

REGIONAL INITIATIVE TO REDUCE TOBACCO-RELATED DISPARITIES

SMOKE-FREE OUTDOOR DINING/BARS/SERVICE AREAS

BRIEF EVALUATION REPORT

2018 - 2023



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Regional Initiative to Reduce Tobacco-Related Disparities

Smoke-free Outdoor Dining/Bars/Service Areas

Brief Evaluation Report

Partners4Wellness

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Aim and Outcome

The *Regional Disparities Initiative-Tobacco Prevention LGBTQ Project* focused its efforts on reducing tobacco-related health disparities among people who are Lesbian, Gay, Bisexual, Transgender, Queer (LGBTQ) in the South Coast Region by working on creating tobacco-free outdoor dining, bar areas, and nightclubs. This objective was not met.

Objective: By April 30, 2023, at least two jurisdictions (e.g., the City of San Diego, Santa Ana) will adopt a policy designating the outdoor dining, beverage, and service areas of restaurants, bars, and nightclubs as tobacco-free to reduce tobacco-related health disparities among people who are Lesbian, Gay, Bisexual, Transgender, Queer (LGBTQ) in the South Coast Region.

The Project:

- Engaged and collaborated with LGBTQ Community.
- Trained peer educators to advocate for a policy to restrict tobacco usage in service areas with outdoor common areas.
- Raised awareness through educational presentations, social media posts, and forums.

Background

This project was implemented in Orange (City of Santa Ana) and San Diego (City of San Diego) counties and aimed to focus on the following population: Lesbian, Gay, Bisexual, Transgender, and Queer people (LGBTQ). According to the Public Policy Institute of California, approximately 9.1% of the population identifies as LGBT. (Person & Johnson, 2023). Unfortunately, demographic data on the LGBTQ populations is difficult to find. Partners4Wellness chose this focus area because people who identify as LGBTQ as well as food service workers have an increased risk of secondhand smoke exposure. The project was funded as a regional initiative that Partners4Wellness collaborated with and subcontracted the LGBTQ Center OC and SAY San Diego to assist with the implementation of this project.

Smoking and vaping rates among individuals who identify as LGBTQ continue to exceed rates among those who identify as non-LGBTQ with 19.5% of LGBTQ adults currently using tobacco products of any kind (UCLA Center for Health Policy Research, 2022). It is well documented that food service workers are at risk of being exposed to secondhand smoke when their place of employment does not enforce outdoor smoke-free policies. Although the LGBTQ population accounts for 9% of the total population, 6% of food service workers identify as LGBTQ. This leads to higher rates of secondhand exposure for individuals that work in locations where smoking is allowed in outdoor seating areas. Current smoking policies exist based on personal preference at each individual restaurant, bar, and nightclub. Of the restaurants located in Santa Ana, approximately 300 offer outdoor seating. There are approximately 18 bars/nightclubs in San Diego that also provide outdoor patio areas which allow tobacco usage. Of the restaurants located in San Diego, approximately 1,800 offer outdoor seating. A citywide policy creating smoke-free outdoor dining at bars/nightclubs would allow safe dining for patrons. This policy would also provide a safe workplace for employees as well as contribute to positive social change for the targeted individuals.

Evaluation Methods and Design

A non-experimental evaluation design was used to conduct research of the multiple aspects of the *Regional Disparities Initiative-Tobacco Prevention LGBTQ Project*. The limitation of using a non-experimental design is the negative impact on internal validity in terms of assessing the cause effect relationship with the interventions and outcome. Because this objective involves observation of smoke-free signage and policy adoption, internal validity was not an issue.

There were **7** evaluation activities implemented for this objective. **Table 1** illustrates the evaluation activity, purpose, sample, instrument source, analysis methods and timing/waves. Post-tests were administered to **30** participants to assess changes in knowledge, confidence/preparation, and intent to engage in advocacy activities and data collection after training. This data was used to capture information regarding anticipated needs for additional support after the training. Six (**6**) **Key Informant Interviews** were conducted with policymakers and/or LGBTQ stakeholders to determine key strategies and barriers to implementing an outdoor dining/bars policy in the targeted jurisdictions. Seven hundred and ninety-five (**795**) **Public Opinion Surveys** were collected at LGBTQ Events. The data were analyzed and highlighted in a data infographic. This infographic was then shared with City Council members and decision makers to encourage adoption of a smoke-free outdoor dining policy. Peer educators and staff **visited 90 outdoor dining** patios, bars, and nightclubs in Orange and San Diego County to document and evaluate changes via Observation surveys. Project staff observed and recorded information from **23 public policy meetings** using an observation form. **Consumer testing** was **conducted** on **5** educational items to assess the appropriateness of the materials developed by the staff. All instruments used for the project were developed in collaboration with the Tobacco Control Evaluation Center (TCEC). Efforts were made to utilize existing and reliable surveys to eliminate duplication of efforts.

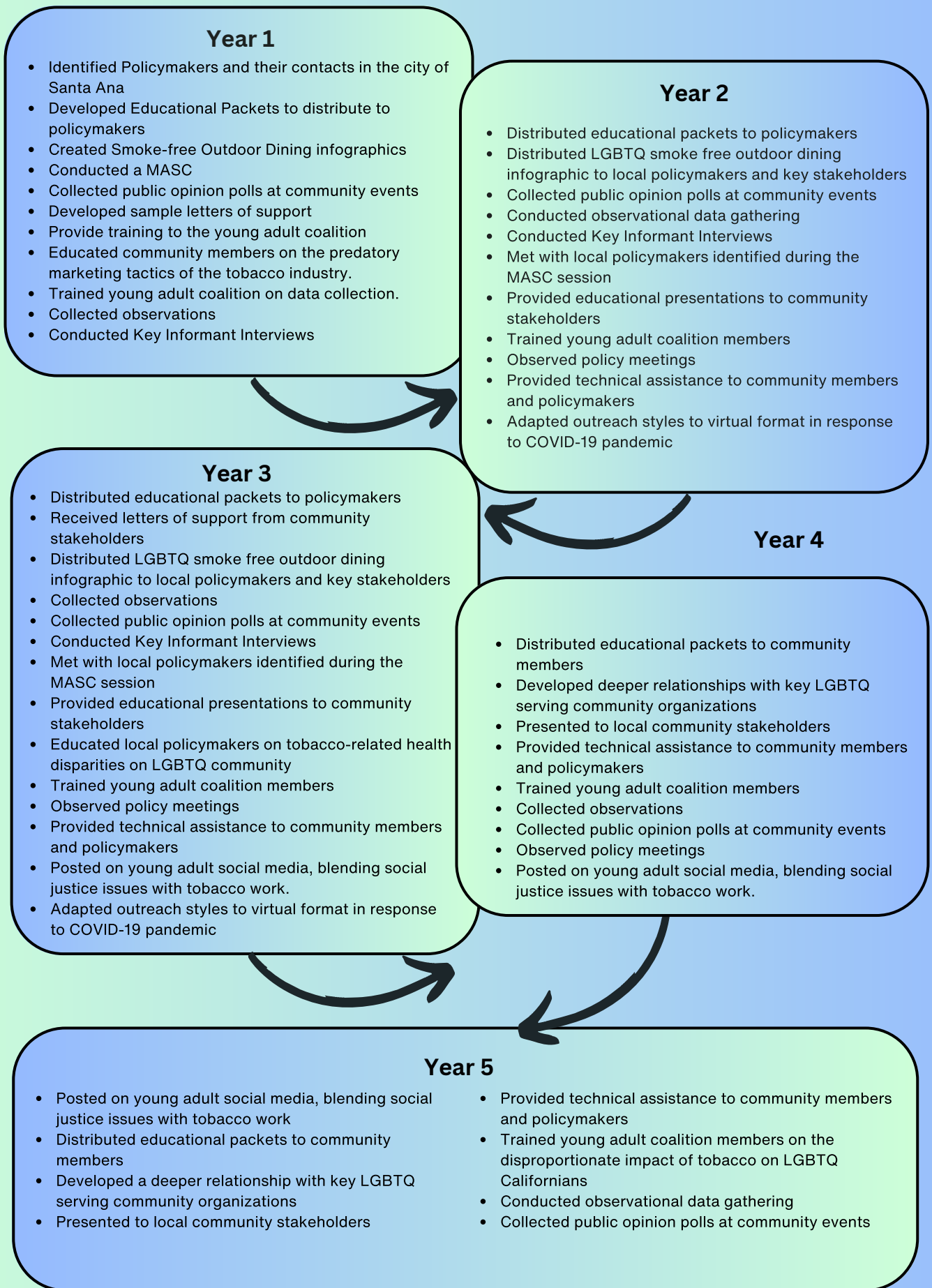
The next two pages contain illustrations to visually depict project efforts. **Table 1** illustrates the key outcome and process evaluation activities. **Figure 1** is a visual representation of the progress of key activities that the project staff engaged in. The activities are listed in chronological order.



Table 1: Key Outcome and Process Evaluation Activities

Evaluation Activity	Purpose	Sample	Instrument Source	Analysis Method	Timing/Waves
Outcome					
Observations of Signage in Common Outdoor Spaces (restaurants, clubs, bars)	Measure evidence of non-smoking signs, tobacco coupon distribution, active smoking, and tobacco litter in outdoor common spaces.	Convenience sample of 67 locations within La Jolla and San Diego	TCEC Evaluator	Tally, quantitative analysis and qualitative analysis	Years 1-4 2 Waves
Observe / Record Public Policy Meetings	Track support and opposition, key issues during intervention, and policy adoption progress.	Convenience sample of 23	TCEC Evaluator	Content analysis	Years 2-4 1 Wave
Process					
Education / Participant Survey	Measure knowledge and confidence gains from presentations and data collection trainings.	Census of training participants (22 trainings to 30 participants)	TCEC Evaluator	Descriptive statistics	Years 1-5 1 Wave
Key Informant Interviews with policy makers and LGBTQ stakeholders	Measure level of support and opposition towards passing a smoke-free outdoor policy for outdoor dining, bar, and night club areas.	Purposive sample of 6	TCEC Evaluator	Qualitative analysis	Year 1 Wave
Public Intercept Survey / Opinion Poll	Measure public opinion toward tobacco-free outdoor dining/bars policy adoption, knowledge and attitude toward secondhand smoke and if tobacco presence influences their outdoor dine/visit.	Convenience sample of 795	TCEC Evaluator	Descriptive statistics	Years 2 and 5 1 Wave
Public Intercept Survey / Consumer Testing	Assess feedback on look, feel, content, language, approach, and action steps in outdoor dining/bars educational material.	Convenience sample of 54 for 5 items	TCEC Evaluator	Qualitative analysis	Years 2, 3, and 5 1 Wave

Figure 1: Timeline of Key Intervention and Evaluation Activities



Implementation and Results

The Regional Disparities Initiative-Tobacco Prevention LGBTQ Project implemented several approaches to meet this objective successfully. Utilizing the Mid-West Academy Strategy Chart (MASC), potential partnerships and collaborations were identified. The MASC was also utilized to help identify community stakeholders and potential champions to assist in encouraging city council members to support the policy.

One of the first collaborating partners identified during the MASC was with San Diego Pride. The partnership between the Collective and San Diego Pride was a natural fit, as both organizations were committed to advocating for the LGBTQ community. Through the partnership, the Collective attended San Diego Pride, allowing the coalition to reach out to LGBTQ community members during one of the largest Pride events in the South Coast Region. In addition, the partnership with San Diego Pride was utilized to meet other LGBTQ-serving organizations such as the LGBTQ+ Latine Coalition and The LGBTQ Center of San Diego.

Connecting with other LGBTQ organizations and coalitions allowed the Collective to recruit new members, host more events, and educate the community regarding the exploitation of the LGBTQ community by the tobacco industry. Additionally, creating these connections created an avenue for the Collective to be invited to more LGBTQ events and to host their own events. The outcome of connecting with these LGBTQ serving organizations led to building strong community partnerships and brought a large contingent of LGBTQ individuals to speak in support of smoke-free outdoor dining policies at the city council meetings.

Community Education Activities

The active engagement of the Collective coalition was noteworthy as their efforts increased visibility for the need of smoke-free outdoor dining. Staff provided **3** tobacco advocacy training sessions to a total of **13** Collective coalition members. These trainings provided the coalition with tools to engage in community outreach and tobacco advocacy efforts. Training topics included: Secondhand Smoke, LGBTQ Predatory Marketing by the Tobacco Industry, and Public Comment. In addition, **4** data collection training workshops were conducted by the project evaluator to provide staff and coalition members information on best practices and techniques of collecting data for Key Informant Interviews, Observations and Public Opinion Surveys.

The LGBTQ Tobacco Prevention Project has made noteworthy strides in its efforts to engage with LGBTQ stakeholders in our community. Some of the efforts include participation in **10** educational presentations conducted by The Collective coalition. These presentations were designed to provide information and raise awareness about the dangers of tobacco use and the importance of promoting public health and wellness within the LGBTQ community. Through our engagement with these stakeholders, the

“The Collective is a powerhouse. We support movements that help protect those of us who are more vulnerable (such as advocating for the flavored tobacco ban) and provide a safe arena to find and understand resources (Naloxone training and tobacco education) and make meaningful connections (at events like Queer History and the Silent Disco). The community building we've been doing has been incredibly impactful. I've met countless resilient, strong beautiful people who form a community that feels like home.” ~Direct quote from a Collective Member

project staff were able to build deeper relationships with the community and develop a more effective approach to developing advocacy strategies to promote tobacco control policies that benefit our community. As a result of these efforts, the project staff were able to collect letters of support from LGBTQ Community stakeholders. These were presented to city council to emphasize the community support for smoke-free outdoor policies to avoid exposing the community to the dangers associated with secondhand smoke and e-cigarette vapor.

The Collective actively engaged in promoting tobacco control policies and raising awareness about the dangers of secondhand smoke and e-cigarette vapors through The Collective Instagram account. There were over **228** social media posts ranging from event promotion, coalition member highlights, advocacy, and educational tobacco awareness messaging. Efforts to promote smoke-free outdoor advocacy content and educate the public about the dangers associated with tobacco use have been instrumental in creating community awareness. The Collective Instagram account has continued to grow over the past 5 years and has reached over a thousand followers.

Educational Materials Development

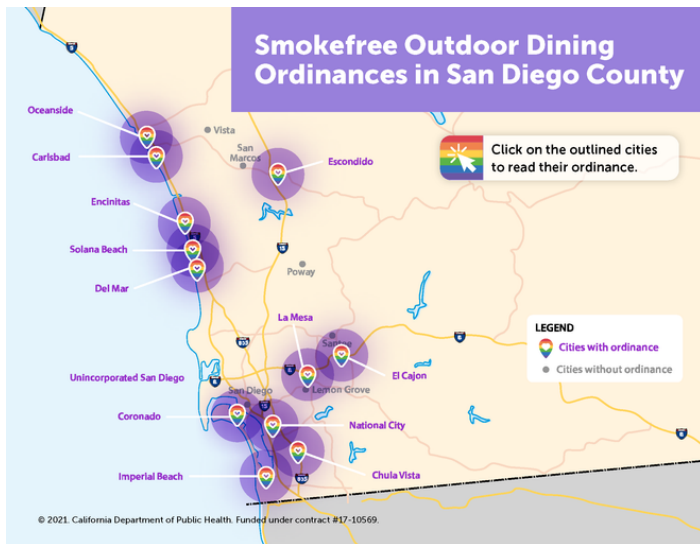
The project developed and adapted educational packets for policymakers that included information on LGBTQ outdoor dining/bar/nightclubs and a list of similar outdoor dining/bars/nightclub policies enacted in neighboring areas. The goal in developing these educational packets was to provide policymakers with the information they need to make informed decisions about tobacco control policies that affect the LGBTQ community. Due to the lack of local information regarding LGBTQ tobacco use rates in the City of San Diego, the Collective took action to collect data utilizing 795 public opinion surveys and 90 restaurant observations to construct infographics with LGBTQ relevant information.

INTERVENTION ACTIVITIES

- Conducted 10 educational presentations to 30 individuals.
- Posted 228 times of social media
- Collected 795 public opinion surveys
- Distributed 58 infographics
- Provided 7 one-on-one presentations to policymakers at city council members and staff
- Collected 90 observations



Figure 2 Smoke-Free Outdoor Dining Ordinances in San Diego County



A Smoke Free Outdoor Dining Infographic and an interactive Smoke-Free Ordinance Map were created to educate the city’s planning department and community members. Both items were consumer tested to assess appearance, content, comprehension, cultural sensitivity, and acceptability. The young adult coalition distributed **58 infographics** to the following: offices of San Diego Councilmember Vivan Moreno’s office, Councilmember Sean Elo Rivera’s office, State Senator Ben Hueso’s office, State Assemblywoman Lorena Gonzalez’s office, the City’s Planning Department, to city staff members, community members at the Youth Learning Center, students at University of San Diego and San Diego State University, and to community members at resource fairs.

Infographics were also delivered to the director of the El Cajon Business Improvement Association as well as the City Heights CDC. **Figure 2** was used to educate the community members on the cities with Smoke-Free Outdoor Dining Ordinances in San Diego County.

Policy Activities

The Collective was actively engaged in developing letters of support and reaching out to community organizations to obtain signed letters. To date, The Collective procured **three letters of support** from the Responsible Hospitality Coalition, Richs' Nightclub, and Crushed. These letters of support were critical in building momentum and support for a smokefree outdoor dining policy.

With the support of the staff, The Collective conducted **7 one-on-one presentations** with policymakers and their staff to raise awareness about the exploitation of traditionally safe spaces for LGBT community members by the tobacco industry. The Collective highlighted the importance of protecting these spaces and promoting policies that support the health and well-being of the LGBTQ community.

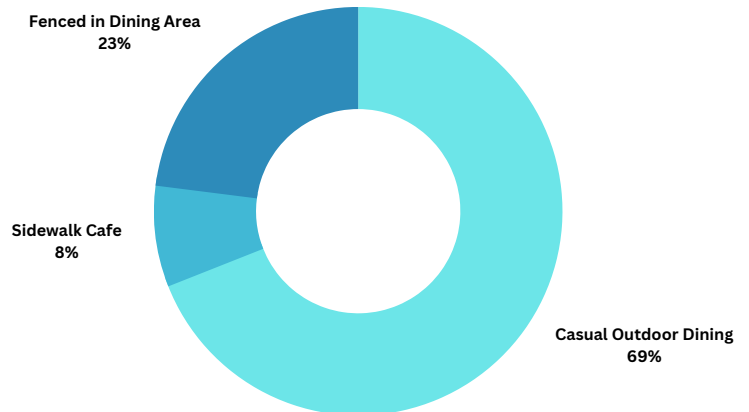
Project staff also provided education on the harmful impact of secondhand smoke to City Council members during hearings on whether to make temporary outdoor dining areas during COVID-19 permanent, known as the Spaces as Places ordinance. These new outdoor dining areas are smoke free and help persuade the city to be one-step closer towards being smoke free.

Engaging the community and coalition members in tobacco policy work was a great introduction to how to create change in your community.

A total of **90 observations** were collected from outdoor dining establishments in the city of San Diego. The project staff collected 2 surveys, one that was created at the beginning of the project and another that was created during the fall of 2022 when the Spaces as Places Initiative was created in the City of San Diego.

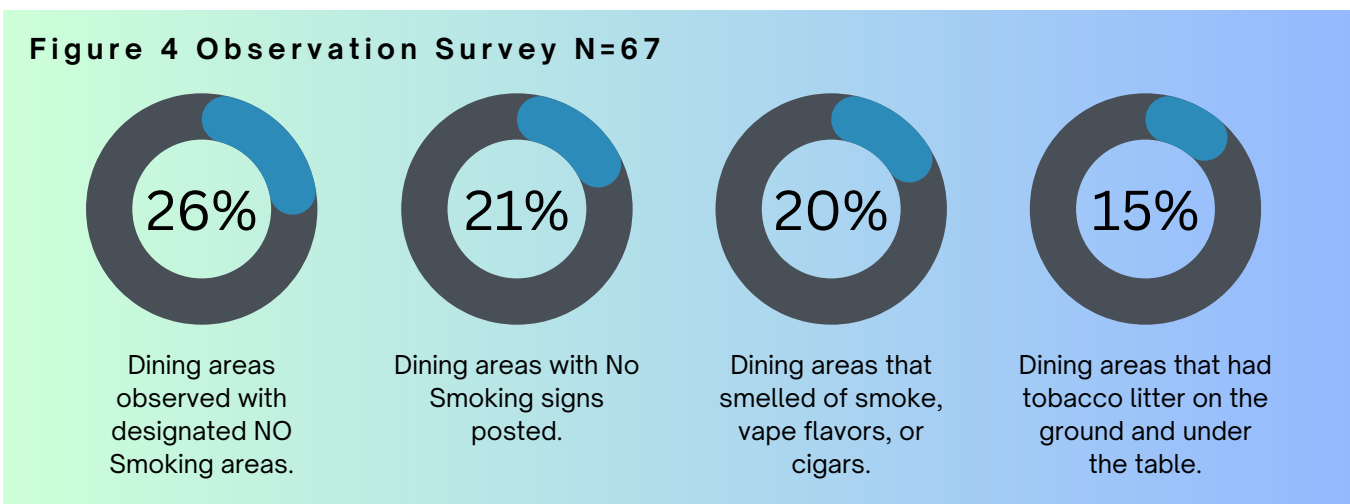
Sixty-seven (67) Smoke-free Outdoor Dining Observations were collected in the city of San Diego in outdoor areas of restaurants, bars, and nightclubs. **Figure 4** illustrates the type of outdoor dining areas

Figure 3 Areas Observed



observed. Of the 67 outdoor dining areas observed, only 26% had “No Smoking” areas and 21% displayed “No Smoking” signs. 20% of the locations smelled of smoke and vape flavors or cigars. Tobacco litter was observed at 15% of the locations. **Figure 3** illustrates the percentages of the areas observed at outdoor dining establishments. The data collected during the observations were used to create a data infographic and was shared with stakeholders and city council officials to demonstrate the need and desire for smoke-free outdoor dining areas.

Figure 4 Observation Survey N=67



The project staff collected Observation surveys that were specific to the Spaces as Places Ordinance. A total of **23 Spaces as Places Observation surveys** were collected within District 3. The surveyors observed **5 individuals** smoking cigarettes at 2 establishments and 1 person vaping at one. The observers **could smell smoke at 8 locations** and **flavored (vape smoke) at 2** of the outdoor dining establishments they visited (**see Figure 5**). Twenty-one (21) locations did not have a designated, “No Smoking” area. Pride flags were displayed at 3 locations. The results were shared with stakeholders and city council officials to demonstrate the need and desire for smoke-free dining, designating the outdoor dining, beverage, and service areas of restaurants, bars, and nightclubs as tobacco-free to reduce tobacco-related health disparities.

10 out of the 23 Locations smelled of smoke or vape flavors

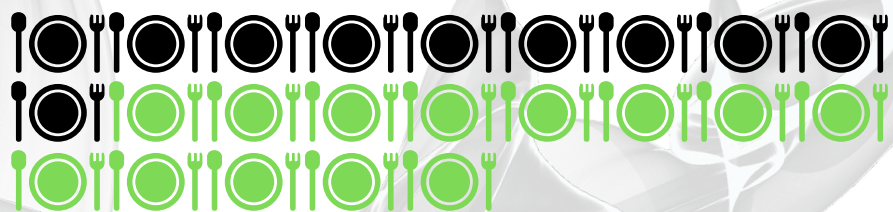


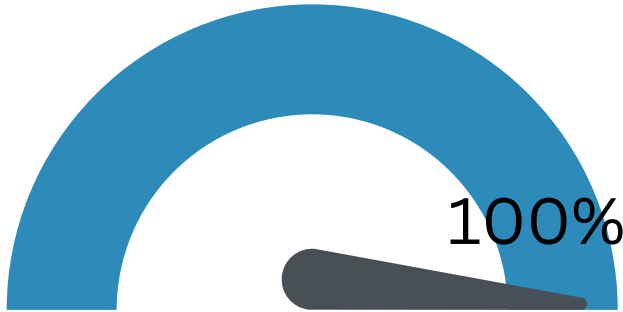
Figure 5 Locations with smoking/vaping

Community Viewpoints

To assess the views and support of the community regarding a policy to mandate smoke-free outdoor dining, beverage, and service areas of restaurants, bars, and nightclubs policy in the city of San Diego.

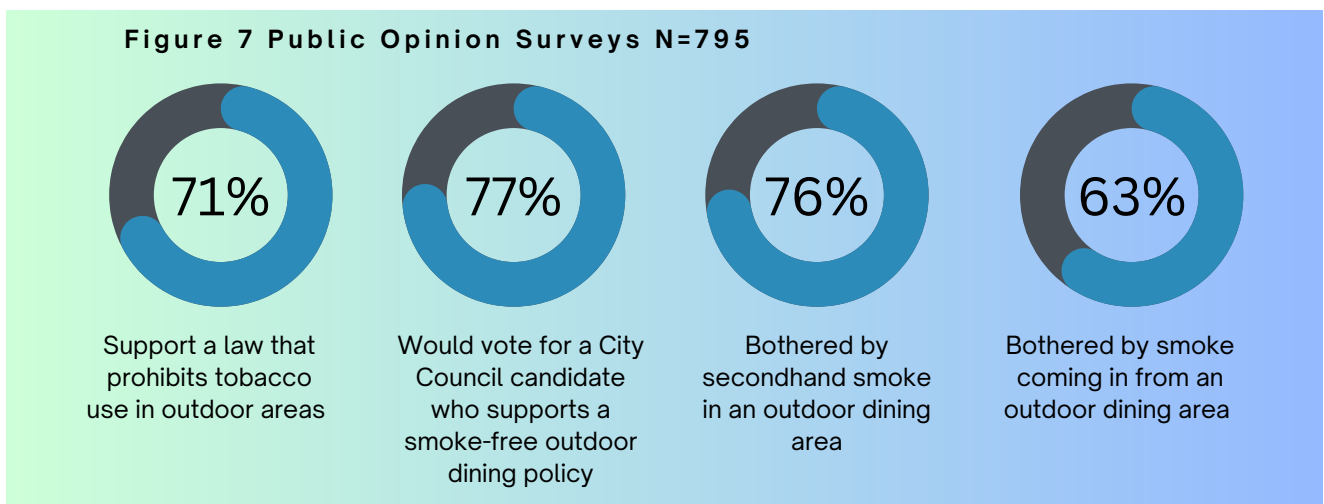
SAY San Diego, staff and coalition members collected key informant interviews and public opinion polls. **Six (6) Key Informant Interviews** were collected from City Council members and their staff to determine facilitators and barriers to adopting a policy to prohibit tobacco use in outdoor areas of restaurants, bars, and night clubs in the city of San Diego.

Figure 6 KII Support of Smoke-Free Dining To determine interest in partnering with the project's efforts, the project staff utilized this opportunity to gain support for the initiative and ultimately find a champion or project ally. According to the data collected from the Key Informants, **100% were in support of a smoke-free outdoor dining policy** as demonstrated in **figure 6**. In addition, most believe that tobacco is an environmental pollutant. The Key Informants (KI) were helpful in identifying City Council members that would support our efforts.



An interesting detail that was shared by two KI's was that some politicians have campaigns that have direct and indirect ties to the tobacco industry and could potentially pose a problem gaining support for the policy. The data collected during the Key Informant Interviews were utilized to strategize project activities and use the advice given to reach out to potential supporters of the policy.

A **Public Opinion Survey** was administered to **795** individuals in the city of San Diego at San Diego and Trans PRIDE, and the Common Community Art Event to assess the public's experiences and opinions regarding supporting a law that prohibits tobacco use in outdoor areas of restaurants, bars, and nightclubs in the city of San Diego. **Figure 7** illustrates the opinions of those surveyed per question. According to the data collected, 76% were registered to vote. On average, the respondents reported frequenting restaurants, bars and/or nightclubs an average of 5 times within the last 30 days of completing the survey. When asked if the respondents would vote for a city council or Mayoral candidate who supports a smoke-free outdoor dining policy, 77% said, "yes". The data from the Public Opinion Survey was used to create an infographic that was shared with stakeholders and decision makers to show the overwhelming community support for a policy that prohibits tobacco use in outdoor areas.



Technical Assistance Activities

The project provided training to folks in our community to encourage tobacco advocacy work. We were able to help people understand the steps need to advocate for local change.

The Regional LGBTQ Tobacco Prevention Project staff provided technical assistance to policymakers and local community members regarding the potential for the adoption of a smoke-free outdoor dining ordinance. Technical assistance ranged from providing policymakers and their staff with model smoke-free outdoor dining ordinances to answering questions from community members regarding the Spaces as Places ordinance and/or about smoke-free signage.

Additionally, The Collective Coalition was trained on several important topics related to tobacco control, data collection, the intersectionality of social justice work with tobacco control, and the exploitation of traditionally safe spaces for LGBTQ community members by the tobacco industry. These trainings have been critical in building the capacity of the coalition to effectively advocate for tobacco control policies and collect relevant data to strengthen the Collective's argument to make San Diego a smoke-free outdoor dining city.

Coordination/Collaboration Activities

Conference calls, webinars, and trainings related to outdoor dining, bars, and/or nightclub policies hosted by the California Tobacco Control Program (CTCP), Statewide Organizations (We Breathe), and Local Lead Agencies (LLAs) were an essential component of the project staff's commitment to staying informed and up to date on the latest developments and best practices in tobacco control policy. By actively engaging with these training opportunities, the project staff gained valuable insights and expertise on a range of topics, from outdoor dining policies to bar and nightclub regulations. This knowledge assisted in the development of more effective advocacy strategies and building stronger ties to key stakeholders and decision-makers in our community. Participation in these training opportunities empowered the project staff and coalition members to make significant progress towards efforts to promote public health and reduce tobacco use in the LGBTQ community.

The project staff diligently worked to create educational materials to highlight the harmful impact and trauma that the tobacco industry has evoked on the LGBTQ community.

The project staff regularly connected with Tobacco-Free Outdoor Space LGBTQ groups on a quarterly basis. The Tobacco-Free Outdoor Space Group provided a wonderful opportunity for project staff to check in with other LGBTQ programs throughout the state that were also engaged in tobacco work. These meetings allowed for the sharing of culturally sensitive approaches and strategies to tobacco work within the LGBTQ community.

A barrier that Regional LGBTQ Tobacco Project has faced throughout the past five years is that most webinars and information disseminated at conference calls, and trainings, tends to provide statistics relevant to a heterosexual community. Thus, information gained from these trainings must then be dissected and refined to fit the LGBTQ perspective.

Incentives

Incentives are a significant factor in the success of the LGBTQ Tobacco Prevention Project. Incentives were a way of showing appreciation and value for the work the Collective contributed. The Collective engaged in project activities such as: posting on Instagram, attending tabling events, hosting community events, and collecting data.

Gift cards were also an important way to encourage community members to participate in consumer testing of infographics, attending informational presentations regarding smoke-free outdoor dining, and in engaging with The Collective in tobacco control efforts. A total of 115 gift cards have been distributed to members of the community that were instrumental in assisting the project with completing activities.

It is important to note that incentives are instrumental in assisting staff with completing project activities. The \$50 incentive limit per person restricts the amount of work that the coalition can participate in. Project staff recognize that the work the coalition members do requires significant time and effort. The project staff want to ensure that participants are properly compensated for their efforts.

Conclusions and Recommendations

The Regional LGBTQ Tobacco Prevention Project efforts were not successful at meeting this objective. The project faced many challenges that interfered with the success of the project's efforts. Meetings with policymakers were difficult for project staff to schedule due to the interruptions of COVID-19, paired with the decrease in youth engagement and participation due to the lockdown. With minimal youth engagement, it was difficult for staff to catch the attention of policymakers, especially during the time when the focus was placed on helping the economy recover from the COVID-19 pandemic. Once the restrictions of the pandemic began to lift, staff had a better opportunity to set up in-person meetings with policymakers. One key strategy that project staff used in their emails to schedule meetings with policymakers was to emphasize that the emails were sent on behalf of constituents in the policymaker's district. Although the COVID-19 pandemic slowed the progression of project activities, the staff were able to persevere and carry out the planned project activities by utilizing tools such as Zoom. The impact of COVID-19 also meant that policymakers and other community members were not interested in hearing about smoke-free outdoor dining, as there were other more important health concerns. During the reporting periods of 2020 to 2021, policymakers were focused on supporting the community through the COVID-19 lockdowns in the City of San Diego.

Some key strategies to circumvent these barriers were to focus on the temporary outdoor dining patios that were established during the COVID-19 pandemic. As restaurants converted sidewalks and parking lots into outdoor dining patios, the City of San Diego sought to pursue an ordinance that would make these outdoor dining locations permanent. Staff and coalition members provided technical assistance to policymakers to help pass the "Spaces as Places" ordinance which made the outdoor dining locations both permanent and smoke-free.

A barrier that Regional LGBTQ Tobacco Project faced throughout the past 5 years is that most webinars and information disseminated during conference calls, and trainings, tended to provide statistics relevant to a heterosexual community. Thus, information gained from these trainings must then be dissected and refined to fit the LGBTQ perspective. The project staff diligently worked to create educational materials to highlight the harmful impact and trauma that the tobacco industry has evoked on the LGBTQ community. While staff and the Collective made an impactful impression on policymakers

during one-on-one meetings, the educational materials assisted in providing background and the importance of the issue. In addition, the project was able to provide important data on LGBTQ members living in San Diego using the data collected from the Public Opinion Surveys and Observations.

Another barrier that interfered with policy maker engagement was the momentum that was created due to the discussions and ultimate passing of the policy to prohibit the sale of flavored tobacco products in the city of San Diego. The project staff and Collective believed it would be beneficial to assist the San Diegans vs. Big Tobacco Coalition with advocating for the flavored tobacco policy. The Coalition consisted of several community organizations with a common goal. While assisting the San Diegans vs. Big Tobacco Coalition halted the smoke-free outdoor dining policy efforts, the success achieved by prohibiting the sale of flavored tobacco products was a huge success for the coalition and the community.

The project staff recommends continuing to support the momentum of tobacco control efforts to protect the health of the community. Future projects should be given the opportunity to learn from and continue to build on the success of the Flavored Tobacco ban. Another recommendation is to include tobacco as a social justice issue, and as a priority area for communities that have been historically targeted by tobacco companies. During the COVID-19 pandemic, coalition and community members expressed disinterest in tobacco control. However, the topic of equity and social justice was very much in the spotlight as marginalized communities were severely impacted during the pandemic.

The Regional Disparities Initiative-Tobacco Prevention LGBTQ Project staff plans to disseminate the findings from this report to decision makers, the Orange County Tobacco Education Coalition, the San Diegans vs Big Tobacco Coalition and the Partners4Wellness' website.

Works Cited

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Appendices

Appendix A: Data Collection Instruments

Appendix B: Educational Materials

Appendix D: Observation Pictures

Appendix E: Project Highlights

Appendix A: Data Collection Instruments

Regional LGBTQ Tobacco Project

LGBTQ Public Speaking Training-Post Survey

1. A spokesperson speaks on behalf of?
 - a. Peers
 - b. Partners
 - c. Community members
 - d. Decision makers
 - e. All of the above

2. The number of chemicals in cigarettes smoke contains more than:
 - a. Know your audience
 - b. Know your message
 - c. Know your approach
 - d. All of the above

Mark the box if the following statement is True or False:

3. Our issue is: Tobacco (LGBTQIA+ Community/ Smoke-free outdoor dining)	True	False
4. Supporting facts are not important when trying to deliver a message.	True	False
5. Our message illustrates the problems we aim to address/want to change.	True	False
6. For a message to be concise we need it to be to the point and focus on no more than 2-3 messages.	True	False
7. It is not important for the audience to understand how the message relates to them?	True	False
8. It is important that the messages we share are relevant and are meaningful.	True	False
9. It is important to know your audience, speak slowly, make eye contact and be enthusiastic	True	False
10. Connecting your personal story with the key message will help convey your message.	True	False

Mark the appropriate box for the following statements:

11. I feel the training helped to improve my public speaking skills.	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
12. The training helped me to understand how to convey our message.	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
13. I feel I need additional public speaking training.	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

I am ready to use my public speaking skills.	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
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14. Please provide additional comments or thoughts regarding the training. For example, if you feel you need additional training, please use this space to explain your needs.

Regional LGBTQ Tobacco Project

Consumer Testing Young Adult Infographic “Stop Exploiting our Community”

Instructions: Please evaluate the “Stop Tobacco Companies from Exploiting our Community” Infographic given to you. Indicate your level of agreement with each of the following statements by filling in the number that corresponds to your rating. Please do not write your name on this questionnaire. Your participation is voluntary and your responses will remain anonymous.

Gender: Female Male Genderqueer/Nonbinary Trans Male/Man Trans Female/Woman
 Questioning or unsure of gender identity Another gender identity not listed, please fill in the blank _____ Decline to State **Age:** _____

Ethnicity: Alaska Native/American Indian Asian Black or African American Hispanic or Latino
 Pacific Islander White, non-Hispanic Decline to State
 Other (please specify) _____

Statement	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Appearance					
1. The font size was easy to read.	⑤	④	③	②	①
2. The font type was easy to read.	⑤	④	③	②	①
3. The text layout was easy for the eye to follow.	⑤	④	③	②	①
4. The images enhance the text.	⑤	④	③	②	①
5. The colors enhance the delivery of the message.	⑤	④	③	②	①
Content					
6. There is enough information provided in the document.	⑤	④	③	②	①
7. There is unnecessary information in the document.	⑤	④	③	②	①
8. The information is presented in an order that is logical and organized.	⑤	④	③	②	①
9. The message is written in a positive manner.	⑤	④	③	②	①
Comprehension					
10. The message presented in the document is clear.	⑤	④	③	②	①
11. The terms used in the document are too scientific.	⑤	④	③	②	①
12. There are words that I do not know.	⑤	④	③	②	①
13. The document has increased my knowledge about the Exploitation of the LGBTQ community by the Tobacco Industry	⑤	④	③	②	①
Cultural Sensitivity					
14. The message is culturally sensitive to LGBTQ Adults.	⑤	④	③	②	①
15. The language is sensitive to LGBTQ Adults.	⑤	④	③	②	①
16. The graphics/images are respectful to LGBTQ Adults.	⑤	④	③	②	①
17. The illustrations are appealing to LGBTQ Adults.	⑤	④	③	②	①

Acceptability					
18. The information on the infographic is educational.	⑤	④	③	②	①
19. After viewing the infographic, I am interested in learning more <i>MESSAGE</i> .	⑤	④	③	②	①
20. I will likely pass the infographic on to the people I know.	⑤	④	③	②	①

Open Ended Questions:

21. Are there any aspects about the infographic that you feel are confusing? Please explain.

21. What could the infographic say that would make people want to learn more about Tobacco Companies exploiting the LGBTQ Community?

22. Are there any questions that you have that are not being addressed in this document?

23. What do you like most about the infographic?

24. What do you dislike most about the infographic?

25. Please make any suggestions as to how to improve the infographic.

Thank you for your feedback and participation!

Regional LGBTQ Tobacco Project

LGBTQ Predatory Marketing in the Tobacco Industry

1. Big Tobacco sponsors:
 - a. Bar promotions
 - b. Advertisements
 - c. Pride festivals
 - d. All of the above

2. LGBTQ people are more likely to experience:
 - a. anxiety
 - b. depression
 - c. substance abuse
 - d. All of the above

Mark the box if the following statement is True or False:

3. Cigarette Smoking in the U.S. is higher in LGB individuals than hetero/straight individuals.	True	False
4. Smoking kills 30,000+ LGBTQ people per year.	True	False
5. The LGBTQ population is not targeted through marketing strategies by the Tobacco Industry.	True	False
6. Gay community venues may be specifically targeted for promotion and marketing for tobacco products.	True	False
7. LGBTQ people are more likely to use telephone counseling to quit tobacco use.	True	False
8. Tobacco smoke and aerosol from vaping harms the cells of the lungs and weakens the ability to respond to infection.	True	False
9. Tobacco use increases a person's risk of viral lung infections such as COVID-19.	True	False
10. Self care is very important.	True	False

Mark the appropriate box for the following statements:

11. The training helped me to understand how the LGBTQ community is targeted by tobacco companies.	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
12. I feel I need additional training on this topic.	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
13. I enjoyed the training	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
14. I learned something new in this training.	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

15. Please provide additional comments or thoughts regarding the training. For example, if you feel you need additional training, please use this space to explain your needs.

NCADD-OC
Smoke-free Outdoor Dining, Bars, and Nightclubs

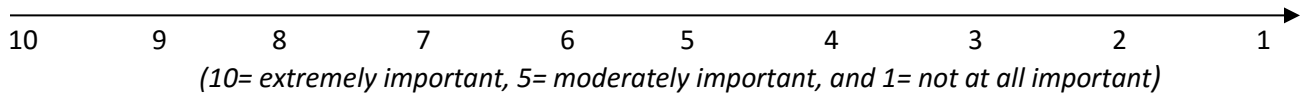
Public Opinion Survey

This survey is being conducted on behalf of the National Council on Alcoholism and Drug Dependence (NCADD) and SAY (Social Advocates for Youth). The purpose of this survey is to assess your experience and opinion regarding tobacco use in the outdoor areas of restaurants, bars, and nightclubs. This survey is voluntary and anonymous. Your participation is greatly appreciated. Thank you!

1. In the past 30 days, how many times have you frequented a restaurant, bar, and/or nightclub in the City of San Diego? _____

Please mark your response based on the following questions.	Yes	No	Don't know
2. Are you registered to vote?	1	2	3
3. Would you vote for a City Council or Mayoral candidate who supports a smoke-free outdoor dining policy?	1	2	3
4. Have you ever been bothered by secondhand smoke in an outdoor area of a restaurant, bar, and/or nightclub in the City of San Diego?	1	2	3
5. While being present in the City of San Diego have you ever been bothered by smoke coming in from an outdoor area of a restaurant, bar, and/or nightclub?	1	2	3
6. Would you support a law that prohibits tobacco use in outdoor areas of restaurants, bars, and nightclubs in the City of San Diego?	1	2	3

7. On a scale of 1 to 10, please identify how important having a tobacco-free dining environment is when choosing to go to a restaurant, bar or night club?



8. **Gender:** Female Male Genderqueer/Nonbinary Trans Male/Man Trans Female/Woman
 Questioning or unsure of gender identity Another gender identity not listed, please fill in the blank _____
 Decline to State
9. **Age:** 17 or under 18-24 25-34 35-44 45-54 55 or older
10. **Sexual Orientation:** Bisexual/Pansexual/Sexually Fluid Gay/Lesbian Heterosexual/Straight
 Queer Questioning/Unsure Another Orientation not listed, please fill in the blank): _____
 Decline to State
11. **Ethnicity:**
 Alaska Native/American Indian Asian Black or African American Hispanic or Latino
 Pacific Islander White, non-Hispanic Other (please specify): _____ Decline to State
12. What **Zip Code** do you live in? _____

Thank you for your time!

Regional LGBTQ Tobacco Project

LGBTQ Outdoor Dining Presentation-Post Survey

1. **Secondhand Smoke Exposure is linked to:**
 - a. Lung Cancer
 - b. Respiratory Infections
 - c. Heart Disease
 - d. All of the above

2. **The number of chemicals in cigarettes smoke contains more than:**
 - a. 7,000 chemicals
 - b. 500 chemicals
 - c. 1,000 chemicals
 - d. Cigarette smoke does not contain chemicals

3. **The current number of municipalities that restrict smoking in all outdoor dining areas and these policies ensure that all workers and customers are protected from secondhand smoke exposure is:**
 - a. 88
 - b. 12
 - c. 56
 - d. 97
 - e. 20

4. **The ways to create change as a community include:**
 - a. Increased awareness and reduce health risks associated with tobacco use.
 - b. Creating safe and healthy spaces
 - c. Positive role modeling and peer support
 - d. Creating a new social norm
 - e. All of the above

Mark the box if the following statement is True or False:

5. Lesbian, Gay, Bisexual, Trans, and Queer individuals are at high-risk for frequent tobacco-use and secondary exposure.	True	False
6. Drinking in bars fosters smoking habits by lowering inhibitions. It also fuels LGBTQ alcoholism rates, which are much higher than the national average.	True	False
7. LGBTQ individuals are more frequently exposed to secondhand smoke than non-LGBTQ individuals.	True	False
8. Tobacco companies do NOT target the LGBTQ community with flavored tobacco product marketing strategies.	True	False
9. The Long Term Health Effects of E-Cigarette use is well documented.	True	False
10. Municipalities have the ability to adopt stronger laws to prohibit smoking within all recreation areas.	True	False

Regional LGBTQ Tobacco Project

LGBTQ Observation Training Presentation-Post Survey

Please answer the questions below based on the content from the Observation Survey Training

Mark the box if the following statement is True or False?

1. Observation is way of gathering data by watching behavior, events, or record physical characteristics in their natural setting.	True	False
2. A survey has been designed to collect observation data that will be used for evaluation reporting purposes	True	False
3. The Observations we will be collecting will be covert.	True	False
4. When collecting surveys your primary goal is safety	True	False
5. We will be observing restaurants, bars and nightclubs in San Diego.	True	False
6. It is important to complete every item listed on the survey.	True	False
7. Through observation you can monitor or watch a process or situation that your are evaluating as it occurs.	True	False
8. We will use the data collected to Provide data to decision makers to advocate for policy change.	True	False
9. I do not need a partner when I am collecting the surveys,	True	False
10. Seeing the place or environment where something takes place can help increase your understanding of the situation you are evaluating.	True	False

Mark the box if the following statement is True or False based on how well prepared you feel to collect data for the Observations:

11. I feel prepared to collect Observation data.	True	False
12. The training helped me to understand what I need to do to collect Observation data.	True	False
13. I feel I need additional training before completing the Observations.	True	False

14. Please provide additional comments or thoughts regarding the training. For example, if you feel you need additional training, please use this space to explain your needs.

Regional LGBTQ Tobacco Project

LGBTQ POP Presentation-Post Survey

1. What is a Public Opinion Poll?

- A public opinion poll, is a survey used to collect people's opinions from a particular sample.
- Opinion polls are usually designed to represent the opinions of a population by conducting a series of questions and then making generalizations based on the responses collected.
- Are widely used in politics (Gallup Poll-predicting the outcome of the US Presidency)
- All of the above.

2. The Public Opinion Poll Surveys will be used to:

- Measure initial support for the outdoor dining policy.
- Determine how much education and outreach will be needed to build support.
- To assist in determining how to frame our messaging when educating the community and advocating for the policy.
- All of the above.

3. When surveying it is important to:

- Make people answer the questions.
- Be Professional and Respectful.
- Ask additional questions that are not on the survey.
- All of the above.

Mark the box if the following statement is True or False?

4. When collecting survey results your primary goal is safety	True	False
5. We will be surveying San Diego citizens' opinions on smoke-free dining.	True	False
6. When gathering data for public opinion polls, it is important to be friendly and have a positive attitude.	True	False
7. When asking someone to participate in the survey, If they say "no", keep asking until they say "yes".	True	False
8. We will use the data collected to Provide data to decision makers to advocate for policy change.	True	False
9. I do not need a partner when I am collecting the surveys,	True	False
10. It is important for me to be familiar with the questions before I survey the community.	True	False

Mark the box if the following statement is True or False?

11. I feel prepared to collect data for the Public Opinion Poll.	True	False
12. The training helped me to understand what I need to do to collect data for the public opinion poll.	True	False
13. I feel I need additional training before collecting the surveys.	True	False

14. Please provide additional comments or thoughts regarding the training. For example, if you feel you need additional training, please use this space to explain your needs.

Regional LGBTQ Tobacco Project Outdoor Dining, Bars, & Nightclubs

PRE Key Informant Interview Survey

Hello, I'm _____ here on behalf of Social Advocates for Youth (SAY). Thank you for agreeing to talk with me. Because of your position (on the city council/city staff) (as a community leader), I was hoping that you could provide some insight into the views of the (business community) (council) about the issue of secondhand smoke and/or secondhand e-cigarette aerosol emissions in outdoor dining areas, bar areas, and nightclubs. When I say secondhand smoke, I mean the smoke from others' cigarettes, cigars, pipes, hookah's and e-cigarettes. The information you share with me will remain anonymous. To help me transcribe my notes accurately, do you mind if I record our conversation? I will erase the tape once I have typed up my notes. Thank you.

1. **Briefly describe your roles and responsibilities within the city/county government/ community/organization.** (Have the Key Informant explain to you what their roles and responsibilities are as a city/county staff person or community/business leader.)

2. **What challenges do you foresee in the adoption of the smoke-free outdoor dining areas, bar areas, and nightclubs policy in your city? *(Possible probes: What specific issues arose with patrons, business owners/managers? What issues within the community will make it difficult during the adoption of the policy?)***
Record what challenges the Key Informant mentions related to the adoption of the smoke-free outdoor dining areas, bar areas, and nightclubs policy in their city.

3. **What strategies might be implemented to overcome challenges to adopting the policy to regulate smoking in outdoor dining areas, bar areas, and night clubs? *(Possible probes: What individuals or groups will be supportive of the policy? What issue or issues covered in the policy (e.g., smoking prevention, protecting patrons' health, lower maintenance costs and insurance rates, possible tax credit to developers) are likely to resonate in the community?)***
Record what strategies the Key Informant suggests to overcome challenges related to the adoption of the policy that regulates smoking in outdoor dining areas, bar areas, and nightclubs.

4. **Do you think the City Council would support the adoption of a city wide smoke free outdoor dining areas, bar areas, and night clubs policy? Why or why not?**
Record whether the Key Informant thinks that the City Council/ Broad of Supervisors would support the adoption of smoke-free outdoor dining areas, bar areas, and nightclubs policy and provide the reason(s).

5. **If any, what do you feel will be the primary positive effect if such a policy is adopted citywide?**

6. **Can you suggest other organizations, or city staff that is likely to be influential on this issue that we should talk to?**

7. **Do you support having smoke-free outdoor dining areas, bar areas, and nightclubs policy in San Diego?** Yes No
 - a. **Please describe your reasons for *supporting* (OR) *not supporting* this policy.**

8. **Do you think second-hand smoke exposure is harmful to the health of your constituents?**
 Yes No I do not know

9. **How can our agency be of assistance in ensuring the adoption of this policy?**

10. **Is there any other information that you think is important for us to know?**

Concluding the Interview:

Thank them for their time and participation. Explain how talking with them was helpful and what you learned from them.

Staff may find it difficult to break off the interview. Beginning a summary of what the Key Informant has said will help the Informant know things are winding down. This summary is important because it gives agency staff a chance to check for understanding. Put what they have said into your own words and ask them if you have said it correctly, “Now let me see if I have understood you correctly. You’re saying that...” If you have misunderstood this gives them a chance to correct you and clarify their position.

At the conclusion of the interview, take a moment to go over your notes. Then, using the notes, give the respondent a 2 to 3 minute summary of what you’ve heard them say. This gives you a chance to make sure that you have understood what the respondent has said.

Building and maintaining relationships

Thank the Key Informant for their time and participation.

If the Key Informant has revealed great support for smoke-free dining, as deemed appropriate, agency staff may invite the Key Informant to join a local coalition. Be prepared to provide them with your contact information, a flyer for the next coalition meeting, and answers to questions about the campaign.

After the Survey:

Take a few minutes as soon after the interview as possible to carefully review your notes. This is the best time to clarify your notes and add comments which you did not have time to add during the interview.

Turn in your completed surveys to the evaluator with a cover sheet.

The Regional Disparities Initiative-Tobacco Prevention LGBTQ Project

Objective 2-Qualtrics Survey Links

[Outdoor Dining Public Opinion Poll](#)

[Vaping Survey](#)

[Outdoor Dining Observations](#)

[Spaces as Places Observations](#)

Appendix B: Educational Materials

SMOKE IS BAD FOR BUSINESS



Tobacco kills more than 8 million people each year. 1.2 million are the result of non-smokers being exposed to secondhand smoke.

For children with asthma, breathing secondhand smoke can trigger an asthma attack.

38% LGBTQ+ adults reported being exposed to tobacco secondhand smoke or secondhand vape in the past two weeks compared to 26% of all California adults.

Smoke-free Policies:

Improve Air Quality

Improve Health

Reduce Smoking

Reduce Secondhand Smoke Exposure

Result in High Levels of Compliance

Receive Public Support

81% of people indicated that they preferred to visit restaurants that have smoke-free outdoor areas

2 out of 3 felt that restaurants would attract more customers if they offered nonsmoking outdoor areas

We are
OPEN

IT'S JUST FACTS

Sources:

World Health Organization. (2022, May 4). Tobacco. World Health Organization. Retrieved November 3, 2022, from <https://www.who.int/news-room/fact-sheets/detail/tobacco>

U.S. Department of Health and Human Services. A Report of the Surgeon General: How Tobacco Smoke Causes Disease: What It Means to You. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2010

U.S. Department of Health and Human Services. A Report of the Surgeon General: Secondhand Smoke: What It Means to You. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2006.

Perales, DC, Perales, D., Sidener, M, (2020), "Reducing Outdoor Dining Secondhand Smoke Exposure in Santa Clara and San Benito Counties"

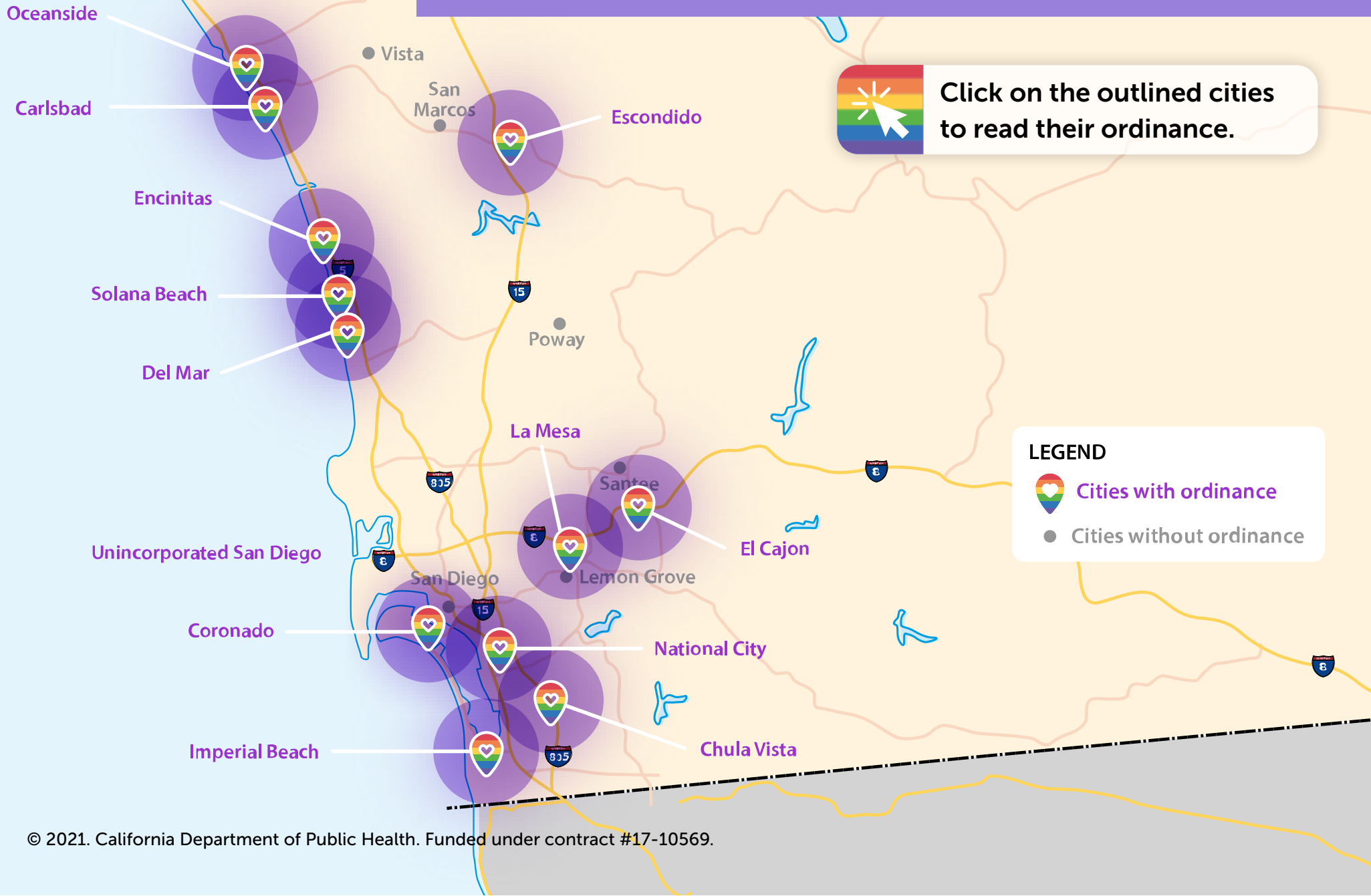
Pledge to a Smoke-Free Dining Experience:



Research and Infographic brought to you by:



Smokefree Outdoor Dining Ordinances in San Diego County





Fresh Air Dining in the City of San Diego

Why is it important to have smokefree outdoor dining?

- Breathing secondhand smoke can **increase your risk of lung cancer, heart disease, and stroke.**
- **Even outdoors, you can be exposed to high levels of secondhand smoke** if someone is smoking nearby—even brief exposure can be dangerous.
- **It's not just cigarettes you need to worry about!** Secondhand exposure to e-cigarettes/vaping devices, cigarillos, and hookah is also harmful to your health.
- **Employees and customers are more likely to be exposed to thirdhand smoke** which sticks to surfaces such as walls and furniture and becomes toxic overtime.

Did you know?

77%

of people surveyed in the city of San Diego have been **bothered by secondhand smoke in an outdoor dining area.**



would **vote for a City Council or Mayoral candidate who supports a smokefree dining policy.**

71%

of people surveyed **support a law that prohibits tobacco use in outdoor dining of restaurants, bars, and night clubs** in the city of San Diego.



Benefits of going smokefree:

- Makes customers and employees happier and healthier.
- Improves the environment by reducing tobacco/vape litter and keeps our community healthy and beautiful.
- Models positive behaviors for youth.
- Positive economic impact on businesses.

For help with smokefree dining policies contact:

Carlo Patenia

cpatenia@saysandiego.org



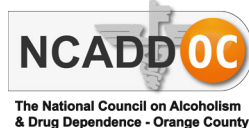
collectivecoalitionSD

California's SMOKEFREE WORKPLACE LAW

prohibits smoking cigarettes, hookah, and e-cigarettes in all indoor workplaces, including restaurants and bars.

JOIN THE SEVERAL CITIES such as Carlsbad, Chula Vista, Del Mar, El Cajon, Encinitas, Escondido, Imperial Beach, National City, Oceanside, Unincorporated San Diego, and Solana Beach that have adopted smokefree outdoor dining and bar patio laws!

 **The Collective**



Sources

1. U.S. Department of Health and Human Services. *The Health Consequences of Involuntary Exposure to Tobacco Smoke: A report of the Surgeon General*. 2006.
2. Cameron, M., et al. Secondhand Smoke Exposure in Outdoor Dining Areas and Its Correlates, *Tobacco Control Journal*, 2010.
3. California Tobacco Control Program. *What you need to know about all secondhand smoke and vape*. 2019
4. American Cancer Society, Cancer Action Network. *Smoke-Free Policies: Good for business*. 2014.
5. SAY San Diego. *Public Opinion Survey- Smoke-Free Outdoor Dining*. 2020.
6. American Nonsmokers' Rights Foundation. *Municipalities with Smoke free Outdoor Dining and Bar Patio Laws*. 2020.
7. California Tobacco Control Program. *Thirdhand Smoke*. California Department of Public Health. 2017.
8. Smoke-Free San Diego. Dining Patios. 2020. <https://www.smokefreesandiego.org/policies/dining-patios/>. [Accessed 9/2020].

Appendix D: Observation Pictures (sample)



Appendix E: Project Highlights



LGBTQ Regional Tobacco Project



Community opinions about Smoke-free Outdoor Dining in the city of San Diego

A **Public Opinion Survey** was administered in the city of San Diego at San Diego and Trans PRIDE, and the Common Community Art Event to assess the publics' experiences and opinions regarding supporting a law that prohibits tobacco use in outdoor areas of restaurants, bars, and nightclubs in the City of San Diego. The data were collected on July 13, 14, and 28, 2019 and 2/29, 8/8, and 8/12/2020 from **795** individuals.

Basic demographic information was collected from the survey respondents. Twenty-two percent (24%) of the respondents were Male, (68%) Female, (4%) Genderqueer/Non Binary, (2%) Trans Male/Man, (0.5%) Trans Female/Woman, (0.5%) Questioning or unsure of gender identity, (0.5%) Another gender not listed, (0.5%) Declined to State.

Of those that identified their ethnicity, (2%) Alaska Native/American Indian, (9%) Asian, (7%) Black or African American, (33%) Hispanic or Latino, (2%) Pacific Islander, (34%) White, non-Hispanic, (3%) Decline to State, (10%) Other.

According to the data collected, (76%) are registered to vote. On average the respondents reported frequenting restaurants, bars and or nightclubs an average of 5 times in the last 30 days of completing the survey. When asked if the respondents would vote for a city council or Mayoral candidate who supports a smoke-free outdoor dining policy, 77% said, "yes".

Collected Public Opinion
Poll surveys from **795**
individuals in the city of
San Diego.

The respondents frequented
restaurants, bars and/or
nightclubs an average of
5 times in the last 30 days.

76% Are
registered to
vote

71%

- Support a law that prohibits tobacco use in outdoor areas of restaurants, bars, and nightclubs in the City of San Diego

77%

- Would vote for a City Council or Mayoral candidate who supports a smoke-free outdoor dining policy

76%

- Have been bothered by secondhand smoke in an outdoor area of a restaurant, bar, and/or nightclub in the City of San Diego.

63%

- Have been bothered by smoke coming in from an outdoor area of a restaurant, bar, and/or nightclub