

Agenda Item Number:

**ORANGE COUNTY BOARD OF HEALTH
AGENDA ITEM SUMMARY**

Meeting Date: November 19, 2014

Agenda Item Subject: Smoke Free Public Places Bi-Annual Update

Attachment(s): SFPP Update (Presentation and Handout)

Staff or Board Member Reporting: Coby Jansen Austin

Purpose: ___ Action
 ___ X Information only
 ___ Information with possible action

Summary Information:

Implementation of SFPP continues to be a priority for the health department. We have invested in continued outreach and education through paid advertising, creation & dissemination of compliance videos, earned media, and continued deployment of Smoking Response Teams. We have strengthened our partnerships with municipal leaders, which helped increase signage (e.g., in downtown Chapel Hill) and improve communications (e.g., Chapel Hill's Smoke-Free website).

We continue to promote the rule through our cessation efforts, which have expanded significantly and are more focused on reaching disparately affected populations.

Staff will be presenting on recent successes related to the Smoke Free Public Places rule. The SFPP Update (handout) describes recent activities related to communication, signage, enforcement, cessation, and evaluation in greater detail.

Recommended Action: ___ Approve
 ___ Approve & forward to Board of Commissioners for action
 ___ Approve & forward to _____
 ___ X Accept as information
 ___ Revise & schedule for future action
 ___ Other (detail):

SMOKE-FREE PUBLIC PLACES RULE

Bi-Annual Update

NOV. 19, 2014



ORANGE COUNTY
HEALTH DEPARTMENT

OUTREACH & EDUCATION

BUZZ RIDES! Targeting students (Aug – Dec 2014)

 **Buzz Rides**
@BuzzRidesUNC

 Follow

These Tar Heels are butting out in the
[@OrangeHealthNC](#) Smoke Free Buzz Ride
[#breatheeasy](#) [#smokefree](#)



Pride Parade – September 27, 2014

OUTREACH & EDUCATION

Compliance Videos: Public & Employee



SRTs with CH Police Dept



CESSATION OUTREACH



Events / New Partnerships

- Project Connect
- IFC Homeless Shelters
- DSS Work First
- Freedom House
- Community Empowerment Fund
- El Futuro
- Club Nova

MULTI-UNIT HOUSING

Chapel Hill Public Housing & TRU



Smoke-Free Public Places (SFPP) Update

Orange County Board of Health Meeting, November 19, 2014

Since the last Board update in March 2014, we have made significant strides in increasing signage, raising awareness through regular Smoking Response Teams and other communications, providing and expanding cessation services and NRT distribution, and encouraging community enforcement of the rule. Recent activities include:

Communications

- **Smoking Response Teams (SRT):**
 - 30 deployments (10 in 2013, 20 in 2014)
 - Surveyed 2000+ people, including 1529 residents
 - Regular participation by CH Police Dept
 - All SRTs since April 2014 have been in Chapel Hill, driven by the high frequency of violation complaints
 - So far in 2014, 55% of residents were aware of the rule, compared with 46% in 2013
- **Buzz Rides:** Aug – Dec 2014 - Contract with UNC student-run business Buzz Rides to advertise on an electric vehicle used to transport students home from the downtown area in the late evening. It is occasionally used to transport UNC dignitaries like the chancellor, to bring students to the polls for early voting, and special events – like Pride Parade!
- **Compliance videos:** [Employee video](#) / [Resident video](#) - Produced videos to educate and empower the residents and town/county employees to approach others about smoking in areas where it is prohibited. The videos model behavior for town/county employees and members of the public to approach others about smoking. Within days of releasing the videos in Nov., we had a couple hundred views!
- **Earned media since 3/2014:** Daily Tar Heel (May, Sept), Herald Sun (Nov)
- **CH website:** Assisted CH in created a town website about SFPP

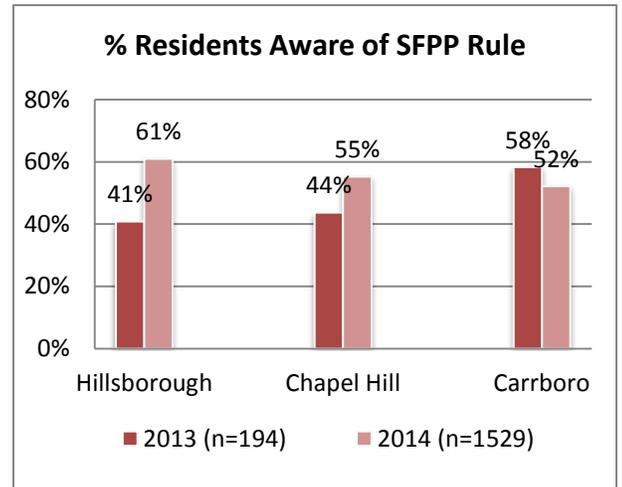
Signage

Focusing on high non-compliance areas, we are offering and placing more permanent signs, window clings, A-frames, etc. Some examples:

- Chapel Hill: Transit posted OC's smoke-free decals on all bus shelters, and added large aluminum no smoking signs at the bus stop with the most reported violations
- Hillsborough: Sidewalk decals are now at the courthouse & DSS offices

Enforcement

We continue to monitor & respond to complaints. As of 11/5/14, we have received 74 complaints, 55 of which were valid. About 80% of complaints were for Chapel Hill, and around half of all complaints pertained to bus stops along Franklin St. In April, two residents submitted a petition to Chapel Hill Town Council requesting active enforcement of the rule (citations) by police and improved signage. Since that time, the health department continued regular SRTs and did a "blitz week" in Sept., provided additional signage that has been posted at CH bus stops, held periodic meetings with key partners (CHPD, CH Transit, CH Public Information, and Downtown Partnership), and has sent a monthly report on reported violations and outreach efforts to these partners since April.



Cessation

Disparities Focus: This fall we launched OC Partners for Tobacco Cessation, which will provide cessation support to disparately affected populations through partnerships with local service providers.

- **Mental health & substance abuse** – Completed an assessment of tobacco policies/practices among local behavioral health providers in summer 2014. We are now piloting a cessation partnership with Freedom House in which we train their substance abuse counselors in January 2015, and then partner with them to provide NRT to clients who receive evidence-based counseling.
- **Homeless** – Trained all IFC shelter staff on tobacco cessation and have provided periodic cessation classes/information to 70+ residents of IFC Men’s and Women’s Shelter. We are assisting the Community Empowerment Fund develop a comprehensive approach to addressing tobacco use with members. We participated in Project Connect, connecting 17 people with cessation support.
- **Low education/Low income** – Continue to teach Freshstart at DSS Workfirst quarterly classes
- **Hispanic** – Trained a bilingual/bicultural substance abuse counselor at El Futuro on Freedom From Smoking® cessation curriculum, which can be offered in Spanish (unlike Freshstart)
- **Health department clients** – OCHD issued a Standing Order for RNs to provide and bill for tobacco cessation. RN training completed by UNC on 11/19; will begin implementing immediately.

Quitline: Final agreement to increase availability of NRT through Quitline anticipated by Dec. 2014.

Freshstart Groups (February 2013 – October 2014):

14	# of Freshstart groups completed
61	# of participants who registered for OCHD Freshstart
43	# of participants who completed OCHD Freshstart*

*Must attend a minimum of 3 out of 4 classes in order to complete the program and receive NRT.

Freshstart Attendees:

Freshstart participants represent white and African-American women and men, ranging in age from 19 - 77 years old, and residing in Chapel Hill, Carrboro, Hillsborough, Cedar Grove, Efland and Mebane.

Freshstart Satisfaction:

Of those participants (n=38) who completed a satisfaction survey:

100%	Agreed or Strongly Agreed that the support group and NRT combination was helpful.
100%	Agreed or Strongly Agreed that they would recommend this program to a friend.

Nicotine Replacement Therapy (NRT) Distribution

About \$50,000 has been spent on about 2,100 boxes of NRT. About a third of the supply has been used, and it’s anticipated that OC Partners for Tobacco Cessation will increase NRT demand in 2014-15.

Program	OCHD					Total Served
	Freshstart	Quitline	UNC Nicotine Dependence Program			
	OC Residents/ Employees	OC Residents	Orange Co. Employees	PHE, Inc. (Freshstart)	Chapel Hill Employees	
# Participants	43	12	8	25	19	107
NRT Distributed	366 boxes	25 boxes	93 boxes	69 boxes	83 boxes	636 boxes