity in California.

CORE AND RECOMMENDED INDICATORS AND ASSETS

RECOMMENDED INDICATORS AND ASSETS

The **recommended** indicators and assets for the CX Needs Assessment 2013-2014 Phase II Comprehensive Tobacco Control Plan period are as follows:

Limit Tobacco Promoting Influences

1.1.7 Adult-Only Facility Marketing: The number of jurisdictions covered by a public policy that restricts or specifically bans time, place, and manner of tobacco and/or ENDD product marketing and sponsorship at adult-only facilities (e.g., bars and night clubs) consistent with the First Amendment and federal law.

1.1.11 Smoking in the Movies: The number of elected officials, parent organizations, health groups, entertainment entities or other groups that have adopted resolutions and voluntary policies that support: 1) an “R” rating for movies that depict smoking, 2) certifying no payments for depicting tobacco use, 3) an end to the depiction of tobacco brands, 4) requiring the placement of strong anti-smoking ads prior to airing any film with any tobacco presence, and 5) limiting government supported movie subsidies to tobacco-free movies.

1.1.18 Advertising on Storefront Windows: The number of jurisdictions covered by a public policy that restricts the percent of the square footage of windows and clear (e.g., glass) doors of a retailer that may have advertising of any sort, including tobacco.

1.2.6 Minimum Retail Price: The number of jurisdictions covered by a public policy that sets a minimum retail sale price for tobacco and/or ENDD products or bans or constrains tobacco and/or ENDD industry promotional practices such as buydowns, multi-pack offers, and discounts, consistent with the First Amendment and federal law.

1.2.7 Minimum Package/Volume Size: The number of jurisdictions covered by a public policy that establishes a minimum package or volume size for tobacco and/or ENDD products (e.g., cigarettes, cigars, smokeless tobacco, dissolvable tobacco, pipe tobacco, electronic cigarettes) and/or that eliminates the sale and distribution of individual or small unit packages of tobacco and/or ENDD products.

1.2.8 Healthy Community Incentives. The number of jurisdictions offering incentives in the form of financial aid, tax credits, technical assistance (e.g., business planning) or other tangible goods and services in exchange for adopting meaningful and sustainable health promoting practices (e.g., building smoke-free multi-unit housing) that support tobacco free living and non-nicotine dependence.

CORE AND RECOMMENDED INDICATORS AND ASSETS

RECOMMENDED INDICATORS AND ASSETS (cont'd)

Reduce Exposure to Secondhand Smoke, Tobacco Smoke Residue, Tobacco Waste, and Other Tobacco Products

2.2.4 Labor Code 6404.5 Exemptions: The number of jurisdictions covered by a public policy that prohibits indoor worksite smoking in those areas that are exempted by the state smoke-free workplace law (e.g., 5 or fewer employees, warehouses, owner operated bars, tobacco shops, hotel lobbies, hotel guest rooms).

2.2.6 Smoke-free Outdoor Dining/Bars/Service Areas: The number of jurisdictions covered by a public policy that designates the outdoor dining, beverage, and service areas of restaurants, bars, nightclubs, and mobile catering businesses as smoke-free.

2.2.10 Smoke-free Health Care Campuses: The number of jurisdictions covered by a public policy that designates indoor and outdoor premises of licensed health care and/or assisted living facilities (e.g., hospitals, other acute health care facilities, drug and rehab facilities, mental health facilities, adult day care or residential facilities, social rehabilitation facilities, adult group homes, assisted living facilities, skilled nursing facilities, doctors' offices) as smoke-free at all times.

2.2.25 American Indian Smoke-free Gaming: The number of American Indian/tribal owned casino/leisure complexes with a policy that designates all indoor areas of casino/leisure complexes as smoke-free, excluding when tobacco is used for ceremonial, religious or sacred purposes.

2.2.28 Smokeless Tobacco and E-cigarette Use: The number of jurisdictions covered by a public policy that prohibits the use of non-combustible tobacco products (e.g., smokeless tobacco products, dissolvable tobacco products) and/or nicotine products that are not specifically approved by the Food and Drug Administration (FDA) for use in treating nicotine or tobacco dependence (e.g., electronic nicotine vaporization devices) in places where smoking is otherwise prohibited.

2.2.29 Tobacco Litter: The number of jurisdictions covered by a public policy to reduce tobacco litter in public places (e.g., parks, playgrounds, beaches) and water systems.

Reduce the Availability of Tobacco

3.2.4. Tobacco Industry Sampling, Coupons/Discounts/Gifts: The number of jurisdictions covered by a public policy that restricts the distribution of free or low-cost tobacco and ENDD products, and/or restricts the distribution and/or redemption of coupons, coupon offers, gift certificates, gift cards, rebate offers or other similar offers for tobacco and ENDD products consistent with the First Amendment and federal law.

CORE AND RECOMMENDED INDICATORS AND ASSETS

RECOMMENDED INDICATORS AND ASSETS (cont'd)

3.2.7 Tobacco-free Pharmacies and Health Care Providers: The number of jurisdictions covered by a public policy that eliminates the sale and distribution of tobacco and/or ENDD products from places where pharmacy and/or other health care services are provided by a licensed health care professional (e.g., hospital, vision screening, blood pressure screening).

3.2.12 Tobacco Product Definition: The number of jurisdictions covered by a public policy that broadly defines "tobacco product" to include cigarettes, smokeless tobacco, cigars, pipe tobacco, hookah tobacco and any product containing nicotine or any product used to introduce nicotine into the body, including but not limited to such things as dissolvable tobacco products and electronic nicotine vaporization devices (e.g., cigarettes, electronic pipes, electronic cigars, electronic hookah), but excluding products specifically approved by the FDA for use in treating nicotine or tobacco dependence.

Tobacco Control Funding Assets

1.4 Affordable Care Act Community Health Needs Assessment Participation: The number of local tobacco control advocates who actively participate in the Community Health Needs Assessment which is required to be conducted by non-profit hospitals every three years pursuant to the Affordable Care Act* for the purpose of promoting the inclusion of indicators and interventions that support tobacco-free living (e.g., physical environment and housing improvements, economic development, community support, leadership development, coalition development, community health improvement and advocacy, workforce development, other community development activities to build health and safety). *SEC. 9097: Additional Requirements for Charitable Hospitals and as defined in Internal Revenue Service, Schedule H instructions (Form 990), 2011.

Coalition/Advisory Committee Diversity Assets

3.1 Cultural Representativeness of Coalitions and Advisory Committees: The extent our tobacco control program has built and engages a diverse coalition or advisory committee in designing and implementing tobacco control activities. Diversity is inclusive of ethnicity, culture, geography, and non-traditional partners (e.g., housing, employee development, law enforcement, parks and recreation, environmental groups).